

THE NEWSWEEKLY OF THE FIFTH ESTATE

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Sharp's name goes in for FCC  
Guarded optimism at NBC  
CBS up next with  
affiliates

# REAL PEOPLE

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*Seldom do stations have the chance to run an off-network strip in syndication when the network version is still at its peak of prime-time popularity.*

*Perhaps that's why "Real People," NBC's highest rated series of the 1981-82 season, is assembling one of the finest lineups of stations ever to carry an off-network program.*

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*Video Products built to Ideal Standards*

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## Steve Sharp to be Reagan's choice for FCC Wiley says 'no' to NAB Radio Marti given a setback in the House Upbeat air at the NBC affiliates meeting

**SHARP'S NOMINATION TO FCC** □ Reagan announcement could be prelude to White House-Fowler confrontation with Ted Stevens, who prefers Alaskan Marvin Weatherly. **PAGE 31.** A closer look at Steve Sharp. **PAGE 32.**

**NAB'S HUNT GOES ON** □ Search committee draws general profile of what it wants in next association president. Wiley asks that he be dropped from consideration. **PAGE 32.**

**GROUND RULES FOR SENATE TV** □ Rules Committee grapples with knotty problem of how to implement coverage conditionally approved last month. **PAGE 33.**

**RADIO MARTI BLOCKED** □ Wirth subcommittee amends bill by putting no trespassing sign on frequencies allocated to nongovernment broadcasting. **PAGE 34.**

**FOIA COMPROMISES** □ Senate Judiciary Subcommittee amendments soften harsher measures advanced last November. But there's uncertainty about House action. **PAGE 35.**

**GUARDED OPTIMISM** □ That's tenor of NBC affiliates meeting in Los Angeles where talk of new technologies takes back seat to basic issues such as improvements in prime-time and daytime programming. A-News operations and other news expansion plans strike responsive chord with stations. **PAGES 37-42.**

**'79 WARC RATIFICATION** □ Administration urges Senate to approve treaty, but Schmitt wants delay until after next year's ITU conference. **PAGE 46.**

**FORWARD IN MARK TIME** □ FCC memorandum lists 78 accomplishments since Mark Fowler became its chairman last year. **PAGE 47.**

**SLIM PICKINGS FOR FTC** □ House subcommittee passes simple one-year reauthorization for trade commission after failure to reach consensus on more complex measure. **PAGE 48.**

**ACT TAKES FCC TO COURT** □ Boston-based group attempts legal pressure to force commission action in 12-year-old children's-TV case. **PAGE 48.**

**ABC'S TOMORROW** □ Goldenson reaffirms company's commitment to traditional broadcast media and intent to capitalize on new technologies. Rule discusses current financial and programming achievements. **PAGE 51.**

**THAT'S A JOKE, SON** □ GOP campaign commercials with O'Neill and Carter look-alikes, prompt unlaughing Democrats to threaten demand for free-time responses under fairness doctrine. **PAGE 52.**

**PRODUCTION PEEVES** □ Rich, Spelling and Gerber denounce present pilot system as expensive and misleading, say series stars are getting too demanding, and decry network demand for immediate good ratings. **PAGE 54.**

**CHANGES APD WANTS** □ Syndicator organization submits list of revisions it wants made in upcoming NATPE conference. **PAGE 55.**

**BELT-TIGHTENING** □ Here are concerns of public radio and TV broadcasters and how they hope to cope with Reagan budget cuts. **PAGE 60.**

**OUT OF THE NORTH COUNTRY** □ After 21 years in local radio and TV in upper New York State, Tony Malara accepted a summons to the network scene in 1978. Now vice president and general manager of CBS television network, he finds that hometown training contributes to a bond with CBS-TV affiliates. **PAGE 87.**

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# WHAT'S BETTER THAN WOODY WOODPECKER & FRIENDS?



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## Slow burn

Senate Commerce Committee appears to be in no hurry to decide how to proceed with nomination of FCC general counsel, Stephen Sharp, to FCC, announced last week by White House (see page 31). Support appears to be mounting among committee leaders, however, to introduce legislation trimming size of FCC from seven members to five. That move would permit confirmation of Sharp for short-term service to end coincidentally with end of Democrat Joseph Fogarty's FCC term next year (thus preserving Republican-Democratic ratio on five-member FCC).

According to committee staff, power to call shots still lies with Senator Ted Stevens (R-Alaska), who earlier secured promise from committee chairman, Bob Packwood (R-Ore.), not to hold confirmation hearings unless Marvin R. Weatherly, member of Alaska Public Utilities Commission, received nomination. Stevens has not told committee or own staff how he'd like things to proceed. But he has talked of finding another job for Weatherly.

## Wiley's stance

Even before presidential search committee of NAB began its sessions last Thursday, Richard E. Wiley, former FCC chairman, eliminated himself from consideration as possible successor to Vincent T. Wasilewski. In breakfast conversation with NAB's chairman, Edward O. Fritts, of Fritts Broadcasting, Wiley said he didn't want to appear presumptuous in anticipating offer from NAB, but, even if asked, he wouldn't be available because of both family and law practice commitments. But he volunteered to counsel with NAB in its mission to broaden scope in light of new and emerging technologies (see story, page 32).

## Go, no go

Despite FCC unanimous vote last March to oppose General Services Administration proposal to relocate commission headquarters to Hoffman-Center building in Alexandria, Va. (BROADCASTING, March 15), move is still not out of question. In letter to FCC last week, GSA has rejected FCC's objections, contending that move to Hoffman-Center building presents most cost-effective alternative available. FCC will ask GSA to reconsider, FCC officials said. Commission contends Hoffman-Center location, almost two miles outside

Washington, is too remote. Moving there would impose travel burden on FCC staff and public that does business with FCC, commission said.

## Hill to FTC?

Amy L. Bondurant, 31-year old staff attorney for Senate Commerce Committee, is being considered by White House for nomination to Federal Trade Commission. Bondurant, who went to Washington seven years ago to work for Senator Wendell Ford (D-Ky.) and has worked for Commerce Committee for last five years, would fill seat vacated in March 1981 by Robert A. Pitofsky, who resigned and was originally to be replaced by Washington attorney Keith D. Adkinson, whose name was withdrawn after Commerce Committee uncovered possible conflict of interest during Adkinson stint as Capitol Hill staffer.

## Busy, busy

Vincent T. Wasilewski, outgoing president of National Association of Broadcasters, will kick off new broadcast season for International Radio Television Society at Keynote luncheon in New York Sept. 27. Honor usually goes to FCC chairman, but Mark Fowler asked to be excused because of heavy workload.

Wasilewski advised his staff last week that he will enter Washington area hospital June 23 for triple bypass surgery. Cardiovascular condition was discovered during regular physical examination after Wasilewski had announced, at monthly meeting of NAB executive committee April 26, his intention to leave NAB presidency. Doctors saw no emergency. He is booked for Alaska Association of Broadcasters convention June 5-9, with Walter Cronkite.

## Cell life

Leaving no doubt it sees considerable future in cellular radio, Metromedia Inc. has agreed in principle to buy 60% of stock of Cellular Systems Inc., consortium of 12 New York-based radio common carriers formed to apply for New York City cellular license. If FCC grants CSI license, Metromedia will kick in \$10 million more equity to install system and will provide consortium with additional \$10 million in financing for system. After 75% of system is in place, Metromedia would have option to buy additional 20% of stock, bringing its share to 80%.

Consortium members will be asked to ratify agreement at meeting today. Metromedia has already announced agreements in principle to buy Radiofone

Corp. for \$56 million and Beep Communications for \$9 million (BROADCASTING, May 10). Both paging companies are partners in consortium.

## Radio and Reagan

Generally favorable response to President Reagan's Saturday noon, radio-only, five-minute reports to nation has stimulated decision that they be kept going indefinitely. Reagan's easy radio style motivated recommendation from top advisers. Moreover, reaction is lower key than that engendered by TV, which usually brings torrents of responses from Democratic opposition.

## Red to black

Contrary to projected deficit of \$123,000, National Association of Broadcasters expects to find out within next two weeks that it ended fiscal year 1982 in black. Expenditures for special, unbudgeted projects ran NAB into red in 1981 and were expected to do so again in 1982, in spite of \$52,000 in staff savings accounted for at midyear ("Closed Circuit," Dec. 7, 1981). Special projects for FY '82, which ended April 1, cost NAB \$179,000, according to Joint Board Chairman Edward O. Fritts, but additional savings by staff departments, at urging of executive committee, made balanced ledger possible.

## Favorable first

TV stations' first-quarter sales, known all along to be good (BROADCASTING, April 19, et seq.), turned out to have been better than believed. Where spot had been thought running "up to" 20% higher than in 1981, Television Bureau of Advertising's quarterly times sales survey finds it was 22% ahead, while local was at or slightly above projections at 13%.

## Box office in bed

Codard, Santa Rosa, Calif.-based engineering firm now testing a "pay as you sleep" programable radio service, will hold news conference in San Francisco in mid-June when it is expected to announce partnership with National Public Radio that would make NPR national distributor of service, beginning next year. Codard has set Oct. 1 for start-up of service in San Francisco, where KQED-FM carried out over-air experiment with system last winter. National availability is expected in first quarter of 1983, probably through NPR's satellite interconnection system.



# Cable castings

## Westward ho

NCTA organizers are beginning to see this fall's National Cable Programming Conference—Nov. 13-15 in Los Angeles's Biltmore hotel—as "sleeper" of the year. It's teamed with Western Cable Show (in Anaheim, Nov. 17-19) and CTAM (Cable Television Administration and Marketing Society) Track Day on Nov. 16 at the Disneyland Hotel. (Track Days refer to CTAM's style of having three or four different subjects, or tracks, running simultaneously during day, with number of panel sessions under each).

Those seven days are gaining name "Cable Week"; cumulative attendance to all activities could rival or exceed NCTA convention itself. Programming conference will concentrate on "cutting edge in controversial issues," including relationships with creative community and access to programming. Some 2,000-3,000 are expected for programming conference alone. Climax will be nationwide cablecast Monday night (Nov. 15) of NCTA's ACE awards, which will be broadcast via Ted Turner superstation WTBS-TV (Channel 17) to its subscribers and made available on no-cost basis to others. Aim for ACE (Award for Cablecasting Excellence) is to be cable industry's version of Emmy awards (or, perhaps, of NATPE's Iris awards).

## Gridironing

Reports persisted last week that Chet Simmons, president of Entertainment and Sports Programming Network, would leave that post to become commissioner of the new U.S. Football League.

Simmons, former head of NBC Sports,



Daniels



Simmons

relayed word through an ESPN spokesman that he had no comment on the report.

The new league, whose initial plans were disclosed three months ago (BROADCASTING, Feb. 15), consists of 12 teams and is shooting for a 20-game season—to be played in the spring to avoid head-to-head competition with National Football League games in fall and early winter. It had been widely believed to be seeking television coverage via cable, but leaders, who formally announced their plans 10 days ago, say they're scouting "all facets" of TV coverage.

Cable pioneer Bill Daniels, of Daniels & Associates, Denver, is a principal owner of the new league's franchise for San Diego. Daniels said last week that the new group would seek deals with "a combination of ESPN, the USA Network, the three [broadcast] networks and cable systems throughout the country" in regional cable networks already in existence or yet to be formed, such as one he said that he and the Times Mirror Co. are putting together as a joint venture in southern California.

ABC, CBS and NBC signed with NFL two months ago for TV rights to NFL games for

five years at a total cost of about \$2 billion (BROADCASTING, March 29). In that contract, NFL ruled out cable coverage. In doing so, Daniels said, "they put it in our lap, and I thank them for that." □ The new league, said to be well financed, plans to start next year, with games to be played March through June and with its championship game July 4. Like Simmons, Daniels had no comment on reports that Simmons might be the new commissioner, saying only that "we're talking to several" people and that the outcome should be known in two or three weeks.

## Zooming

*President Kay Koplovitz reports that USA Network's advertising-supported basic cable service picked up an extra 1.3 million subscribers in the first five weeks since going to full 24-hours-a-day operation in April. She's now projecting close to 15 million subscribers by year's end—at 11 cents monthly each at present, but reducing to seven cents in 1983 and to zero in 1984.*

## Boroughing

New York City's cable working group meets today (May 24) in an effort to resolve an impasse that has franchise negotiations at a standstill. Principal stumbling blocks: (a) Cablevision's nonacceptance of the initial franchise areas for which it had been targeted and (b) what to do about Staten Island, for which franchise areas have yet to be described.

Cablevision has proposed redrawing franchise areas so that it would receive, in addition to the Bronx, an area carved predominantly out of the southern portion of Brooklyn and an area comprising two northern community board districts in Queens, or, alternatively, the Bronx, the same area in Queens and Staten Island.

Morris Tarshis, director of franchises, addressing the Staten Island problem, has proposed dividing that borough into east and west franchise areas. That would leave one of three targeted companies—Cox, Vision Cable or Warner Amex—as odd man out.

Actions taken by the working group today will go before the city's Board of Estimate this Thursday (May 27).

## If you could see what I hear

National Public Radio is dipping its toes into the cable audio field—altruistically. That radio network currently is working on a project to provide a cable audio reading service for the blind and/or so-called print-handicapped. It has already received commitments from a half-dozen interested (but as-yet-unidentified) MSC's and is seeking



**Outsized.** The opening of Tribune Company Cable's Gaithersburg, Md., community access center in the Washington suburb was accorded due ceremony May 16 as that city's mayor, Bruce Goldensohn (l), and Tribune Cable's president and chief executive, Douglas Dittrick, performed the ribbon-cutting. The relatively small (3,500 subscriber) system has recently been upgraded by Tribune Cable from 12 to 30 channels. During his remarks on that occasion, Dittrick noted that Tribune-United Cable's bid for the overall Montgomery County franchise had been ranked first by the consultant hired to rate the competing bids.



more. The project would be a one-year pilot extension of NPR's current print-handicapped service that reaches some 150,000 subscribers through NPR station subcarriers. Big advantages via cable: listeners would not have to purchase decoders to get at subcarrier channels, and some cable systems reach areas unserved by NPR. Service features readings from daily newspapers and magazines and also airs specially-produced shows. The MSO's are volunteering to cover their end of the costs to deliver the service to cable subscribers; systems would pick up the service from Satcom III R (Cable Net One). NPR is looking for foundation funding to cover its costs (estimated \$200,000-\$300,000, principally for transponder time). If that search is successful, the service could be operational by end of the summer.

## Uplifting

Business is booming for former NCTA President Bob Schmidt's Communications Technology Management (CTM), based in McLean, Va. (suburban Washington). It's just outgrown three-earth-station uplink facility in Bren Mawr, Va., and is trying to purchase land for expansion. Principal fulltime clients: C-SPAN, Group W, Bonnevill, U.S. Chamber of Commerce; occasional users fill out uplink schedule. Each uplink can hit four transponders simultaneously on same bird, but when services are on different birds, life gets more complicated. CTM went operational two weeks ago with Stamford, Conn., uplink facility it will use to service Satellite News

## Deep Pockets Inc.

*Group W Satellite Communications-ABC Inc. 50-50 joint venture reportedly is prepared to lose/invest \$300 million in Satellite News Channels effort to dislodge Ted Turner's hold on 24-hour news network supremacy. It's budgeting on assumption SNC won't show black ink before fourth quarter of 1985—three years away.*

Channels operation. Uplinking started out as sliver of CTM operations, is growing into increasingly important element. Principal CTM activity is consulting and engineering design in new technologies area. Company now has fulltime staff of 44.

CTM, which for past several years has mounted communications policy seminar in advance of Western Cable Show in association with University of Southern California's Annenberg School, will soon announce plans to hold this year's event in Washington, Sept. 29 and 30 and Oct. 1, at Marriott hotel. Focus will be on information services technologies.

## Cable gleam in Kay's eye

Washington Post Co., which has no cable TV interests at present, plans to get into that area, according to Chairman Katharine Graham. She also told shareholders at com-

pany's annual meeting in Washington (May 14) of intention to broaden current holdings in TV, newspapers and magazines. While not specifying when and where cable expansion would occur, Graham said that "at the right price and in the right geographic area, cable could offer an interesting investment opportunity for us."

## Grass-rooting

C-SPAN, the independent, nonprofit program service that carries House of Representatives TV coverage, along with other public affairs efforts to cable systems nationwide is still in minor disarray since losing its daytime slot on Cable Net One transponder 9 (USA Network's, on which it had piggybacked) but is recuperating fast. Among positives: spontaneous formation of "Friends of C-SPAN" organization by two viewers—Bud Harris of Cherry Hill, N.J., and Shirley Rossi of Pueblo, Colo.—that is enlisting others in efforts to encourage cable operators to carry service. More than that, C-SPAN now has its own fulltime transponder (19) on Cable Net One, has already expanded to 16 hours a day seven days a week, hopes to go 24 hours in time. It's also getting more revenue per subscriber (up from one to three cents monthly), but that's offset by six-times increase in transponder cost (to \$1.2 million a year). Percentage loss in number of systems is greater than in number of total subscribers: down from 1,200 to some 800 or 900 systems, down from 12 million to some 10 million subscribers.

## When the legal drinking age goes down,

It's a question a lot of people have been arguing. And State Farm's **Insurance Backgrounder** on the subject presents the evidence on both sides.

Other **Backgrounders** take objective looks at topics like "The 55 MPH Speed Limit: Lifesaver or Nuisance?" and "Air Bags, Needed or Not?" They're part of the information service available to newspeople from State Farm.

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## RADIO ONLY

**Rohne Poulenc** □ Agricultural products. Begins June 7 for six weeks in 12 markets. Agency: Richardson, Meyers, Donofrio Inc., Philadelphia. Target: total farmers.

**Embarcadero** □ Resort. Begins this week for four weeks in Oregon markets. Morning drive, midday and afternoon drive times. Agency: Ryan Advertising & Public Relations, Albany, Ore. Target: adults, 18-44.

**Georgia Pacific** □ Mr. Big paper towels. Begins July 5 for four weeks in about 10 markets. Morning and afternoon drive times. Agency: Altschiller, Reitzfeld, Solin/NCK, New York. Target: women, 25-54.

**Faygo Beverages** □ Diet Faygo. Begins May 24 for three weeks in more than 10 markets. Agency: William B. Doner, Southfield, Mich. Target: women, 18-49.

**Gulf Oil** □ Motor oil. Begins June 6 for three weeks in Ohio markets. Morning and afternoon drive times. Agency: Rives Smith Baldwin & Carlberg Inc., Houston. Target: men, 18-49.

**Louisiana-Pacific** □ Treated lumber. Begins May 24 for three weeks in San Francisco. Morning drive, middays and afternoon drive times. Agency: William Cain Inc., Portland, Ore. Target: men, 25-54.

## TV ONLY

**Heublein** □ Grey Poupon mustard. Begins June 28 for nine weeks in more than 10 markets. News and prime times. Agency: Marschalk, New York. Target: adults, 25-49.

**Meijers** □ Produce and meat. Begins this week for nine weeks in Michigan markets of Grand Rapids-Kalamazoo-Battle Creek, Detroit, Lansing and Flint-Saginaw-Bay City. All dayparts. Agency: Media Masters Inc., Southfield, Mich. Target: adults, 18-49.

**American Safety Razor** □ Shower shaver. Begins June 14 for eight weeks in eight markets. Fringe, weekends and specials. Agency: Laurence, Charles & Free, New York. Target: girls, 12-17; women, 18-49.

**Speigel** □ Mail order catalogue. Begins June 28 for six weeks in four markets. Day, early fringe, late fringe, fringe and news times. Agency: Marsteller Inc., Chicago. Target: women, 25-54.

**Keebler** □ Chocolate fudge cookies. Begins June 21 for four weeks in at least seven markets. Children's programming, early fringe and weekends. Agency: Leo Burnett & Co., Chicago. Target: total children; teen-agers, 12-17; women, 25-54.

**American Dairy Association** □ Red Seal dairy products. Begins June 7 for three weeks in about 25 markets. Agency: D'Arcy-MacManus & Masius Inc., Atlanta. Target: adults, 25-54.

**Nutri/System 2000** □ Weight reduction centers. Begins this week for three weeks in approximately 160 markets. Day, early fringe, prime access and news times. Agency: Alten, Cohen & Naish Inc., Philadelphia. Target: women, 25-54.

# BUFFALO IS GONE.

Buffalo's gone Superadio. WNYS-AM & FM has just signed with us. (Formerly WACJ-FM and WWOL-AM.)

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

But there are other major markets still available, so call David Pollei at (212) 708-8172. Before it's too late.

**SUPERADIO** RADIO ENTERPRISES 

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## Rep Report

WDBO-AM-FM Orlando, Fla.: To Katz Radio from Blair Radio.

WAKY(AM)-WVEZ(FM) Louisville, Ky.: To Katz Radio from Eastman Radio.

KWHK(AM) Hutchinson, Kan., WSSJ(AM) Camden, N.J.: To Lotus Representatives (no previous rep).

WADK(AM) Newport, R.I.: To Lotus Representatives from Roslin Radio.

KIDD(AM)-KLRB(FM) Monterey, Calif.: To CBS-FM National Sales from Jack Masla.

**Nothing is forever.** In 1931 when Katz Communications (then Katz Agency) began its radio representative business, among its first clients was WKY(AM) Oklahoma City. That 51-year relationship has ended with wkcy switching to Eastman Radio. Wky is owned by Gaylord Broadcasting, which later assigned several of its TV and radio stations to Katz. This alliance weakened about three years ago when several Gaylord TV stations were moved to TeleRep. Katz no longer represents any Gaylord stations. In Oklahoma City, it will continue to represent KOFM(FM).



# SCORE POINTS WITH YOUNG ADULTS.



With SOAP, attracting young audiences  
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hours—the perfect way to become a superstar.

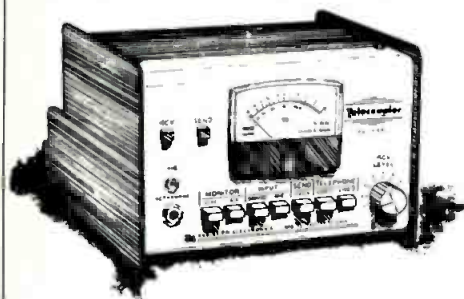
SOURCE: NTA/NAD, NOV/FEB 1977-81 EFFECTIVE TOTAL RUNS

# SOAP

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**Weber-Stephan Products** □ Weber outdoor grill. Begins June 4 for three weeks in five to six markets. Prime, day, early fringe, and news times. Agency: Grant/Jacoby Inc., Chicago. Target: women, 25-49.

**Ayerst Laboratories** □ En Gard vitamins. Begins June 7 for three weeks in Washington, Baltimore and Indianapolis. Day times. Agency: William Esty Co., New York. Target: adults, 25-54.

**Dart & Kraft** □ Kitchen Aid appliances. Begins June 16 for two weeks in about 20 markets. Day, early fringe and prime access times. Agency: Griswold-Eshleman Co., Cleveland. Target: women, 25-54.

**New England Telephone** □ Directory assistance promotion. Begins June 21 for two weeks in Providence, R.I., and Boston. Agency: Harold Cabot Advertising, Boston. Target: total adults.

**Filene's** □ Specialty stores. Begins June 7 for two weeks in Providence, R.I., and Boston. All dayparts. Agency: Ingalls Associates, Boston. Target: total adults.

**Nordstrom** □ Fashion department stores. Begins June 6 for one week in eight West Coast markets. Morning drive, middays and afternoon drive times. Agency: Soderberg MacEwan Inc., Seattle. Target: women, 18-49.

**Elaine Powers** □ Figure salons. June party promotion begins June 14 for one week in about 20 markets. Day and early fringe times. Agency: CPM Inc., Chicago. Target: women, 18-34.

**MGM/United Artists** □ "Poltergeist" (movie). Begins early next month for one week in 81 markets. Late fringe, fringe, prime and sports times. Agency: Diener/Hauser/Bates Co., New York. Target: teenagers, 12-17; adults, 18-24.

**Palm Bay Importers** □ Principato wine. Begins Sept. 6 for about 16 weeks in Miami and North Carolina markets. News, weekend, sports and prime times. Agency: Keller Haver Inc., New York. Target: adults, 18-49.

**A.H. Robbins** □ Cosmetics. Begins Aug. 30 for eight weeks in 99 markets. All dayparts. Agency: Mil-Mor Advertising Inc., Richmond, Va. Target: women, 18-49.

**Carnation** □ Food products. Begins June 28 for 13 weeks in more than 20 markets. All dayparts. Agency: SSC&B Inc., New York. Target: women, 25-54.

**Silver Dollar City** □ Fall crafts exhibition. Begins June 30 for varying flights in more than 10 markets. Agency: Ogilvy & Mather Inc., Houston. Target: total adults.

## AdVantage

**Carrying torch.** ABC-TV reports it has received commitments for \$435 million in network advertising for 1984 Olympics, or 73% of \$615 million goal it has set. ABC, which paid \$315 million for telecast rights, has received biggest response from Coca-Cola (\$46 million worth of time), McDonald's (\$36 million), and Anheuser-Busch and Miller Breweries (\$26 million each). Network is selling time for both winter and summer Games, with 30-second prime-time spots going for \$250,000 each.

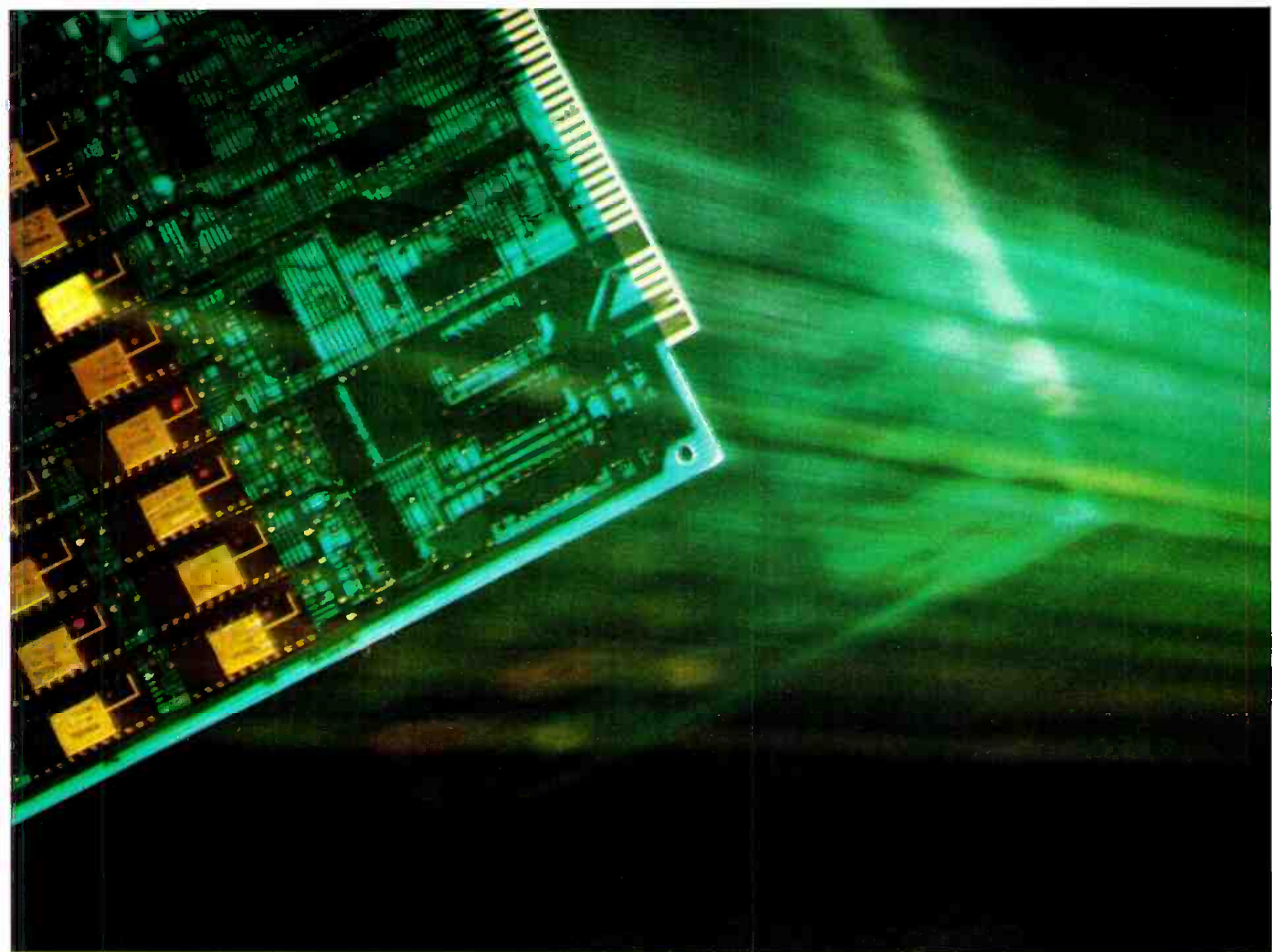
**McGavren's look at spot radio.** McGavren Guild Radio, New York, reports its analysis of spot radio availabilities for first quarter of 1982 shows that the 25-54 demographic was most requested, amounting to 26%, up from 32% last year, followed by 18-49/18-44, 20%, up from 18% in 1981 and 25-49/25-44, 12%, down from 16% last year. Arbitron continued as leading rating firm sought by agencies at 84%, down from 92% last year.

**... and Eastman's analysis.** Eastman Radio says its study reveals that 25-54 dominates all agency requests with 33%, leading 18-49 with 16%, 25-49 with 14% and 18-34 with 9%. Regarding campaign lengths, one to four weeks are most frequently sought at 67%, followed by five to nine weeks, 19% and 10 to 14 weeks, 7%.

**Back with John Hancock.** Arnold & Co., Boston, which acquired full John Hancock Mutual Life Insurance account last June from Rosenfeld, Sirowitz & Lawson, New York, has readied first network TV campaign for client in 10 years for midsummer start-up. Spots will run on all three networks promoting firm's "diversified financial services as well as complete coverage for individual consumers and businesses." Length of campaign, which includes run in national magazines, has yet to be determined.

**In New York.** Klein & Co., Los Angeles-based advertising and promotion firm in broadcast and cable industries, has opened office in New York at 59 East 77th Street, (212) 535-3230. Staff of new office will include Roger Woo, animation director-producer and Bea Malone, office manager.





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# Datebook

## This week

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

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

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

**May 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 25**—*Women in Film and Video* annual dinner. In-the-Gardens of Ginny Durrin, Washington.

**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**—*Women in Cable, New England chapter*, luncheon meeting. Marriott hotel, Long Wharf, Providence, R.I.

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

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

## June

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

**June 1-3**—Seminar on "Telecommunications Trends

and Directions," sponsored by *Communications Division of Electronic Industries Association*. Dunfey's Hyannis hotel and conference center, Hyannis, Mass.

■ **June 2**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Brian Frons, CBS Entertainment. Copacabana, New York.

■ **June 2-4**—First Annual Awards Competition of *International Radio Festival of New York*. Sheraton Centre Hotel, New York. Awards will recognize programming, advertising and promotion excellence in radio.

**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**—*Radio Advertising Bureau's* Idearama for radio salespeople. Holiday Inn Northwest, Columbia, S.C.

■ **June 3**—*Radio Advertising Bureau's* Idearama for radio salespeople. Marriott hotel-West Loop, Houston.

■ **June 3**—*Radio Advertising Bureau's* Idearama for radio salespeople. Little America, Salt Lake City.

**June 3-4**—Northeast cable television eighth technical seminar and exhibition. *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**—National Indian Media Conference sponsored by *Native American Public Broadcasting Consortium* and *American Film Institute*. Old Town Sheraton hotel, Albuquerque, N.M.

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

**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." Speaker: Kay Koplovitz, president, USA Network; Bob Alter, president, Cabletelevision Advertising Bureau, and Mike Roarty, vice president, Anheuser-Busch. Beverly Hilton hotel, Los Angeles.

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

■ **June 7-10**—*Washington Journalism Center's* conference for journalists. "The Changing Economy." Watergate hotel, Washington.

**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.

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

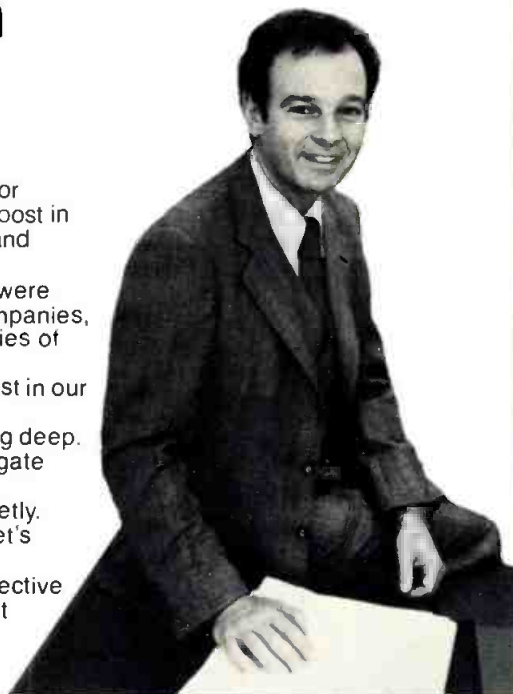
**June 10-13**—American Film Institute's National Video Festival, sponsored by *Sony Corp.* Kennedy Center, Washington.

■ **June 10-13**—Seventh annual *Upper Midwest Communications Conclave*. Radisson Inn, Plymouth, Minneapolis.

**June 11**—"The Lawyer and the New Video

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

**June 11-13**—*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**—*Cable TV Industry* press tour. Century Plaza hotel, Los Angeles.

**June 12**—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 13-17**—International Conference on Communications, "The Digital Revolution," sponsored by *Institute of Electrical and Electronics Engineers and Communications Society Conference Board*. Franklin Plaza hotel, Philadelphia.

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

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

■ **June 14-24**—"Legal Aspects of the Media" course for attorneys offered by *New York University School of Law's* transitional educational program. Course will focus on copyright and communications law, antitrust and First Amendment. Information: Linda Rollyson, NYU Law School, 40 Washington Square South, New York, 10012.

**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**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Bob Howard, president, United Satellite Television. Copacabana, New York.

## Major Meetings

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

**June 6-9**—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* 11th 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.

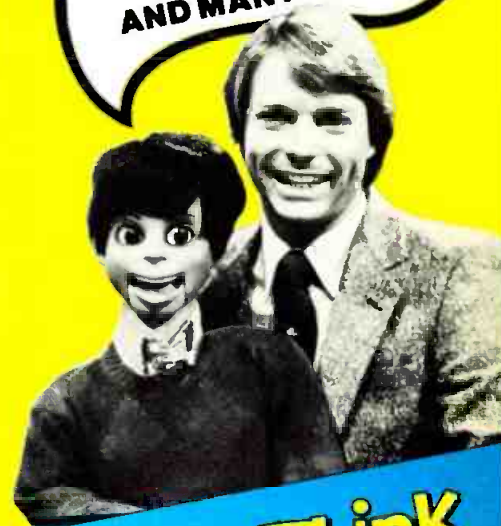
**April 10-13, 1983**—*National Association of Broadcasters* 61st annual convention. Convention Center, Las Vegas. Future conventions: Las Vegas, April 29-May 2, 1984; Las Vegas, April 14-17, 1985; Las Vegas, April 20-23, 1986; Atlanta, April 5-8, 1987, and Las Vegas, April 10-13, 1988.

**May 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.

**May 30, 1983**—*American Women in Radio and Television* 32d annual convention. Royal York, Toronto. Future conventions: May 105, 1984, Renaissance Center-Westin, Detroit; May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

**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.

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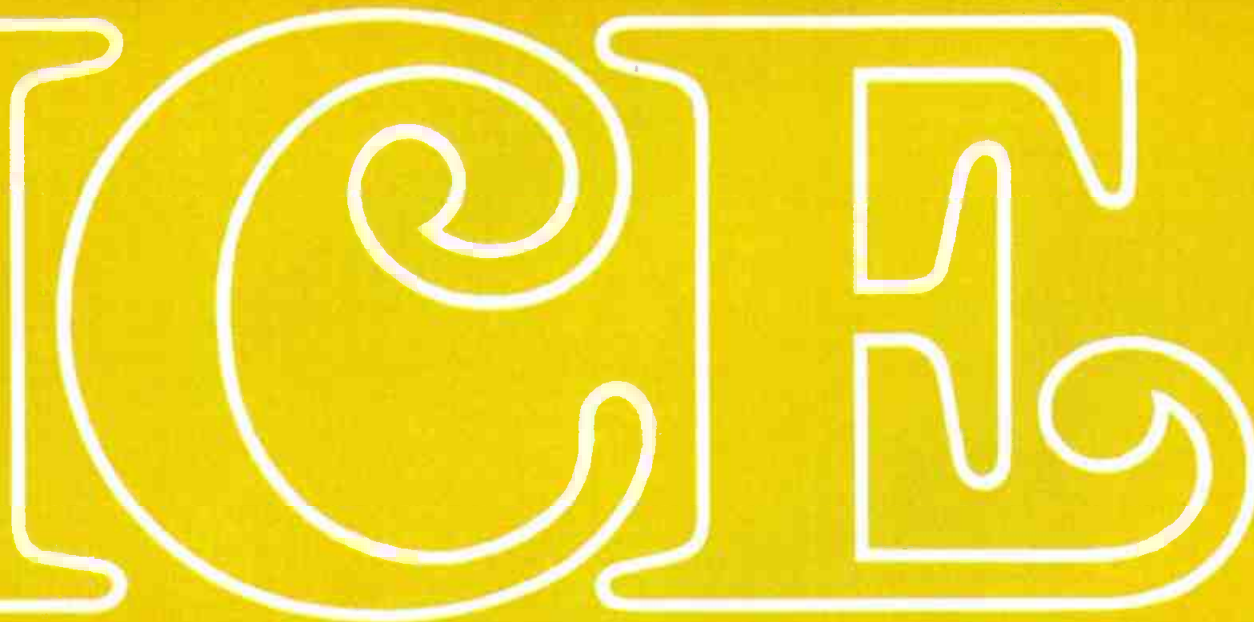


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WVTM-TV, Birmingham  
WOAY-TV, Bluefield-Oak Hill  
KTVB, Boise  
WSBK-TV, Boston  
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WXIX-TV, Cincinnati  
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WTVM, Columbus, Ga.  
WBNS-TV, Columbus, Oh.  
KIII, Corpus Christi  
KDFW-TV, Dallas-Ft. Worth  
WDTN, Dayton  
KWGN, Denver  
WETM-TV, Elmira

WJET-TV, Erie  
KMTR-TV, Eugene  
KTHI-TV, Fargo  
WEVU-TV, Ft. Myers  
WZZM-TV, Grand Rapids-Kalamazoo  
WGHP-TV, Greensboro—Winston-Salem—High Point  
WLOS-TV, Greenville-Asheville  
WXVT, Greenville, Ms.  
WCTI-TV, Greenville-New Bern  
WHTM-TV, Harrisburg-Lancaster  
WXXX-TV, Hartford-New Haven-Waterbury  
KIKU-TV, Honolulu  
KHTV, Houston  
WTHR, Indianapolis  
WAPT-TV, Jackson, Ms.  
WTLV, Jacksonville  
WTAJ-TV, Johnstown-Altoona  
KCMO-TV, Kansas City  
KVVU-TV, Las Vegas  
WKYT-TV, Lexington  
KARK, Little Rock  
KTTV, Los Angeles  
WAVE-TV, Louisville  
WMTV, Madison  
WHBQ-TV, Memphis  
WTCN-TV, Minneapolis-St. Paul  
WALA-TV, Mobile-Pensacola  
WZTV, Nashville  
WGNO-TV, New Orleans  
WPIX, New York

WAVY-TV, Norfolk-Portsmouth  
KOSA-TV, Odessa-Midland  
KGMC, Oklahoma City  
WOFL, Orlando-Daytona Beach  
WRAU-TV, Peoria  
WPHL-TV, Philadelphia  
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**June 16-18**—*Broadcast Financial Management/ Broadcast Credit Association* board of directors meeting. Billmore 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**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Jeffrey Reiss, president and chief executive officer, Cable Health Network. Copacabana, New York.

**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* 12th 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 3**—Ad hoc committee organizational meeting to form *National Association of Radio and Telecommunications Engineers*. Red Lion Motor Inn, Jantzen Beach, Portland, Ore. Information: Ray Thrower, P.O. Box 12725, Salem, Ore., 97309, (503) 581-4031.

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

**July 8-10**—*National Federation of Local Cable Programers* fifth 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 9-10**—Media Workshop on California Courts sponsored by *California Judges Association* in conjunction with *Radio and Television News Directors Association*, *Radio and Television News Association of Southern California* and *California Newspaper*

*Publishers Association*.

**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, Los Angeles.

**July 13-15**—*National Federation of Community Broadcasters* annual conference. MacAlister College campus, St. Paul.

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

## August

■ **Aug. 5-7**—*Society for Private and Commercial Earth Stations* first convention and exhibition. Holiday Inn, Omaha.

**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.

**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) 635-3586.

**September 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, NW, 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.



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# Open Mike

## Co-op City rebuts

EDITOR: National Cable Television Association President Tom Wheeler, in his May 3 interview with you said:

"In the heart of the Brooklyn franchise area sits Co-op City, with 15,000 units. Co-op City is now being organized to have its own SMATV... I don't think it's fair when a cable operator in Brooklyn... has to compete with three STV's, one MDS and innumerable SMATV's that, for instance, pay no franchise fees. While the first five cents off the top of the cable operator's dollar goes to the city. Nor do I think it fair when cable has to meet public access requirements, and set aside funds in order to get the franchise, to meet the terms of the franchise, and the SMATV operator doesn't have to. Or, that the cable operator has must-carry rules, for instance."

Mr. Wheeler's herculean feat in moving Co-op City from the Bronx to Brooklyn is matched by his colossal misunderstanding of its proposed SMATV contract. True, the operator at Co-op City will not pay 5% to the city. It will instead pay 10% (plus a share of capital gains on any sale of the system) to the co-operators who will use those payments to keep their own carrying charges down and to meet obligations to the state.

It will provide a two-trunk system with as many or more channels than would be provided by a franchised cable operator, including must-carry and access channels. Cooperators will be protected by an agreement to match the rates and services provided by city franchisees. Furthermore, without additional charges, Co-op City will get a lobby-camera security service designed to fit its situation and needs which no New York City franchisee could provide. The Co-op City experience shows that SMATV systems can give better service to tenants than conventional cable systems. Mr. Wheeler says the cable industry is ready to meet competition. We say: "Amen."—*Matthew L. Lifflander, Moore, Berson, Lifflander & Mewhinney, general counsel for Co-op City, New York.*

**Wheeler responds:** "Mr. Lifflander's geography is correct, but his other assertions are not. A negotiated agreement with the property owner to share the revenues in return for the right to string cable bears no similarity to governmentally imposed franchise fee. A more appropriate comparison would be to the rights of way payments cable operators make to pole and conduit owners."

"The essential point regarding the channel capacity, access and must-carry characteristics of the SMATV system is that these are also done free of any governmental oversight or mandate. Cable operators have no such flexibility. The cable industry does not oppose this new competition. All we ask is the ability to compete under the same rules."

## Sharing statement

EDITOR: Reporting on the National Cable Television Association convention panel entitled "Whose Subs Are They?" you quoted me [BROADCASTING, May 10], as saying that we did plenty of research since it was required for selling to advertisers but that it was a question of whether "we were going to share it with you," meaning cable operators.

While the quote is accurate it is not the complete statement I made. When I said it was a question as to whether or not we would share, I was referring to the cable industry as a whole. I went on to say that in any case where it was to our mutual interest among our affiliated, or potentially affiliated, systems—of course we would share all pertinent information.—*Dick Cox, president, CBS Cable, New York.*

## Home taping numbers

EDITOR: On page 33 of your April 26 edition your recap of home taping legislative hearing states: "Stanley Gortikov, president of the Recording Industry Association of America, said a Warner research survey found that the value of home recorded music totaled \$450 million last year, while revenues from records actually sold make the problem far worse."

That quotation reflects a misunderstanding of the facts presented to the House and Senate. I did in fact state that the value of recordings taped at home was \$2.85 billion, not \$450 million. Further, the equivalent of 455 million pre-recorded album disks and tapes were sold in a year, while the equivalent of 475 million albums were home-taped. That's about a one-for-one ratio—which makes legislative protection for creators and copyright owners so vital.—*Stanley M. Gortikov, president, Recording Industry Association of America, New York.*

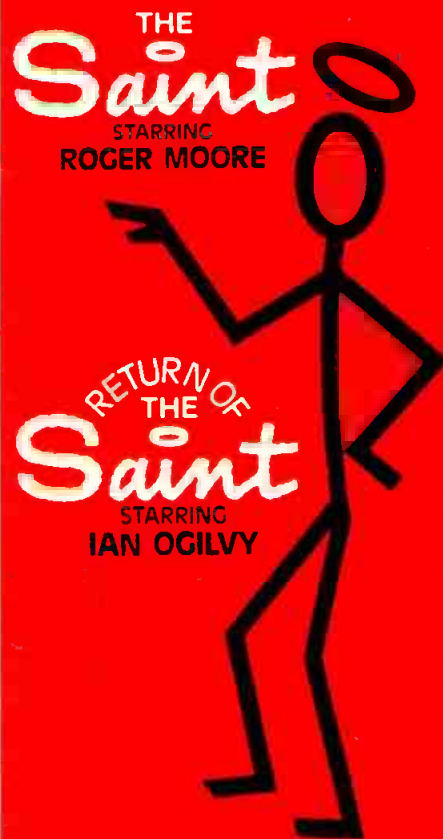
## Short, but sweet

EDITOR: Could not agree more with Robert Pauley's comments (BROADCASTING, April 20) regarding tight writing in radio news.

Going back 30-plus years, we wrote a local newscast that had to fit between the network news, off at 11:09:30, and another feed at 11:15:00. We had about 90 lines of copy for everything, including obits. We usually averaged 12-15 stories.

Those newscasts had life and motion. More important, they were informative. Our job was news, not entertainment. Admittedly, there was no competition in those pre-video days, but basics are basics. It's management's call on the mission for

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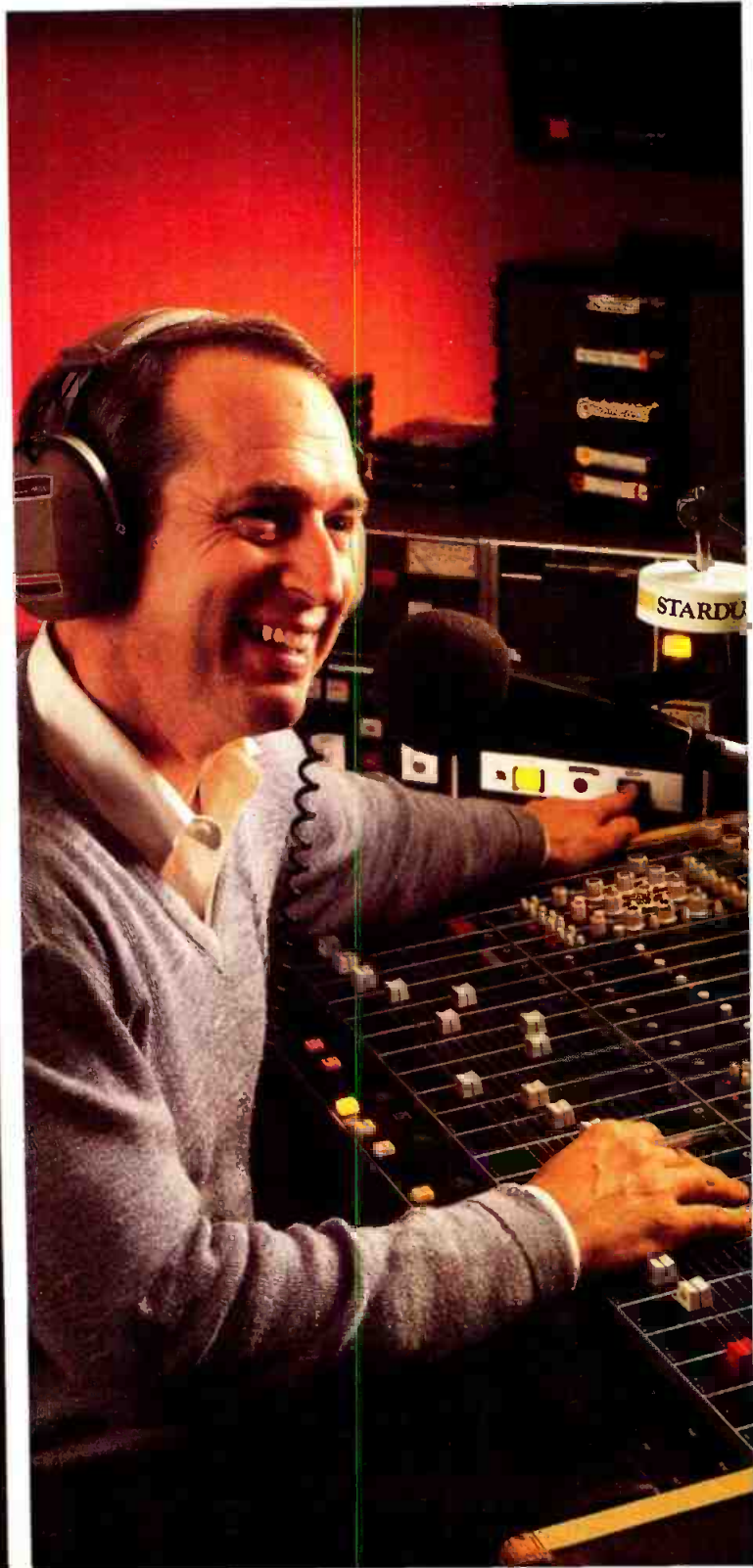
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the news department.—*Herbert A. Kassner, chief, public affairs office, Department of the Army, Corps of Engineers, Vicksburg, Miss.*

## College booster

EDITOR: While applauding much of Laurie Leonard's May 3 "Monday Memo," I must take exception to one point. Her assertion that cable is a training ground for future broadcasters only reinforces the notion that cable is a lesser form of broadcasting. Her point assumes that the cable audience, which pays directly for its programming, will settle for less qualified on-air production. She ignores the fact that our colleges, universities and technical schools

offer training in situations more conducive to learning and that both cable and broadcasting can benefit from this pool of educated personnel. As a graduate of the University of Wisconsin at Madison, I suggest that Ms. Leonard look in her own backyard.

By utilizing the resources of our institutions of higher learning, the cable operators/broadcasters can better serve their audiences by providing programming produced by people already trained in the basics who only need on-air experience. A more mature approach to cable programming in particular may help to reduce the disdain with which much of the cable audience views local production.—*Jonathan Tankel, assistant professor, University of Maine, Orono.*

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The Newsweekly of the Fifth Estate

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# Monday Memo

A cable programing commentary from Steve Kahn, Communications Resources, Greenwich, Conn.

## Meeting expectations with cable programing

*The programs shall be of at least the same quality and have at least the same production standards as domestic network television programing currently being produced.*

These words (the italics are mine) formed the first paragraph of "General Terms and Conditions" of a contract that our programing partnership recently signed.

It wasn't a contract with ABC, CBS or NBC; it was an agreement with one of the leading cable networks ... and therein lies a tale.

In matrimonial law, an implicit law of expectations has long taken root. If you marry Eliza Doolittle and accustom her to the trappings of Princess Grace, you have changed her perceptions and expectations. In the event of a divorce, you will be asked to maintain her in the style to which she has become accustomed.

Similarly, in television, viewers have become accustomed to the qualitatively high production standards of network programing: bountiful production values, seamless direction, entertaining scripts, accomplished acting and even flawlessly integrated credits.

But now I'm speaking of marriage rather than divorce ... the marriage of network-conditioned viewers to the expanding presentations of the basic and pay cable television services. These viewers, while willing and even eager to experiment with the new forms of programing available to them, won't accept them in shabby packages.

Like Eliza Doolittle, they have been spoiled. They can spot a glitch quicker than an oscilloscope can spot it, sense when a cameraman has missed his cue, change channels when the actors are fighting the script or when the script is embarrassing the actors—and the audience. They will not accept anything less than what Norman Lear and Lorimar and MTM have been delivering on ABC, CBS and NBC.

So, quickly, ESPN looks as good as the network sports events; CNN looks as good as the network newscasts, and HBO and Showtime and even Nickelodeon have established "on-air looks" that are as competent and compelling as any of the networks' image-inducing campaigns.

Having maintained and, in some instances, exceeded the level of visual packaging and promotion established by the three broadcast networks, the cable networks, in turn, expect their suppliers [the producers] to deliver programing of



Steve Kahn is the managing partner of Communications Resources, L.P., a cable programing partnership headquartered in Greenwich, Conn. The partnership was formed in mid-1981 and included Whitcom Investment Co. and Omni Cable TV Corp. among its limited partners. The partnership has produced *Fundamentals*, a sports instructional show, for ESPN and is currently developing programing for four of the basic cable networks and two pay channels. Prior to forming the partnership, Kahn was a practicing attorney, a weekly columnist for The New York Times Syndicate and the president of Youthways Productions.

equal quality.

For an independent cable producer, the challenge is overwhelming ... and exhilarating.

At first glance, working with a budget perhaps one-twentieth (or less) of an equivalent conventional network budget, the task seems insurmountable. But upon reflection, the insurmountable becomes not only "mountable" but memorable.

Unlike the discount merchant or the knock-off manufacturer, we can't give our clients (the cable networks) what they're paying for ... we have to give them considerably *more*—as per the clause in the contract that opened this "Monday Memo."

Yet, during this phase of the cable programing evolution we are essentially unable to turn to many of the "standard" sources to help us to create our properties—for both economical and emotional reasons.

Economically, we simply cannot afford them for most of our productions. Our budgets have to be seen, not eaten.

Emotionally—and this may even be the more relevant issue—many of these sources seem to have forgotten how to function productively within a spartan environment. Even if they were not constrained by certain union or guild cable

parameters (which can, depending on the circumstances and the mood of the day, be ameliorated by negotiation, particularly for basic cable productions), many of them seem to have lost that great spirit of adventure. Cable productions remind them of "the old neighborhood," and they don't want to go home again.

In fact, cable is the new neighborhood, and, like any developing area, it will take some time for the trees (i.e., budgets) to provide shade. Until that day, "sweat equity" is going to have to be a major component of every creative cable production.

So we are forced to find alternative sources, untapped wellsprings of creativity:

Such as the frustrated cable sales receptionist who really has the cat-like instincts of a first-rate producer (and a resume which gives new meaning to the concept of "overqualified").

Such as the video technician who graduated at the top of his film production class and can direct with confidence and imagination ... at the age of 22.

Such as the writer who spends his day knocking out garish cover blurbs for paperback books, but can write dialogue that is as authentic as *Real People*.

So, out of necessity, cablecasting is suddenly delivering on two promises: While delivering diversified, network-quality programing, it is also developing a new generation of producers, directors, writers and engineers—gifted people who are being handed on-line responsibilities precociously ... and, for the most part, responding with equal precocity.

Thomas Wyman, the president of CBS Inc., recently called upon the creative community to create quality programing at reasonable cost.

Here in Greenwich, Conn., a lively community 30 miles northeast of Manhattan incongruously filled with four-acre homesites only minutes away from the headquarters of nearly a dozen of the *Fortune* 500 companies, we are already doing that (as are many of our competitors and colleagues).

We are thinking and producing as aggressively as anyone at 30 Rock or 1330 or Black Rock, but we're doing it with the open-minded imagination of an unfettered child and the bottom-line discipline of an accountant.

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# Broadcasting May 24

Vol. 102 No. 21

TOP OF THE WEEK

## Sharp nomination may run into snag

**It could shape up to be Fowler and White House vs. Ted Stevens unless compromise can be worked out on Marvin Weatherly**

President Reagan last week, as expected, announced his intention to nominate FCC General Counsel Stephen A. Sharp to membership on the commission. The selection was seen, in part at least, as a means of assuring Chairman Mark Fowler additional support. But the announcement may have bought the President trouble in the Senate.

Senator Ted Stevens (R-Alaska), majority whip and a member of the Senate Commerce Committee, which would hold the confirmation hearings, has the answer to whether there will be trouble, and he was not talking.

The issue stems from what had been Stevens's determination to win the Republican vacancy for a constituent, Marvin Weatherly, a member of Alaska's Public Utilities Commission. And in that determination, he won a commitment from Commerce Committee Chairman Bob Packwood (R-Ore.) not to hold a confirmation hearing on the FCC nomination unless the nominee were Weatherly.

In the past 10 days, it was learned, Stevens informed the White House he was withdrawing his recommendation of Weatherly. The letter was written after a meeting in the Oval Office in which the President told Stevens that Sharp would be the nominee.

Stevens's letter would appear to leave Sharp a clear track to confirmation by the Senate. But Commerce Committee staff members—Stevens could not be reached—indicated nothing was certain.

A Stevens aide said the senator's position was not simply pro-Weatherly. "He opposes Sharp," the aide said. "He has a problem with him; he doesn't think Sharp has enough background." The 34-year-old general counsel has served with the commission and in a communications law firm specializing in communications for most of the last 10 years. However, the aide said, Stevens "hasn't made a decision."

And the committee staffers made it clear that decision is critical. Packwood himself is said to have nothing against Sharp. But "Stevens calls the shots," one staffer said. "He's the boss. Packwood has a commitment to Stevens on the issue." Whether there will be a hearing or not, he said, is up to Stevens.

The White House was said to be "hopeful" that the Senate would confirm the Sharp nomination. Indeed, there were indications the announcement of the proposed nomination was preceded by political groundwork on Capitol Hill. The White House is understood not only to be aware of the Stevens problem, but felt it has moved to deal with it. One source added cryptically, however: "That doesn't mean everything has been taken care of."

Sharp, regarded as a conservative who believes strongly in deregulation and the marketplace as the determinant of the public interest, is being nominated to a

much doubt that Sharp would be the President's choice.

An indication of the acceptance Sharp enjoys in the conservative—even New Right—community is indicated by the support given his candidacy by Jerry Falwell's Moral Majority. Dr. Ronald Godwin, vice president and chief of operations, said Sharp is not the organization's candidate, as such. But, he said last week, "We volunteered [to the White House] the view that Sharp is acceptable. He's not someone active in the New Right. But he's a professional; he's competent. And he's a [Reagan] loyalist, as far as we know."

Godwin based his knowledge of Sharp in part on a resume that had been sent to him—though he said he could not remember by whom. He also said he had talked to Sharp when Godwin and Falwell met with



Stephen Sharp

full, seven-year term. He would fill the seat Commissioner Abbott Washburn is scheduled to vacate on June 30. Sharp and Washburn are Republicans.

Fowler is known to feel Sharp will provide him with strong support on a more consistent basis than did Washburn, who on more than one issue staked out his own position. But whether Sharp is a conservative in the Fowler mold remains to be seen. Those who know him say he is a pragmatist and not an ideologue (see story, page 32).

The Sharp nomination is a demonstration of the influence Fowler can wield at the White House. Fowler strongly backed Sharp for the post, and despite the pressure the Commerce Committee exerted in behalf of Weatherly, there never seemed

Fowler and some of his staff earlier this year.

(Godwin's account last week of how the Moral Majority became involved in the Sharp nomination process differs slightly from the version he related in March. At that time he said the White House had contacted him for the Moral Majority's views ["Closed Circuit," March 9]). In any case, Godwin made it clear he and the White House personnel office often confer on vacancies and on the candidates being mentioned for them.

But support is not Sharp's, and the President's, problem. It is the possible opposition of Stevens that could be formidable. As Republican whip, Stevens wields power in the Senate. And personally, he is described as "a bulldog." He could "kill"

the nomination, one Senate aide said. "The question is whether he wants to extend himself that far."

Fowler, having succeeded in gaining the nomination for Sharp, now sees his role as resolving the Stevens problem. "It's important for me to meet with Senator Stevens, to listen to his concerns," Fowler said. And if one of them involves finding another federal post for Weatherly, Fowler indicated he would do what he could to

help. "There may be another post for which Weatherly is qualified and which would satisfy Senator Stevens," Fowler said. "He's one of the most important members of the Senate, and we'll have to listen to him."

Then he added, "I would like to meet with Senator Stevens very early on, and bring the tension levels down." A meeting scheduled for last week ("Closed Circuit," May 17) was put off. □

## Steve Sharp: interested in getting things done

**'Pragmatic,' 'practical' and deregulatory minded are some descriptions of Fowler's and Reagan's choice for FCC**

In an era when deregulation seems the only way to go and the marketplace is regarded as the only sensible arbiter of the public's interest, Stephen A. Sharp, President Reagan's choice to succeed Abbott Washburn on the FCC, appears likely to go with the flow. But, according to those who know him, there is more pragmatist than ideologue in Sharp. Accomplishment is said to be his goal, not the scoring of rhetorical points.

There is no question that Sharp, who is rounding out one year as FCC general counsel, is deregulatory minded. He sounds pretty much like his sponsor for the commissioner's job, FCC Chairman Mark S. Fowler, when he says that, as a matter of policy, he would "get government out of the business of regulating as much as possible." Or when he adds that "the marketplace is the best determiner of what people want." He also admits to the label, "conservative."

But he is, as one of those who knew him as a private attorney says, "very politically savvy in terms of judgment, and good at sorting out conflicting factors. I don't see him as an ideologue. He's very deregulatory minded, but he's also very practical. He is interested in getting things done."

And, at the relatively young age of 34, Sharp has been nominated to a position where he can get things done. As general counsel, he could influence votes to the degree his work as a lawyer was credible and persuasive. As a commissioner, he will have a vote. And that makes a difference.

If Sharp is indeed "pragmatic" and "savvy," it is not surprising. He has been soaking up a lot of both qualities over the past 15 or 20 years. He has been communications director for a gubernatorial campaign. He has worked as a reporter for a newspaper (while still in high school) and for radio stations (while in college). He served as counsel to the House Judiciary Committee in its impeachment inquiry, and on the Reagan transition team, in two capacities. And he was an attorney with a prestigious Washington law firm for three years before becoming the FCC's

general counsel.

There are a number of other things in his background—lecturer in communications law at a couple of colleges and a variety of positions with the American Bar Association. He even served for a time as vestryman of his Episcopal church.

But there is enough there to give a picture of Sharp, a young man on the go, one with a fascination for history in the making and a strong taste for politics.

Reporters will tell you they like their jobs because it gives them a close-in look at history in the making. Sharp found that out while still in high school when he worked for the *Wooster Daily Record* in his hometown of Wooster, Ohio, and for WAVY-TV Portsmouth, Va., while he was attending Washington and Lee University, in Lexington, Va. He also worked as an announcer for WWST-AM-FM Wooster and WREL(AM) Lexington. He moved down from the stands and into the arena when he took a job running the communications program for Winfield Dunn in his successful campaign for the Republican nomination for governor of Tennessee and then for the governorship itself. (To do that, he had to take a semester off from law school at the University of Virginia.) He joined the Nixon impeachment inquiry he says, because of "a sense of history."

That might be the same reason he would give for working the Reagan transition as captain of the team for the U.S. Railway Association and as a member of the FCC team. But his participation in the transition also helped solidify his position with those who were later to recruit him for the job as FCC general counsel—Fowler, for instance, who played a prominent role in the transition.

There is a bit of Horatio Alger in the Sharp story, as well. He received a presidential nomination to serve on the FCC nine years after graduating from law school and 10 years after he began working at the FCC as a legal clerk. (He didn't get attorney status until January 1973, after he had taken and passed the bar.) Later, he served two years as legal assistant to then-Commissioner Margita White. All told, except for the nine months he spent with the impeachment inquiry, Sharp remained with the commission until December 1978, when he joined the firm of Schnader, Harrison, Segal &

Lewis in Washington.

With that as background, Sharp appears confident his experience at the commission and with the law firm will equip him for the job as commissioner. "I know the people, I know the issues," he says. He has had a vast amount of experience in political broadcasting. (Even as a law school student, his knowledge of the subject was encyclopedic; he had learned a great deal as communications director of the Dunn campaign.)

And if he is uncomfortable with some of the rules and laws on the books, he says that has not stopped him, and will not, from seeing that they are enforced. That's his duty. But it won't always be with enthusiasm. As for the fairness doctrine, for instance, which he feels has lost any constitutional basis it ever had—he contends the scarcity argument has been overtaken by events, specifically the vast increase in the number and kinds of media—"you hold your nose and enforce it."

As a commissioner, there will be a change in how Sharp views his duties. As a lawyer, even as general counsel, it was the policy views of his client he was obliged to serve. As a commissioner, he will be the client. And he is one, he said, who believes that government, "to the greatest extent possible, should not interfere with the marketplace." That, he said, "is the best determinant of what people want." □

## The search is on

**NAB committee draws rough outline of kind of person it wants to follow Wasilewski; nonbroadcasters are not excluded; Wiley asks that he be dropped from consideration**

The next president of the National Association of Broadcasters should be appointed no later than next September, according to a search committee charged with finding a successor to outgoing President Vincent T. Wasilewski. That committee, which met for the first time last Thursday (May 20), compiled a rough profile of the kind of person needed for the job and heard that former FCC Chairman Richard E. Wiley, who had been reported as a popular choice, had removed himself from consideration (see "Closed Circuit," page 7).

The committee, which consists of the seven-member NAB executive committee and five industry representatives not serving on the NAB board, hopes to finalize and begin circulating its profile of the next president within the next 10 days, according to NAB Joint Board Chairman Edward O. Fritts. Generally, the committee is looking for someone "of demonstrated leadership and executive ability," and the "highest personal integrity." The next president must be "politically astute," an "effective lobbyist" and an "innovative problem solver." He or she must have a





**The searchers.** Search committee members present at Thursday's meeting were (standing, l-r): Donald Wear, CBS Washington; Cullie M. Tarleton, Jefferson-Pilot Broadcasting; William L. Stakelin, Bluegrass Broadcasting; Wade Hargrove, North Carolina Association of Broadcasters; Thomas Bolger, Forward Communications, and NAB President Vincent Wasilewski, who serves in advisory capacity. Seated (l-r) are: Mark Smith, KLAS-TV Las Vegas; NAB Joint Board Chairman Edward O. Fritts, Fritts Broadcasting, and Stanley McKenzie, Sequin Broadcasting. Not present were William Baker, Group W Broadcasting; Wilson Wearn, Multimedia Broadcasting; Gert H.W. Schmidt, Harte-Hanks Communications, and Earl Stanley, Dow, Lohnes & Albertson, Washington, who serves ex-officio.

"sharp intellect" and be "a charismatic, articulate, forceful spokesperson who'd present an attractive, favorable image for the industry." The person must be "aggressive, energetic and visionary about the future of the industry," "attuned to the needs and interests of NAB's membership" and "willing to make a long-range commitment to the association."

Fritts said the committee did not speculate about how many years it would like the next president to be willing to serve, but said it would be likely to reject candidates who indicated they'd only want the job for two or three years.

Finally, the next president must be "knowledgeable about communications issues," but does not necessarily have to be a broadcaster. Committee members were "universal" in agreeing that in spite of some "sentiment across the nation" that the next NAB president should be a broadcaster, it would not restrict its search. "We agreed that someone who runs a good broadcast station may not necessarily run a good association," he said.

The association has received only about "six or eight" formal applications for the NAB presidency, said Fritts, but search committee members have had indications that others are interested—some of them prominent broadcasters—and are merely awaiting information about what kind of person the committee is seeking for the top spot.

The committee will meet again June 14, the opening day of the NAB joint board's annual summer meeting in Washington. In the meantime, committee members

will seek out additional candidates, said Fritts. If the committee is not satisfied with the number of candidates it has found by the June meeting, it will probably decide to hire an executive search firm to expand the list, said Fritts.

Candidates who have formally applied for the job include John Summers, NAB executive vice president, general manager; Donald Thurston, former NAB joint board chairman and president, Berkshire Broadcasting Co., North Adams, Mass., and Thomas Sawyer, executive vice president, Ohio Association of Broadcasters. They also include John Sodolski, vice president, Electronic Industries Association; Jay Robert Brouse, Jay Robert Brouse & Associates, McLean, Va., consulting firm that specializes in association management; Lloyd Golding, president of the American Truck Stop Operators Association, and John Harrelson, manager of a commercial construction company in Lansing, Kan., and former vice president of a national contractors association. Candidates being mentioned by the committee, but who have not formally applied, include former FCC member Robert Wells, now head of the Harris station group and chairman of Broadcast Music Inc., and Sam Chilcote, president of the Tobacco Institute Inc., Washington.

Summing up the committee's specifications that were drawn up last week, Fritts said: "The person we're looking for hasn't even been born yet," indicating the NAB might be satisfied if it finds someone who fits most but not quite all of the desired characteristics set forth in the committee's profile. □

## Senate grapples with TV in chamber

**Senators debate merits of gavel-to-gavel or partial coverage, whether to let broadcasters have control; only thing certain is that no one will be totally satisfied**

The Senate Rules Committee began taking testimony last Wednesday (May 19) on how the Senate should regulate the televising of its proceedings. A proposal to permit televised coverage has conditionally passed the full Senate (BROADCASTING, April 26), but proponents of the measure (S. Res. 20) may have to agree to less coverage than they'd originally sought before final approval can be won.

"It will be impossible to satisfy everyone," said Rules Committee Chairman Charles Mathias (R-Md.), who favors gavel-to-gavel televised coverage and disagrees with those who believe the Senate must change its rules to accommodate TV. "The question now is not whether we're to be dragged kicking and screaming into the 20th century," he said, but rather it is "who will decide when the cameras will be turned on and who will operate them."

Senator Larry Pressler (R-S.D.) recommended that the Senate permit private broadcasters to control the coverage rather than do so itself as the House of Representatives does. "The House made a mistake in not letting the networks control their system," said Pressler, who blamed the relatively low viewership of House broadcasts and a decline in the number of cable systems carrying the programming in part on the dry, highly restricted coverage permitted. The coverage "loses some credibility" if controlled by Congress, he said.

The number of Americans able to receive the House broadcasts has decreased dramatically recently, said Pressler, because hundreds of cable systems have dropped the Cable Satellite Public Affairs Network (C-SPAN) in favor of another network (the USA sports and entertainment network). If the Senate wants to help win back some of the viewers the House has lost, he said, it will have to permit the kind of coverage that will let people "see what's going on."

Senator Wendell Ford (D-Ky.) argued, however, that the "Constitution would have to be changed" to permit private broadcasters to control coverage of the Senate. "We'd have to give the networks the same rights under the First Amendment as printed media have," he said.

Pressler replied that efforts by Commerce Committee Chairman Bob Packwood (R-Ore.) to secure such a change in the constitution are "unrealistic" and "do not appear to have much support" but that such an amendment won't be necessary simply to provide unrestricted televising of the Senate.

Pressler agreed with Ford that radio



Dixon



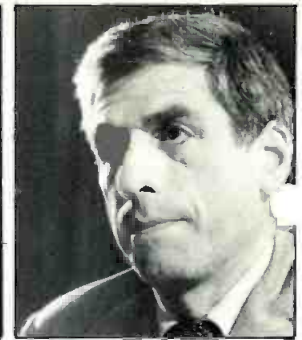
Dodd



Mathias



Pressler



Danforth

coverage would be likely to reach more people now than would coverage by cable TV, a less developed medium. However, the public, said Pressler, should be the one to make the choice between radio and TV, not the Senate. Ford has advocated radio rather than televised coverage as a less expensive undertaking. Pressler noted that network control of the cameras "wouldn't cost the Senate anything."

Senators Alan J. Dixon (D-Ill.), John Danforth (R-Mo.) and Christopher J. Dodd (D-Conn.) argued that TV coverage should be limited to select debates rather than presented gavel-to-gavel. Full-time coverage would slow the Senate down, said Danforth, by encouraging senators to give lengthier speeches and to depart from the business at hand to discuss issues of particular interest to the public that day.

Senate rules do not restrict the length of debates or the kinds of amendments that can be attached to a bill, said Danforth, and unless those rules are changed during select televised debates, the Senate will not be able to get anything done while cameras are rolling.

Televised coverage would "augment existing pressures to change the Senate's rules," said Dodd, who with Danforth maintained that the Senate is finding it harder and harder to pass legislation. To

change the rules only during televised debates would provide a "reasonable compromise" for those who favor televised coverage, said Danforth.

Dixon recommended that the joint leadership of the Senate be designated to decide which debates will be televised. The minority could be disadvantaged if the decision were left to the majority leader, he said, and that would violate the Senate's constitutional mandate to give the minority every possible chance to argue its point of view.

Mathias said the Senate's rules are carefully drawn to protect the minority and that televised coverage would likely be structured to do the same. He also noted that the House has spent fewer hours in session since it began televising its proceedings, and that the cost of a broadcast system could outweigh the rapidly increasing cost of the *Congressional Record* and *Federal Register* and other sources of government information.

Ford countered, however, that the number of bills passed by the House each session has decreased since televised coverage because the House spends more time on each bill.

"I don't believe this committee will recommend a proposal that will satisfy me or many others," said Ford near the hear-

ing's end, but "I think we'll see a tremendous fight over changing the Senate's rules on the floor."

The committee will hold another hearing on S. Res. 20 on Tuesday, May 25, at which it will hear from private witnesses as well as any other senators who wish to offer amendments. It must report its recommendations to the full Senate by mid-June.

Much of the continued debate on the proposal is expected to take place in committee, rather than the Senate floor, where the pressure to pass other legislation is increasing as the end of the 97th Congress draws near.

A spokesman for the committee said last week that although the committee is considering options for regulating the broadcast system, it is Majority Leader Howard Baker (R-Tenn.) who sponsored S. Res. 20, and Senator Russell Long (D-La.), who has led the opposition to it, who will finally decide what shape televised coverage will take.

If Long maintains enough support to continue a filibuster against final passage of the resolution, said the spokesman, Baker may have to compromise by agreeing either to permit coverage by radio alone or televised coverage of selected debates only. □

## House Telcomsubcom pulls plug on Radio Marti plan

**Amendment would keep government off any radio frequencies used by private broadcasters; action is in response to fear that Cuba service would cause interference to commercial broadcasters; shortwave is suggested as alternative**

The House Telecommunications Subcommittee voted last Thursday (May 20) to prohibit the Reagan administration from building a powerful AM station to broadcast information about the Cuban government to the people of that country. Saying the administration's plan to broadcast the service on 1040 khz was likely to result in a massive increase in the already growing problem of Cuban interference to U.S. commercial broadcasters, the committee amended a bill authorizing the service (H.R. 5427) to forbid the government from using "any frequency allocated to" or "within 10 khz of any frequency allo-

cated to nongovernment radio broadcasting."

The House Foreign Affairs Committee had previously passed H.R. 5427, which would allocate up to \$17 million for the first two years' operation of the proposed service, to be called Radio Marti. The Telecommunications Subcommittee and its parent Energy and Commerce Committee have the power to amend the bill as it affects the spectrum ordinarily used by commercial and noncommercial broadcasters.

Representatives Thomas J. Tauke (R-Iowa) and Al Swift (D-Wash.) sponsored the amendment to prohibit use of any part of the AM band. According to Swift, the amendment would force the administration to use shortwave frequencies, which are "more appropriate for international broadcasting," and would permit use of multiple signals, which would be harder for the Cuban government to jam.

Representative James Collins (R-Tex.), the panel's ranking Republican, endorsed the Tauke-Swift amendment, saying he'd initially favored the Radio Marti plan, but now believes it would be "harmful to U.S. broadcasters" and is "likely to obtain nothing in the way of positive results."

Tauke noted that the amendment is different from one he originally circulated that would have permitted the government to put Radio Marti at either end of the AM band, on frequencies not now used by commercial broadcasters. The National Association of Broadcasters, during hearings on the bill (BROADCASTING, May 17), had proposed that those frequencies be used, but subcommittee members subsequently decided, according to a spokesman, to prohibit the use of any AM frequency.

Saying he has many Cuban constituents in his district who support the Radio Marti proposal, Representative Matthew J.



Rinaldo (R-N.J.) led a brief stand against the Tauke-Swift amendment. "What it will really do is kill or cripple a project that is essential to the U.S.," he said. "We'd be sending a message to Fidel Castro that we're handing him a major propaganda victory on a silver platter."

Representative Carlos Moorhead (R-Calif.) joined Rinaldo in voting against the amendment. The full Energy and Commerce Committee will mark up H.R. 5427 on Wednesday and is expected to affirm the subcommittee's action.

Although the subcommittee could only amend the bill insofar as it would affect broadcasting in the AM band, the panel's chairman, Representative Timothy E. Wirth (D-Colo.), indicated that he and other members have other objections to the bill. "I must question the administration's spending priorities when they are

willing to spend almost \$18 million in an 18-month period to build one radio station to broadcast news and information to Cuba and they are unwilling to spend even one penny to build public radio facilities in the United States, which bring news and information to the American public," he said. "I will do everything I can to prevent this wasteful expenditure of funds for Radio Marti from resulting in even further cost to this country by forcing American broadcasters to bear the burden of its operation."

Wirth reassured those present at the markup that his subcommittee has the power to amend H.R. 5427, even though it is primarily a foreign policy measure. It is the subcommittee's job, he said, to address the "serious questions relating to the impact Radio Marti would have on the domestic broadcast industry." □

tively, for an agency's deliberations, initially and upon subsequent appeal, about whether to release documents. An agency could no longer, however, give itself up to two 60-day extensions in cases involving unusual circumstances, but could give itself a single, 30-day extension.

Hatch and Leahy avoided giving special exemptions from the FOI Act to government investigations of terrorism or foreign counterintelligence, as had been originally provided in S. 1730.

They did, however, provide for a moratorium of up to eight years on release of documents on organized crime.

Media representatives hailed the Hatch-Leahy amendments as an improvement over previous efforts to amend the FOIA, but withheld approval of the bill. In a joint statement, the American Newspaper Publishers Association, the American Society of Newspaper Editors, the National Newspaper Association, the Reporters' Committee for Freedom of the Press, the Society of Professional Journalists, Sigma Delta Chi, the National Association of Broadcasters and the Radio-Television News Directors Association called S. 1730 "a step forward in the battle to preserve the essence of freedom of information in our free society," but noted that "further improvements and revisions will be necessary."

They remain concerned about a number of provisions in the Hatch-Leahy amendments including the clause that would permit an eight-year moratorium on release of information relating to investigations into organized crime, and a last-minute provision to exempt from the act any information maintained or originated by the Secret Service, the release of which "could be reasonably expected to adversely affect the service's ability to perform its protective functions." □

## Committee passes FOIA amendments

**Proposal is compromise of harsher measures defeated in last congress; House action seems uncertain**

A compromise package of amendments to the Freedom of Information Act was unanimously approved last Thursday (May 20) by the Senate Judiciary Committee. The amendments, which media representatives consider much less onerous than previous proposals to amend the law, are likely to be passed easily by the full Senate this summer. In the House, however, where little action on FOIA has taken place in this Congress, their future is far less certain.

The amendments passed by the Judiciary Committee are the result of a compromise between Senator Orrin G. Hatch (R-Utah), who favored more extensive changes in the FOIA, and Senator Patrick J. Leahy (D-Vt.), who believes only minor changes are necessary. Hatch chairs the Constitution Subcommittee, which last November passed a far stricter package of amendments (S. 1730), that drew vehement attacks from media groups and others who use the FOIA. Although Hatch had been meeting with media representatives since November and trying to draft a more acceptable package, he failed to gain their support and finally agreed to compromise with Leahy. The result of that compromise has replaced the original S. 1730. The amendments would permit government agencies to charge fees to cover the cost of searching out, duplicating, reviewing and editing records requested under the FOI Act. Present law permits agencies only to recover the cost of finding and duplicating records, an amount agencies argue is less than 2% of the actual cost of processing requests. The new fees would have to be set according to national standards set by the Office of Management and Budget and could be

waived for requests involving fewer than 50 pages of information and for requests made by noncommercial entities, journalists or scholarly researchers. Fees could also be waived when an agency determines it would serve the public interest.

Business information would receive greater protection under the Hatch-Leahy compromise, but the kinds of business information open to public scrutiny would not change. An agency would have to notify a business that records it had submitted to the government had been requested under that act and could consider, for up to 10 days, objections by that business to release of the documents. The agency would then have to decide whether the public interest outweighs that of business confidentiality. Its decision would be subject to court review.

The compromise would keep intact present time limits of 10 and 20 days, respec-

**Sexy topic.** Sex on cable TV was the topic of a forum presented by the National Academy of Television Arts and Sciences at the New York Hilton last week. No consensus emerged, nor any of the issues resolved but the debate was certainly lively, a fact attributable perhaps to the divergent backgrounds of the panelists taking part in the discussion, ranging from Al Goldstein, publisher of hard-core *Screw* magazine (who is also the force behind *Midnight Blue*, the sexually explicit access program seen on Manhattan Cable and syndicated to about 30 markets around the country) to Cal Thomas, vice president of Moral Majority.

The other panelists were Bob Guccione, publisher of *Penthouse* magazine and president of Penthouse Entertainment Television Network (PET); FCC Commissioner James Quello and Robert Rosencrans, president of Rogers UA Cablesystems, the ninth largest MSO. Quello asserted that, in transmitting programming material that is sexually explicit, "cable has a latitude that broadcasting does not." That's because "you have to ask for [cable] in the first place," he said, and pay an additional fee for most of the tiers in which such programming is carried. Also, local municipalities are prohibited from censoring programming on leased channels, which Quello supported, saying that efforts to curb the use of such channels for particular programming should come from groups within the community.

Both Guccione and Goldstein maintained that the whole notion of "obscenity" is so subjective as to be impossible to define and that attempts to do so are a violation of the First Amendment. Thomas said that the Moral Majority was committed to "rid cable of excessive sex." He said that while each individual is entitled to his own set of "private morals," regulation is justified to prevent programmers such as Goldstein or Guccione from "imposing their immorality on the entire culture."

Rosencrans, whose company does not and will not allow its systems to carry the so-called "adult" programming services, said that policy is based on the premise that programming should entertain or inform but "not be prepared solely for the exploitation of sex."

## One-man band to be silenced

**FCC votes to take away Simon Geller's classical FM and give frequency to competing applicant**

Proving that a competing applicant's promises can be grounds enough to take away a broadcast license, the FCC voted 4-2 last week (with Commissioners Abbott Washburn and James Quello dissenting, and Anne Jones not in attendance) to deny Simon Geller license renewal for WVCA-FM Gloucester, Mass., and to grant an application of Grandbanke Corp. for a new FM station on those facilities.

Meeting in closed session, the commission said that Geller, who has been broadcasting "mostly symphonic" music for the past 18 years, was basically qualified to be a licensee, but the majority also said that Geller didn't deserve a renewal expectancy for his past programming record, and held that his renewal application was inferior to Grandbanke's on comparative grounds.

In so holding, the commission overturned a 1978 initial decision by Administrative Law Judge John H. Conlin that would have granted Geller renewal for 1975 through 1978. Grandbanke appealed, and the commission instructed the staff to draft an order overturning that decision earlier this year (BROADCASTING, April 12).

Anthony Murry, an attorney with the Capital Legal Foundation, a Washington public interest law firm, said the group has agreed to represent Geller. The foundation will file a motion for reconsideration, fighting the decision without fee for as long as Geller wants, Murry said. "We're prepared to go all the way on this," Murry said. "We think Geller's right."

In its decision, the commission majority said Geller deserved preferences for diversification of ownership—unlike Grandbanke principals, Geller owns no other media interests—and for integration of ownership with management, because Geller is the station's sole owner and employee. Nonetheless, the commission said, those preferences were "diminished" by Geller's failure to provide "adequate" informational programming, and because his programming made no attempt to address community needs, the commission said.

Grandbanke, the commission said, deserved a minor preference for proposing broader coverage—proposing facilities to provide service to 360,000 compared to Geller's 43,000. And Grandbanke also deserved a substantial preference for its proposal to devote 28.7% of its programming to news, public affairs and other nonentertainment programming, while Geller proposed to devote less than one-half of one percent to nonentertainment programming, the commission said.

Considering also that Grandbanke



Geller at home at WVCA-FM

proposed to broadcast 136 hours per week while Geller proposed but 44 hours, the commission held that Grandbanke's preferences outweighed Geller's diminished preferences for diversification and integration.

In their dissent, Washburn and Quello said Geller had deserved a "substantial renewal expectancy" on his programming record, which, as Conlin had said in his initial opinion, had been "uniquely responsive to needs and interests" of the listening public. The two also said, moreover, that Geller's application should have prevailed on comparative grounds. Instead, "the majority distorts our comparative renewal policy beyond recognition and, in the process, disservices the people of Gloucester, who have enjoyed Simon Geller's service for 18 years."

In an interview before the commission action, Geller told BROADCASTING that business has been anything but usual at his one-man, 1,000-watt station since the commission instructed the staff to draft its denial order. As usual, he has still been answering the phone, but these days the calls coming into Geller's combination radio station-studio apartment are from CBS, the Canadian Broadcasting Corp., stations in Grand Rapids, Mich., and from Washington lawyers—all fascinated by his fight to hold on to an operation which in 1980 paid him 58 cents an hour, making Geller something of a Gloucester cause celebre.

Grandbanke claims that Geller doesn't follow FCC news and public service requirements. Geller replies that (1) talk radio is simply "asking the public stupid questions" and (2) he offered the city council 15 minutes a day to discuss public issues, but it has never used a minute of the time. As Geller—surrounded by a sheetless bed, stacks of years-old PSA records and hundreds of letters supporting his ownership—sees it, the FCC is less concerned about his programming than about squeezing little guys out of radio operation. FCC Chairman Mark Fowler believes in the free marketplace, "but he believes in it selectively," said the 62-year-old former radio engineer who will shut down his 14-hour-a-day operation when he consults with lawyers in Washington.

Grandbanke, which filed a mutually ex-

clusive application for Geller's facilities in 1975, is owned by Edward Mattar (66%); Josiah Spaulding (11.33%); his wife, Helen Spaulding (11.33%), and their son, George Spaulding (11.34%). The Spauldings own North Country Communications Inc., licensee of WNCN(FM) Montpelier, Vt., and Mattar is the sole owner of Northbanke Corp., the licensee of a new class A FM station in Winchendon, Mass. Josiah Spaulding was formerly the Massachusetts Republican party chairman and state attorney general. He was also a U.S. senatorial candidate.

And Geller seems to prefer being the only person at the controls splicing together 37 programs of Bruckner, Bach and Handel (which are repeated every 37 days), sitting behind the mike from 10 a.m. to midnight six days a week (Sunday, he doesn't start until 11 a.m.).

Geller lives on contributions: \$12,000 last year and several thousand so far in 1982 as listeners have rallied to his license renewal cause.

Plagued by arthritis, diabetes and a back problem, Geller seems alternatively hopeful and pessimistic about his chances. "I'm sure it'll work out," he says at one point. "I wouldn't want to hazard a guess," he says at another.

One thing, though, is for sure. Geller, as he and supporters assert, provides a distinct listening choice. He plays Jascha Heifetz, despite an FM colleague's complaints that that represents "old" programming, because he feels Heifetz is the world's greatest violinist. He's turned from carrying high school football games to concerts on Saturday afternoons because virtually every other area station has football on during that time.

What about Grandbanke's claim that more news and public affairs programming will better serve the public? People can get school closing notices and weather reports from Boston and Salem stations, Geller replies, claiming that his opponents are more interested in profit than in community service and that their original failure to compete for the license back in 1964 proves this.

Making money, Geller declares, "is not what radio was set up to do. It's to serve the public, not to gouge every last nickel out of a station." □



## NBC affiliates: guarded optimism

**Talk of the new technologies takes a backseat to discussion of more basic issues such as prime time and daytime programing**

"Upbeat" was the word being bandied about the Century Plaza Hotel last week as NBC's affiliates wound their way toward the close of this year's meeting with network brass. To be sure, points of dissention remained after the meeting ended, and NBC isn't out of the woods yet as far as programing is concerned. But those on hand seemed to agree that there was an air of optimism, particularly with regard to NBC's prime time schedule, that's been lacking at the NBC affiliate meetings of the recent past.

Affiliate board chairman Fred Paxton, of WPSD-TV Paducah, Ky., reporting on the affiliates' mood, spoke of "a very upbeat reaction . . . we're impressed with the program schedule, with the management team and the sense of cohesion among the management team." According to Paxton, the affiliates gathered in Los Angeles perceived the network executives "as more relaxed . . . dialogue is more complete."

For those keeping score, NBC seemed to have successfully addressed the prime time issue, convincing the affiliates that significant strides have been made there. And the A-News operation and other news expansion plans announced in Los Angeles (see page 40) appeared to have satisfied affiliate demands for an improved station news service. Prime time commercial inventory ended as something of a wash, with affiliates disgruntled over what is seen as inevitable expansion, but unable to challenge NBC on the issue. (Affiliates concede the network is in the position of reluctantly having to fall into lock-step with its competitors if CBS follows ABC's lead and expands inventory.) It remains to be seen what NBC's affiliates will ask for as a quid pro quo on the inventory issue.

The daytime schedule—which NBC Entertainment President Brandon Tartikoff called "the single most important issue at this convention"—falls into the loss column. The affiliates don't see the new schedule as a solution to the network's admitted problems in that daypart.

But NBC Chairman Grant Tinker—in that post for one year—emerged in good shape. Over the long term, he'll have to deliver on the promise of last week, but for now the affiliates were favorably impressed with his substance and style, and the candor he contributed to the meeting.

In one sense, the NBC meeting stood in marked contrast to the ABC session a week earlier at the same location. Where the hot news of ABC was its moves into new technologies (BROADCASTING, May 17), NBC's meeting was old-fashioned by comparison. That network seemed to be concerned with broadcasting issues that have been the heart of the business for

thirty years. And NBC's "nonpresentation" on new technologies, to use the phrase of one top network executive, reflected the seriousness of the network's problems in the essentials of the television business.

Judging by the joint report of NBC and affiliate Chairman Paxton following the closed business meeting of network and affiliate representatives, traditional concerns remain top priorities for some affiliates—sports, overruns, movie overruns, and late schedule changes. The new technology of network delivery—the satellite feed system NBC has said it is studying—prompted questions on cost of the dishes, who would own them, whether they would have to be dedicated to NBC or could be used for other programing. The NBC response was that the matter is in "deep study" with one possibility that on dish ownership an equipment vendor might make some leasing arrangement to provide the delivery system.

According to Paxton, the affiliates "grudgingly" accept the extra 30-second spot the network said last week it will give itself in the *Nightly News* to defray the

costs of news expansion.

The competition from late-night syndicated product to Johnny Carson's *Tonight Show* prompted some questions about the network's input into guests, guest hosts and re-run mix decisions for that program, as well as the network's discouragement of delays of *Tonight*. Affiliates also conveyed to the network their concern about a need for joint pressure in Washington over the must-carry situation and over a perceived lack of response from the three networks to the recently released television violence study.

The disappointment over the daytime schedule was reflected during the affiliate meeting with the network by one representative who inquired about development plans there. The network's answer was that several serials are in development, based variously on *Flamingo Road*, *Scruples*, *Bell Book & Candle*, a supernatural theme, and "glossy magazine" setting. Game shows in the works for possible airing include a project with *Today* weather-caster Willard Scott, and one from Don Ohlmeyer. All are half-hours. The network was later asked about backup for the prime time schedule, and Tartikoff mentioned the *Casablanca* pilot, and a half-hour comedy with Dabney Coleman.

One subject that didn't emerge during the business session is a pending change in the arrangement for NFL football broadcasts. NBC-TV President Ray Timothy had announced Monday the network would give affiliates a 30-second avail in NFL games. Expanding on that with reporters after the business meeting, Timothy indicated the spot will be at half-time, that it's part of an overall shift that will see the network now offer its pre-game show and the game as a single, take-it-or-leave-it unit, and trim compensation from one and a half hours to a half hour. While a number of affiliates aren't pleased with the new arrangement, Timothy maintained that with some compensation, it's a better deal than CBS gives its affiliates.

□

"Buy the best from the best and put them on and leave them where the audience can find them." That description of programing philosophy by NBC Chairman Grant Tinker drew a round of applause from his network's affiliates at lunch last Tuesday. Programing, Tinker said, is "nothing more than the product of creative people," and he conceded that in the recent past, "the cream of the creative community" wasn't beating a path to NBC's door—that, in fact, "Burbank became the last place to market your programing wares."

"But that has begun to change," he said, telling the affiliates that "in the last two days, you've seen the tip of the new NBC program iceberg. There is some representation of the contributors I'm talking about in the fall schedule. There will be more after the first of the year, and by the



Tinker



Bradshaw

following fall the character of NBC's schedule will be substantially changed from the character of the schedule last fall." And of particular concern to the affiliate executives, Tinker ventured that "in dollars and cents terms" that changed schedule will "be more successful."

Tinker began his address on a somber note, saying that in the past five years, the affiliates have heard his predecessors make glowing speeches, only to have "none of the dreams, none of the expectations . . . become reality . . . I don't cite these disappointments to place blame, or to point fingers at people not present," Tinker maintained, "it is useful to acknowledge the failure of those years and those plans . . . in order to recognize our present 11th hour situation for what it is."

The NBC chairman was careful to separate the "solid and competitive" areas of "news, sports, Carson, Letterman, *Today*, Saturday morning" from the "dismal" prime-time and daytime situations. Although he intended to concentrate his remarks on prime time, Tinker told the affiliates the same philosophy holds for daytime.

Tinker asserted that NBC's "problem" can be labeled with one word—"inertia." When he took over a year ago, Tinker said, neither he nor RCA Chairman Thornton Bradshaw "realized the depth of the hole NBC had dug for itself." Tinker spoke of how his "quiet determination" to improve NBC's schedule turned to "quiet anger" as he encountered not only the lead time necessary to develop programs, but "lead-out time" as well. The latter phenomenon he described as "the time it takes to eat your way through the programs and projects on the air and in the pipeline. It's neither affordable nor practical to just burn the material." Saying that "you chomp your way through this program inventory" (he neglected to mention the hefty write-off NBC took on program inventory that would not be broadcast a second time), Tinker asserted "the worst is behind us" because "we have swallowed with considerable indigestion, which you shared, virtually all the product we had to deal with." Summer repeats lie ahead, Tinker admitted, but "fall is in the air" he said, and though it won't "bring solutions to all our problems," the new fall schedule will "start the journey back" for NBC.

Tinker then expounded for the affiliates on his intent to pursue the "talented, creative people" he said he sees as necessary to bring NBC back into the three-network race. He and his staff, Tinker said, "are dedicated to begging, borrowing, stealing, persuading—in the end convincing those target people that the grass is indeed greener in Burbank, that it is here that their efforts will be most appreciated and most lovingly treated."

As an example, Tinker noted that after *Taxi* and *Lou Grant* were canceled, on, respectively, ABC and CBS, NBC indicated "in no uncertain terms" that it would be interested to work on future pro-



**Election returns.** On the agenda of last week's NBC affiliates meeting was the election of members of the affiliate board. In the voting, Fred Paxton, president, WPSD-TV Paducah, Ky., was returned as board chairman.

William Dilday, general manager, WLBT-TV Jackson, Miss., was newly elected to one of two vice-chairman spots—re-elected to the other was James T. Lynagh, president, Multimedia Broadcasting, Cincinnati. Board secretary-treasurer, William Farber, chairman, WFLA-TV Tampa, was re-elected as well.

Joining the board are Jim Sefert, vice president and general manager, WIS-TV Columbia, S.C., and C.E. (Pep) Cooney, president and general manager, KPNX-TV, Phoenix.

Jon Ruby, vice president and general manager, KVOA-TV Tucson, Ariz., retired from the board, thus relinquishing one of the vice-chairmanships. Ray Karpowicz, formerly general manager and chief executive, Pulitzer Broadcast Stations, St. Louis, had resigned earlier in the year.

Five members of the board will continue to serve in that capacity—David Oakley, vice president, general manager, WGEM-TV Quincy, Ill.; Donald Powers, executive vice president, general manager, WCHS-TV Portland, Me.; George Andrick, vice president, general manager, WSJZ-TV Huntington-Charleston, W. Va.; Francis A. Martin III, president and chief executive officer, Chronicle Broadcasting, San Francisco, and Bazil O'Hagan, president and general manager, chief executive officer, Chronicle Broadcasting, San Francisco.

The board (standing, l-r): Cooney, Oakley, Powers, Andrick, Sefert. Seated, l-r: O'Hagan, Farber, Paxton, Dilday, Martin. Not shown is Lynagh.

jects from the teams that had put those programs together.

Closing his presentations, Tinker suggested "a bargain, a trade between you affiliates and the network." NBC, he said, will work to bring creative talent aboard, and he promised "a stability of schedule such as you have not seen on NBC for a long time." Tinker asked the affiliates in return that they lend "attitudinal support as we begin to make the turn" and he urged the affiliates to communicate their thoughts and feelings to the NBC management.

Having early on proclaimed himself "bullish" on NBC's fall prospects, Tinker, in ending his remarks, asked affiliates for "faith in one more promise" and suggested that by next year, NBC would replace inertia with "momentum."

□

Thanks to an assist from a long-dead Venetian, NBC President Robert Mulholland was able to get Monday's meeting off to an upbeat start—*Marco Polo*'s premiere overnights for New York, Los Angeles and San Francisco (shares of 40, 45 and 45) came just before the morning session began. (Even the word some time later that in Philadelphia *Marco* pulled only a 31 share didn't take the gloss off the news). But Mulholland quickly got back to the

news that his affiliates knew only too well—"we've got a long way to go in rebuilding prime time and daytime" he said, adding: "You know it and we know it."

"We're working in an orderly, rational way and it feels great" (presumably in contrast to the Fred Silverman years). "Planning, patience and performance. That's the strategy—and the goal—Grant Tinker [NBC chairman] has set for all of us," Mulholland told the crowd.

A new view of NBC as "orderly, rational" has enabled the network to begin attracting "the best creative people," Mulholland told the affiliates. "I'm not trying to minimize our problems," he said, "but I believe that when you leave this room at noon tomorrow [after the presentation of the fall prime-time schedule] you will have a sense that we are planning and preparing for steady growth, growth that will be logical and lasting."

And that process has been mirrored at NBC's parent, the RCA Corp., Mulholland said, by way of introducing RCA Chairman Thornton Bradshaw (who was reprising an appearance at last year's affiliates meeting).

By and large, Bradshaw repeated for the affiliates what he's told RCA shareholders and others over the past few months—



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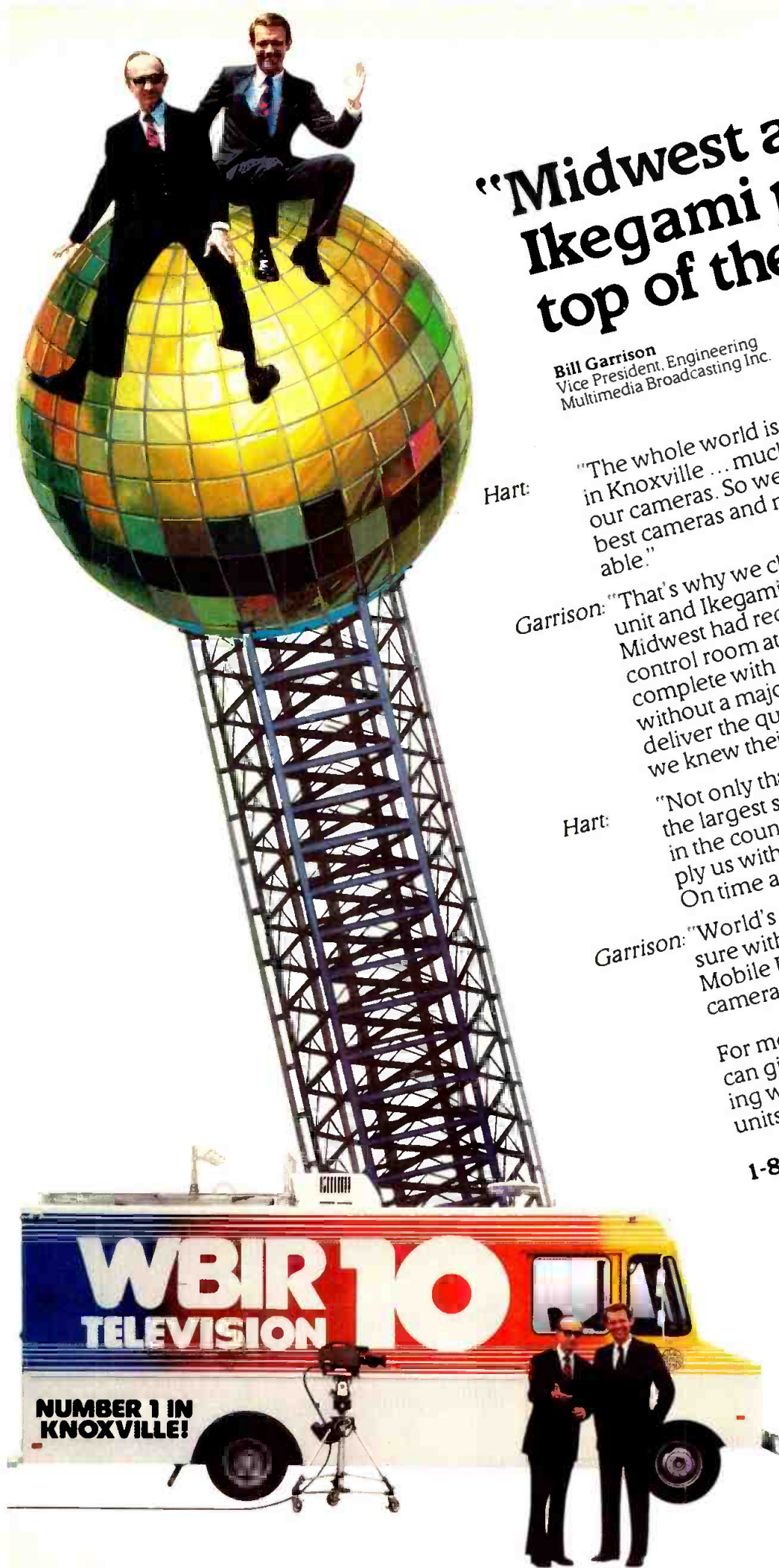
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Mulholland



Frank

NBC isn't for sale, Hertz and Coronet Carpets are.

Bradshaw told the affiliates that "as we approach this era when communications and entertainment will be an absolutely explosive industry, I don't know how RCA could get on without NBC or vice versa. Those two companies together will be the only company that has potential in both software and hardware."

The affiliates, said Bradshaw, know what NBC brings to RCA, and he in turn detailed for them what he sees RCA's bringing to NBC, citing its research laboratories, marketing expertise and operations, the RCA service company and the company's manufacturing strength.

Bradshaw's year at the helm of RCA has turned up "a few problems," he admitted. "But the problems all seemed to come from one source and that was the failure, some time ago, to recognize that RCA's future was right in its own backyard... in the electronics business, in the entertainment business, in the communications business," Bradshaw claimed. For the future, the company's strategy will be to "stick to the main road," to the "core businesses," selling Hertz and Coronet, and "grow the businesses that do fit." Said Bradshaw, "We will grow them by injecting capital into them; we will grow them by adding to them, by acquisitions, and we will grow them in a number of joint ventures."

"We've taken stock of ourselves, we've learned a lot... we've cleaned up a lot of messes, and we've staked out the future," Bradshaw told the NBC gathering. And he closed by saying, "Now I just want you to come along with us. It's not always going to be a smooth ride, but it's going to be an exciting ride, an important ride, and a profitable ride, and we want you with us."

□

NBC News will "become a 24-hour news operation," affiliates were told last week, once the network institutes its previously announced overnight broadcast, and on June 5 adds two new wrinkles to its activities—an early-morning news broadcast to be called *Early Today* and the A-News affiliate news service that will replace the current News Programming Service (NPS) feed. That last bit of news was welcomed by the affiliates, who have been critical of NPS—but it carries a price tag—an extra 30-second network spot in the *NBC Nightly News*, to cover the costs of A-News.

As described by NBC News Executive

Vice President Tom Pettit, A-News will incorporate three network news capsules with a network anchor. Plans call for three such feeds a day, one in the afternoon, and others at 7:45 p.m. and 9 p.m. (the last feed starts in September.)

"A-News is going to become like a second NBC network" Pettit said, "an NBC-2, if you like." Lester M. Crystal is to head the operation, which was being called a "parallel service" of NBC News. Crystal's title will be vice president, affiliate news services.

The 24-hour mode of operation "will strain us" Pettit conceded, "but it will also push us to become a more alert, aggressive news operation and all our programs should benefit."

Earlier, NBC News President Reuven Frank had introduced the subject of the network feed by noting that "what we used to call local news is really locally produced news" and by saying that if the network doesn't supply the raw material local stations want for their news programs "somebody else will." As more than one person in Century City last week pointed out, the somebody else in mind would seem to be Ted Turner.

Network President Ray Timothy, in closing Monday's presentation, made the news of the additional 30-second spot in the network news his last announcement. Timothy tied the move closely to the cost of making A-news available via satellite (though later, the rationale was broadened to include the general news expansion). The alternative, he said, would have been a steep escalation of the rates charged affiliates for using the service. And while at last count there are only some 30-odd NBC affiliates with dishes in place, initial reactions seemed to be that affiliates thought the price worth the promised improvement in the service. Timothy stressed at the meeting that the addition brings NBC into parity with ABC network commercial inventory in evening news.

The new early-morning news program will be a half-hour broadcast with the current cast of *Today*. Affiliates will be able to carry it at either 6 a.m. or 6:30 (though the network made no secret about preferring the latter for lead-in purposes). *Early Today*, affiliates were told, will include a five-minute window for the insertion of local reports. "Your stations have already proved there's an audience at that time," NBC News President Frank told his audience. During Monday's review, *Today* host Bryant Gumble (on hand at the meeting along with *Today* weathercaster Willard Scott) said the new broadcast will recognize that it's playing to a different audience from *Today*'s and concentrate on headlines, short capsules and a heavy dose of economic news.

Also addressed was the recent shift in NBC's anchor lineup, following the move by John Chancellor to commentator status and his replacement by the Tom Brokaw/Roger Mudd team. Reuven Frank called the switch "the smoothest and most effective in the history of network news," a

comment greeted with applause, and said he was "pleased and astonished how well the new show is performing." Brokaw and Mudd then appeared live via satellite feeds from, respectively, New York and Washington to chat with Pettit and Frank about the day's news.

Satellites will also be used, the affiliates learned, to provide them with daily feeds of promotional spots for the *Nightly News*, spots built around a new theme "News you need, experience you trust." The affiliates responded warmly when told that some of the spots would be designed so that they can drop into them pitches for their own local news and anchors. According to Frank, the promotional schedule that's to start in June for the *Nightly News* will make use of \$35 million worth of network air time.

At the presentation, Frank noted that NBC has shut down its magazine news broadcast operation "to retool," promising the affiliates that there will indeed once again be a network magazine format news show, "but not before January."

The heartiest applause of the Monday session, in fact the one standing ovation, was reserved by the affiliates for John Chancellor. Chancellor hosted a panel discussion on current issues in the news by the NBC News correspondents Judy Woodruff, John Cochran and Robin Lloyd.

□

"Optimism grounded in reality" was the theme NBC network President Ray Timothy sounded in his presentation of the "state of the network" last Monday. NBC's "report card" isn't "all straight A's... but it's not that bad either," he told the affiliates. "Prime time and daytime get all the attention," Timothy cautioned, adding "we are very, very competitive in every other daypart... and we are well set up to make serious moves in prime and daytime." "You're not going to see any Hollywood miracle, but you are going to see a different NBC—an NBC moving forward," he promised.

Timothy reviewed this year's performance by the network and his hopes for the coming season, also presenting a report on "the state of the media" that asserts once the "smoke" being generated by the new technologies clears "the network/affiliate partnership... will still have the lion's share of the video business." Borrowing "a thought from RCA Chairman Thornton Bradshaw," Timothy said, "RCA and NBC are both about to



Pettit



Timothy



ride another wave of the future. The future is not passing us by. The future is ours to take," he asserted, adding: "That's not hype... that's an accurate assessment of our prospects as a corporation, a broadcasting company and as an affiliate/network partnership."

RCA, Timothy said, "is absolutely committed to its core business of electronics and entertainment, and if there is a core to the core it is NBC." Referring to Bradshaw's plans for the divestiture of Hertz, Timothy continued, "As Brad said, RCA plans to use the additional capital for its core businesses like NBC. I like the sound of that, and I know you do too." And the faith in broadcasting that RCA is thereby displaying, Timothy said, is justified "not by a false hope but a careful, hard-headed evaluation of networking."

Looking at the current state of NBC, Timothy promised the affiliates that "next year we will take our first steps in a new direction for NBC." His optimism, he said, is based on the "very impressive programs" of the fall lineup and "some very encouraging developmental signs in this year's performance."

But first, Timothy gave the affiliates "the bad news" saying "it is not as bad as it looks." "There has been a general decline in network prime-time ratings this year compared to last year, one which has affected us more than the other guys," the NBC executive said. "Much of the decline is attributable to two things: the 1980 actors strike and the 1981 writers strike. They disrupted the season by 'breaking up the normal pattern of and timing of introducing shows' and 'forcing quick production of the shows we did put on the air.' That pattern of decline has continued right through the 1982 May sweeps, he conceded, while saying "but—and this in a very large qualification—these figures do not include the major event of the sweeps, *Marco Polo*."

The "good news" in prime time, ac-

cording to Timothy, is that NBC this year was "very successful" in its strategic emphasis... on developing regular series. "Five new NBC series placed in the top 10 of new shows, and the new series 'were also competitive successes in their time periods.' During the February sweeps, Timothy said, only seven of the new series offered by the three networks placed first or second in their time periods, and of the seven, five were NBC's. Only *Bret Maverick*, out of the five new series Timothy counts as top rated on NBC, will not be back, and, "that's because its demographics do not fit our long-term strategy."

NBC, Timothy asserted, "is getting better at holding bigger chunks of the weeks" averaging a second place Monday through Thursday during the season.

"Despite the weekly averages" the affiliates were told "we are in an excellent position for the coming season." The Monday through Thursday schedule remains "largely intact" and, Timothy said, "we are positioning ourselves particularly well at 8 p.m."

In news, "the future looks bright because we're doing very well already," with the major anchor team changes on the *Nightly News* and *Today* accomplished while "hardly skipping a beat," in Timothy's words. The one-point rating difference between NBC and CBS in evening news is "the closest race between the two of us in five years," with Brokaw-Mudd numbers up, while at the competition Dan Rather's are "off sharply... from Cronkite's." *Today*, according to Timothy, "maintained" about the same audience levels" and is "averaging the second largest number of homes viewing in its history."

Late-night, he said, "still belongs to NBC" and "Johnny Carson is and shall be the king of late-night television." *Tonight* remains number one, and while audience levels haven't grown in four years, Timothy claimed this year saw a gain in young adult viewers. (Improved young adult demographics were a claim repeated at various points in the schedule analysis.) David Letterman's late-night program, Timothy said, is "up 20% in homes over the *Tomorrow* show." *Saturday Night Live* "has shown real improvement." Timothy claimed, because despite being off 16% for the season on a year-to-year basis, by February it was up 3%. *SCTV* results are similar, he said.

"The real state of affairs in competition between *Tonight* and *Nightline* (ABC)" was given special attention by Timothy, who said NBC's entry "consistently and absolutely outperformed *Nightline*" while the latter's ratings have "declined sharply" since its premiere.

In daytime, "the news is not that great, but its not all that bad either" the affiliates heard Timothy say. NBC is gaining among young women at the expense of the competition, a shift "that bodes well for us."

The "happiest news" in sports was the



Tartikoff



Watson

5% advance in audience for the *SportsWorld* anthology series, with basketball numbers down slightly but still leading CBS, and football down as well, Timothy said, but against a "best ever" 1980 season.

Finally, thanks to the *Smurfs*, "the biggest new Saturday morning hit in nearly a decade," NBC has gained 40% in Saturday morning audience over last year, to gain the number-one slot.

□

On Tuesday, May 18, NBC Entertainment President Brandon Tartikoff presented a look at the prime-time schedule that he said "illustrates the direction NBC will be taking under Grant Tinker's leadership." The network, he said, wants to be "a groundbreaker... set trends... pursue creative talent" and "make NBC respected in the creative community for innovation and quality."

Tartikoff laid a heavy emphasis on the network's comedy lineup, saying "our remarkable comedy development could put us over the top." It's the first time in 17 years, he said, that NBC has had eight half-hour comedies on its schedule, in a business where, he claimed, historically the network that's first in comedy is first in the ratings.

Other elements stressed by Tartikoff in his presentation were the "contemporary" look of the schedule, the appeal it holds for young viewers, and the "stability" provided by 13 returning hours of programming, 11 hours and 30 minutes of which will be in the same time periods as last season.

Reviewing the schedule day by day, Tartikoff said Saturday, where the network is looking to build "a major comedy block like CBS's mid-70's comedy block," could be "our biggest turnaround night." The returning *Diff'rent Strokes* is being given the job of building the block as it has previously built Wednesday and Thursday for NBC. With *Silver Spoons* starring Ricky Schroeder following *Strokes* with Gary Coleman, Tartikoff claimed NBC will have "the two major kid stars of America back to back on Saturday." On Friday, with its lineup of three new series, *The Powers of Matthew Star*, *Knight Rider* and *Remington Steele*, NBC expects a "major improvement on a night that needs major improvement," Tartikoff told the affiliates.

Among the new programs that drew the most positive response from affiliates were *Silver Spoons* and two others that were being deemed especially illustrative of the

**Carson does Reagan.** The NBC affiliates gathering at the Century Plaza last week didn't get a chance to do any live-via-satellite hobnobbing with President Reagan as the ABC affiliates did (BROADCASTING, May 17), but what they did get seemed to satisfy quite a few—the opportunity to see Johnny Carson, live on stage, do his impersonation of Mr. Reagan, fielding questions from the floor. And they got an unusual view of the President's previous career when Dick Clark, host of NBC's *TV Censored Bloopers*, ran some clips that aren't liable to appear on the network any time soon. Carson and Clark were just two of a small galaxy of stars and performers from several of NBC's programs who dropped by various functions during the meeting to give the affiliates a fuller taste of the Hollywood side of their business.



**Appreciation.** NBC affiliates and management honor affiliates board chairman, Fred Paxton, president of WPSP-TV Paducah, Ky., with a set of NBC chimes. On hand (l-r): Paxton; Jack Harris, KPRC-TV Houston; Ancil Payne, KING Broadcasting, Seattle; Grant Tinker, NBC chairman; Harry Wise, Blair Broadcasting, and John Williams, WPSP-TV.

much heralded NBC goal of capturing creative talent—Wednesday's *Family Ties* from producer Gary Goldberg, who has written for *Lou Grant* and *M\*A\*S\*H*, and Thursday's *Cheers*, with the *Taxi* writing and directing team of Glen and Les Charles and Jim Burrows. *Family Ties*, ac-

At sessions last Monday, Tartikoff had reviewed other entertainment dayparts with the help of Entertainment Vice President Lucy Johnson. Tartikoff called the full network schedule "a fire waiting to get started," saying "once it gets started it should catch all over." Late-night, according to Tartikoff, is "doing well and will do better" with *Tonight* "getting younger as it gets older" by attracting young viewers. Children's programming, Johnson said, had been dramatically turned around by *The Smurfs*, and she announced the expansion

of the series to 90 minutes, as well as the addition of three new animated series, *The Shirt Tales*, *The Incredible Hulk* and *The Gary Coleman Show*, to the schedule.

On the sports front, NBC Sports President Arthur Watson reviewed the highlights of the past season and pointed to new contracts giving NBC the Hula Bowl, Atlantic Coast Conference basketball and Championship Auto Racing Teams Indy-car races. Taking note of former NBC Executive Producer Don Ohlmyer's decision to leave that post ("In Brief," April 19), Watson praised Ohlmyer, saying that he has "left in place a fully competent production staff," and that Ohlmyer will "remain intimately and exclusively involved with NBC Sports through 1984." Watson further announced the signing of a new contract with announcer Dick Enberg. □

## Harmony keynotes CBS-TV's turn in San Francisco

**Aside from some head shaking about increase in prime-time commercial inventory, network and its affiliates gather for 'no-burning-issues' meeting**

Programing will be the centerpiece, but getting ready to distribute it by satellite is expected to be one of the newsmen side-lights when CBS-TV affiliates hold their annual meeting with CBS officials today (May 24) through Wednesday in San Francisco.

The word from network officials and affiliate leaders last week was that it's likely to be, in the words of James Babb of WBTW(TV) Charlotte, N.C., the affiliates' chairman, "a no-burning-issues meeting."

Total attendance—affiliates, spouses and CBS executives—was expected to be close to 1,200.

CBS's announcement several weeks ago

that it would defer its divisive plan to expand the *CBS Evening News* took away one issue that could have made the meeting stormy. There may be some grumbling about the network's announced plan to follow ABC's lead in enlarging the number of prime-time commercials, but observers felt that CBS probably took some of the sting out of that move by announcing it in tandem with the welcome word that evening news expansion had been put on hold.

With CBS firmly in first place in the prime-time ratings, affiliates seem likely to be in a mood to look at the new nighttime programs with interest. They are expected to pay close attention to the network's scheduling of the 10-11 p.m. NYT blocks, since the network lead-ins to their local late news have shown some ratings slip-page recently.

CBS News officials are scheduled to fill in some details about the overnight news

service they plan to start in September. As for other news areas, affiliate sources say there seems to be general satisfaction with Dan Rather's performance as Walter Cronkite's successor on the *Evening News* and a recognition that the new two-hour *CBS Morning News*, though solidly based, will almost certainly need time to make a turnaround in the ratings.

CBS's plans for testing and moving to satellite distribution of programs are to be presented by David White, the network's vice president for administration, production facilities and engineering. He's expected to say where and when the testing will start but will not go into such business matters as who will own or lease the dishes. Those questions, yet to be resolved, are tied in with AT&T rate increases for terrestrial distribution.

There'll also be a private session during the meeting, at which network experts will provide more details to affiliates who'll participate in the first tests, reportedly involving the Southwest.

Another highlight will be a presentation on high-definition television on Tuesday.

Thomas H. Wyman, CBS Inc. president and chief executive, is scheduled to address today's (Monday) luncheon meeting. Gene F. Jankowski, president of the CBS/Broadcast Group, will address the Wednesday morning session.

The keynote address will be by James H. Rosenfield, executive vice president of the Broadcast Group, at the first business session this morning.

Arnold Becker, the Broadcast Group's vice president for national TV research, will follow Rosenfield. Then the presentation of the new fall schedule will begin under the direction of B. Donald Grant, president of CBS Entertainment; Harvey Shephard, vice president, programs; Michael Brockman, vice president, daytime and children's programs, and Bernie Sofronski, vice president, special programs.

Monday afternoon will be devoted to a closed meeting of the affiliates.

Paul Isaccson, CBS-TV sales vice president, and David Poltrack, research vice president, will open the Tuesday morning session with a sales and marketing presentation. They'll be followed by the HDTV presentation, by Joseph Flaherty, engineering and development vice president, and David Percelay, director of the Broadcast Group's teletext project.

David White kicks off the Wednesday-morning agenda with his report on satellite transmission plans. He's to be followed by Scott Michels, CBS-TV affiliate relations vice president; John Blessington, group vice president, educational and community services; Don Wear, CBS Washington vice president, and Van Gordon Sauter, CBS News president, with Jankowski's address winding up the morning session.

The meeting was scheduled to open last night with a reception and close Wednesday evening with a banquet and variety show. □



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**WCCO-TV NEWS**

Minneapolis/St. Paul

Source: Arbitron, February, 1982. 5, 6 & 10 PM Newscasts. Subject to limitations.

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# THE BEST NUMBERS

## AND IT DOESN'T MATTER

EXPLOSIVE GROWTH OVER LAST YEAR'S PROGRAMMING.

| Station | Market          | Rating | Share | Rtg.<br>Incr. | Sh.<br>Incr. | Women<br>18-49<br>Incr. |
|---------|-----------------|--------|-------|---------------|--------------|-------------------------|
| WNEW,   | New York        | 9      | 17    | +50%          | +42%         | +52%                    |
| KTLA,   | Los Angeles     | 12     | 20    | +50           | +43          | +36                     |
| WRC,    | Washington D.C. | 6      | 22    | +100          | +100         | +87                     |
| WKYC,   | Cleveland       | 5      | 14    | +67           | +40          | +28                     |
| KCPQ,   | Seattle         | 4      | 7     | +33           | +40          | +46                     |
| WAGA,   | Atlanta         | 9      | 28    | +29           | +27          | +116                    |
| KGTV,   | San Diego       | 5      | 22    | +25           | +22          | +78                     |
| WMC,    | Memphis         | 15     | 36    | +36           | +44          | +56                     |
| WDRB,   | Louisville      | 11     | 17    | +22           | +21          | +65                     |
| KERO,   | Bakersfield     | 6      | 16    | +20           | +14          | +50                     |

Source: Nielsen. All M-F Telecasts Average, Feb. '81 and Feb. '82.





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## Administration and Schmitt at odds over '79 WARC treaty

**Government argues for ratification while senator wants to wait until after next year's ITU conference**

The Reagan administration last week clashed head-on with Senator Harrison Schmitt (R-N.M.) over ratification of the treaty implementing the results of the 1979 World Administrative Radio Conference. Four representatives of the administration and the FCC urged speedy approval, in testimony before the Senate Foreign Relations Committee. But Schmitt, long a critic of the way the administration—former and current—develops international telecommunications policy, urged that the committee delay action on the treaty, at least until the conclusion of the International Telecommunication Union plenipotentiary conference, next fall in Nairobi, Kenya ("Closed Circuit," May 17).

Schmitt's proposal, in a statement submitted for the record, is aimed at using the ratification process as leverage for forcing the administration to take the steps Schmitt regards as long overdue to strengthen procedures for developing and implementing U.S. international telecommunications policy.

Schmitt appeared to be swimming upstream. Representatives of the State and Defense Departments, the National Telecommunications and Information Administration and the FCC all spoke of WARC '79 as a success for the U.S.—indeed, the results "proved considerably better than most of the U.S. participants initially expected," in the words of Donald M. Jansky, NTIA's associate administrator for federal systems and spectrum management. William J. Cook, staff assistant to the office of the under secretary of defense, put it negatively: "Ratification will cause no appreciable harm to U.S. national security." And they stressed the importance of quick Senate action.

Several noted that the radio regulations approved at the conference went into force on Jan. 1, 1982, for those governments that had approved the final acts (about 12 so far). As a result, said William Salmon, the State Department's action coordinator for international communications and information policy, "it is important for the United States to implement the WARC '79 decisions nationally, as soon as possible, in order to take advantage of the many new provisions which the U.S. sought and achieved at the conference."

The administration's position was backed by representatives of the private sector. William Borman, director of technical programs for Motorola's Corporate Government Relations Office, said, "the final acts

contain the basis for rational, flexible allocations policy that would benefit the entire population." And representatives of ham radio operators—Victor C. Clark, president of the American Radio Relay League, and E. Merle Glunt, a consultant to the league—said the final acts provide for additional frequencies for ham operators from which the 400,000 American amateurs are barred until the Senate approves the treaty.

As for the results of the conference, which overhauled the ITU's radio regulations and table of allocations for the first time in 20 years, Kalmann Schaefer, the FCC's special adviser on international communications, said they provide for the "flexibility" in the new international table of frequency allocations that had been a major U.S. objective. "Domestically," he said, "it permits different radio services to compete for access to the radio spectrum, allowing specific allocation decisions to be based on market needs. It also provides for greater sharing of spectrum among technically compatible radio services."

However, the U.S. was not entirely successful. It was forced to take five reservations from actions of the conference with which it could not comply, and joined in three additional reservations with other countries. All told, more than 80 reservations were taken. And some 500 footnotes to the table of allocations represent that many exceptions that were taken by some of the 155 countries that participated in WARC.

All of which led Schmitt, in his statement, to conclude that "the basic objective of WARC '79, to provide uniformity and certainty in the table of allocations so that countries may effectively plan for their telecommunications needs, was not accomplished." He also noted that a number of hard issues were spun off for future conferences.

"My most immediate fear today is that the United States will not be able to protect and promote our nation's telecommunications needs at the plenipotentiary conference and at subsequent ITU conferences," Schmitt said.

He noted that he has recommended to Secretary of State Alexander M. Haig Jr. that the United States undertake "a serious dialogue on our long-range goals, telecommunications policies necessary to achieve those goals, and the strategies that must be pursued to insure that we are successful." He said the results of the dialogue should be taken to international forums for discussion.

But because of "unconscionable delays" in naming a delegation chairman and resolving other preparatory problems,

he said, it is probably too late to lay the groundwork necessary to obtain final action at the Nairobi conference on solutions to the issues to arise. But he said the conference could be used to initiate a dialogue on the issues.

Then he said: "In order for the United States to pursue this process, I recommend that the Foreign Relations Committee delay action on the final acts. It is possible that, upon conclusion of the plenipotentiary conference, we will be in a better position to determine what our prospects are for reaching acceptable agreements at future conferences."

He also said the delay "would be beneficial as a strong signal of Senate disapproval of the dilatory approach of this administration, which, like its predecessor, has failed to comprehend the extraordinary long-term importance of these ITU conferences."

Although the administration representatives urged swift action on the WARC treaty, several, like Schmitt, expressed uneasiness over the work ahead in the upcoming international telecommunications conferences.

Salmon said the schedule of conferences—seven over the next six years—is "overambitious and places an extremely heavy burden on the limited resources of the ITU and its members." He said the U.S. at ITU meetings has pressed "for a stretching of the program" and will continue the effort at Nairobi. And Jansky expressed concern over the approach less developed countries are expected to take—one calling for planning that tends "to be too detailed, and thus too restrictive, in terms of satisfying unexpected future requirements and the ability to adapt to new technology." The lesser developed countries favor detailed planning as a means of assuring themselves access to spectrum and orbital slots. Thus, Jansky said, the problem requires "innovative ideas that preserve the latitude for evolutionary developments" while assuring less developed countries equitable access.

Schmitt, in his statement, put the issue starkly. "Because of competing interests that are leading to growing differences over the use of frequencies and satellite orbits, there will be definite winners and losers in these conferences. . . . Clearly, we can no longer rely on our technical expertise and ad hoc policy development to assure attainment of our future objectives."

Senator Charles Mathias (R-Md.), who presided at the hearing, urged the administration and FCC officials to meet with Schmitt in an effort to determine his concerns and meet them. □



## Fowler's first year in review

**Progress report documents FCC's major accomplishments since chairman took office; list shows specific actions taken toward creating unregulated marketplace**

In case anyone asks what the FCC has accomplished in the first year of Mark S. Fowler's chairmanship, the commission has an official answer. It is in the form of a 16-page memorandum, backed by an 11-page index, that lists and describes "the agency's major accomplishments." The memorandum, prepared by Edward J. Minkel, managing director, is organized in terms of the five basic objectives the commission adopted a few days after Fowler assumed the chairmanship.

In all, the memorandum lists 74 accomplishments. But most—24—are included under the first objective, "to create, to the maximum extent possible, an unregulated, competitive marketplace environment for the development of telecommunications."

The list includes an interpretation of the financial interest rule that permits networks to acquire an interest in nonbroadcast rights to television programs, a proposal to allow television stations to offer teletext under standards set by the marketplace, an order permitting AM stations to offer stereo under any noninterfering system they choose, the establishment of a low-power television service and an order dismissing a proposal to require divestiture of commonly owned AM/FM stations.

Minkel found 17 accomplishments under the second objective, "to eliminate unnecessary regulations and policies." The list included specific proposals in the Track I (minor) and Track II (major) legislative proposals the commission submitted to Congress—authorization to eliminate individual CB licensing, for instance, and to delegate equipment testing to nongovern-

ment laboratories, as well as to delete anti-trust provisions. The section also listed an inquiry to clarify the role of character as a qualification in broadcast licensing and changes in rules that reduced its information collection budget from 27.2 million hours in fiscal year 1981 to 9.8 million hours in fiscal 1982. The commission also proposed elimination of subscription television rules and eliminated the requirement to file annual financial reports.

Under the third objective, "to provide service to the public in the most efficient, expeditious manner possible," Minkel listed 22 accomplishments. Included were steps creating the management-by-objective program described in the memorandum—establishment of the MBO and a program evaluation system as well as the office of managing director. The list also included adoption of procedures to clarify and refine reporting requirements (which appears to be a duplication of some of the accomplishments listed in connection with reducing the information collection budget) and an 81% reduction in the Broadcast Bureau's filing backlog.

As for efforts to "promote the coordination and planning of international communications which assures the vital interests of the American public in commerce, defense and foreign policy," Minkel found 10 accomplishments. These included a further inquiry in preparation for rule changes to implement the final acts of the 1979 World Administrative Radio Conference, the request for further comment to aid in developing U.S. policy for the 1983 conference of western hemisphere countries for planning the 12 ghz broadcast satellite service, and participation in the planning for the International Telecommunication Union plenipotentiary conference, to be held in Nairobi, Kenya, in September.

Objective 5, "to eliminate government action that infringes the freedom of the speech and the press," contains only three accomplishments—proposals, contained in Track II legislative proposals (and listed earlier under Objective 2 accomplishments), that call for removal of the com-



**Happy anniversary.** FCC commissioners and staff gathered last week for first anniversary celebration of Chairman Mark S. Fowler's chairmanship. "We have an entirely different atmosphere at the FCC" saluted Commissioner James Quello to Fowler. Guests were also treated to tongue-in-cheek first year commentary by Dan Brenner, legal assistant to Fowler, who managed to include comic salvos for all commissioners and bureau chiefs attending. Pictured (l-r): Randy Nichols, administrative assistant; Kalmann Schaefer, special assistant for international affairs; Fowler; Jane Fowler; Dan Brenner; Jerald Fritz, special assistant; Lauren Belvin, legal assistant, and Sandy Kimball, confidential assistant.

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mission from obscenity regulation, for deletion of the reasonable-access provision that applies to political candidates, and for repeal of the equal-time and fairness doctrine provisions of Section 315 of the Communications Act.

The memorandum says the commission's intrusion into the First Amendment is required by statute and that, as a result, the agency's effort to avoid interfering with free speech is limited to the legislative proposals. However, proposals that the commission repeal its personal attack editorializing rules—which are not mandated by law—are pending. □

## House subcommittee passes bare-bones FTC reauthorization

**Despairing of reaching accord on curbing agency's powers, subcommittee settles for uncluttered budget resolution**

A House Commerce Subcommittee last week adopted a simple one-year authorization bill for the Federal Trade Commission after failing to reach a consensus on any substantial issues. During a markup session, subcommittee Chairman James Florio (D-N.J.) presented the bill that would set the agency's 1983 appropriation at \$72.7 million.

Florio explained his motives for the simple draft bill. He noted that the subcommittee, after several hearings, has been unable to reach a consensus on any of the "complex and sometimes conflicting proposals." He said he feared that "prolonged wrangling over an authorization bill would be unproductive and harmful to the Federal Trade Commission and that in October there would still be no bill." Florio urged the subcommittee to approve the draft bill. "We can then re-examine the situation to determine whether—before there is a full committee markup—it is possible to reach an accommodation on the terms of a bill that will responsibly deal with any legitimate issues that have been raised," he proposed. Florio warned, however, that "If such an accommodation cannot be reached, and if we are to have a bill at all this year, it will have to be the one that was noticed for the markup today."

He stated that "radical proposals to dismantle the FTC" would not be acceptable. "The agency must be maintained as a hard-hitting effective force to protect consumers and the free market," he said.

Neither the FTC's "unfairness" nor "deception" standard was discussed even though those issues dominated discussion during Senate Commerce Committee hearings two weeks ago. That committee adopted a bill that would curtail the FTC's current authority to regulate unfair advertising and defines the unfairness standard, as applied to nonadvertising acts and practices, which has been criticized as being too broad (BROADCAST-

ING, May 17). These topics are expected to surface during a full committee markup.

Committee members did, however, debate an amendment offered by Congressman Norman Lent (R-N.Y.) which would reduce the authorization figure from \$72.7 million to \$60.8 million (the amount recommended by the administration and FTC). Florio argued that the figure be preserved. He maintained the amount (the same as this year's appropriation) remain intact until Congress has time to evaluate a FTC plan to shut down four of its 10 regional offices (in anticipation of proposed budget cuts). (BROADCASTING, April 26). By not cutting the budget, Congress will have the option to decide, Florio said.

Florio noted there is support for his concern in both the House and Senate Appropriations Subcommittees. Both subcommittee chairmen sent a letter (May 15) to the FTC asking it not to proceed with closing the regional offices this year (FTC has slated July 15 as target date) until Congress has a chance to address the issue. □

## FCC will protect 'free' television

**Commission's Harris makes that promise to Women in Cable; cites opposition to franchise fees**

Although the FCC has authorized video services, and is considering authorizing more that are generally made available on a for-pay basis only, the commission must take steps to insure "free" television's survival, Larry Harris, chief of the FCC Broadcast Bureau, said last week.

Moreover, Harris said, speaking at a luncheon of the Washington chapter of Women in Cable, the commission has a "public duty" and a "public trust" to see that free TV doesn't disappear from viewers' screens. "This commission will make sure there's a free TV market out there," he said.

Harris also, however, said he believed that despite competition from such services as subscription TV, cable and multipoint distribution service, traditional television broadcasting would "do terrific."

For starters, he said, the entry of new video services would "stimulate" the growth of all video services by enhancing the public's awareness of all of them. Second, he said, broadcasters still had the "inside lane"; they understood the video marketplace better than newcomers. Moreover, he said, the FCC was moving to create more video opportunities for broadcasters so that they would be able to "expand into new areas . . . and offer new services."

An example Harris cited was ABC's proposal to broadcast scrambled programming during the early-morning hours so it could be taped for later viewing (BROADCASTING, May 3). And that proposal, he

said, was headed for "quick action," unless it met "significant opposition."

Harris also reconfirmed that he and Chairman Mark Fowler shared the belief that the government should withdraw from regulation where it could, even though they described their philosophies differently. While Harris noted that Fowler had coined the term, "unregulation," to describe his philosophy, and Harris described his own mission as "intelligent regulation," they both meant the same thing. "Mark [Fowler] just hasn't learned the proper grammar, and I have," he said.

Nonetheless, he said, the commission only intended to remove "unnecessary" regulations; it didn't plan to deregulate markets that weren't competitive. "It doesn't do any good to deregulate an industry if it isn't competitive," he said.

On the cable front, Harris said he thought local regulation could be an impediment to the growth of cable and that it would be better to have one national policy for all video services. Giving municipalities a free hand to impose franchise fees on cable operators—or "franchise taxes," as he referred to them—wasn't for the best. "We wouldn't allow a state to tax broadcasters," he said.

Nonetheless, Harris said, the matter of whether federal regulation should preempt local cable regulation was a battle cable interests would have to fight in Congress.

Harris also said he didn't think that "serving the public and making money" by offering video services were, or should be, incompatible as far as the commission was concerned. "That's the American way," Harris said. "I hope you all become millionaires." □

## ACT files suit against FCC

**Boston-based group wants court to order conclusion to 12-year-old children's television proceeding**

Action for Children's Television took legal steps last week to force the FCC to act on a proposed rulemaking on children's television programming. ACT filed suit against the commission and its seven commissioners for "failing and refusing to take final action in the commission's 12-year-old children's television proceeding." The suit was filed in Washington at federal district court.

During a press conference that same day, ACT President Peggy Charren admitted the suit is a measure to "get them [the FCC] to act." She accused the commission of "foot-dragging on children's television for too long," and said the suit charges: "The commissioner's failure to issue a final decision . . . within a reasonable time, as required by statute and regulation, is arbitrary, capricious, an abuse of their discretion, and not in accordance with law."

According to Grey Pash, of the FCC general counsel office, the suit is not



unprecedented. "It's not unusual to sue the commissioners along with the commission in district court litigation," Pash noted the most the court could do is order the FCC to act.

According to the suit, ACT in 1970 offered several proposals to the FCC "seeking to improve children's television programming, including one which sought a requirement that all licensees were to provide a minimum amount of daily age-specific programming for children." During a later inquiry made by the commission in 1979 on advertising aimed at children and children's TV programming ACT made several more recommendations. They were: defining children's programming to create commercialization standards; reducing the number of commercials per hour in children's weekday programs, plus phased reduction of commercialization of all children's programming until all commercial material is eliminated (BROADCASTING, Jan. 22, 1979).

Charren explained that ACT staff member Nancy Dietz, along with husband, William, and their 5 year old daughter, are also plaintiffs in the suit. She noted that the child demonstrates that the "children of America are the real plaintiffs of this suit." In addition, the ACT president noted, the group does not want the suit to be perceived as being merely a conflict between two institutions. This was achieved, she said, by suing the commissioners individually. "We hope that by filing against the commissioners individually, ACT will remind each commissioner of his or her personal obligation to the citizens of this country."

When asked how optimistic she was about getting the commission to do something she responded: "With the suit we have a better chance the country will watch what the FCC does." In addition, Charren said she doesn't think all the FCC commissioners want to "throw children to the marketplace." Charren was referring to FCC Chairman Mark Fowler's stated position of letting the marketplace determine program content. She later attacked that position and stated that the broadcasting industry is "getting the wrong message from Fowler." The marketplace approach, she noted, won't work because "children

don't have the money and advertisers do better selling to adults."

Charren, when asked why the commission had not acted sooner, said there is a sense at the FCC that the new technologies will create enough product. "That's not true; only one-third of the country has cable," she added. Plus, Charren said, she feared that only the rich would be served by diversity.

She also cited the report on children and television violence released by the National Institute of Mental Health (BROADCASTING, May 10). Charren maintained that children see so much TV violence because they watch adult television. "And why do they watch adult television?" she asked rhetorically. "Because there is so little children's programming available to them." The ACT president also criticized the networks for cancelling a number of their children's programs. □

## Appeal to be heard June 7 on Mets vs. Eastern Microwave

U.S. Court of Appeals for the Second Circuit in New York is scheduled to hear oral argument the week of June 7 on an appeal filed by Eastern Microwave Inc. (EMI), Syracuse, N.Y., in a copyright infringement action.

EMI filed its appeal shortly after U.S. District Court Judge Neal P. McCurn ruled EMI was liable for copyright payments in retransmitting New York Mets baseball games to more than 600 cable systems without the permission of Doubleday Sports Inc., New York (BROADCASTING, March 22). The suit was filed by Doubleday Sports, owner of the Mets, which sells its TV rights to WOR-TV New York.

Briefs from both sides are expected to be filed shortly with the appeals court. The appeals court is expected to rule several months after oral argument is completed.

In the meantime, EMI and Doubleday have reached an interim agreement under which EMI will continue to broadcast Mets games as usual. Pending the outcome of the appeal the proceedings in the lower court are stayed. □

## New Jersey seeks must-carry waiver

The New Jersey Office of Cable Television, the state agency responsible for cable franchising and regulation, has petitioned the FCC to waive its must-carry rules for all state cable systems with fewer than 21 channels for a maximum period of three years or until those systems have expanded their channel capacities.

In a nutshell, the office argues that the must-carry rules are particularly onerous to the state's smaller-capacity systems because New Jersey is in a "concentrated area" of broadcast signals. For example, the office said, the 14 state systems that have a capacity for 12 to 14 channels are required to carry from eight to 12 broadcast signals, making it difficult for them to

offer pay-cable, revenues which they could use to expand channel capacities.

The office said the waiver would "greatly serve the public interest" by making it easier for state cable operators to expand their channel capacity. Such a waiver would also prevent saturated systems from having to drop "popular" programming to satisfy a mandatory signal carriage request, and would enable the cable systems to carry the signals of recently established New Jersey stations "in preference to out-of-state, marginally popular stations, thus permitting the state to more fully develop its identity and to provide its citizenry with information which will affect their daily lives." □

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# Stock Index

| Exchange and Company | Closing Wed. May 19 | Closing Wed. May 12 | Net Change in Week | Percent Change in Week | P/E Ratio | Market Capitalization (000,000) |
|----------------------|---------------------|---------------------|--------------------|------------------------|-----------|---------------------------------|
| <b>BROADCASTING</b>  |                     |                     |                    |                        |           |                                 |
| N ABC                | 36 7/8              | 39                  | -2 1/8             | - 5.44                 | 7         | 1,061                           |
| N Capital Cities     | 76 1/2              | 79 3/4              | -3 1/4             | - 4.07                 | 13        | 996                             |
| N CBS                | 43                  | 44                  | -1                 | - 2.27                 | 7         | 1,201                           |
| N Cox                | 30 1/8              | 32 3/8              | -2 1/4             | - 6.94                 | 15        | 853                             |
| A Gross Telecasting  | 24 3/4              | 25 3/8              | - 5/8              | - 2.46                 | 6         | 19                              |
| O LIN                | 23 1/4              | 25 1/2              | -2 1/4             | - 8.82                 | 15        | 238                             |
| N Metromedia         | 206 1/8             | 210 3/4             | -4 5/8             | - 2.19                 | 14        | 818                             |
| O Mooney             | 4 1/8               | 4 1/4               | - 1/8              | - 2.94                 | 5         | 2                               |
| O Scripps-Howard     | 17 1/2              | 17 1/2              |                    |                        | 10        | 180                             |
| N Storer             | 30 5/8              | 31 1/2              | - 7/8              | - 2.77                 | 15        | 186                             |
| N Taft               | 32 1/2              | 32 1/2              |                    |                        | 9         | 311                             |
| O United Television  | 8                   | 8 1/8               | - 1/8              | - 1.53                 | 13        | 96                              |

## BROADCASTING WITH OTHER MAJOR INTERESTS

|                      |        |        |        |        |    |       |
|----------------------|--------|--------|--------|--------|----|-------|
| A Adams-Russell      | 23     | 22 5/8 | + 3/8  | + 1.65 | 17 | 91    |
| A Affiliated Pubs.   | 24 1/2 | 24 3/4 | - 1/4  | - 1.01 | 9  | 127   |
| N American Family    | 9 1/8  | 9 3/4  | - 5/8  | - 6.41 | 8  | 123   |
| O A.H. Belo          | 19 1/2 | 19 5/8 | - 1/8  | - .63  | 8  | 179   |
| N John Blair         | 32 3/4 | 36     | -3 1/4 | - 9.02 | 9  | 122   |
| N Charter Co.        | 9 3/8  | 9 5/8  | - 1/4  | - 2.59 | 7  | 202   |
| N Chris-Craft        | 42 3/4 | 43     | - 1/4  | - .58  | 11 | 96    |
| N Cowles             | 35 5/8 | 36     | - 3/8  | - 1.04 | 22 | 141   |
| N Dunn & Bradstreet  | 67 3/4 | 68 5/8 | - 7/8  | - 1.27 | 16 | 1,896 |
| N Fairchild Ind.     | 14     | 13 7/8 | + 1/8  | + .90  | 6  | 182   |
| N Gannett Co.        | 34 1/8 | 35 1/8 | -1     | - 2.84 | 11 | 1,810 |
| N General Tire       | 20 3/4 | 17 7/8 | +2 7/8 | +16.08 | 8  | 488   |
| O Gray Commun.       | 34     | 34     |        |        | 7  | 16    |
| N Gulf United        | 18 7/8 | 19     | - 1/8  | - .65  | 6  | 506   |
| N Harte-Hanks        | 26     | 25 3/8 | + 5/8  | + 2.46 | 10 | 253   |
| N Insilco Corp.      | 15 7/8 | 16     | - 1/8  | - .78  | 7  | 238   |
| N Jefferson-Pilot    | 27     | 28     | -1     | - 3.57 | 6  | 582   |
| O Josephson Intl.    | 8 3/8  | 8      | + 3/8  | + 4.68 | 7  | 32    |
| N Knight-Ridder      | 32 1/4 | 33 1/2 | -1 1/4 | - 3.73 | 10 | 1,038 |
| N Lee Enterprises    | 25 3/4 | 25 3/4 |        |        | 9  | 178   |
| N Liberty            | 13 3/8 | 13 5/8 | - 1/4  | - 1.83 | 6  | 170   |
| N McGraw-Hill        | 53 7/8 | 54 1/2 | - 5/8  | - 1.14 | 14 | 1,339 |
| A Media General      | 39 1/8 | 38 1/4 | + 7/8  | + 2.28 | 9  | 273   |
| N Meredith           | 60 1/4 | 60 1/2 | - 1/4  | - .41  | 7  | 192   |
| O Multimedia         | 31 3/4 | 32     | - 1/4  | - .78  | 12 | 322   |
| A New York Times Co. | 39     | 41 1/4 | -2 1/4 | - 5.45 | 10 | 481   |
| N Outlet Co.         | 31     | 32 3/4 | -1 3/4 | - 5.34 | 56 | 83    |
| A Post Corp.         | 28 1/2 | 28 1/4 | + 1/4  | + .88  | 15 | 51    |
| N Rollins            | 15     | 15 3/4 | - 3/4  | - 4.76 | 9  | 412   |
| N San Juan Racing    | 22 1/8 | 22 1/8 |        |        | 35 | 95    |
| N Schering-Plough    | 30 1/8 | 29 7/8 | + 1/4  | + .83  | 9  | 1,601 |
| N Signal Cos.        | 18 3/4 | 19 3/8 | - 5/8  | - 3.22 | 6  | 1,354 |
| O Stauffer Commun.   | 44     | 44     |        |        | 11 | 44    |
| A Tech Operations    | 19 3/8 | 20 1/8 | - 3/4  | - 3.72 | 9  | 18    |
| N Times Mirror Co.   | 42 1/4 | 43 1/2 | -1 1/4 | - 2.87 | 10 | 1,442 |
| O Turner Bcastg.     | 11 1/2 | 12 1/2 | -1     | - 8.00 | 14 | 234   |
| A Washington Post    | 35 1/8 | 34 3/8 | + 3/4  | + 2.18 | 14 | 493   |
| N Wometco            | 24 3/4 | 24 3/8 | + 3/8  | + 1.53 | 14 | 336   |

## CABLE

|                       |        |        |        |        |     |       |
|-----------------------|--------|--------|--------|--------|-----|-------|
| A Acton Corp.         | 7 1/8  | 7      | + 1/8  | + 1.78 | 238 | 33    |
| N American Express    | 45 1/4 | 49 1/2 | -4 1/4 | - 8.58 | 8   | 4,199 |
| O Burnup & Sims       | 12 3/4 | 12 5/8 | + 1/8  | + .99  | 13  | 110   |
| O Comcast             | 19 3/4 | 20     | - 1/4  | - 1.25 | 18  | 88    |
| N General Instrument  | 35     | 38 1/8 | -3 1/8 | - 8.19 | 12  | 1,079 |
| N Group W Cable       | 37 1/2 | 37 1/2 |        |        | 30  | 638   |
| O Heritage Commun.    | 11     | 11     |        |        | 31  | 79    |
| O Rogers Cablesystems | 6 1/4  | 6 1/2  | - 1/4  | - 3.84 | 125 | 137   |
| O Tele-Communications | 20 1/2 | 21 5/8 | -1 1/8 | - 5.20 | 50  | 572   |
| N Time Inc.           | 32     | 34 7/8 | -2 7/8 | - 8.24 | 11  | 1,592 |
| O Tocom               | 10 3/4 | 9 3/4  | +1     | +10.25 | 13  | 53    |
| N United Cable TV     | 24 3/4 | 25 3/8 | - 5/8  | - 2.46 | 23  | 269   |
| N Viacom              | 22 7/8 | 23 1/8 | - 1/4  | - 1.08 | 16  | 258   |

| Exchange and Company   | Closing Wed. May 19 | Closing Wed. May 12 | Net Change in Week | Percent Change in Week | P/E Ratio | Market Capitalization (000,000) |
|------------------------|---------------------|---------------------|--------------------|------------------------|-----------|---------------------------------|
| <b>PROGRAMING</b>      |                     |                     |                    |                        |           |                                 |
| O Barris Intl.         | 2 1/8               | 2                   | + 1/8              | + 6.25                 | 16        | 11                              |
| N Columbia Pictures    | 70 1/8              | 71                  | - 7/8              | - 1.23                 | 14        | 587                             |
| N Disney               | 56 1/8              | 56                  | + 1/8              | + .22                  | 16        | 1,870                           |
| N Dow Jones & Co.      | 45 7/8              | 47 5/8              | -1 3/4             | - 3.67                 | 18        | 1,440                           |
| N Filmways             | 5 1/2               | 6                   | - 1/2              | - 8.33                 | 1         | 32                              |
| O Four Star            | 2 1/2               | 2 1/2               |                    |                        | 14        | 1                               |
| N Getty Oil Corp.      | 51 7/8              | 54                  | -2 1/8             | - 3.93                 | 5         | 4,261                           |
| N Gulf + Western       | 15                  | 15 1/8              | - 1/8              | - .82                  | 4         | 1,107                           |
| N MCA                  | 54 1/4              | 56                  | -1 3/4             | - 3.12                 | 14        | 1,290                           |
| N MGM/UA               | 7 5/8               | 7 1/8               | + 1/2              | + 7.01                 | 11        | 379                             |
| O Reeves Commun.       | 32 3/4              | 33                  | - 1/4              | - .75                  | 13        | 266                             |
| O Telepictures         | 7 7/8               | 8 5/8               | - 3/4              | - 8.69                 | 15        | 38                              |
| O Video Corp. of Amer. | 9 5/8               | 9 1/2               | + 1/8              | + 1.31                 | 37        | 15                              |
| N Warner               | 51 5/8              | 54 3/8              | -2 3/4             | - 5.05                 | 14        | 3,165                           |
| A Wrather              | 24 1/2              | 25                  | - 1/2              | - 2.00                 | 20        | 57                              |

## SERVICE

|                        |        |        |        |        |    |       |
|------------------------|--------|--------|--------|--------|----|-------|
| O BBDO Inc.            | 47     | 44 3/4 | +2 1/4 | + 5.02 | 9  | 125   |
| O Compact Video        | 4 5/8  | 4 7/8  | - 1/4  | - 5.12 | 4  | 14    |
| N Comsat               | 62 1/4 | 63 5/8 | -1 3/8 | - 2.16 | 18 | 498   |
| O Doyle Dane Bernbach  | 15 3/4 | 16 1/4 | - 1/2  | - 3.07 | 8  | 87    |
| N Foote Cone & Belding | 34 1/8 | 33 1/2 | + 5/8  | + 1.86 | 8  | 92    |
| O Grey Advertising     | 67     | 66     | +1     | + 1.51 | 6  | 38    |
| N Interpublic Group    | 29     | 29 3/8 | - 3/8  | - 1.27 | 9  | 133   |
| N JWT Group            | 20 7/8 | 21 5/8 | - 3/4  | - 3.46 | 16 | 109   |
| O MCI Communications   | 36 1/2 | 37 7/8 | -1 3/8 | - 3.63 | 31 | 1,772 |
| A MovieLab             | 3      | 3 1/4  | - 1/4  | - 7.69 | 30 | 4     |
| O A.C. Nielsen         | 49 1/4 | 49 3/4 | - 1/2  | - 1.00 | 14 | 552   |
| O Ogilvy & Mather      | 33     | 33 1/4 | - 1/4  | - .75  | 8  | 141   |
| O Telemation           | 2 7/8  | 2 3/4  | + 1/8  | + 4.54 | 17 | 3     |
| O TPC Communications   | 1 5/8  | 1 1/2  | + 1/8  | + 8.33 | 2  | 1     |
| O Unitel Video         | 7 3/4  | 7 3/4  |        |        | 13 | 9     |
| N Western Union        | 33 1/8 | 33 1/2 | - 3/8  | - 1.11 | 11 | 564   |

## ELECTRONICS/MANUFACTURING

|                         |        |        |        |        |    |        |
|-------------------------|--------|--------|--------|--------|----|--------|
| O AEL                   | 12 1/2 | 13     | - 1/2  | - 3.84 | 4  | 24     |
| N Arvin Industries      | 13 1/8 | 13     | + 1/8  | + .96  | 8  | 89     |
| O C-Cor Electronics     | 22 1/4 | 22 3/4 | - 1/2  | - 2.19 | 29 | 66     |
| O Cable TV Industries   | 7      | 7 1/4  | - 1/4  | - 3.44 | 8  | 21     |
| A Cetec                 | 4 1/8  | 4      | + 1/8  | + 3.12 | 8  | 9      |
| N Chyron                | 18 1/4 | 19 3/4 | -1 1/2 | - 7.59 | 15 | 49     |
| A Cohn                  | 4 3/8  | 4 5/8  | - 1/4  | - 5.40 | 6  | 7      |
| N Conrac                | 24 1/2 | 25 1/8 | - 5/8  | - 2.48 | 18 | 53     |
| N Eastman Kodak         | 72 3/4 | 73 7/8 | -1 1/8 | - 1.52 | 9  | 11,741 |
| O Elec Missile & Comm.  | 14 3/8 | 15 1/4 | - 7/8  | - 5.73 | 53 | 39     |
| N General Electric      | 62 1/4 | 63 3/8 | -1 1/8 | - 1.77 | 9  | 14,184 |
| N Harris Corp.          | 27     | 30     | -3     | -10.00 | 9  | 844    |
| O Microdyne             | 13 1/2 | 13 3/4 | - 1/4  | - 1.81 | 17 | 61     |
| N M/A Com. Inc.         | 21 3/8 | 23     | -1 5/8 | - 7.06 | 20 | 831    |
| N 3M                    | 52     | 55 7/8 | -3 7/8 | - 6.93 | 9  | 6,108  |
| N Motorola              | 62 3/4 | 61     | +1 3/4 | + 2.86 | 11 | 2,249  |
| O Nippon Electric       | 86 1/4 | 83 3/4 | +2 1/2 | + 2.98 | 31 | 3,342  |
| N N. American Phillips  | 37 1/2 | 38 3/4 | -1 1/4 | - 3.22 | 5  | 512    |
| N Oak Industries        | 22 5/8 | 22 3/4 | - 1/8  | - .54  | 10 | 321    |
| A Orrox Corp.           | 8 1/2  | 8 3/4  | - 1/4  | - 2.85 | 50 | 18     |
| N RCA                   | 21 1/4 | 20 3/8 | + 7/8  | + 4.29 | 12 | 1,605  |
| N Rockwell Intl.        | 31     | 33     | -2     | - 6.06 | 8  | 2,362  |
| A RSC Industries        | 5 1/8  | 5 7/8  | - 3/4  | -12.76 | 43 | 16     |
| N Scientific-Atlanta    | 16 1/4 | 17 1/2 | -1 1/4 | - 7.14 | 16 | 377    |
| N Sony Corp.            | 15 5/8 | 15 1/2 | + 1/8  | + .80  | 13 | 3,603  |
| N Tektronix             | 51 1/2 | 54     | -2 1/2 | - 4.62 | 12 | 963    |
| O Telemet (Geotel Inc.) | 1 3/4  | 1 7/8  | - 1/8  | - 6.66 | 5  |        |
| A Texscan               | 15     | 15     |        |        | 19 | 68     |
| N Varian Associates     | 34 5/8 | 35 1/4 | - 5/8  | - 1.77 | 24 | 278    |
| N Westinghouse          | 25 1/4 | 26     | - 3/4  | - 2.88 | 5  | 2,153  |
| N Zenith                | 13 1/4 | 13 3/4 | - 1/2  | - 3.63 | 16 | 250    |

## Standard & Poor's 400

Industrial Average 128.80 132.25 - 3.45

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.



## ABC outlines its future for shareholders

**Goldenson reaffirms company's commitment to broadcasting, stresses company's growth through new technologies**

Reinforcing a message that was delivered loud and clear a week before at the network's affiliates meeting, ABC Chairman Leonard Goldenson told a gathering of stockholders last week that while the company's "principal business for many years to come" will continue to be broadcasting, ABC will also continue to probe for opportunities in the rapidly emerging new technologies.

Because of technology, said Goldenson, "broadcasting is now converging with other industries that deal with the communication of information and entertainment." And the challenge of this "vitally important" convergence, he said, is that a company "that fails to identify its true strengths and to adapt them to new conditions will face greater and greater problems." Thus, in meeting that challenge head-on, he said, "technology has dominated our thinking about the future" for the last several years—especially in terms of how it relates to the company's "special expertise" in programming. For that expertise is "applicable not just to our distribution system, but to all systems that carry similar information and entertainment to the public."

As to the company's principal business, Goldenson said that while broadcasting's share of the telecommunications audience may decline in the years to come, "that decline will be offset by growth of total audience and revenues. It is clear that broadcast television will remain the dominant

and most effective medium of advertising to the mass audience."

Nevertheless, the company is determined to grow, said Goldenson, "to make ourselves a major presence throughout the full range of the telecommunications industry, and especially in the software area where our expertise applies best." He highlighted the ventures that ABC has entered into with other companies over the last two years to demonstrate that point, including ones with the Hearst Corp. (ARTS and Daytime); Group W (Satellite News Channels); Getty Oil's ESPN (ABC/Getty Sports pay service); and the latest with Cox Communications to explore opportunities in the world of pay-per-view television and other interactive services.

And then there are opportunities that the company can exploit on its own, such as its newly proposed Home View Network, the after-hours STV service requiring the use of a videocassette recorder by the subscriber. That service, said Goldenson, should be a "significant contributor to ABC in a few years."

While Goldenson described where the company was heading, Elton Rule, president of ABC Inc., gave a status report on current operations.

Rule claimed that both the television network and owned-and-operated stations "reported record first-quarter sales." (While the company does not publicly break out those figures, companywide revenues for the first quarter totaled \$619.9 million, with earnings of \$24.2 million, up 89% from the previous year.)

Rule said that next fall's prime-time schedule, with five-and-a-half hours per week of new series and special programs such as *The Winds of War* and *The Thorn Birds*, "should help us to improve further" over last fall's gains.

Rule also noted the addition of two (as yet unnamed) hour-long programs to debut next fall: a news program to precede *Good Morning America* in the 6 a.m. to 7 a.m. slot with Steve Bell as anchor, and a more feature-oriented show to follow *Nightline* in which Phil Donahue will play a major role.

The company's radio operations, said Rule, are "in the midst of a transition that in many ways parallels what is happening in television and video, as new technology and an evolving marketplace combine to make new ventures possible." He noted the start-up of two new network offerings, the Direction Radio Network and the Rock Radio Network, as well as the Talkradio programming service, to be followed by the launching of Superadio in July. And the acquisition of Watermark Inc., he said, "adds to our credibility as a leading radio supplier."

Rule said the company's theatrical unit



Pierce, Goldenson, Rule

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(312) 440-1757

would be coming out with its first production, a comedy entitled "Young Doctors in Love," in July, with four others in various stages of production or development.

## Masla upset over Arbitron costs

Jack Masla & Co., New York, has called on its represented radio stations to form a committee or commission to find a solution for what the firm calls "the spiraling costs" of the Arbitron service.

In a letter to stations, Jack Masla, president, said Arbitron rates have increased from two to five times in the past five years and there seems to be no viable alternative that would be acceptable to advertising agencies.

In addition, Masla said Arbitron recently "repeated its arbitrarily imposed 80% rule," under which Masla's library package service from Arbitron would not include rating books and tapes from markets where Masla had nonsubscribing stations if fewer than 80% of the firm's stations were subscribers. This situation prevails, he said, even though the firm pays

for books and tapes for all markets.

Masla called on the represented stations to form a committee that would consider various alternatives, including the possibility of bringing the matter to the attention of appropriate governmental authorities to determine if the radio industry is being unduly abused.

"Do we give it a shot or will we continue to be as defenseless against Arbitron as we are against the Arab oil cartel?" Masla asked.

A spokesman for Arbitron said the company would have no comment on Masla's action. □

# Advertising & Marketing

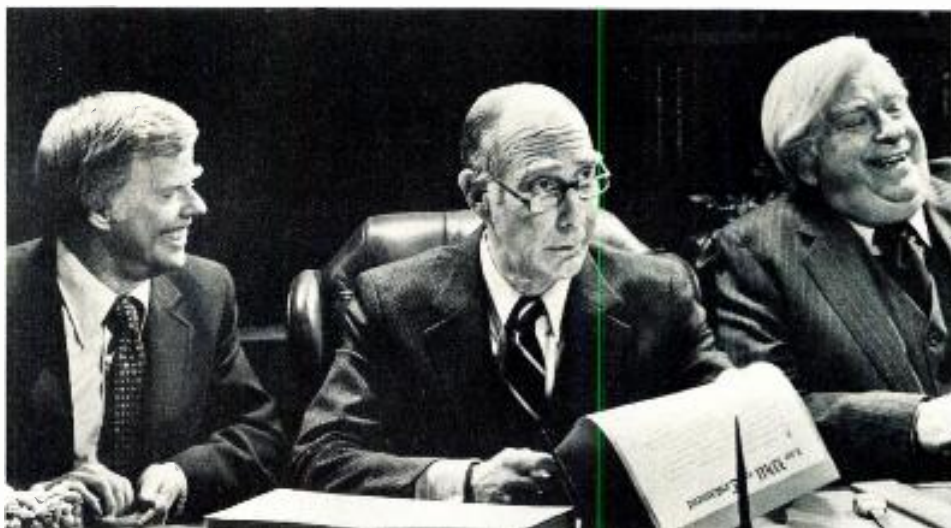
## Democrats hot under collar about GOP's TV spots

**Commercials, with O'Neill and Carter look-alikes bequeathing recession to America, prompt threat to seek free response time under fairness doctrine; CBS among those deciding to steer clear of controversy**

The Republican party last week turned loose two more TV commercials, nationwide, in a continuing campaign to improve Republicans' chances in the congressional elections next fall. And where in the previous flight there was a House Speaker Thomas P. O'Neill Jr. look-alike, one of the new ones not only brings that actor back but features another one who is a dead ringer for former President Jimmy Carter. The Democrats, understandably, are not amused. They say the commercials—which blame them for the nation's economic ills and credit the Republicans with bringing down the rate of inflation—are "blatantly false." In addition, they are warning broadcasters who carry the GOP messages that they may be required, under the fairness doctrine, to offer free response time.

The commercials, for which \$1.7 million has been budgeted, began on a spot basis in 56 markets on Monday, and were scheduled to show up on the networks on Wednesday (May 26). But CBS has rejected the spots, and ABC and NBC had not yet decided whether to accept them.

In one of the commercials, "The Last Will," actors who look like Carter and O'Neill flank an actor portraying an attorney who is reading a will. The lawyer intones: "To Ronald Reagan, we leave a recession, inflation at 12.4% and rising. Gas prices sky high. Government spending like it was going out of style." The camera then cuts to a wide shot showing people at the reading of the will mourning. The spot ends with the lawyer saying, "To the Republicans in Congress, we leave the real problems," as the character portraying



O'Neill guffaws and the one impersonating Carter, who is sitting behind a bowl of peanuts, remains quiet.

The second commercial shows two couples preparing to take a fishing vacation, one that, the dialogue and action make clear, they have had to postpone because of inflation. "Under the Democrats, soaring prices made it hard to live like you used to," the voiceover says, adding, "President Reagan and Republicans in Congress created programs that brought inflation down, from more than 12% to less than 4%."

The ads, stressing the theme, "Republicans are beginning to make things better," are being sponsored by the Republican National Committee and the Republican Congressional Committee, and are part of a continuing TV campaign that is expected to cost \$10 million this year. The effort actually began last year, when the Republicans spent some \$2 million attacking the Democrats' record in Congress.

Representative Guy Vander Jagt (R-Mich.), chairman of the congressional committee, said the purpose of the new commercials is to make the point that

"Republicans are doing their best to correct the nation's economic problems—problems that are the direct result of more than 25 years of the tax and tax, spend and spend policies which have poured out of Washington."

Within hours of the announcement of the new Republican campaign, Representative Tony Coelho (D-Calif.), chairman of the Democratic Congressional Campaign Committee, had summoned reporters to read a statement denouncing the commercials as "false, misleading and factually inaccurate" and announcing that the committee has wired ABC and NBC and stations believed to have sold time for the spots, warning that they may be liable for offering free reply time.

The Democrats are focusing on the Republican claim that the Democrats left the Republicans with a recession. Coelho quotes the National Bureau of Economic Research as stating that the current recession started in July 1981—"when Ronald Reagan was in office and the same month his economic program was approved," Coelho said.

The Democrats note that a complaint



filed with the FCC against NBC and CBS for failing to make free time available to the Democrats for reply to the commercials the Republicans ran in 1981 is still pending. The Democrats, represented by former FCC Chairman Charles D. Ferris, cited the fairness doctrine.

Coelho, in his telegrams, said that "airing these spots with full knowledge of flagrant inaccuracies makes case for free response time even more compelling."

CBS rejected the Republican commercials almost immediately, and cited concern over the possibility that it might indeed be required to offer free response time. Gene Mater, CBS/Broadcast Group senior vice president for policy, referred both to the pending Democratic complaint and to the commission's decision in a proceeding involving the National Conservative Political Action Committee. In that case, the commission said broadcasters may be required under the fairness doctrine to offer free time for reply to paid political commercials that are broadcast outside campaign periods (BROADCASTING, Dec. 7, 1981).

"We are willing to sell time, but not if we are required to subsidize campaign efforts by any party," Mater said. "So we won't sell time to political parties except during campaign periods, pending clarification of the law." The decision applies to the network as well as to CBS's five owned-and-operated stations.

Spokesmen for ABC and NBC said those networks were still reviewing the commercials to determine whether to accept them. ABC was considering carrying them, if at all, in its late-night issue-advertising time period. (Despite CBS's public position, Republican party officials say they have not given up on the network: "We are still negotiating with them," one said.)

Among stations, the six owned by Corinthian Broadcasting, as well as WGN-TV Chicago, lost little time in rejecting the commercials. Policy against accepting issue advertising was given as the reason in all cases.

The commercials released last week are only the first in a series the Republicans plan to air through the next several months.

The second phase, expected to start next week, will involve three spots featuring Republican members of Congress that will be broadcast in regional markets. Clint Roberts of South Dakota will appear in one dealing with agriculture; Virginia Smith of Nebraska in one on senior citizens, and Lyle Williams of Ohio on inflation and employment. The Republicans will produce additional commercials for additional markets—100 all told—as the elections approach.

The Democrats also plan a television campaign in connection with the congressional elections, in "marginal districts," later in the year. It will focus on issues rather than candidates. And while no dollar figure has been mentioned, party officials indicate it will be a far smaller effort than the Republicans are conducting. □

## Boston radio station broadcasts liquor ad

**WITS(AM) accepts commercial for Cossack vodka; public interest groups respond by writing letters of protest to FCC, White House, Senate**

A ground swell of public outcry has accompanied the broadcast of liquor ads by a Boston AM radio station. Several citizen groups have united to protest vodka commercials being aired on WITS(AM). The groups are threatening to challenge the station's license renewal (to occur in 1984) if it does not cease broadcast of the ads.

WITS is one of the first commercial radio stations to air liquor ads. It began running the ads for Cossack Vodka on April 12 and has a contract to broadcast the ads during 50 of the 162 Boston Red Sox games.

The groups (American Council on Alcohol Problems, Center for Science in the Public Interest, Media Access Project, Mothers Against Drunk Drivers, National Citizens Committee for Broadcasting, and Remove Intoxicated Drivers) have also taken their case, in the form of letters last week (May 20), to FCC Chairman Mark Fowler, First Lady Nancy Reagan and both Senate communications and telecommunications subcommittees.

Spokesman for the group, Michael Jacobson of the Center for Science in Public Interest, cited the groups concerns. He said they were not only alarmed about the broadcast of liquor commercials but disapproved of airing them during Red Sox games "which thousands of youngsters listen to avidly." The ads, he charged, "flagrantly violate the public interest that radio stations are supposed to serve."

WITS general manager, Frank Tenore, responded to the charges by saying: "The commercials are in good taste." He also pointed out that the station is adult/talk and that few children listen to the games. Tenore maintained he "used good judgment" and he believes the group is raising a "non-issue."

The National Association of Broadcasters advertising provisions in its TV and radio codes had banned liquor advertisements, but enforcement of the provisions was suspended due to a U.S. district court ruling that part of the TV code was illegal (BROADCASTING, March 15). Consequently the association suspended enforcement of the standards. NAB officials say cancellation of the code is temporary.

In their letter to Fowler, the group asked the chairman to "use all the resources of the FCC to halt the vodka ad and ensure that such ads are kept off the air, before radio and TV stations around the country follow WITS's leadership." Although Fowler had not seen the letter by last Thursday (May 20), he has gone on record supporting First Amendment freedom for commercial speech and favors leaving program content to the marketplace. □

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# Programming

## There's got to be a better way than pilot system, say producers

**Rich, Spelling and Gerber tell  
HRTS that networks must  
change too-expensive pilot  
practice and ease pressure  
for ratings or more audience  
will be lost to other media**

Three of Hollywood's most successful in-  
dependent television program producers  
restated some familiar complaints during a  
luncheon meeting of the Hollywood Radio  
and Television Society last Wednesday  
(May 19) at the Beverly Wilshire hotel in  
Beverly Hills, Calif. The implication of the  
remarks by Lee Rich, Aaron Spelling, and  
David Gerber was that those in a position  
to change things have paid little heed to  
their warnings about the impact of the cur-  
rent pilot production system, the escalat-  
ing demands of series' stars, and the race  
to be number one in the ratings.

Gerber, who is producing *Seven Brides  
for Seven Brothers* in association with  
MGM for CBS-TV next fall, began the ses-  
sion with an attack on "the competitive-  
ness of the networks to reach the number-  
one position." That competition too often  
has a stultifying effect and results in poor  
quality programming, Gerber declared.

"The viewer wants consistency. Whether it's good consistency or bad consistency, they want it," he continued. "They were disturbed and they resented it and they went to other ways of being entertained—not just cable systems, but the independent stations" and other activities. According to Gerber, "the change has to come from the executives of the corporations in the East, coming over the Rocky Mountains. I urge that they stop this lemming-like philosophy to race for number one because it has bad side effects. It can hurt and destroy an industry that's not ready to be destroyed."

Lorimar President Lee Rich, whose production lineup for the new season includes *Dallas*, *Falcon Crest*, and *Knots Landing*, maintained: "There has to be something

wrong with a business that spends so many millions of dollars in the area of development and creates so little acceptable product."

With the exception of NBC, "to a degree," Rich accused the networks of doing little to bring costs down with a revamping of the age-old pilot system. "The pilot system has created the economic point of no return. It's too expensive and it creates too many questions," he said, pointing out that pilots often have little relationship with the week-to-week episodes they are intended to represent.

Rich conceded that producers are also guilty of perpetuating the status quo, by producing pilots with staff, talent and locales that they know are going to be changed if the series is picked up. He urged producers and networks to put together proposals that include "five or six scripts, a 'bible' [written description of the series], and a five-to-10 minute presentation film" as an alternative to "million dollar" pilots.

"If we were in the research and development business of any other industry we would be fired if we indulged in the cost-effectiveness of the pilot system," Rich contended, noting that only 20% of the new shows that get on the air return for a second season. "If the system hasn't worked, and the audience is leaving us... why don't we do something different?"

The third producer to speak, Aaron Spelling, said he agreed with the two previous speakers before returning to his own personal vexation: "Overnight stars coming in with their battery of agents and lawyers and saying, 'We're not coming back to work unless we get this and this.' Contracts seem to mean nothing in our industry and I think it's absolutely immoral."

Spelling conceded he doesn't know the solution to the honoring of contracts, but indicated his company would not tolerate pressure from talent to change contracts

**Asner accuses.** Ed Asner, star of CBS-TV's *Lou Grant*, charged last week that CBS "showed cowardice" in cancelling *Grant* at time when Asner was under attack for his support of guerrillas in El Salvador. He made charge in interview on *CBS Morning News*, claiming network did nothing to promote show and bolster its ratings in its scheduled spot in "the 10 o'clock wasteland." He condemned network because, he said, it should have tried to find some way of "outlasting the clamor." CBS officials contended, as they had before, that *Grant* was cancelled because of ratings and for no other reason, and dismissed Asner's charges of cowardice and nonpromotion as "not worthy of comment." Earlier, Asner had claimed that Kimberly-Clark cancelled advertising on *Grant* because of his political views—charge CBS also rejected, saying that Kimberly-Clark had ordered only two spots on *Grant* and that both ran as ordered (BROADCASTING, May 10).



once they were in force. He suggested unions and networks join with producers in trying to find an answer to the problem.

During a question and answer session following the presentations, Rich said producers must share some of the blame for audience defection to other entertainment sources. "It's our fault, meaning the networks and us, [that viewers] want to watch something else. They love television," he pointed out, or they wouldn't be watching off-network shows like *M\*A\*S\*H*, *Barney Miller*, and *All in the Family* instead of first-run network fare.

Rich also maintained that the Moral Majority and Coalition for Better Television "have affected [network] advertisers. I don't think there's any question about it." He recalled that advertisers once exercised more control over program content by purchasing more time on individual programs or actually producing programming. Commenting on Procter & Gamble's recent moves toward greater involvement in program production, as in the recent NBC-TV *Marco Polo* mini-series, Rich said: "I think they're making one mistake ... I don't think they know how to produce, and if they want to stay in the programming business they should go to producers."

Responding to the same question, Gerber speculated that the Coalition for Better Television's campaign against televised sex and violence had had "no influence whatsoever" on network decisionmaking, adding that "we all made a big mistake by recognizing them. We gave them a platform that they didn't deserve." □

## APD wants changes in NATPE set-up

**Syndicators request number of revisions in conference, including no conflicts with exhibit time, fewer foreign and cable people; NATPE will consider them in May**

Three consecutive days devoted exclusively to the marketplace. Less emphasis on foreign, cable and home-video participation. An analysis and simplification of distributor costs.

Those are among the "suggestions" offered NATPE International by the Association of Program Distributors, a group of more than 30 syndicators seeking change in NATPE's annual conference.

NATPE President Charles Larsen last week received the recommendations in a letter from APD head Hal Golden, executive vice president, marketing, for Worldvision Enterprises. The letter—using words such as "suggest" and "recommend"—differed considerably from the "nonnegotiable demands" language many syndicators used when APD was organized at this year's NATPE conference in March.

According to Larsen, he and Golden have had much conversation about problem areas for APD and NATPE and are

moving ahead in the spirit of "cooperation."

The APD letter asked for three consecutive days solely for marketplace activity ("Closed Circuit," April 26)—with "nothing else going on before, during or after. ..." It recommended that the conference begin on a Thursday and schedule exhibition hours from 10 a.m. to 6 p.m. on Friday, Saturday and Sunday.

The syndicator group said that it "regrets" NATPE's expansion beyond its original domestic syndicator base. To lessen the growing involvement of foreign, cable and home video participants, APD suggested foreign distributors pay a "premium" rate to exhibit and domestic distributors less; that domestic distributors should have priority on exhibition space; that NATPE stop soliciting cable participation and drop the "International" tag from its name, and that a color-coded badge system differentiate foreign from domestic buyers. (Larsen explained that APD early on had wanted a ban on foreign, cable and home video buyers and sellers.)

As for costs, APD wants a flat rate that could perhaps be based on size of company or exhibition footage.

The letter asked NATPE to treat the suggestions as ways to "improve and streamline a worthwhile organization which has somehow gotten off the track."

Larsen said that most of the APD suggestions will require further discussion. The color-coded badging request he sees as not difficult to accommodate. But he explained, for example, that there likely would be a problem having different rate structures for domestic and foreign distributors. He also doubted whether NATPE would change its name and drop "International."

The APD requests will be on the agenda at a NATPE board meeting next month. Larsen was hopeful that many of the issues could be resolved before then.

Larsen said that changes already have



**Honors.** Julius Barnathan (l), president, ABC broadcast operations and engineering, receives honorary Doctor of Science degree from Gallaudet College, Washington, for his significant contribution to deaf people through development of closed-captioning. Shown here with Barnathan is Mac Norwood, chief, captioned films and media applications branch, U.S. Department of Education, who presented degree.

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been worked out to benefit distributors. Meeting hours for panels and sessions have been cut back to 1981 levels, he said, down 20% from this year, and without head-on competition with exhibition time. Larsen expects that NATPE and APD probably will have to reach some compromise on APD's request that nothing be

scheduled before and after exhibition hours. Exhibition fees, he said, have been frozen at the 1982 rate—\$4 per square foot in the hall and \$2 per square foot in suites. Larsen added that arrangements have been made allowing "set-up" time on the exhibition-hall floor a couple of days in advance of the next year's conference. That,

he explained, should alleviate much of the overtime costs many had faced in preparing their exhibits in a shorter time.

Now with more than 30 members, many of them major syndicators, APD is seeking to expand its base. A general mailing has gone out to other distributors encouraging them to join. □

## Turner reiterates network criticism

**In speech to NATAS, he castigates big three for poor children's programming; tals of plans to make CNN available worldwide**

Employees at CBS, NBC and ABC will be relieved to know that Ted Turner does not believe that "everybody at the networks deserves to be shot . . . just the head men." The flamboyant entrepreneur from Atlanta said that the rather drastic, not to mention irreversible, punishment should be meted out to the network leaders for what he described as "crimes against humanity" committed by them against the television viewing audience.

That was perhaps the most outrageous statement delivered by Turner in a luncheon address to members and guests of the National Academy of Television Arts and Sciences last week in New York. Turner, chairman and president of Turner Broadcasting System, drew a standing-room-only crowd of about 380 people, the second largest NATAS draw in the last six years, with only Jerry Falwell attracting more listeners. A NATAS spokesman indicated that perhaps half again as many people were turned away from the Turner speech, either at the door or by telephone.

While Turner's entrepreneurial style is often unpredictable, the same cannot be said for his speech making. Once again, upon stepping up to the proverbial soapbox, he delivered what he called his "usual diatribe against the networks."

He started off by referring to a number of recent general- and trade-press articles which he cited as "new information" which could lead a reader only to the conclusion that the networks are guilty as charged. He pointed out a *U.S. News and World Report* article which he said concluded that the principal reason for the in-



Turner holding up BROADCASTING's story on the TV violence study

creased amount of illiteracy in the nation was "increased dependency on television." He also cited trade-press reports of a recent study released by the National Institute of Mental Health positively linking television violence with aggressive behavior in children (BROADCASTING, May 10), and a *TV Guide* report condemning television programming for its nightly portrayal of "fear, rage, chaos and mockery" which for the most part is devoid of reality. He also noted a recent *New York Times* report quoting Jack Harris, president of KPRC-TV Houston, as saying, "I'd sacrifice a couple of rating points to get a show I'm not ashamed of." For that remark, said Turner, Harris "ought to get an Emmy."

And with overall network audiences down about 14% in the last two years, coupled with steady gains by his Cable News Network and superstation WTBS(TV) Atlanta, Turner said the networks have "little to cheer about." He said that WTBS reaches about 27% of all TV households and that by year's end that figure will reach 30%. CNN now reaches 17% of TV

homes, he said, and should be reaching 20% by the end of the year. And in those homes reached by CNN, the three networks combined averaged, on a 24-hour basis, only a 52.3 share while the comparable figure for the networks in homes receiving WTBS, while not precisely calculated yet, is perhaps a 55 share, he said.

Advertiser-supported television in the coming decade "will become a secondary medium," said Turner, predicting that most major sporting events, including the World Series, and the Super Bowl, as well as regular-season games in the major sports leagues will make the switch to pay television. "The movies are already gone," he said. Perhaps the networks' best alternative, he said, would be to switch to a 24-hour news format where they then might be "profitable, safe and infinite."

Turner said that the company has lined up 35 broadcast stations as CNN2 affiliates, and while none have opted to preempt the 7 p.m. network news, "we've got our foot in the door."

Turner also touched on plans to transmit at least 17 hours of daily CNN programming via a Pacific satellite to the Far East and that plans are also in the works to lease space on a satellite reaching India and Africa as well so that within a year CNN will reach "virtually the entire world." To reflect that growth, Turner said that the company will be changing its slogan to "the world leader in communications," in about a year's time.

When asked about improving standards for programming aimed at children, Turner said that a "reasonable formula" would be to "look at it from the parental standpoint—does [the programming] present role models which you would like your kids to grow up like?" He said that current children's fare on WTBS included series such as *The Flintstones*, *Leave it to Beaver* and (soon to come) *Ozzie and Harriet*, which he described as some of "the best" programming available at this time. □

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# Changing Hands

## PROPOSED

**KLNK(FM) Oklahoma City** □ Sold by Sunbelt Communications to Zumma Broadcasting Co. for \$3,456,000. **Seller** is closely held group principally owned by C. T. Robinson, William Moyes, Michael Hesser and Robert Magruder. Sunbelt Communications also is licensee of KVOR(AM)-KSPZ-FM Colorado Springs; KQEO(AM)-KZZX(FM) Albuquerque, N.M., and KFYE-FM Fresno, Calif. It bought KLNK two years ago for \$1.35 million (BROADCASTING, Sept. 27, 1980) and must seek waiver of three-year rule to sell. **Buyer** is principally owned by Bill Lacey, who is also principal owner of KXLS(FM) Enid, Okla. KLNK is on 98.9 mhz with 100 kw and antenna 420 feet above average terrain. **Broker: Chapman Associates.**

**KYSN(AM) Colorado Springs** □ Sold by KYSN Broadcasting Co. to Walton Stations Colorado Inc. for \$1.3 million. **Seller** is principally owned by Donald T. Harding, president, who has no other broadcast interests. **Buyer** is Pebble Beach, Calif.-based group owner of three AM's and two FM's principally owned by John B. Walton, who also bought, subject to FCC approval, KKCS-FM Colorado Springs from Mountain Center Broadcasting for

\$1,020,000 (BROADCASTING, April 26). KYSN is on 1460 khz with 1 kw day and 500 w night. **Broker: Chapman Associates.**

**WUNO(AM) San Juan, P.R.** □ Sold by San Juan Broadcasting Corp. to Fidelity Broadcasting Corp. for \$1.2 million. **Seller** is subsidiary of publicly traded Mooney Broadcasting Corp., Knoxville, Tenn.-based group of four AM's and three FM's headed by George P. Mooney, president. Mooney Broadcasting also sold, subject to FCC approval, WMAK(FM) Hendersonville, Tenn., for \$1.35 million (BROADCASTING, April 12). **Buyer** is owned by Jose J. Acosta and family who also own WFID(FM) Rio Piedras, P.R. WUNO is on 1320 khz with 5 kw day and 1 kw night.

**WTGI(FM) Hammond, La.** □ Sold by Tangi Broadcasting to Ron Strother and Donald Lobell for about \$900,000. **Seller** is owned by David C. Blossom Trust (72%), Paul W. Varnado (23%) and Ben O. Bickham (4%). Blossom Trust owns 50% of WARB(AM) Covington, La.; 49% of WRKN(AM) and 25% of WRJH(FM), both Brandon, Miss., and 50% of WWAB(AM) Lakeland, Fla. **Buyer** Strother is former general manager of WPAP-FM Panama City, Fla., and owns 51% of KROP(AM) Brawley,

Calif. WTGI is on 103.3 mhz with 100 kw and antenna 600 feet above average terrain.

**KOGT(AM) Orange, Tex.** □ Sold by KOGT Inc. to Klement Broadcasting Corp. for \$900,000. **Seller** is owned by Tolbert Foster and Allan Shivers (28.87% each) and W. E. Dyche Jr. and Edgar B. Younger (21.13% each), who bought KOGT five years ago for \$488,000 plus \$80,000 for noncompete agreement (BROADCASTING, March 28, 1977). Foster also owns 34% of KDET(AM)-KLCR(FM) Center, Tex. **Buyer** is owned by Richard Klement, who is Gainesville, Tex., real estate investor and owner of KGAF-AM-FM Gainesville, Fla. KOGT is on 1600 khz with 1 kw full time.

**WPFR(FM) Terre Haute, Ind.** □ Sold by Great Country Communications Inc. to The Oak Ridge Boys Broadcasting Corp. of Indiana for \$577,500. **Seller** is owned by Bayard H. Walters (80%) and Melvin Browning (20%), who bought WPFR four years ago for \$175,000 plus \$75,000 for non-compete agreement (BROADCASTING, Jan. 2, 1978). Walters owns WFMI(FM) Winchester and WKCM(AM) Hawesville, both Kentucky. **Buyer** is owned by William L. Golden and Duane D. Allen (30% each) and Richard A. Sterban and Joseph S. Bonsall (20% each), the Oak Ridge Boys, Hendersonville, Tenn.-based country-western musical group who have no other broadcast interests. WPFR is on 102.7 mhz with 50 kw and antenna 500 feet above average terrain.

**WBIO(AM) Parsippany-Troy Hills, N.J.** □ Sold by Radio 13 Inc. to Parsippany Broadcast Associates for \$534,000. **Seller** is owned by Roy Schwartz (29.2%), Frederick Weiner and Kalman Liebowitz (16.8% each), Mark Goldman (8.4%), Richard Waller (4.2%) and John Dziadzio (3.5%), who have no other broadcast interests. Earlier deal to sell station to Troy Communications for \$499,000 fell apart after FCC approval (BROADCASTING, June 8, 1981). **Buyer** is owned equally by Louis Steele and Eric Paige. Steele is former announcer with WNEW-TV, New York. Paige is Riverdale, N.J., real estate developer. Neither has other broadcast interests. WBIO is 1 kw daytimer on 1310 khz.

**KBLC(AM) Lakeport, Calif.** □ Sold by Lake County Broadcasting Inc. to Visionary Radio Euphonics of Lake County Inc. for \$286,805. **Seller** is owned by Robert McDaniels (100%), who bought KBLC in 1979 for \$300,000 (BROADCASTING, Dec. 3, 1979) and has no other broadcast interests. **Buyer** is subsidiary of Visionary Radio Euphonics Inc., group of seven stockholders headed by John Detz Jr., president and 53.3% owner. They also own KQTE(AM)-KURE(FM) Santa Rosa, Calif. Detz and two other Visionary principals, Lucinda Paulos and James McKeon Jr., also are part owners of KOZT(FM) Fort Bragg, Calif. KBLC is 500 w daytimer on 1270 khz.

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□ Other proposed station sales include: WAPI-AM-FM Birmingham, Ala. (BROADCASTING, May 17); WIYYT(AM) South Tucson, Ariz.; WJOE(AM)-WGCY(FM) Port St. Joe, Fla.; KPOY(FM) [CP] Lihue, Hawaii; KMCL(AM) McCall, Idaho; WCAK(FM) Catlettsburg, Ky.; WJEB(AM)-WGMM(FM) Gladwin, Mich.; KFAH(FM) Alliance, Neb. (BROADCASTING, May 17); KAIL(AM)-KELN(FM) North Platte, Neb.; WBRL(AM) Berlin, N.H.; KKKK-TV Albuquerque, N.M. (BROADCASTING, May 17); WDOS(AM)-WSRK(FM) Oneonta, N.Y.; WTPA(FM) Harrisburg, Pa. (BROADCASTING, May 17); KDBQ(AM) Aberdeen, S.D.; WRCB-TV Chattanooga, Tenn. (BROADCASTING, March 15); WOKY(AM) Milwaukee; and WMIL(FM) Waukesha, Wis. (see "For the Record," page 68).

#### APPROVED

**KMPX(FM) San Francisco** □ Sold by Golden Gate Radio Inc. to Broadcast Associates Inc. for \$5.5 million. **Seller** is owned by L. E. Chenault (40%) and Lloyd Edwards and former wife, Barbara (30% each). Chenault owns KYNO-AM-FM Fresno, Calif., and Lloyd Edwards is principal owner of KKFX(AM) [formerly KYAC] Seattle, which he bought last year for \$1.6 million (BROADCASTING, May 4, 1981). **Buyer** is owned by Frederick C. Mazey (60%) and Robert A. Elkins (40%). They are New Brunswick, N.J., and Jersey City, N.J., attorneys who last year bought WGGG(AM) Gainesville, Fla., for \$1.1 million (BROADCASTING, Sept. 7, 1981). KMPX is on 98.9 mhz with 4.3 kw and antenna 1,450 feet above average terrain.

**WMDT(TV) Salisbury, Md.** □ Sold by Fulton P. Jeffers, receiver, to Delmarva Broadcast Limited Partnership for \$4 million. **Seller** took over control of WMDT when court last year ordered station into receivership. It was formerly owned by J. Paul Audet, who tried to sell two-thirds interest to group of investors for \$1,025,000 before deal fell through (BROADCASTING, April 20, 1981). **Buyer** is owned by Mid-Florida Television Corp. (40% general partner) and Joseph L. Brechner (12.5% general partner) and 25 limited partners. Mid-Florida Television is group of 13 stockholders of which Brechner is president and 51.63% owner. He is Orlando, Fla., real estate investor and former broadcaster. WMDT is ABC primary and NBC secondary affiliate on ch. 47 with 3,470 kw visual, 347 kw aural and antenna 1,000 feet above average terrain.

**WENN-AM-FM Birmingham, Ala.** □ Sold By Booker T. Washington Broadcasting Services Inc. to Howard Sanders Broadcasting Corp. for \$3 million. **Seller** is principally owned by A. G. Gaston, who has no other broadcast interests. **Buyer** is principally owned by Howard Sanders, president, who also is 26% owner in group that bought WYCB(AM) Washington for \$1,375,000 (BROADCASTING, March 15). WENN is 5 kw daytimer on 1320 khz. WENN-FM is on 107.7 mhz with 100 kw and antenna 640 feet above average terrain.

**KNTB(AM)-KLYD(FM) Bakersfield, Calif.** □ Sold by Reliable Broadcasting to Eagle Broadcasting Inc. for \$1,375,000 plus \$300,000 for noncompete agreement. **Seller** is principally owned by Ralph Edwards, radio-TV entertainer, who has no other broadcast interests. **Buyer** is subsidiary of American General Media Corp., which is owned by Anthony S. Brandon (33.33%); son-in-law, George N. Stonbely (25.33%); Brandon's wife, Carol, and their son, Lawrence (16.77% each), and George Stonbely as trustee (8%). AGMC owns WWWG(AM) Rochester, N.Y.; 93.33% of KERN(AM) Bakersfield, Calif.; 80% of KKQV(FM) Wichita Falls, Tex., and, through subsidiary, 80% of KKAL(AM)-KZOZ(FM) San Luis Obispo, Calif. They spun off KNTB(AM) to ASK Broadcasting for \$650,000. (see below). KNTB is 1 kw daytimer on 1350 khz. KLYD is on 94.1 mhz with 4.5 kw and antenna 1,312 feet above average terrain.

**WTIP(AM)-WTIO(FM) Charleston, W.Va.** □ Sold by Chemical City Broadcasting Inc. to Beasley Broadcast Group for \$1,425,000. **Seller** is principally owned by Gus Zaharis, president and general manager, who has no other broadcast interests. **Buyer** is Goldsboro, N.C.-based group owner of six AM's and five FM's principally owned by George Beasley who last year sold WJNC(AM)-WRCM(FM) Jacksonville, N.C., for \$1,150,000 (BROADCASTING, Nov. 30, 1981). Beasley also bought,

subject to FCC approval, WTSB(AM)-WGSS(FM) Lumberton, N.C., for \$980,000 (BROADCASTING, March 29) WTIP is on 1420 khz with 1 kw day, 250 w night. WTIO is on 102.7 mhz with 50 kw and antenna 470 feet above average terrain.

**WKRT(AM)-WNOZ(FM) Cortland, N.Y.** □ Sold by Crown Broadcasting Inc. to Cortland Broadcasting Co. for \$1,350,000. **Seller** is principally owned by Kerby Confer and Paul Rothfuss, who bought WKRT(AM)-WNOZ(FM) four years ago for \$385,000 (BROADCASTING, Feb. 6, 1978). Confer and Rothfuss are principal owners of WSSL(FM) Laurens, S.C.; KSSN(FM) Little Rock, Ark.; WDIX(AM)-WPJS(FM) Orangeburg, S.C.; WJDX(AM)-WZZQ(FM) Jackson, Miss.; WQOK(AM) Greenville, S.C., and 10% of permittee, WKFT(TV) Fayetteville, N.C. **Buyer** is partnership of Burbach Broadcasting Co. and Garrett Radio Inc. Burbach Broadcasting is owned by Robert H. Burstein (51%) and John L. Laubach (49%), who own WCKK(AM)-WEYX(FM) Erie, Pa., and WXIL(AM) Parkersburg, W. Va. Garrett Radio is owned by Larry O. Garrett, who is general manager of WCKK(AM)-WEYZ(FM). WKRT is on 920 khz with 1 kw day and 500 w night. WNOZ is on 99.9 mhz with 20 kw and antenna 710 feet above average terrain.

**KWMS(AM) Salk Lake City** □ Sold by Granite District Radio Co. to Simmons

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Family Inc. for \$750,000. **Seller** is principally owned by Arthur P. Williams, president and principal owner of WFSH(AM) Valparaiso-Niceville, Fla., and permittee of KSHO-TV Las Vegas. **Buyer** is principally owned by Roy W. Simmons, president, and family who also own KSFH(FM) Salt Lake City, Kwms is on 1280 khz with 5 kw day and 500 w night.

**KNTB(AM) Bakersfield, Calif.** □ Sold by Eagle Broadcasting Inc. to ASK Broadcasting for \$650,000. **Seller** bought KNTB(AM) along with co-located KLYD(FM) (see above) and is spinning off AM facility. **Buyer** is jointly owned by Alexander S. Klein and wife, Barbara, who own KMGN(FM) Shafter, Calif., which they bought for \$400,000 (BROADCASTING, Feb. 1). KNTB is 1 kw daytimer on 1350 khz.

**WIZO(AM) Franklin, Tenn.** □ Sold by Harpeth Valley Broadcasting Inc. to James R. Romine for \$600,000. **Seller** is owned equally by Robert E. Sewell, Revis V. Hobbs, James H. Hayes and William D. Rodgers. They sold co-located WIZO-FM to other buyers for \$800,000 (BROADCASTING, May 17). In addition, Hobbs owns two-thirds of WMLR(AM) Hohenwald, Tenn., and Hayes owns 25% of WAXO(AM) Lewisburg, Tenn. **Buyer** is former announcer at WVOK(AM) Birmingham, Ala., and has no other broadcast interests. WIXO is on 1380 khz with 5 kw full time.

**WABY(AM) Albany, N.Y.** □ Sold by Broadcast Management of Albany Inc. to 1400 Radio Inc. for \$525,000 plus assumption of \$24,467 trade account. **Seller** is subsidiary of Broadcast Management Corp., Fairfield, Ohio-based group of five AM's and two FM's principally owned by Thomas H. Green and Joel M. Thorpe. They bought WABY five years ago for \$200,000 plus \$75,000 for noncompete agreement (BROADCASTING, Oct. 3, 1977). **Buyer** is owned by William J. Selwood Jr. (51%) and Pioneer Associates (49%). Pioneer Associates is owned by Neil A. McConnell (50%), James G. Niven (30%) and R. Scott Asen (20%). They own WWOM(FM) Albany, N.Y., which they bought two years ago for \$800,000 (BROADCASTING, June 16, 1980). WABY is on 1400 khz with 1 kw day and 250 w night.

□ Other approved station sales include: WBLO(AM) Evergreen, Ala.; WRDW(AM) Augusta, Ga.; WTIQ(AM) Manistique, Mich.; WKKI(FM) Celina, Ohio; and WCMG(AM) [CP] Lawrenceburg, Tenn. (see "For the Record," page 68).

#### CABLE

**Cable system serving Dale City and parts of Prince William county, Va.** □ Sold by Cable Television Inc. to Prime Cable Corp. for about \$13 million. **Seller** is owned by Cecil D. Hylton, who has no other cable

interests. **Buyer** is Austin, Tex.-based MSO headed by Bob Hughes, president and 27% owner. Prime Cable, which currently serves 130,000 subscribers, is managed by former executives of Communications Properties Inc., publicly traded 325,000-subscriber Austin-based MSO that was acquired by Times Mirror Co. in 1979. Prime Cable also operates systems in Annapolis, Md.; Hoboken, North Bergen and Union City, all New Jersey; Lexington Park, Md.; Quantico, Va.; Marlborough, Mass.; Portland, Tex.; Jackson, Wyo., and is partner with Dow Jones Co. for franchise in Princeton, N.J. Dale City system serves 13,500 basic subscribers and passes 21,000 homes.

**Cable system serving southern Dade county, Fla.** □ Sold by Dade Cable Television Inc. to Storer Cable Communications for about \$8.5 million. **Seller** is closely held group of stockholders headed by Miami businessman, Samuel Harte, who has no other cable interests. **Buyer** is subsidiary of publicly traded, Miami-based Storer Communications, group owner of seven TV's and fourth-ranked MSO. Storer currently operates 40,000-subscriber system serving eight communities in northern Dade and adjacent southern Broward counties. Plants, separated about 30 miles, will be maintained as separate systems. Southern Dade county system serves 8,900 basic subscribers and has 73,000 homes in franchised area.

## The Media

### Plenty of belt-tightening ahead for public broadcasting stations

**Large and small, radio and TV, noncommercial broadcasters are battling to survive Reagan budget cuts with personnel and operational reductions, aggressive underwriting efforts and new money-making ventures**

Ask public broadcasters what the future holds for them and the response will more than likely be shrouded in uncertainty. For this July, public broadcasting faces the first in a series of federal funding cuts. (Many public broadcasting stations' fiscal 1983 begins in July.) The Corporation for Public Broadcasting, which distributes funds to the stations, received a 20% cut in its FY 1983 appropriation (from \$172 million in 1982 to \$137 million in 1983). Further reductions are predicted for 1984 and 1985 (BROADCASTING, Feb. 15).

In a series of interviews with public radio and TV stations across the country, the same concerns were voiced repeatedly. Station managers say they'll suffer and

that they must now concentrate their efforts on just holding on to those services they now provide. There were no predictions of growth, only of retrenchment. The prevailing tone was one of caution and, as one station manager forecast, "there will be many tough decisions ahead."

They did say, however, that there will be a major stepping up of underwriting and membership drives. Teleconferencing and the rental of studio facilities appear to be a promising source of new revenue. But there was a consensus among the public broadcasters that no one alternative revenue source will make up the difference from dwindling federal dollars. Particularly, as WNET(TV) New York's President Jay Iselin notes, when stations are being "hit too hard and too fast."

Since WNET is one of the biggest program-producing stations, its chances for survival may appear better than some, but not according to Iselin. He notes that WNET is taking a very "cautious" approach right now. The station is working on its FY 1983

budget, which, he says, reflects a 30% reduction from 1982.

Substantial staff and budgetary reductions were made last winter, he explains. Roughly 50 out of 600 positions were eliminated and \$2.5 million was stricken from the budget across the board. Iselin maintains that this action may ward off any further cuts for 1983. The drop in the budget, however, decreased WNET's discretionary funds used for local programming. For example, he says that the station could only produce 20 weeks for its local show, *New York & Co.*, instead of a year's worth. Iselin predicts that in 1983 the station's New Jersey programming could be slashed. "We are working with a very austere budget and there are some real inevitable options that we'll have to confront."

To fill the funding gap the New York station initiated a major fund-raising drive in January. WNET is aiming to raise roughly \$27 million from the general public and the private sector over the next few years. The funds will be used for new equipment and working capital. In addition, WNET is one of 10 public TV stations participating in an advertising experiment (BROADCASTING, Feb. 22). It is not exploring commercial advertising, but a form of what it calls "enhanced underwriting cred-





Iselin



Ives



Cauthen



Harmon

its" that it hopes will generate substantial underwriting support.

There are no immediate plans to reduce the schedule nor does WNET's participation in national programming seem to be imminently endangered. (Some of the programs WNET is associated with include: *Great Performances*; *MacNeil-Lehrer Report*; *Non-Fiction Television*; *Dick Cavett*, and *Shakespeare Plays*.) This all depends, however, on "how the budget shakes out," Iselin says.

One place where major budget cuts have already taken their toll is KCET(TV) Los Angeles. KCET is under a financial siege due to a number of prior unrelated factors (BROADCASTING, Feb. 22). However, a station spokesman notes that some of the cuts were made in anticipation of federal reductions.

The station began seriously trimming down in January. A month later, KCET placed its 5.1-acre Hollywood facility up for sale in a move to save the struggling station. The property is valued at \$18 million. Staff reductions have also been made. To date, roughly 40 positions of 240 have been eliminated. The station also reduced the pay of its top executives by 10%.

A KCET spokesman says these reductions are part of a continuing process to keep the station alive. The station is also looking at a number of fund-raising options. A direct mail sweepstakes campaign has taken the place of KCET's regular fund-raising auction. The sweepstakes cut down costs normally incurred by the auction. Another fund-raising event was the planned benefit last week of the premiere of the new motion picture, "Annie."

Other areas targeted for reduction include national and local programming. KCET officials say the days of such major productions as *Cosmos* are over. (*Cosmos* cost more than \$8 million to produce.) The station's local nightly news program has also been canceled.

According to the KCET spokesman, the

station will continue its production role in the *American Playhouse* series and other national programming efforts. The station will not cut back on its broadcast day.

To David Ives, president of WGBH-TV Boston, what happened at KCET is not typical. WGBH-TV, he contends, has no immediate plans for reductions and its "schedule of productions looks solid." Ives, however, did not underplay the seriousness of fewer federal dollars. "We are redoubling our efforts to fund productions. We are going after corporations as hard as we can and wooing other stations." The station, according to Anne Speakman, WGBH-TV's director of national promotion, is way over in underwriting support this year and private donations climbed 13%.

Ives notes that WGBH-TV is attempting to increase its revenue through several new activities. The station provides teleconferencing services and rents out its production facilities. It also has a contract with King Features to market its programs in the U.S. and abroad. One activity the station is exploring is the possibility of working on co-productions with organizations such as ABC's ARTS cable service.

To help meet the impending funding cuts, WMFE-TV Orlando, Fla., began planning 18 months ago. However WMFE-TV's foresight was not without side effects. The station, says Stephen Steck, president and general manager, faced some minor cuts. The staff of 65 dropped to 62. Though Steck predicts that no more reductions would be made in 1983, he was fearful of what 1984 and 1985 would bring. "There is room for little growth, but we're going to be as assertive as possible, and hustle for the funds," he says.

WMFE-TV shifted into high gear to increase underwriting support and membership donations, and expand its program guide. Steck explains that in March the station converted its program guide into a "profit-making, advertising-paid publication." The goal, he added, is to turn the publication into a city magazine. So far that effort has met with success. During its third week of publication, the magazine filled its 50% advertising hole. Corporate underwriting has doubled at WMFE-TV this year—from \$44,000 in 1981 to \$88,000. "We've upgraded our membership too," Steck says.

Some public TV stations aren't experiencing the marked increase in community support reported by WMFE-TV and have seen a major retrenchment instead. WCET(TV) Cincinnati is one station that has reduced its staff, cut down programming

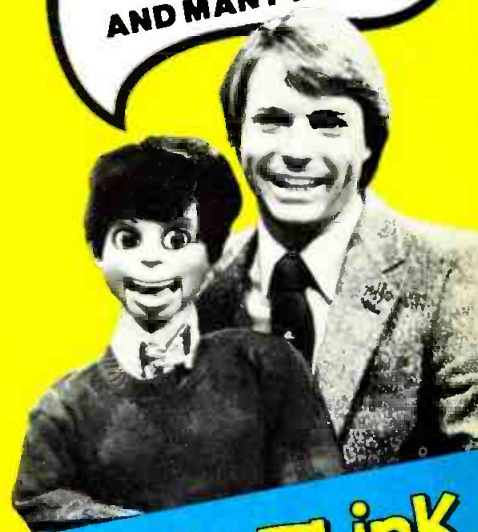


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hours and knocked \$172,000 off its 1983 budget.

The station, according to its president and general manager, Charles Vaughan, is discontinuing all of its local programming until the fall, and no new productions are planned. WCET reduced its program guide from a 32-page magazine to four pages. He notes that postage costs had made it impossible to continue the current operation.

Several business ventures are being considered by WCET to replace the lost federal revenue. (State funds are also being cut 5.5% in 1983.) The station has created Facet Communications, a commercial division that will conduct product merchandising of items developed in conjunction with public broadcasting programs. Warner Cable has a contract with the station to use its facilities for 30 hours a week. And the station is proposing a teleconferencing service financed through the sale of stock.

For the state noncommercial networks, the financial crunch has also taken a toll. Henry Cauthen, president and general manager of the South Carolina Educational TV Network, spoke of rough times ahead. "It's going to be difficult to maintain an evening schedule. The ability to find funds to generate new projects will also be difficult," he said. "We're in no position to make any programming commitments," Cauthen added as he voiced reservations about the future. "Something has got to give somewhere. The system was underfunded from the beginning. But just as we're beginning to produce what the public expects, we're having our feet cut out from under us." Cauthen maintains that the stations have done exceedingly well in fundraising. "That reflects the fact that the public wants what we're providing, but underwriting is becoming harder and harder to come by," he

said, voicing a common concern.

For public radio the forecast is also gloomy. Although radio stations have traditionally worked with smaller budgets, they haven't escaped cuts. WAMU(FM) Washington will lose \$30,000 in government support. "We're really trimming costs," explains Station Manager Sue Harmon. WAMU's efforts have primarily focused on consolidating its programming schedule in an attempt to trim costs. Harmon says WAMU must raise \$500,000 from its listeners to make up the difference, a task that may prove difficult given the economy.

Susan Kilmer, station manager of WFBE (FM) Flint, Mich., describes her station's future as a "bare bones operation." WFBE (FM) expects a 35% drop in federal funding. This will make it difficult for it to pay its staff. Right now the station has a staff of six; if that number falls, the station will no longer qualify for CPB funds. Promotion and advertising, essential for a small operation, will suffer, Kilmer says. She notes that the majority of federal support is used to fund those departments. The fall, she says, may bring even more trouble. It is uncertain if the station will be able to purchase programs from NPR without cutting back on personnel. "It's a question of which hand we're going to cut," she says. Listener contributions this year have remained about the same. Although there have been "significant" increases in the past, Kilmer described the economy in Flint as "really bad news," saying, "our listeners are loyal but not extravagant."

"It looks pretty bad" says WNIU-FM Station Manager Mike Lazar. Lazar's station in De Kalb, Ill., faces a loss of \$16,000. He says the station is in the process of replacing some of its national shows with less expensive local program-

ing. Federal dollars at WNIU-FM are used to pay NPR dues, cover new equipment and pay salaries. A state university licensee, WNIU-FM isn't facing any major state funding cuts, but the university has instituted a hiring freeze and is presently discussing budget cuts.

Lazar maintains that next year the station must fight to keep its core services. "We're going to be sharp and aggressive, get involved with data delivery and start marketing ourselves," Lazar says.

Minnesota Public Radio, the largest state programming network in the public radio system, is not facing any major retrenchment for FY 1983. However, its president, William Kling, worries about the future. His major complaint concerns the speed of the reductions. He maintains that the stations won't have the time to make the transition. "The cuts are so large, and so quick, the system may not have time to adjust," he says.

Kling says MPR is conducting an aggressive fund-raising campaign. MPR has raised \$1.2 million thus far and plans to double that amount by 1985. The formation of American Public Radio Associates, of which MPR is a member, has been a savings. APRA is a program distributor composed of four major stations and MPR's eight stations. Through this combined effort, he explains, they can combine national underwriting efforts and reduce the expenses of disseminating national programming. Kling says MPR "will stay where it is," with no expansion planned. MPR scaled back its operations last year from a 24 to 20-hour service.

He notes that public radio just started to build a reputation and is now threatened. He says it's realistic to assume that the worst may happen. It may be, he adds, "the strongest stations may make it and a good part of the system may not." □

## Journalism

### CNN's Schonfeld quits

**Citing 'business differences' between himself and management, president of Turner's Cable News Network announces he will leave post, to continue as consultant**

Reese Schonfeld, president of CNN, has resigned, effective May 28. As of last Thursday (May 20), a successor had not been named, and until that time, Burt Reinhardt, executive vice president of CNN, assumes responsibility for the day-to-day operations with assistance from Ed Turner, vice president of CNN.

Despite the resignation, Schonfeld will continue to serve CNN as a consultant and will also retain his seat on the board.

In a CNN news release dated last Monday (May 17), Schonfeld was quoted as

saying that while his current post has been "the most satisfying experience of my life," the decision to resign was based on "business differences" between himself and management.

Contacted later in the week, Schonfeld stuck to the company line about the reason for his departure. He also said he

intends to take "at least a week or two" to "assess myself" and think about whether he wants to stay in the news business or strike out in some entrepreneurial direction.

There was some speculation last week that perhaps Schonfeld came out the loser in a power play with Robert Wussler, executive vice president of CNN's parent company, Turner Broadcasting System, and president of superstation WTBS(TV) Atlanta. "It's no secret that Schonfeld and Wussler didn't get along," said one source.

Be that as it may, another source within TBS pointed out that although the relationship between Schonfeld and Wussler may have been antagonistic, both reported directly, and separately, to Ted Turner and that it was on that level, and that level alone, that Schonfeld's fate was decided.



Reinhardt



Turner



He said the resignation was perhaps the result of numerous instances over the past two years which revealed "style differences" between Turner and the CNN chief which in the end made Schonfeld's tenure unsustainable.

And the so-called "business differences" cited in the company statement, said one source, in part reflected Schonfeld's objections to certain staff cutbacks which have recently been executed or that are imminent. CNN confirmed last week that the contracts of four commentators were not renewed, including those of Christian Williams, Rudy Maxa and Mark Shields, all based in Washington, and that of Dr. Joyce Brothers, who is based in New York. "We just found that we weren't using them that much," said a CNN spokesman.

Those cutbacks could also be a part of CNN's overall effort to achieve its announced goal of breaking even this year, which at this point continues to be an uphill battle—the news organization's first-quarter losses totalled \$5 million.

Ted Turner was also noncommittal last week about what he will do to fill the gap created by the Schonfeld resignation. At a luncheon address before the National Academy of Television Arts and Sciences in New York last week (see story page 56), he said simply, "we haven't decided what we'll do." Asked how Schonfeld could succeed as a consultant to CNN given the business policy differences cited in the company statement, Turner replied, "because he'll be consulting on news matters, not business matters." □

## Dartmouth presents Champion awards

**Competition draws 1,200 entries,  
one-quarter from electronics media**

Broadcasters from 13 stations and two networks were among those honored last week with 1981 Champion Media Awards for Economic Understanding.

Now in its fifth year, the competition is sponsored by Champion International Corp. and administered by Dartmouth College's Amos Tuck School of Business Administration "to stimulate economic

reporting... which is easily understandable." First-place awards carried \$5,000 in prize money, second place \$2,500 and honorable mention \$1,000.

Of the 1,200 entries, about one-quarter were said to have come from the electronics media.

In the category of television network and nationally distributed programs, two first-place awards were given. Dan Cordtz, David Tabacoff, C. Harper Heinz and Karen Ryan were cited for ABC News's *World News Tonight* segments on the "Federal Reserve Board." Thomas Friedman, William Cran, Vincent J. Anania, Stephanie Tepper, Ben Loeterman and Beth Satter won for *Bankrupt*, produced at noncommercial WGBH-TV Boston.

For television in the top-25 markets, Phil Watson of KDKA-TV Pittsburgh earned first place for *Nightly Business and Economy Reports*. Second place went to Helen Lacko, Kyle Eppler and Charles Norton of KBTU(TV) Denver for *The One Hundred Billion Dollar Deficit*.

For TV markets 26-100, Peter Van Sant and Jeff Cooke of KOOL-TV Phoenix took first-place honors for *The Aviation Industry: Economic Problems and Promise*.

For smaller TV markets, first place went to Shirley Hancock and Maureen Shine of KVAL-TV Eugene, Ore., for *Colorado Springs—A City Surviving It*. Jack Hill, Randy Hollis, Bix Smith, Mike Grimes and Ray Scales of KAIT-TV Jonesboro, Ark., won second place for *The Economics of Water*. Honorable mention went to Michael Shapiro, Bruce Scheid and Marcia Starrels of KTIV-TV Sioux City, Iowa, for *Burlington/Dakota*.

For network origination on radio, Marshall Loeb of CBS Radio won first place for *American Assets*.

In the top-50 radio markets, Mary Jane Medvecky of WRFM(FM) New York was the first-place winner for *Youth Unemployment: A National Tragedy*. Second place honors went to Craig Windham and Mike Anders of WASH(FM) Washington for *Calling All Savers—Where Did Your Money Go?* Phil Sirkin of WHDH(AM) Boston earned honorable mention for *Boston... What's Gone Wrong?*

For radio markets 51 and smaller, first place went to William A. Leslie of WRAL(AM) Raleigh, N.C. for *Progress*

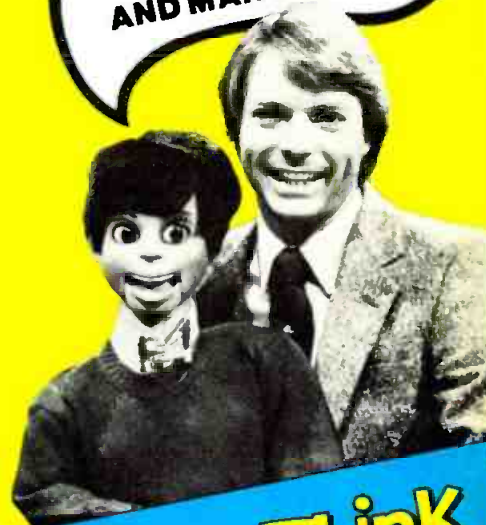
**NBC drop-off.** The *NBC Nightly News* lately hasn't been bringing NBC good news in the ratings. After second place finishes for the first three weeks of the Tom Brokaw-Roger Mudd format, the broadcast fell to third for the next three with its numbers sharply declining. For the news week ended May 14, NBC scored a relatively meagre 9.0 rating and 20 share. That was 2.2 rating points behind CBS's 11.2/24 and 1.6 behind ABC's 10.6/23. A week earlier, NBC came in with a higher 9.7/21 but that was a 2.5 rating point lower than CBS's 12.2/26 and 1.4 point lower than ABC's 11.1/23.

NBC maintained last week that over the past three years ratings generally have dropped for all three networks at this time with NBC slipping more and earliest. The network said the decline then generally has leveled off, bringing the three networks in closer competition with one another.

For the same six-week period a year ago, NBC was second only once and third all the rest. For the week ended May 15, 1981, it was out of first by two ratings points and out of second by one.

But even if all three networks' news numbers are down from the comparable week a year earlier, a third place 9.0 in 1982 is considerably more severe than a third-place 10.9 in 1981.

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*without Pitfalls.* Pete Fretwell of KBBO(AM) Yakima, Wash., won second place for *Reaganomics*. Honorable mention went to Paul Richards of WAKE(AM) Valparaiso, Ind., for *Foreign Steel in Northwest Indiana*. □

## Sigma Delta Chi names DSA winners

The Society of Professional Journalists, Sigma Delta Chi announced the winners of its annual Distinguished Service Awards.

The 1981 winners include six from radio and television:

- KVET(AM) Austin, Tex. □ Radio reporting.
- WJR(AM) Detroit □ Radio public service.
- WEEL-AM-FM Boston □ Radio editorializing.
- WHAS-TV Louisville, Ky. □ Television reporting.
- WNBC-TV New York □ Television public service.
- WHIO-TV Dayton, Ohio □ Television editorializing.

**Press loses three.** The Supreme Court last week decided against resolving the press freedom controversy involving coverage of the pretrial hearings that grew out of the celebrated "hillside strangler" murder cases.

The court's refusal to review left intact a Washington state court ruling barring reporters from court unless they signed an "agreement" that they would follow "bench-bar-press" guidelines that some members of the press said would significantly restrict coverage of pretrial hearings.

The court's refusal was a defeat for the Gannett Newspapers' *Bellingham* (Wash.) *Herald*, which had challenged the state court's order requiring reporters to sign an agreement to follow "bench-bar-press guidelines" in covering the trial of Veronica Compton. Compton was said to be the girlfriend of Kenneth Bianchi, who pleaded guilty to the "hillside strangler" killings of five young women in Los Angeles in 1977-78, as well as to two similar slayings in Bellingham. Compton was convicted of attempted murder for trying to strangle a woman Bianchi lured into a motel room.

In two other Supreme Court decisions going against the press, the court ruled, 9-0, that the *Washington Post* has no right of access to State Department documents that might confirm whether two prominent Iranians are U.S. citizens and, by an 8-1 vote, the court refused to review a federal judge's order barring reporters from portions of the 1981 criminal trial of seven persons charged with trafficking in heroin.

The court, in the second case, reflected the arguments of the *Sacramento* (Calif.) *Bee* that the judge has other means of insuring that the jurors would not be influenced by a discussion of the evidence in the case.

## For the Record

As compiled by BROADCASTING May 10 through May 14, 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

- \* Modesto, Calif.—Radio Bilingue Inc. seeks 88.7 mhz, 2.1 kw, HAAT: 2,044 ft. Address: 1044 Fulton

Mall, Fresno, Calif. 93721. Estimated construction costs: \$132,000; first-year operating cost: \$10,000. Principal: Radio Bilingue is licensee of KSJV(FM) Fresno, Calif. Hugo Morales is executive director. Filed May 7.

- \* Redding, Calif.—North Bay Public Radio seeks 91.9 mhz, 4.8 kw, HAAT: 1,434 ft. Address: Broadcast Center, Angwin, Calif. 94508. Estimated construction costs: \$103,000; first-year operating cost: \$17,000. Principal: North Bay Public Radio is licensee of KPRN(FM) Angwin. Robert B. Wareham is general manager. Filed May 7.

- \* Robert Park, Calif.—Ronald E. Castro seeks 104.9 mhz, 380 w, HAAT: 850 ft. Address: 111 Lake Drive, San Bruno, Calif. 94066. Principal: Ronald E. Castro (100%), who is announcer at KTZO(TV) and KSAN(FM) both San Francisco, and has no other broadcast interest. Filed May 5.

- \* San Luis Obispo, Calif.—Albert Broadcasting Co. seeks 98.1 mhz, 4.45 kw, HAAT: 1,508 ft. Address: 450 Mitchell Road, Cape Elizabeth, Me. 04107. Principals: Barbara Alpert and family, who have no other broadcast interests. Filed April 30.

- \* Carbondale, Col.—Carbondale Community Access Radio Inc. seeks 90.5 mhz, 218 w, HAAT: -1,111 ft. Address: P.O. Box 1388, 502 Main Street, Carbondale 81623. Estimated construction costs: \$50,000;

first-year operating cost: \$19,400. Principal: Noncommercial corporation. Lee R. Swidler is president of board. Applicant has no other broadcast interests. Filed May 7.

- \* Cape Coral, Fla.—Affirmative Broadcasting Inc. seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: 2036 Canal Street, Fort Myers, Fla. 33901. Principals: Group of seven stockholders principally owned by Edward Young III (26%), Lloyd Dove (25%) and Lawrence O'Reilly (24%) who have no other broadcast interests. Filed May 4.

- \* Bonners Ferry, Idaho—Radio Bonners Ferry Inc. seeks 92.1 mhz, 3 kw, HAAT: 63 ft. Address: P.O. Box "X", Bonners Ferry 83805. Principals: Down and Merthol Howe; Harold and Eulah Sims; and Peter and Rhoda Wilson (one-third jointly each). They own KBFI(AM) Bonners Ferry. Filed May 3.

- \* Hazard, Ky.—Eastern Kentucky University seeks 90.9 mhz, 50 kw, HAAT: 1,257 ft. Address: Lancaster Avenue, Richmond, Ky. 40475. Estimated construction costs: \$131,000; first-year operating costs: \$10,000. Principal: Eastern Kentucky University also is licensee of WEKU-FM Richmond. J.C. Powell is president. Filed May 7.

- \* Somerset, Ky.—Western Kentucky University seeks 89.9 mhz, 35 kw, HAAT: 1,350 ft. Address: College Heights, Bowling Green, Ky. 42101. Estimated construction costs: \$153,900; first-year operating cost: \$13,500. Principal: Western Kentucky University is licensee of WKYU(FM) Bowling Green. David T. Wilkinson is station manager. Filed May 7.

- \* Calais, Me.—University of Maine seeks 89.7 mhz, 29.8 kw, HAAT: 525 ft. Address: MPBN Alumni Hall, Orno, Me. 04469. Estimated construction costs: \$190,000; first-year operating cost: \$13,000. Principal: University of Maine is licensee of four TV's and seven FM's and applicant for new noncommercial FM at Waterville, Me. (see below). Filed May 7.

- \* Waterville, Me.—University of Maine seeks 91.3 mhz, 3 kw, HAAT: 300 ft. Address: MPBN Alumni Hall, Orno, Me. 04469. Estimated construction costs: \$140,000; first-year operating cost: \$9,000. Principal: University of Maine is licensee of seven FM's and four TV's and applicant for new noncommercial FM at Calais, Me. (see above). Filed May 7.

- \* Chatham, Mass.—HBZ Communications Inc. seeks 107.5 mhz, 50 kw, HAAT: 188 ft. Address: 2907 Greenbriar Drive, Fort Wayne, Ind. 46804. Estimated construction costs: \$152,000; first-quarter operating

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580 Walnut Street, 45202, phone (513) 381-7775



cost: \$49,000. Principals: Barbara O'Hare (51%); Richard J. Hayes Jr. (29%); Donald P. Zeifang (19%); and David M. Barrett (1%). O'Hare is former Washington Trade association executive. Hayes is Fort Wayne, Ind., attorney. Barrett and Zeifang are Washington attorneys. Hayes and Barrett are applicants for new FM at San Luis Obispo, Calif., and Zeifang owns 20% of applicant for new FM at Snow Mass Village, Colo. Filed May 4.

■ Billings, Mont.—Northern Sun Corp. seeks 103.7 mhz, 100 kw, HAAT: 489 ft. Address: 5445 Johnson Road, Bozeman, Mont. 59715. Principal: William Reier (100%), who owns KBOZ(AM)-KBZN(FM) Bozeman and KLFM(FM) Great Falls, both Montana. Filed May 3.

■ Missoula, Mont.—Shelia Callahan & Friends seeks 102.5 mhz, 25 kw, HAAT: 213 ft. Address: 405 Westview Drive, Missoula 59803. Principals: Mary S. Murphy (51%) and husband, Chester M. Murphy III (49%). They are former employees of KYSS-AM-FM East Missoula, Mont., and have no other broadcast interests. Filed May 4.

■ Newark, N.J.—Alarcon, Hernandez & Cossio Associates seeks interim operating authority for 105.7 mhz, 10 kw, HAAT: 390 ft. Address: 734 Summer Avenue, Newark 07104. Principals: Raul Alarcon Jr. (70%), Luz Miriam Hernandez and Juan Cossio (15% each). Alarcon is also 10% owner of applicant seeking interim operating authority for WMJX(FM) Miami. Filed May 3.

■ \*Newark, N.J.—Latino TV Broadcasting Services Inc. seeks interim operating authority for 105.7 mhz, 10 kw, HAAT: 390 ft. Address: 2253 3rd Avenue, New York, N.Y. 10035. Principal: Noncommercial corporation. Livia Perez, president. It has no other broadcast interests. Filed April 30.

■ Newark, N.J.—Multi-Ethnic Radio Philanthropies seeks interim operating authority for 105.7 mhz, 10 kw, HAAT: 390 ft. Address: 76 Prospect Street, Newark 07105. Principals: Group of five stockholders headed by Anthony Cabelo, president and 20% owner. None have other broadcast interests. Filed May 3.

■ \*Maljamar, N.M.—Eastern New Mexico University seeks 88.9 mhz, 100 kw, HAAT: 709.8 ft. Address: Portales, N.M. 88130. Estimated construction costs: \$285,730; first-year operating cost: \$150,000. Principal: Eastern New Mexico University is licensee of KENW-TV Portales, N.M. Filed May 7.

■ \*Bolivia on Lewis Swamp Road, N.C.—Friends of Public Radio Inc. seeks 90.7 mhz, 46.9 kw, HAAT: 1,270 ft. Address: 312 Stradleigh Road, Wilmington, N.C. 28403. Estimated construction costs: \$227,000; first-year operating cost: \$147,000. Principal: Noncommercial corporation. Lorraine R. Lueft, college professor, is president of board of directors. Applicant has no other broadcast interests. Filed May 7.

■ \*Minot, N.D.—Prairie Public Television Inc. seeks 89.9 mhz, 100 kw, HAAT: 926 ft. Address: 4500 South University Drive, Fargo, N.D. 58103. Estimated construction costs: \$177,000; first-year operating cost: \$31,500. Principal: Prairie Public Television Inc. is licensee of one FM and five TV's. Filed May 6.

■ \*Dayton, Ohio—Dayton Public Radio Inc. seeks 91.9 mhz, 5 kw, HAAT: 400 ft. Address: 1959 Zink Road, Fairborn, Ohio 45234. Estimated construction costs: \$235,436; first-year operating cost: \$250,000. Principal: Noncommercial corporation with 19 trustees. Applicant has no other broadcast interests. Filed May 7.

■ The Dalles, Ore.—Larson-Wynn Inc. seeks 97.7 mhz, 3 kw, HAAT: -650 ft. Address: KODL Building, Scenic Drive, The Dalles 97058. Estimated construction cost: \$13,500; first-year operating cost: \$2,500; first-year revenue: \$75,000. Principals: Elwyn T. Wynn (90%) and Rodger L. Nichols (10%), who own KODL(AM) The Dalles. Filed April 14.

■ \*Garden City, S.D.—South Dakota State University seeks 89.3 mhz, 84.81 kw, HAAT: 1,415 ft. Address: Box 2218B Pugsley Center, Brookings, S.D. 57007. Estimated construction costs: \$139,000; first-year operating cost: \$45,000. Principal: noncommercial educational institution. Applicant is licensee of KESD-FM-TV. Filed May 7.

■ \*Rapid City, S.D.—State Board of Directors for Educational Television seeks 90.3 mhz, 9.7 kw, HAAT: 411 ft. Address: University of South Dakota, Vermillion, S.D. 57069. Estimated construction costs: \$50,000; first-year operating cost: \$14,000. Principal: State Board of Directors for Educational Television is licensee of six TV's and applicant for new noncommercial FM at Reliance, S.D. (see below). Filed May 7.

■ \*Reliance, S.D.—State Board of Directors for Educational Television seeks 9.1 mhz, 46.7 kw, HAAT: 1,480 ft. Address: University of South Dakota, Vermillion, S.D. 57069. Estimated construction costs: \$60,000; first-year operating cost: \$25,000. Principal: State Board of Directors for Educational Television is licensee of six TV's. Joseph R. Shields is chairman of board. It is also applicant for new noncommercial FM at Rapid City, S.D. (see above). Filed May 7.

■ \*Harlingen, Tex.—South Texas Educational Broadcasting Council seeks 88.9 mhz, 3 kw, HAAT: 338.75 ft. Address: 4455 South Padre Island Drive, Corpus Christi, Tex. 78411. Estimated construction costs: \$119,500; first-year operating cost: \$25,000. Principal: applicant is licensee of KKEB-FM and KEDT-TV both Corpus Christi, and applicant for new noncommercial FM at Victoria, Tex. (see below). Terrel Cass is president and general manager. Filed May 7.

■ Midland, Tex.—Hugh M. McBeath seeks 106.7 mhz, 100 kw, HAAT: 385 ft. Address: 1903 South Lamesa Road, Midland 79701. First-year operating cost: \$4,500; first-year revenue: \$24,000. Principal: McBeath owns KJBC(AM) Midland. Filed May 7.

■ \*Texarkana, Tex.—Texarkana Community College seeks 91.5 mhz, 4.97 kw, HAAT: 335 ft. Address: 2500 North Robinson, Texarkana 75501. Estimated construction costs: \$140,000; first-year operating cost: \$35,000. Principal: Noncommercial educational institution. Carl M. Nelson is president. It has no other broadcast interests. Filed May 7.

■ Victoria, Tex.—South Texas Educational Broadcasting Council seeks 88.5 mhz, 3 kw, HAAT: 353 ft. Address: 4455 South Padre Island Drive, Corpus Christi, Tex. 78411. Estimated construction cost: \$62,000; first-year operating cost: \$25,000. Principal: Applicant is licensee of KKED-FM and KEDT-TV, both Corpus Christi, and also is applicant for new noncommercial FM at Harlingen, Tex. (see above). Filed May 7.

■ Grand Coulee, Wash.—Good Luck Broadcasting Inc. seeks 98.5 mhz, 29 kw(H), 4.8 kw(V), HAAT: 456 ft. Address: 19301 Marilla Street, Northridge, Calif. 91324. Principals: John H. Rock and Joseph Isgro (50% each), who are also applicants for new FM's at Casper, Wyo., and Billings, Mont. Filed May 3.

#### TV applications

■ Clovis, Calif.—North Star Communications seeks ch. 43; ERP: 3,373 kw vis., 337 kw aur., HAAT: 2,209 ft.; ant. height above ground: 155 ft. Address: 9391 East Ellery, Clovis 93612. Legal counsel: Gammon & Grange, Washington. Consulting engineer: Robert E. Bullock, Los Angeles. Principals: Jack A. Burk and Wesley Burroughs (50% each), who have no other broadcast interests. Filed May 10.

■ Clovis, Calif.—Solid State Components Corp. seeks ch. 43; ERP: 1,057 kw vis., 106 kw aur., HAAT: 2,145 ft.; ant. height above ground: 125 ft. Address: 14830 Valley View Avenue, La Mirada, Calif. 90638. Legal counsel: Michael Couzens, Washington. Consulting engineer: Lohnes & Culver, Washington. Principal: Solid State Components Corp. (95%) and The Television Center Inc. (5%). Solid State Components is owned by Arnold N. Applebaum (100%). The Television Center is principally owned by Michael J. Couzens and Parry D. Teasdale. Applebaum is applicant for new low power TV's at Barstow, Paso Robles, Ridgecrest and Santa Barbara, all California. The Television Center owns minority interest in applicant for new TV at Kingston, N.Y. Teasdale is board member on non-commercial applicant for new low power TV at Woodstock, N.Y. Filed May 10.

■ Sanger, Calif.—Sanger Telecasters Inc. seeks ch. 59; ERP: 562 kw vis., 56.2 kw aur., HAAT: 1,853 ft.; ant. height above ground: 120 ft. Address: P.O. Box 437, Pinedale, Calif. 93650. Legal counsel: Cohn & Marks, Washington. Consulting engineer: A. D. Ring & Associates, Washington. Principals: Gary M. Cocola and wife, Diane D. Cocola (45% each) and James K. Zahn (10%), who have no other broadcast interests. Filed May 7.

■ Fort Walton Beach, Fla.—Fort Walton Beach Broadcasting Corp. seeks ch. 53; ERP: 2,037 kw vis., 203.7 kw aur., HAAT: 1,014 ft. Address: 17 Eglin Parkway, S.E., Fort Walton Beach, Fla. 32548. Principals: Closely held group of 11 stockholders headed by Elbert R. Davis, president and 10.77% owner. None have other broadcast interests. Filed May 3.

■ \*Jacksonville, Ill.—West Central Illinois Education Telecommunications Corp. (CONVOCOM) seeks ch.

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**KMGH-TV**  
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INDIANAPOLIS  
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1918 North Mohawk, Chicago, IL 60614  
(312) 440-1757



14; ERP: 28.25 kw vis., 2.83 kw aur., HAAT: 312.65 ft.; ant. height above ground: 338.5 ft. Address: 1501 West Bradley Avenue, Peoria, Ill. 61606. Estimated construction cost: \$268,000; first-year operating cost: \$73,500. Legal counsel: Dow, Lohnes & Albertson, Washington. Consulting engineer: Markley & Associates, Peoria, Ill. Principal: noncommercial corporation of various institutions including Western Illinois University, licensee of WIUM(FM) Macomb, Ill.; Bradley University, licensee of WCBU(FM) Peoria, Ill.; and Sangamon State University, licensee of WSSR(FM) Springfield, Ill. Gordon Miller is chairperson. It is also applicant for new noncommercial TV at Macomb, Ill. (see below). Filed May 7.

■ \*Macomb, Ill.—West Central Illinois Educational Telecommunications Corp. (CONVOCOM) seeks ch. 22; ERP: 24.15 kw vis., 2.42 kw aur., HAAT: 519 ft.; ant. height above ground: 514 ft. Address: 1501 West Bradley Avenue, Peoria, Ill. 61606. Estimated construction cost: \$268,000; first-year operating cost: \$73,500. Legal counsel: Dow, Lohnes & Albertson, Washington. Consulting engineer: D.L. Markley & Associates, Peoria, Ill. Principal: Noncommercial corporation of various educational institutions including Western Illinois University, licensee of WIUM(FM) Macomb, Ill.; Bradley University, licensee of WCBU(FM) Peoria, Ill., and Sangamon State University, licensee of WSSR(FM) Springfield, Ill. CONVOCOM is also applicant for new noncommercial TV at Jacksonville, Ill. (see above). Gordon Miller is chairperson. Filed May 10.

■ \*Wichita, Kan.—Kansas Public Telecommunications Service Inc. seeks ch. 15; ERP: 191.4 kw vis., 19.14 kw aur., HAAT: 697 ft. Address: 320 West 21st Street, Wichita 67203. Estimated construction cost: \$1,044,000; first-year operating cost: \$397,000. Legal counsel: Dow, Lohnes & Albertson, Washington. Consulting engineer: John F.X. Browne & Associates. Principal: Noncommercial corporation. Zoel Parenteau is president and general manager. Kansas Public Telecommunications Service also owns KPTS(TV) Hutchinson, Kan. Filed May 7.

■ Ithaca, N.Y.—Ithaca TV Associates seeks ch. 52; ERP: 105.2 kw vis., 10.52 kw aur., HAAT: 1,020 ft.; ant. height above ground: 294 ft. Address: P.O. Box 6142, Syracuse, N.Y. 13217. Legal counsel: James L. Oyster, Falls Church, Va. Principals: Craig Fox (38%), Peter Rydell (37%) and Kenneth Horowitz (25%). Fox owns 23% of WAQX-FM Manlius, N.Y.; 30% of applicant for new AM at Canton, N.Y.; 25% of applicant for new AM at Cohoes, N.Y.; and 10% each of applicants for new TV's at Hazleton, and Scranton, both Pennsylvania. Rydell is operations and maintenance engineer at WTVH-TV Syracuse, N.Y., and minority owner of Hazleton and Scranton applications. Horowitz owns Plattsburgh, Glens Falls and Ithaca, all New York, common carrier paging systems. Filed May 10.

■ Defiance, Ohio—Harlan & Donna Kriete seeks ch. 65; ERP: 247.6 kw vis., 49.5 kw aur., HAAT: 512 ft.; ant. height above ground: 518 ft. Address: 807 Stevens Street, Angola, Ind. 46703. Legal counsel: Thomas L. Root, Washington. Principals: Donna Kriete (51%) and husband, Harlan Kriete (49%), who have no other broadcast interests. Filed May 10.

■ Shawnee, Okla.—Canadian Valley TV Inc. seeks ch. 30; ERP: 76.38 kw vis., 7.638 kw aur., HAAT: 447 ft.; ant. height above ground: 316 ft. Address: 55 Cheokee Blvd., Shawnee 74801. Principals: Donald F. McClintock and wife, Carol L. T. McClintock (50% each). Donald McClintock is Shawnee producer and sells cable TV time. Neither has other broadcast interests. Filed May 6.

■ Johnstown, Pa.—Johnstown Television Co. seeks ch. 8; ERP: 316 kw vis., 63.2 kw aur., HAAT: 1,153 ft.; ant. height above ground: 259 ft. Address: 3545 Edgewood Circle, Cleveland, Tenn. 37311. Estimated construction cost: \$178,500; first-quarter operating cost: \$229,000. Legal counsel: McCampbell & Young, Knoxville, Tenn. Consulting engineer: Sterling Communications, Chattanooga, Tenn. Principals: A. Barela Jr. (90%) and Hal Bernard Dixon (10%). Barela is employee of Cleveland, Tenn., textile company. Dixon is president of Wilson N.C., restaurant consulting company. Dixon is vice president of applicants for new TV's at Jackson, Miss., and Lexington, Ky. He also is officer and shareholder in applicants for new low power TV's at Rocky Mount, N.C., and Cleveland, Tenn. Filed April 16.

■ \*Fajardo, P.R.—Ann G. Mendez Educational Foundation seeks ch. 40; ERP: 4.21 kw vis., 420 w aur., HAAT: 2,807 ft. Address: P.O. Box AE, Rio Pildras, P.R. 00928. Legal counsel: Dow, Lohnes & Albertson, Washington. Consulting engineer: John F. X. Browne

& Associates, Washington. Principal: Noncommercial corporation. Guillermo Irizarry is chairman and Jose F. Mendez is president. Applicant has no other broadcast interests. Filed May 7.

■ Alliance, Tex.—Alliance Broadcasting Corp. seeks ch. 61; ERP: 4,781 kw vis., 478.1 kw aur., HAAT: 1,957 ft.; ant. height above ground: 1,948 ft. Address: 4201 Connecticut Avenue, Washington 20008. Legal counsel: Seymour M. Chase, Washington. Consulting engineer: Robert W. Silliman, Silver Spring, Md. Principals: Jo Ann Watkins (30%), Margaret R. Wells Diaz (25%), J.T. Doke, Charles W. Harrison (20% each), Bobby B. Watkins and Elaine Tater (2.5% each). None have other broadcast interests. Filed May 10.

■ Houston, Tex.—Almeda Broadcasters Inc. seeks ch. 61; ERP: 3,042 kw vis., 304 kw aur., HAAT: 1,443 ft.; ant. height above ground: 1,471 ft. Address: 3011 Almeda, Houston 77004. Principals: Closely held group owned equally by 17 shareholders. John B. Coleman is president. He is Houston physician. Coleman and four other principals in applicant—Mike Petrizzo, Judson W. Robinson Jr., Skipper L. Frazier and Travis O. Gardner—also are stockholders of KCOH(AM) Houston and principals in applicant for new AM at Houston. Filed May 10.

■ \*Houston, Tex.—Amerivision Corp. seeks ch. 14; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,944 ft.; ant. height above ground: 1,970 ft. Address: c/o Seymour M. Chase, 4201 Connecticut Avenue, Washington 20008. Estimated construction cost: \$4,727,000; first-quarter operating cost: \$300,000. Legal counsel: Seymour M. Chase, Washington. Consulting engineer: Robert M. Silliman, Silver Spring, Md. Principal: Noncommercial corporation. Clerow Wilson is president. It has no other broadcast interests. Filed May 10.

■ Houston, Tex.—DHL Broadcasting Co. seeks ch. 61; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,957 ft.; ant. height above ground: 1,973 ft. Address: 15311 West Vantage Parkway, Houston 77032. Legal counsel: K. Richard Lindow Jr., San Francisco. Consulting engineer: C.P. Crossno & Associates, Dallas. Principals: DHL Communications Inc. (55%) and William A. Robinson (45%). DHL Communications is a subsidiary of DHL Corp., which is owned by eight stockholders, including Larry Hillblow (46.36%) and Cherie's Consultancy Ltd. (21.58%). David R. Allen is acting president and Adrian I. Dalsey is chairman of DHL Corp. None have other broadcast interests.

■ Houston, Tex.—Houston Family Television Ltd. seeks ch. 61; ERP: 1,291 kw vis., 130 kw aur., HAAT: 1,035 ft. Address: 7460 Rusk, Houston 77011. Legal counsel: McCampbell & Young, Knoxville, Tenn. Consulting engineer: Sterling Communications, Chattanooga, Tenn. Principals: Richard P. Holgin, Alfred Garza and James H. Thornton (one-third each), who have no other broadcast interests. Filed May 7.

■ Houston, Tex.—Deborah A. Richard seeks ch. 61; ERP: 316 kw vis., 31.6 kw aur., HAAT: 1,167 ft.; ant. height above ground: 1,250 ft. Address: 3418 Oakdale, Houston 77004. Principal: Applicant has no other broadcast interests. Filed May 7.

■ Houston, Tex.—Patricia B. Steele seeks ch. 61; ERP: 2,618 kw vis., 234 kw aur., HAAT: 1,398 ft.; ant. height above ground: 1,389 ft. Address: 2711 Oakland Avenue, Augusta, Ga. 30909. Legal counsel: Midlen, Reddy, Beglin & Martin, Washington. Consulting engineer: Wayne Smith. Principal: Patricia B. Steele (100%), who has no other broadcast interests. Filed May 10.

■ \*Houston, Tex.—Texas Educational Network Inc. seeks ch. 14; ERP: 5,000 kw vis., 953 kw aur., HAAT: 1,093 ft.; ant. height above ground: 1,196 ft. Address: 3504 Acorn Run, Fort Worth, Tex. 76109. Estimated construction cost: \$1,298,000; first-quarter operating cost: \$116,000. Legal counsel: Keith & Smithwick, Winston-Salem, N.C. Consulting engineer: Peter V. Gureckis & Associates, Rockville, Md. Principal: Noncommercial corporation. Warren S. Binion is president. He is former chairman and principal owner of WSMX(AM) Winston-Salem, N.C. Applicant currently has no other broadcast interests. Filed May 10.

■ Houston, Tex.—Third Coast Broadcasters Inc. seeks ch. 61; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,382 ft.; ant. height above ground: 1,370 ft. Address: 3535 Westheimer Road, Suite 250, Houston 77027. Principal: Group of seven stockholders with voting stock and six stockholders with nonvoting stock. Lois Grant is president and 44.4% owner. She is secretary/treasurer of Houston-based Saturn Oil Corp. Two of Third Coast principals—Garry Spire and Lawrence H. Rogow—also own less than 5% of Response Broadcast-

ing Corp., applicant for 21 low power TV stations and 12 translators. Filed May 10.

■ Houston, Tex.—Urban Broadcasting Systems seeks ch. 61; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,978 ft. Address: 1777 North Vine Street, Los Angeles 90028. Legal counsel: Fletcher, Heald & Hildreth, Washington. Consulting engineer: Robert E. Bullock, Los Angeles. Principal: Charles E. Walker (100%), who has no other broadcast interests. Filed May 10.

■ Wichita Falls, Tex.—Thornberry TV Ltd. seeks ch. 18; ERP: 1,288 kw vis., 128.8 kw aur., HAAT: 539 ft. Address: 2245 Perimeter Park, Suite 3, Atlanta, Ga. 30341. Legal counsel: McCampbell & Young, Knoxville, Tenn. Consulting engineer: Sterling Communications, Chattanooga, Tenn. Principals: William J. Barbin (36%), Bert Wallace and Janet T. Lee (18% each) and David Vaughan (28%). Vaughan is also general partner in applications for new TV's at Pueblo, Colo., and Appleton, Wis. Filed April 30.

■ Defiance, Ohio—Community TV Associates seeks ch. 65; ERP: 1,191 kw vis., 120 kw aur., HAAT: 1,013 ft.; ant. height above ground: 1,018 ft. Address: 1901 Tanglewood Drive, Defiance 43512. Consulting engineer: Cohen & Dippell. Principals: Satellite Home Television Inc. (51%) and Kencatt Communications Inc. (49%). Satellite Home Television is owned by Eddie L. Bernal (100%). Kencatt Communications is principally owned by James A. Kennedy and Nancy H. Ducatt. They are also applicants for new low power TV's at Defiance: Jacksonville, Fla.; Birmingham, Ala., and South Bend, Ind. Filed May 10.

■ Carolina, P.R.—Radio Vida Inc. seeks ch. 52; ERP: 212.23 kw vis., 42.17 kw aur., HAAT: 1,899 ft.; ant. height above ground: 177.8 ft. Address: 203-7 Calle Ignacio Arzuaga, Carolina, P.R. 00630. Consulting engineer: Peter V. Gureckis & Associates, Potomac, Md. Principal: Nonstock corporation. David C. Galarza is president. Radio Vida Inc. also is licensee of WIDA(AM) Carolina, P.R., and is under common control with Christian Broadcasting corp., permittee of WIDA-FM Carolina. Filed May 10.

■ Lynchburg, Va.—Lynchburg T.V. Associates Ltd. seeks ch. 21; ERP: 1,148 kw vis., 115 kw aur., HAAT: 1,973 ft.; ant. height above ground: 1,109 ft. Address: 418 Uptain Building, Chattanooga, Tenn. 37411-4065. Principals: James E. Price (95%) and Cheryl A. Price (5%). James Price is Chattanooga consulting engineer and also principal in applications for new TV's at Rochester, Minn., and Madison, Wis., and new FM at Poplar Bluff, Mo. Filed May 4.

## FM actions

■ \*Hartford, Conn.—Connecticut Educational Telecommunications Corp. granted 90.9 mhz., 1 kw, HAAT: 578 ft. Address: 24 Summit St., Hartford 06106. Estimated construction cost: \$51,691; first-year operating cost: \$232,500; revenue: \$232,500. CETC is nonprofit corporation. (BPED-800519AR). Action April 30.

■ \*Twin Falls, Idaho—Christian Radio of Magic Valley Inc. granted 90.7 mhz. 18 kw, HAAT: 3,276 ft. Address: P.O. Box 1644, Twin Falls 83301. Estimated construction costs: \$218,000; first-year operating costs: \$201,000. Format: Educational. Principal: Non-profit corporation; Gerald R. Reinke, president. It has no other broadcast interests. (BPED-810317AE). Action April 30.

## TV action

■ Lebanon, Pa.—Great Lebanon County Telecasting Corp. granted ch. 59; ERP: 1197 kw vis., 119.7 kw aur., HAAT: 1,458 ft.; ant. height above ground: 800 ft. Address: 5773 Wilshire Blvd., Los Angeles 90036. Estimated construction cost: \$2,154,000; first-quarter operating cost: \$134,250; revenue: \$2,882,753. Legal counsel: Benito Gaguine, Wash. Consulting engineer: Silliman, Moffet and Kowalski, Arl., Va. Principals: Superscription Television Corp. (80%). George Fritzing (20%). Fritzing has acquired, subject to FCC approval, Subscription Corp.'s interest (see page 67). (BPCT-800130K1). Action April 30.

## Ownership changes

### Applications

■ WAPI-AM-FM Birmingham, Ala. (AM: 1070 khz, 50 kw-D, 5 kw-N; FM: 94.5 mhz, 100 kw, HAAT:



1,214 ft.)—Seeks assignment of license from Newhouse Broadcasting Corp. to WAPI Inc. for \$4 million (BROADCASTING, May 17). Seller is subsidiary of Newhouse Newspapers and 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). Buyer: Harold W. Ripp and Herbert A. Meisler (41.67% each) and Bernard S. Dittman (16.66%). Dittman owns WABB-AM-FM Mobile, Ala. Ripp and Meisler are Birmingham real estate developers. Filed May 4.

■ KHYT(AM) South Tucson, Ariz. (1330 khz, 500 w-D, 5 kw-N)—Seeks transfer of control of Golden State Broadcasting Corp. from estate of Robert H. Scholz and others (100% before; none after) to Frank Cihak and Allen B. Witz (none before; 100% after). Consideration: Assumption of \$210,681 debt. Principals: Sellers have no other broadcast interests. Buyer Cihak is banker and Witz is attorney, both Chicago, and neither have other broadcast interests. Filed May 3.

■ KYSN(AM) Colorado Springs, Colo. (1460 khz, 1 kw-D, 500 w-N)—Seeks assignment of license from KYSN Broadcasting Co. to Walton Stations Colorado Inc. for \$1.3 million. Donald T. Harding is president of seller which has no other broadcast interests. Buyer: Pebble Beach, Calif.-based group owner of three AM's and two FM's principally owned by John B. Walton, who also bought, subject to FCC approval, KKCS-FM Colorado Springs for \$1,020,000 from Mountain Center Broadcasting (BROADCASTING, April 26). Filed May 7.

■ WJOE(AM)-WGCY(FM) Port St. Joe, Fla. (AM: 1080 khz, 1 kw-D; FM: 93.5 mhz, 1.85 kw, HAAT: 160 ft.)—Seeks assignment of license from Nadine Lee, receiver to Bay County Land & Abstract Co. for \$5,000. Seller has no other broadcast interests. Buyer: Donald R. Crisp (100%), who is former owner of WJOE(AM)-WGCY(FM) Port St. Joe, which he sold to current licensee in 1978 for \$150,000 (BROADCASTING, June 5, 1978). Filed April 29.

■ KPOY(FM) [CP] Lihue, Hawaii (93.5 mhz, 110 w, HAAT: 1,590 ft.)—Seeks assignment of license from Sudbrink Broadcasting of Hawaii to Kuai Broadcasting Inc. for \$2,500. Buyer: Group of eight stockholders headed by Michael M. Lochrie, president and 22.35% owner. Lochrie owns 46% of KHUG(AM) Medford, Ore., which has been sold subject to FCC approval for \$67,000 plus \$122,000 for assumption of liabilities (BROADCASTING, March 15). Buying group earlier this year was granted FCC approval to buy KIVM(AM) Lihue, Hawaii, for \$269,000 (BROADCASTING, March 22). Filed April 30.

■ KMCL(AM) McCall, Idaho (1240 khz, 500 w-D, 250 w-N)—Seeks assignment of license from Golden Enterprises Inc. to James H. and Carolyn McCall for assumption of debt. Seller: Robert G. Christopher (100%), who has no other broadcast interests. Buyer: James McCall is general manager at KMCL and has no other broadcast interests. Filed May 3.

■ WPFR(FM) Terre Haute, Ind. (102.7 mhz, 50 kw, HAAT: 500 ft.)—Seeks assignment of license from Great Country Communications Inc. to The Oak Ridge Boys Broadcasting Corp. of Indiana for \$577,500. Seller: Bayard H. Walters (80%) and Melvin Browning (20%). Walters owns WFMI(FM) Winchester and WKCM(AM) Hawesville, both Kentucky. Buyer: William L. Golden, Duane D. Allen (30% each), Richard A. Sterban and Joseph S. Bonsall (20% each). They are Hendersonville, Tenn. based musical group and have no other broadcast interests. Filed May 6.

■ WCAK(FM) Catlettsburg, Ky. (92.7 mhz, 3 kw, ant. 300 ft.)—Seeks transfer of control of K&M Broadcasting Inc. from Hal Murphy and Edgar Kitchen (100% before; none after) to Kilgore Communications Inc. (none before; 100% after). Consideration: \$150,000. Principals: Sellers have no other broadcast interests. Buyer is owned by James M. Kilgore (100%), who has no other broadcast interests. Filed May 4.

■ WJEB(AM)-WGMM(FM) Gladwin, Mich. (AM: 1350 khz, 1 kw-U; FM: 103.1 mhz, 3 kw, HAAT: 148 ft.)—Seeks assignment of license from Gladwin Broadcasting Co. to Eagle Broadcasting Inc. for \$135,500. Seller: George E. Benko (100%); who also owns 50% of WMIC(AM)-WTVG(FM) Sandusky, Mich., and 50% of WLAI-TV[CP] Lansing, Mich. Buyer: Bruce Shepard, Michael Ryan and Charles Nickless (one-third each). They also are applicants for new FM's at Casper, Wyo.; Eunice, N.M., and Ralls, Tex. Filed May 4.

■ KFAH(FM) Alliance, Neb. (92.1 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Fortner-Hill Broadcasting to Someland Inc. for \$325,000. (BROADCASTING, May 17). Seller: Quiven Q. Fortner and Robert V. Hill (50% each), who have no other broadcast interests. Buyer: Judy A. Wilson, Melvin Sauer, Viril W. Davis, Judith K. Drown and Clara P. Petersen (20% each). Wilson is account executive, Sauer is operations manager, Davis is assistant manager, all at KOLT(AM) Scottsbluff, Neb. Petersen owns KIQZ(FM) Rawlins, Wyo. Judith Drown is wife of Gary L. Drown, sales manager at KOLT. Filed April 30.

■ KAHL(AM)-KELN(FM) North Platte, Neb. (AM: 1410 khz, 5 kw-D, 1 kw-N; FM: 97.1 mhz, 100 kw, HAAT: 458 ft.)—Seeks assignment of license from Dahl Broadcasting Inc. and Dahl FM Broadcasting Inc. to Valley Communications Inc. for \$810,000. (BROADCASTING, May 17). Seller: KAHL is owned by A.E. Dahl (69.38%) and son, Nelson E. Dahl (27.07%) and D. Baade (3.55%). KELN is owned by elder Dahl (55%) and Younger Dahl (45%). None have other broadcast interests. Buyer: Ross Beach and Robert E. Schmidt (50% each), who own KANS(AM) Hays, Kans. KLOE(AM) Goodland, Kans.; and KFEQ(AM) St. Joseph, Mo. Filed April 30.

■ WBRL(AM) Berlin, N.H. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from McLaughlin Broadcasting Inc. to Friendly Broadcasting Corp. for \$125,000. Seller: Richard J. McLaughlin (100%), who has no other broadcast interests. Buyer: Robert J. Connelly, John C. Reardon (44% each), Joseph Riley, B. Alan Sprague (4.5% each) and Thomas E. Flynn (3%). Connelly is former sales consultant at WKID-TV Fort Lauderdale, Fla., and owns 6.66% of WNNH-AM-FM Rochester, N.H. Riley is former operations manager at WNNH. Sprague is with Manchester, N.H., advertising agency. None have other broadcast interests. Filed May 7.

■ KKKK-TV Albuquerque, N.M. (ch. 23, 933 kw vis., 93.3 kw aur., HAAT: 4,130 ft.)—Seeks assignment of license from New Mexico Visions Inc. to Carson Communications Corp. for \$2,875,000 plus \$830,161.32 for assumption ("In Brief," May 10). Seller: Eddie Pena, who has no other broadcast interests. Buyer: Group of 18 stockholders, headed by John W. Carson, chairman (38.3%), and Neil Simon (23.94%). Filed April 30.

■ WDOS(AM)-WSRK(FM) Oneonta, N.Y. (AM: 730 khz, 1 kw-D; FM: 103.9 mhz, 850 w, HAAT: 520 ft.)—Seeks assignment of license from Central Vermont Radio Corp. to Oneonta Communications Corp. for \$1.3 million (BROADCASTING, April 5). Seller is subsidiary of Scennix Group Broadcasting Inc., Laconia, N.H.-based group of three AM's and four FM's which purchased WDOS(AM)-WSRK(FM) five years ago as part of group of six radio stations for \$1.8 million (BROADCASTING, July 18, 1977). Buyer: Closely held group of 25 stockholders headed by John R. McGeehan, president (10%) and Jan Mitchell vice president (12.5%). Filed May 7.

■ Syracuse, N.Y. [call letters unassigned] (ch. 62, 1000 kw vis., 100 kw aur.)—Seeks transfer of control of The Great Onondaga County Telecasting Corp. from Superscription Television Corp. (80% before; none after) to George R. Fritzing (20% before; 100% after). Consideration: par value of stock. Principals: Seller's parent corporation has been acquired by another corporation that does not want to be involved in broadcasting. Buyer is currently 20% owner of permittee and seeks full ownership. Fritzing is also seeking control of permittee for new TV at Lebanon City, Pa. (see below). Filed May 5.

■ KBZY(AM) Salem, Ore. (1490 khz, 1 kw-D, 250 kw-N)—Seeks assignment of license from Friendship Communications Co. to Capital Broadcasting Inc. for \$365,000 plus \$23,750 for noncompetitive agreement. Seller: Burns G. Nugent and Donald D. Rosenberg (50% each). Nugent also owns KACI(AM) The Dalles, Ore., and is applicant for new FM at The Dalles. Buyer: James J. Opsitnick (65%) and Michael D. Kern (35%). Opsitnick is former vice president and general manager of KWJJ(AM)-KJIB(FM) Portland, Ore., and Kern is former salesman at KWJJ. Neither have other broadcast interests. Filed April 29.

■ WTPA(FM) Harrisburg, Pa. (104.1 mhz, 24 kw, HAAT: 670 ft.)—Seeks assignment of license from Newhouse Broadcasting Corp. to Foster Media Corp. for \$1.25 million (BROADCASTING, May 17). 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. Filed May 3.

■ Lebanon City, Pa. [call letters unassigned] (ch. 59, 1,197 kw vis., 119.7 kw aur.; HAAT: 1,458 ft.)—Seeks transfer of control of The Great Lebanon Telecasting Corp. from Superscription Television Corp. (72% before; none after) to George R. Fritzing (18% before; 100% after). Consideration: Par value of stock. Principals: Seller's parent corporation has been acquired by another corporation that does not want to be involved in broadcasting. It also seeks transfer of its 80% interest in permittee for new TV at Syracuse, N.Y. (see above). Buyer will own 90% of permittee after transfer. Remainder will continue to be owned by current 10% owner, Barbara S. Grimm. Filed May 5.

■ WPHB(AM) Philipsburg, Pa. (1260 khz, 5 kw-D)—Seeks assignment of license from Moshannon Valley Broadcasting Company Inc. to Moshannon Valley Broadcasting Inc. for \$274,000 (BROADCASTING, May 17). Seller is principally owned by William D. Harvey, who has no other broadcast interests. Buyer: C. Dean Sharpless and brother, Sheldon Sharpless (50% each). Dean is general manager and Sheldon is sales manager, both at WPHB. Neither have other broadcast interests. Filed April 30.

■ WUNO(AM) San Juan, P.R. (1320 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from San Juan Broadcasting Corp. to Fidelity Broadcasting Corp. for \$1.2 million. Seller: Subsidiary of Mooney Broadcasting Corp., which also owns WERC(AM)-WKXX(FM) Birmingham, Ala.; WSEV(AM)-WMYU(FM) Sevierville, Tenn.; and WMAK-AM-FM Nashville, Tenn. It sold, subject to FCC approval, WMAK(FM) for \$1.35 million (BROADCASTING, April 12). George P. Mooney is president. Buyer: Jose J. Acosta (45.2%), sister Carola A. DeCamero (20.5%) and their mother, Victoria S. Acosta (34.3%), who own WFID(FM) Rio Piedras, P.R. Filed May 7.

■ KDBQ(AM) Aberdeen, S.D. (1420 khz, 1 kw-D)—Seeks assignment of license from Dakota Broadcasting Inc. to Alvox Inc. for \$195,000. T.L. Laidlaw is president of selling group, which has no other broadcast interests. Buyer: Allen Rau (100%), who is former operations director and general manager at KKO(AM) Minot, N.D. Filed April 23.

■ WRCB-TV Chattanooga, Tenn. (NBC, ch. 3, 100

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kw vis., 10 kw aur., HAAT: 1,260 ft.)—Seeks assignment of license from Ziff-Davis Broadcasting Co. to Sarkes Tarzian Inc. for \$16 million (BROADCASTING, March 15). Seller is New York-based group of six TV's owned by William Ziff and family. I. Martin Pompadour is president. Last year Ziff-Davis said it would sell entire television group (BROADCASTING, June 1, 1981). Earlier it announced sale of WJKS-TV Jacksonville, Fla., for about \$18 million (BROADCASTING, Dec. 7, 1981). Buyer is Indianapolis-based group of two AM's two FM's and one TV. Thomas Tarzian is president. Filed April 30.

■ KOGT(AM) Orange, Tex. (1600 khz, 1 kw-U)—Seeks assignment of license from KOGT Inc. to Klement Broadcasting Corp. for \$900,000. Seller: Tolbert Foster and Allan Shivers (28.87% each) and W.E. Dyche Jr. and Edgar B. Younger (21.13% each). Foster also owns 34% of KDET(AM)-KLCR(FM) Center, Tex. Buyer: Richard Klement (100%), who is Gainesville, Tex., real estate investor and owner of KGAF-AM-FM Gainesville. Filed May 6.

■ WOKY(AM) Milwaukee, Wis. (920 khz, 5 kw-D, 1 kw-N)—Seeks transfer of control of WOKY Inc. from Chartcom Inc. (100% before; none after) to Surrey Broadcasting Co. (none before; 100% after). Consideration: \$5 million (BROADCASTING, Dec. 14, 1981). Principals: Seller is Jacksonville, Fla.-based oil and insurance company which is selling off all its broadcast interests (BROADCASTING, Dec. 14, 1981 and below). Buyer is closely held group of 19 stockholders headed by John W. Nichols, chairman and vice president (25.65%) and Campbell Stuckeman, director (25.65%). They are also buying five other Chartcom stations for \$27 million (see below). Filed May 7.

■ WMIL(FM) Waukesha, Wis.; KSLQ(FM) St. Louis; KIOI(AM) San Francisco and KCQB-AM-FM San Diego (WMIL: 106.1 mhz, 19.5 kw, HAAT: 180 ft.; KSLQ: 98.1 mhz, 100 kw, HAAT: 540 ft.; KIOI: 101.3 mhz, 125 kw, HAAT: 1,160 ft.; KCQB: 1170 khz, 50 kw-D, 5 kw-N; KCQB-FM: 105.3 mhz, 29 kw, HAAT: 620 ft.)—Seeks transfer of Control from Chartcom Inc. to Surrey Broadcasting Co. for \$27 million (BROADCASTING, Dec. 14, 1981). Seller is Jacksonville, Fla.-based oil and insurance company and group owner of seven radio stations. It also sold WOKY(AM) Milwaukee to same group (see above) and WDRQ(FM) Detroit to Amatore Group Inc. for \$5 million (BROADCASTING, May 3). Buyer is Tucson-based group of 19 stockholders headed by John W. Nichols, chairman and vice president, and Campbell Stuckeman, director (25.65% each). Surrey Broadcasting is also licensee of KAIR(AM)-KJYK(FM) Tucson. Filed May 7.

## Actions

■ WENN-AM-FM Birmingham, Ala. (AM: 1320 khz, 5 kw-D; FM: 107.7 mhz, 100 kw, ant. 640 ft.)—Granted assignment of license from Booker T. Washington Broadcasting Service Inc. to Howard Sanders Communications Corp. for \$3 million. Seller: Principally owned by A.G. Gaston, who has no other broadcast interests. Buyer: Howard Sanders, president, and Jacqueline Robinson (39% each), and nine others. Sanders is general manager of WYCB(AM) Washington. Robinson is homemaker. Sanders and Robinson also bought 26% each of WYCB. (BROADCASTING, March 15). (BALH-820127FZ). Action May 6.

■ WBLO(AM) Evergreen, Ala. (1470 khz, 1 kw-D)—Granted assignment of license from Vogel Moody Corp. to Stafford Broadcasting Inc. for \$57,500. Seller is principally owned by William R. Vogel and Billy J. Moody. Vogel is principal owner of WHOD-AM-FM Jackson, Ala., WNOI(FM) Flora, Ill.; WIFN(FM) Franklin, Ind.; WMPI(FM) Scottsburg, Tenn.; and WDOH(FM) Delphos, Ohio. Buyer: Wayne Stafford (51%), wife, Wanda Stafford (39%) and their daughter, Terri Urserly (10%). Wayne Stafford is executive with Nashville, Tenn., metal product company. Wanda Stafford is housewife. Urserly is accounting clerk. None have other broadcast interests. (BAL-820304HE). Action May 6.

■ KNTB(AM)-KLYD(FM) Bakersfield, Calif. (AM: 1350 khz, 1 kw-D; FM: 94.1 mhz, 4.5 kw, ant. 1,312 ft.)—Granted assignment of license from Reliable Broadcasting to Eagle Broadcasting Inc. for \$1,375,000. Seller: Principally owned by Ralph Edwards, who has no other broadcast interests. Buyer: Subsidiary of American General Media Corp., which is owned by Anthony S. Brandon (33.33%), son-in-law George N. Stonbely (25.33%). Anthony Brandon's wife, Carol, and their son, Lawrence (16.77% each) and George N. Stonbely as trustee (8%). AGM owns 100% of WWWG(AM) Rochester, N.Y.; 93.33% of

KERN(AM) Bakersfield, Calif. 80% of KKQV(FM) Wichita Falls, Tex.; and through subsidiary, 80% of KKAL(AM)-KZOZ(FM) San Luis Obispo, Calif. Anthony Brandon recently sold KMGN(FM) Shafter, Calif., in which he held 92.7% interest. They are spinning off KNTB (see below). (BALH-820128GI). Action May 4.

■ KNTB(AM) Bakersfield, Calif. (1350 khz, 1 kw-D)—Granted assignment of license from Eagle Broadcasting Inc. to ASK Broadcasting Corp. for \$650,000. Seller: Subsidiary of American General Media Corp., which is principally owned by Anthony S. Brandon and family. AGM owns WWWG(AM) Rochester, N.Y.; 93.33% of KERN(AM) Bakersfield, Calif.; 80% of KKQV(FM) Wichita Falls, Tex., and through subsidiary, 80% of KKAL(AM)-KZOZ(FM) San Luis Obispo, Calif. They bought KNTB(AM)-KLYD(FM) Bakersfield for \$1,375 million (see above) and are spinning off KNTB to separate buyer. Buyer: Alexander S. Klein and wife Barbara (100% jointly), who also own KMGN(FM) Shafter, Calif., which they bought last year for \$40,000 (BROADCASTING, Feb. 1). (BAL-820128GH). Action March 29.

■ KMPX(FM) San Francisco (98.9 mhz, 4.3 kw, ant. 1,450 ft.)—Granted transfer of control of Golden Gate Radio Inc. from stockholders (100% before; none after) to Broadcast Associates Inc. (none before; 100% after). Consideration: \$5.5 million. Principals: Sellers are L.E. Chenault (40%), Lloyd Edwards and former wife, Barbara (30% each). Chenault owns KYNO-AM-FM Fresno, Calif. Edwards is principal owner of KKFV(AM) [formerly KYAC(AM)] Seattle, Wash., which he bought for \$1.6 million (BROADCASTING, May 4, 1981). Buyers are Frederick C. Mazey (60%), and Robert A. Elkins (40%). They are New Brunswick and Jersey City, N.J., attorneys who own WGGG(AM) Gainesville, Fla., which they bought last year for \$1,103,400 (BROADCASTING, Sept. 7, 1981). (BTC-820225FG). Action May 6.

■ WRDW(AM) Augusta, Ga. (1480 khz, 5 kw-U)—Granted assignment of license from James D. Walker Jr. to Val-Tel Inc. for \$485,000. Seller has no other broadcast interests. Buyer: Closely held group of 10 stockholders. Leon Booker is chairman and president. He is North Augusta, S.C., businessman and has no other broadcast interests. (BAL-820312FG). Action May 7.

■ WMDT(TV) Salisbury, Md. (ABC, NBC, ch. 47, 3,470 kw vis., 347 kw aur., ant. 1,000 ft.)—Granted assignment of license from Fulton P. Jeffers, receiver to Delmarva Broadcast Limited Partnership for \$4 million. Seller took over control of station last year when court ordered station into receivership. Buyer: Mid-Florida Television Corp. (40% general partner) and Joseph L. Brechner (12.5% general partner) and 25 limited partners. Mid-Florida Television is group of 13 stockholders, of which Brechner is president and 51.63% owner. He is Orlando, Fla., real estate investor and former broadcaster who currently has no other broadcast interests. (BALCT-8-820319HE). Action May 5.

■ WTIQ(AM) Manistique, Mich. (1490 khz, 1 kw-D, 250 w-N)—Granted assignment of license from WTIQ Inc. debtor in possession to American Peakes Ltd. for \$100,000. Seller: Subsidiary of Community Broadcasters Inc., which is owned by Douglas J. Tjapkes (51%) and Betty Mokma (49%), who also own WGHN(AM)-WFMG(FM) Grand Haven, Mich. Buyer: Frances Jo Curtis (100%), who is Birmingham, Mich., real estate broker and has no other broadcast interests. (BAL-820309EI). Action May 7.

■ WABY(AM) Albany, N.Y. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Broadcast Management of Albany Inc. to 1400 Radio Inc. for \$525,000 plus assumption of \$24,467 trade account. Seller is subsidiary of Broadcast Management Corp., which through subsidiaries owns WCNW(AM) Fairfield, Ohio; WINF(AM) Manchester, Conn.; WVEG(AM)-WRKR(FM) Racine, Wis., and WNDV(AM)-WWLV(FM) Daytona Beach, Fla. Buyer: William J. Selwood Jr. (51%) and Pioneer Associates (49%). Pioneer Associates is owned by Neil A. McConnell (50%), James G. Niven (30%) and R. Scott Asen (20%). Principals of Pioneer Associates are New York investors and also own Pioneer Investors Corp., which owns 49% of WWOM(FM) Albany, N.Y. Selwood is president and 51% owner of WWOM. (BAL-820224FD). Action May 10.

■ WKRT(AM)-WNOZ(FM) Cortland, N.Y. (AM: 920 khz, 1 kw-D, 500 w-N; FM: 99.9 mhz, 20 kw, ant. 710 ft.)—Granted assignment of license from Crown Broadcasting Co. to Cortland Broadcasting Co. for

\$1.25 million plus \$100,000 for noncompete agreement. Seller is principally owned by Kerby Confer and Paul Rothfuss, who bought WKRT(AM)-WNOZ(FM) four years ago for \$385,000 (BROADCASTING, Feb. 6, 1978). Confer and Rothfuss are principal owners of three AM's and three FM's. Buyer: Partnership of Burbach Broadcasting Co. and Garrett Radio Inc. Burbach Broadcasting owned by Robert H. Burstein (51%) and John L. Laubach (49%), who own WCKC(AM)-WEZY(FM) Erie, Pa., and WXIL(AM) Parkersburg, W. Va. Garrett Radio is owned by Larry O. Garrett, general manager at Erie stations. (BAL-820322HM). Action May 5.

■ WKKI(FM) Celina, Ohio. (94.3 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from MidAmerican Radio to Cage Media Inc. for \$320,000. Seller: Jack E. Kauffman (51%), John W. Carlisle Jr. (29%) and Robert L. Haslow (20%). Kauffman and Haslow are part owners of WDBC(FM)-WFNN(FM) Escanaba, Mich., of which Haslow also holds 29% interest. Buyer: Christian R. Caggiano (50%), KOGAF Enterprises Inc. (40%) and Tahlman Krumm (10%). Caggiano is former general manager of WBNS(FM) Columbus, Ohio. Krumm is Columbus public relations consultant. KOGAF Enterprises is subsidiary of Kokomo Gas and Fuel Co. James E. Hardy is president. None have other broadcast interests. (BALH-820312FG). Action May 5.

■ WIZO(AM) Franklin, Tenn. (1380 khz, 5 kw-D)—Granted assignment of license from Harpheth 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, May 17). 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.

■ WCMG(AM) [CP] Lawrenceburg, Tenn. (1520 khz, 500 w-D)—Granted assignment of license from Bill G. Mize and Marshall W. Rowland to C.W. Radwon for \$22,389.62. Sellers own WQIK(FM) Jacksonville, Fla., and WIZY-AM-FM Gordon, Ga., and were granted CP for WCMG May 21, 1981 (BROADCASTING, June 8, 1981). Buyer is Lawrenceburg real estate broker and has no other broadcast interests. (BAP-820303GU). Action May 6.

■ KWMS(AM) Salt Lake City (1280 khz, 5 kw-D, 500 w-N)—Granted assignment of license from Granite District Radio Co. to Simmons Family Inc. for \$750,000. Seller is principally owned by Arthur P. Williams, president and principal owner of WFSH(AM) Valparaiso-Niceville, Fla., and KSHO-TV Las Vegas. Buyer is principally owned by Roy W. Simmons, president, and family who also owns KSFI(FM) Salt Lake City. (BAL-820302GJ). Action May 7.

■ WTIP(AM)-WTIO(FM) Charleston, W. Va. (AM: 1420 khz, 1 kw-D, 250 w-N; FM: 102.7 mhz, 50 kw, ant. 470 ft.)—Granted assignment of license from Chemical City Broadcasting Co. to Beasley Broadcasting of Charleston for \$1,425,000. Seller is principally owned by Gus Zaharis, president and general manager, who has no other broadcast interests. Buyer is Goldsboro, N.C.-based group owner of six AM's and five FM's principally owned by George Beasley, who last year sold WJNC(AM)-WRCM(FM) Jacksonville, N.C., for \$1,150,000 (BROADCASTING, Nov. 30, 1981). Beasley also bought, subject to FCC approval, WTSB(AM)-WGSS(FM) Lumberton, N.C. for \$980,000 (BROADCASTING, March 29). (BAL-820322HP). Action May 5.

## Facilities changes

### AM applications

#### Tendered

■ KUMU(AM) Honolulu—Seeks CP to increase D and N power to 10 kw. Ann. May 7.

■ WKBZ(AM) Muskegon, Mich.—Seeks CP to increase day power to 10 kw. Ann. May 11.

■ KYSS(AM) Missoula, Mont.—Seeks CP to change city of license to East Missoula, Mont.; change hours of operation to U by adding 1 kw-N and make changes in ant. sys. Ann. May 7.

■ KCNY(AM) San Marcos, Tex.—Seeks CP to



change hours of operation to U by adding 250 w-N. Ann. May 3.

#### Accepted

■ WPIK(AM) Flomaton, Ala.—Seeks modification of CP (BP-810518AM) to change from DA to non-DA. Ann. May 6.

■ KRSA(AM) Petersburg, Alaska—Seeks modification of CP (BP-800403AC) to change TL. Ann. May 13.

■ KWRM(AM) Corona, Calif.—Seeks modification of CP (BP-791018AD) to change ant. sys. (increase N pattern). Ann. May 5.

■ KIDX(AM) Billings, Mont.—Seeks CP to make changes in ant. sys.; change type of ant. and change TPO. Ann. May 14.

■ WGBB(AM) Freeport, N.Y.—Seeks CP to increase ant. height from 277 to 284 ft. by addition of lighting rods. Ann. May 3.

■ WKLM(AM) Wilmington, N.C.—Seeks modification of CP (BP-791031AA) to change TL. Ann. May 13.

■ WCHIA(AM) Chambersburg, Pa.—Seeks CP to change ant. sys. (increase lower height; AM radiation will be maintained at present level of 184 MV/KW). Ann. May 7.

■ WAJN(AM) Ashland City, Tenn.—Seeks MP of CP (BMP-811109AL) to change TL. Ann. May 7.

#### FM applications

##### Tendered

■ KTFI(FM) Tehachapi, Calif.—Seeks modification of CP (BPH-790808AD) to change TL; decrease ERP to 800 w; increase HAAT to 597 ft. and make changes in ant. sys. Ann. May 5.

■ WSMU-FM Starkville, Miss.—Seeks CP to change frequency to 88.5 mhz; change TL; change ERP to 3 kw; change HAAT to 281.5 ft. and make changes in ant. sys. Ann. May 7.

■ KQNM(FM) Gallup, N.M.—Seeks CP to change ERP to 61.5 kw; change HAAT to 162.4 ft. Ann. May 5.

■ KAZZ(FM) Sallisaw, Okla.—Seeks CP to change TL; change ERP to 1,050 kw; change HAAT to 462 ft.; change type trans. and make changes to ant. sys. Ann. May 3.

■ WIKZ(FM) Chambersburg, Pa.—Seeks CP to increase HAAT to 450 ft. Ann. May 7.

■ \* KVLU(FM) Beaumont, Tex.—Seeks CP to change frequency to 90.5 mhz; increase ERP to 100 kw; change HAAT to 450 ft. and make changes in ant. sys. Ann. May 5.

##### Accepted

■ KOWN-FM Escondido, Calif.—Seeks CP to change TL; change type trans.; change ERP to 170 w; decrease HAAT to 1024 ft. and change TPO. Ann. May 7.

■ KUDE(FM) Oceanside, Calif.—Seeks CP to make changes in ant. sys.; change TL. Ann. May 5.

■ KIITN(FM) Placerville, Calif.—Seeks modification of CP (BPH-780831AJ, as mod.) to change SL. Ann. May 5.

■ KIHK(FM) Davenport, Iowa—Seeks CP to increase HAAT to 1220 ft. Ann. May 7.

■ WQMV(FM) Vicksburgs, Miss.—Seeks CP to make changes in ant. sys.; change TL; change SL & RC; change type trans.; change type ant.; increase ERP to 100 kw; increase HAAT to 473.7 ft.; and change TPO. Ann. May 7.

■ \* KNPR(FM) Las Vegas—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; relocate SL and RC and change TPO. Ann. May 5.

■ WNUF(FM) New Kensington, Pa.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant. and change TPO. Ann. May 5.

■ \* KAZI(FM) Austin, Tex.—Seeks modification of CP (BPED-2119, as mod.) to change SL and RC. Ann. May 4.

■ KRLB-FM Lubbock, Tex.—Seeks CP to make changes in ant. sys.; change TL; change type trans.; utilize present trans. as aux.; change type ant.; increase ERP to 100 kw; decrease HAAT to 589 ft. and change TPO. Ann. May 4.

■ KOSY-FM Texarkana, Tex.—Seeks CP to increase ERP to 70.22 kw; decrease HAAT to 235 ft.; and

change TPO. Ann. May 7.

#### Amended

■ \* WYEP-FM Pittsburgh, Pa.—Seeks to change TL; change ERP to 18.16 kw; change HAAT to 388 ft.; change transmission line length; change TPO and make changes in ant. sys. Ann. May 3.

#### TV applications

##### Accepted

■ KTXL(TV) Sacramento, Calif.—Seeks CP to change ERP to 5,000 kw vis., 500 kw aur.; change trans.; and make changes to ant. sys. Ann. May 4.

■ WNNE(TV) Hanover, N.H.—Seeks MP (BPCT-781113KF, as mod.) to change ERP to 2,240 kw vis., 224 kw aur., and change transmission line. Ann. May 6.

■ WWHT(TV) Newark, N.J.—Seeks CP to change ERP to 2,667 kw vis., 266.7 kw aur., and change TL. Ann. May 4.

■ WSNL-TV Smithtown, N.Y.—Seeks CP to change TL. Ann. May 4.

■ WNNE(TV) Hartford, Vt.—Seeks MP (BPCT-820415KP, as mod.) to change ERP to 2,240 kw vis., 224 kw aur., and change transmission line. Ann. May 4.

#### AM actions

■ KUUK(AM) Wickenburg, Ariz.—Returned application for CP to change power from 500 w to 1 kw; and redescribe TL. Action April 28.

■ WPRY(AM) Perry, Fla.—Granted CP to increase height of tower to accommodate side-mounted FM ant. Action April 23.

■ WAIN(AM) Columbia, Ky.—Granted CP to change ant. sys. and change TL. Action April 23.

■ KROI(AM) Sparks, Nev.—Granted MP of CP (BP-791221AE) to modify nighttime standard pattern. Action April 29.

■ WPTN(AM) Cookeville, Tenn.—Granted CP to change ant. sys. and increase tower to 93 ft. Action April 23.

■ KNET(AM) Palestine, Tex.—Granted CP to change ant. sys. Action April 23.

■ KAWS(AM) Hemphill, Tex.—Granted CP to change hours of operation to U by adding 250 w-N; change frequency from 1530 to 1240 khz and make changes in ant. sys. Action April 30.

#### FM actions

■ KJAZ(FM) Alameda, Calif.—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; change ERP to 1.78 kw; change HAAT to 397 ft. and change TPO. Action April 29.

■ WFYR(FM) Chicago—Granted CP to increase aux. ERP to 17 kw; and change TPO (for aux. purposes only). Action April 29.

■ \* WKOC(FM) Kankakee, Ill.—Granted CP to change ERP to 421 w; change HAAT to 101 ft.; change type trans. and change TPO. Action April 29.

■ WHFU(FM) Pinconning, Mich.—Granted modification of CP (BPH-800715AC, as mod.) to change SL (outside city limits). Action April 29.

■ WPAT-FM Patterson, N.J.—Granted modification of CP (BPH-10,802 as mod.) to change type trans.; change type ant.; increase ERP to 5.37 kw; increase HAAT to 1,418 ft. and change TPO. Action April 29.

■ KKTU(FM) Albuquerque, N.M.—Dismissed CP to change frequency from 91.5 to 103.3 mhz; and change SL/RC. Action April 28.

■ WUWU(FM) Wethersfield, N.Y.—Granted CP to make changes in ant. sys.; change SL and RC; change type ant.; decrease ERP to 10 kw; increase HAAT to 800 ft. and change TPO. Action April 30.

■ \* WKSU-FM Kent, Ohio—Granted CP to make changes in ant. sys.; decrease HAAT to 387.1 ft. and change TPO. Action April 28.

■ KMMM(FM) Muskogee, Okla.—Granted CP to change TL; increase HAAT to 1005 ft.; change type transmitter and make changes in ant. sys. Action April 28.

■ \* KTEQ(FM) Rapid City, S.D.—Granted CP to change frequency to 91.3 mhz.; change ERP to 710 w; change HAAT to 235 ft. Action April 28.

■ WGSQ(FM) Cookeville, Tenn.—Granted CP to change type ant.; increase HAAT to 300 ft. and change

TPO. Action April 29.

■ \* WPLN(FM) Nashville, Tenn.—Granted CP to change TL; change ERP to 80 kw; change HAAT to 1132 ft.; change type trans. and make changes in ant. sys. Action April 23.

■ KYYK(FM) Palestine, Tex.—Granted modification of CP (BPH-820125AB) to change TL, SL and RC. Action April 30.

■ KBUC-FM San Antonio, Tex.—Granted CP to change TL; increase HAAT to 1472 ft.; change type trans., and make changes in ant. sys. Action April 22.

■ \* KUBS(FM) Newport, Wash.—Granted CP to change TL; increase ERP to 150 w(H); change HAAT to minus 538 ft. (H) Action April 28.

■ \* KTOY(FM) Tacoma, Wash.—Granted CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; change ERP to 7.93 kw; increase HAAT to 553 ft. (H&V) and change TPO. Action April 29.

#### TV actions

■ WIBM-TV Meridian, Miss.—Granted MP (BPCT-811224KF) to change ERP to 89.1 kw vis., 8.9 kw aur.; change TL/SL; change trans. and make changes in ant. sys. Action April 22.

■ WSFJ(TV) Newark, Ohio—Granted MP (BPCT-811026KE) to change studio location. Action April 29.

■ WSJN-TV San Juan, P.R.—Granted MP (BPCT-801021KE) to change TL. Action April 26.

■ \* KCKA(TV) Centralia, Wash.—Granted MP (BPET-790725KE) to change ERP to 535.8 kw vis., 64.3 kw aur.; change trans.; change TL; and make changes to ant. sys. Action May 7.

## In contest

#### Designated for hearing

■ Portland, Ore.—new TV (ch. 40)—Competing applications of Cascade Video of Oregon Ltd., TS-3 Communications Inc., Portland Television Associates Ltd., Vinco Communications Inc., and Allied Broadcasting Corp. To determine availability of proposed transmitter sites of each applicant; whether tower height and location proposals of TS-3, Portland Television and Allied Broadcasting would constitute hazard to air navigation; whether Vinco and Allied are financially qualified, which of proposals would provide best public service and which should be granted (BC Docket Nos. 82-254-258). Action May 6.

#### FCC actions

■ Broadcast Bureau Chief granted La Follette Broadcasters Inc. CP for new AM at La Follette, Tenn., and denied two petitions seeking to block award. Petitioners claimed applicant's proposed contours would cause harmful overlap and that it made misrepresentations regarding deal to acquire antenna sight. Bureau found claims unsubstantiated. Adopted April 29, released May 4.

■ ALJ John H. Conlin granted North Carolina Radio Service CP for new FM at Elizabeth City, N.C., and denied competing applicant and dismissed another at its own request. ALJ found NCRS superior on integration of ownership with management grounds. NCRS is owned by James R. Bond Jr. (51%) and Lillian P. Gilliken (49%). Bond is Washington, D.C., broadcasting financial consultant. Gilliken is former technician at WREG-TV Memphis. Neither has other broadcast interests. Decision becomes effective 50 days after its release unless appeal is filed within 30 days or FCC reviews case on own motion. Issued May 10, released May 14.

■ FCC affirmed Jan. 15 Broadcast Bureau action allowing WDWQ(FM) St. George, S.C., modification of its facilities to move its transmitter site and make other minor changes. Action May 13.

■ FCC issued further rulemaking notice proposing specific rules to alleviate interference problem caused by some noncommercial FM's to reception of TV stations operating on ch. 6 in same vicinity. Action May 13.

#### Cable actions

■ Colorado (The Centennial Fund)—Granted to limited extent request by The Centennial Fund for

waiver of rules regarding cable television cross-ownership. Action April 29.

■ Kingsport, Tenn. (Holston Valley Broadcasting Corporation [WKPT-TV])—Denied petition by Holston Valley licensee of WKPT-TV Kingsport, Tenn., seeking network nonduplication protection against several significantly viewed TV stations carried by various cable TV systems within Bristol, Va., and Kingsport-Johnson City, Tenn., markets. Action April 29.

■ Peoria, Ill. (General Electric Cablevision Corp.)—Denied petition by General Electric seeking waiver of rule which prevents company from paying City of Peoria more than 3% franchise fee for remaining five years of its original 20 year franchise. Action April 20.

## Allocations

### Petitions

■ Carroll, Iowa—In response to petition by Michael D. Pauley: Proposed assigning ch. 30 to Carroll as its first commercial TV; comments due June 17, replies July 2 (BC Doc. 82-252). Action May 4.

■ Martin and Salyersville, Ky.—Denied petition by Licking Valley Radio Corp. for reconsideration of order denying reassignment of 100.1 mhz from Martin to Salyersville (BC Doc. 81-411). Action May 5.

■ Seabrook, Tex.—In response to petition by The

Spanish Aural Services Co.: Proposed assigning 92.1 mhz to Seabrook as its first FM; comments due June 24, replies July 9 (BC Doc. 82-253). Action May 5.

## Other

■ FCC granted partial reconsideration of its April 17, 1981 decision reallocating 130 mhz of radio spectrum on 10.55-10.68 mhz band for digital termination systems and associated point-to-point links. Action May 13.

■ FCC began inquiry looking toward amending its rules in preparation for national implementation of final acts of 1979 World Administrative Radio Conference. Action May 13.

■ FCC issued second in series of notices inviting public comments that will contribute to development of U.S. proposals for space services conference scheduled for July 1985 and Sept. 1987.

■ FCC redesignated two pairs of Business Radio Service frequencies in 450-470 mhz band, assigned on itinerant basis, for general use in Detroit area. Action May 13.

■ Granted to limited extent joint request by American Broadcasting Companies Inc., and National Broadcasting Company Inc., and extended to June 1 time to file comments in matter of American Telephone and Telegraph Company revision to tariff FCC Nos. 258 and 260, and establishment of tariff FCC No. 269 for Series 7000 Terrestrial Television Transmission Services (BC Docket No. 81-351). Action May 7.

## 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

## Call letters

### Applications

| Call                 | Sought by                                       |
|----------------------|-------------------------------------------------|
| <b>New FM's</b>      |                                                 |
| WLFI                 | Evangel Christian School Inc., Greenville, S.C. |
| KBMI                 | Grant Communications Group Inc., Roma, Tex.     |
| <b>Existing AM's</b> |                                                 |
| WZTN                 | WABT Montgomery, Ala.                           |
| KGTL                 | KCNL Homer, Alaska                              |
| KVVA                 | KIFN Phoenix                                    |
| WAFX                 | WLYV Fort Wayne, Ind.                           |
| KXRK                 | KWNT Davenport, Iowa                            |
| WKZY                 | WQTK St. Johns, Mich.                           |
| KGIM                 | KDBQ Aberdeen, S.D.                             |
| <b>Existing FM's</b> |                                                 |
| WDND                 | WLMT Wilmington, Ill.                           |
| WCXI-FM              | WTWR Detroit                                    |
| WQLS                 | WLCY Cleveland, Tenn.                           |

### Grants

| Call                 | Assigned to                                              |
|----------------------|----------------------------------------------------------|
| <b>New FM's</b>      |                                                          |
| KUAR                 | University of Alaska, Little Rock, Alaska                |
| KSCA                 | University of Southern California, Santa Barbara, Calif. |
| KSYV                 | Pacific Coast Broadcasting Inc., Solvang, Calif.         |
| WMPR                 | J.C. Maxwell Broadcasting Group Inc., Jackson, Miss.     |
| <b>New TV's</b>      |                                                          |
| WBSP                 | Big Sun Television Inc., Ocala, Fla.                     |
| KIDY                 | Sage Broadcasting Corp., San Angelo, Tex.                |
| <b>Existing AM's</b> |                                                          |
| WWAX                 | WMOB Mobile, Ala.                                        |
| WBSC                 | WMKE Milwaukee                                           |
| <b>Existing FM's</b> |                                                          |
| WAPP                 | WTFM Lake Success, N.Y.                                  |
| WCAD                 | WKVM-FM San Juan, P.R.                                   |
| KMIO-FM              | KBGG-FM Merkel, Tex.                                     |
| WVTF                 | WVWR-FM Roanoke, Va.                                     |
| WBSC-FM              | WBSC Milwaukee                                           |

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## RADIO

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**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.

**Local Sales Manager.** Wanted: strong, hardworking sales pro/administrator from medium to small market who wants to move up to regional Northeastern station grossing \$1-1.5 million. Send resume & salary requirements to Marguerite Findra, Greater Media, 197 Highway 18, East Brunswick, NJ 08816, or call 201-247-6161.

**Media Specialist** for KGLT Radio, a student-owned and operated radio station. \$1,250.75 p/mo. Responsible for administration, station development, and personnel management. Knowledge of non-commercial broadcasting and all FCC regulations. For more information and to apply, contact MSU Personnel Services, Rm 9, Montana Hall, Bozeman, MT 59717, before 5:00 p.m. June 2, 1982. MSU is an Affirmative Action-Equal Opportunity Employer.

**General Manager** for AM-FM in Minocqua, Wisconsin, state's premier resort/vacation area. Applicant must be community service and promotion oriented, with a proven record of achievement in radio sales, adult programing and financial management. Lakeland Broadcasting, Inc., P.O. Box 628, Fond-Du-Lac, WI 54935.

**Station Manager** for AM-FM, Rocky Mountain market. Must have leadership and strong sales ability. Great opportunity with group organization. EOE. Write Box A-156.

**Exceptionally strong General Manager** for all news CNN2 10 KW daytime serving Monterey Bay market, California. Must be local sales-oriented with capacity to oversee station's promotional, programing, technical, financial and FCC compliance operations. Base salary plus incentives. Possible investment opportunity. Resume to KMFO, 519 Capitola Ave., Capitola, CA 95010.

**Account Executive** — the only station in the county. We are looking for a take-charge salesperson who can manage. This is a small market and the owner wants to hire his replacement. If you can sell, want to live in Montana, we offer salary plus commission, No. 1 rated ARB full time AM that has its programing and sales act together, and soon FM. A great staff, good ownership background. Send your complete resume with documented salary history to P.O. Box 2601, Missoula, MT 59806. EOE. Since you will ultimately be held responsible for the station's performance, candidates must be confident that they have the necessary skills and abilities to qualify. If you fit the test, we will set up a personal interview so this move could be your last and most profitable.

**Development Director** for public radio stations WFPK/WFPL, Louisville, Kentucky. Coordinates all fund-raising activities, including on-air drives, direct mail campaigns, memberships, deferred giving programs, etc. Bachelor's degree in related field required. \$9,588.80 minimum. Submit resume and reference to Administrative Office, Louisville Free Public Library, 4th and York Streets, Louisville, KY 40203. Application deadline: 4:30 p.m., May 28, 1982.

**Radio Group Controller** - Immediate opening for person to develop and maintain proper financial and accounting standards, prepare timely and accurate financial reports, prepare budgets, hire and train financial staff and administer internal control reviews and audits. Position requires 30-40% travel. Four year accounting degree and four years related experience required. Send resume to Corporate Personnel Department, Capitol Broadcasting Company, P.O. Box 12000, Raleigh, N.C. 27605-2000. EOE/MF

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**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 Schmiedding, 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.

**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.

**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.

**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, WDFW, Box 10,000, Marion, OH 43302. EOE.

**Aggressive Salesperson.** At least two years' experience in sales. If you're ready to move up and want the most for your career, come to Arizona. Draw against commission. Call Don, 602-459-1470.

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**Experienced professional needed** to sell the number one station in Florida's best market. Retail and agency background preferred. Excellent compensation plan. Send resume, salary requirements, and references to Sales Manager, P.O. Box Q-102, Daytona Beach, FL 32015. E.E.O.

### HELP WANTED ANNOUNCERS

**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.

**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.

**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.

**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: 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.

**Leading Midwest C&W station** is accepting applications for possible future openings for disc jockey, 7 p.m. to midnight, plus production. Minimum 5 years' experience. Send resume and salary requirements to Box A-167. AA/EOE.

**Country Jock** for mature, powerful, small market station in competitive Oregon market. Live audition required. EOE. Nell, 503-882-8833.

**Talk. Talk. Talk.** We want an exciting, unique and witty telephone talk show host, with personality. We're a top-rated, major market station with an unusual talk format. Send resume to Box A-157. EOE.

**Are you bright,** tight, intelligent and have wit with class? If you've got a voice too, send a tape and resume. We're WMMW, 21 Colony St., Meriden, CT 06450. An EOE.

### HELP WANTED TECHNICAL

**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.

**Chief Engineer** for KRBD-FM, a community-based public radio station. Must maintain transmitter, audio production equipment, RPU, translators and remote recording equipment. First Class FCC License and 3 years engineering broadcasting experience necessary. Ketchikan is Alaska's "Gateway" and 4th largest city whose major industries are fishing, logging and tourism. This is a small community with a very rainy climate. Salary begins \$24,000 DOE and good benefits. Send resume and references to: Bruce Theriault, General Manager, KRBD, 716 Totem Way, Ketchikan, AK 99901. KRBD is an equal opportunity, affirmative action employer. Position open until filled.

**Chief Engineer needed** for Midwest daytime AM, fulltime FM (automated). Need good studio and transmitter maintenance person. Control 16 automation system has just been installed. Send resume and salary expectations to Box A-158. EOE. We encourage applications from women and minorities.

### HELP WANTED NEWS

**Upper Midwest powerhouse** needs quality morning anchor. Strong delivery. Writing and reporting skills. Minimum 5 years' experience. Starting: \$25,000. Write Box A-86.

**We hate blind ads, too.** But, we need the best writers and anchors and this is the best way to do it short of casting calls. Major radio network. Long established and respected news operation. Send aircheck cassette and writing samples and tell us about yourself and your experience. 11 Waverly Place, Suite 3B, New York, NY 10003.

**News Director** and newsmen sought for Midwest broadcast chain that is expanding rapidly. Investigative reporting skills, one-to-one conversational delivery. We want people who need only to be told once how the job is done. Our staffers respond to good pay, benefits and security with consistent quality performance! Send resume, tape, writing samples and salary history to Greater Muskegon Broadcasters, 506 Muskegon Federal Savings Building, Muskegon, MI 49440.

**News Dir** for NBC/MBS AM/FM in scenic southeast Ohio University City. Experience necessary. WATH/WXTQ, Box C, Athens, OH 45701.



## 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.

**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.

**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 programing 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

**Program Director.** The University of Houston System is seeking a Program Director for KUHF-FM Radio. The position will formulate and execute a balanced broadcast schedule; supervise the production, broadcast, and promotion of radio programs; supervise all production personnel; and review program compliance with station and FCC policies. Requirements include a bachelor's degree and demonstrated station experience in programing, operations, on-air broadcasting. Salary commensurate with qualifications. Send resume to Judy Jankowski, General Manager, KUHF-FM Radio, University of Houston System, 4600 Gulf Freeway, Suite 500, Houston, TX 77023. Equal Opportunity Employer.

## SITUATIONS WANTED MANAGEMENT

**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.

**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.

**Station Manager.** Sales manager a consideration. Small-medium market. Presently sales manager. All locations considered. Write Box A-127.

**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.

**Top 20 market GSM** seeks medium market GM or arge market GM, GSM position. Solid background, references. Box 680781, Miami, FL 33168.

**Experienced General Manager** — Sales Manager ready to return to radio after selling other business. 25 years in management. I know radio; strong on public relations. PO. Box 372, Jonesville, VA 24263. 703—346-2260.

**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.

**Radio Station Manager** displaced by station sale. Experienced in administration, sales and programing. Can supervise all phases of operation, or as much as your system requires. Can show ability to turn around losing property, and provide solid references. Prefer small to medium market. West or Midwest. Charles Brogan, 402—362-6509.

**Small medium market GM.** Experienced all phases. Track record. Best references. Write Box A-179.

**How many times** have you checked out an ad in Broadcasting & it led you nowhere or you hired the guy & it turned out to be a big mistake? Well, here is your chance to employ someone who specializes in turn around situations. If your billing is on the low side, take a chance, give me a call. I can change that. I am currently managing a station and want only small market in the Northwest. Give me a call—it doesn't cost much to talk. 602—459-0948.

**General Manager available.** Proven background in all levels of sales, programing, administrative and community relations. Ability to rebuild and maintain in a competitive market. Desirable age, family man seeking an opportunity in top 100. Reply to Box A-182.

**General Manager, 35.** Thirteen years' experience includes sales, cost control, programing, engineering. Excellent references. People-oriented. Prefer East or Midwest. Ronald Miller, 219—879-8201.

## SITUATIONS WANTED SALES

**Account Executive,** 4 years exp., RAB/Welsh trained, seeks radio challenge in the Md., D.C., Virginia area. Excellent ref. Call John, 301—469-5980.

## SITUATIONS WANTED ANNOUNCERS

**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.

**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.

**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.

**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.

**Pleasant Sound & personality.** Any format. Single. K. David Lake, 3957 A N. 62, Milwaukee, WI 53216. 414—462-6638.

**Experienced, creative professional.** Eight years, excellent production, air talent, B.A. degree, management background. Copywriter, producer, news. Knowledgeable, enthusiastic, dedicated professional. Write Box A-174.

**Major market morning team** looking. Top 20 markets inquire at 713—465-0750. Album/CHR.

**Wait till you hear** my play-by-play. Sports director, good on-board, 3 years' experience. Write Box A-159.

**Still looking.** Announcer/Sportscaster. 5½ years' experience, know A/C format. West Coast, southern Rockies preferred. Anytime 303—651-3549.

**9 years' experience.** PD, MD, copywriting, MOR, E.Z. Married. Prefer Carolinas, Virginia, Maine, Pa. Geoff Stellpflug, Box 61, Millfin PA 17058. 717—436-8809.

**Experienced telephone-talk host,** animated, sincere, opinionated with good sense of humor. Call Frank, 617—758-2347.

**Experienced, dependable announcer,** mature voice, Midwest preferred. A/C or Country. Dave, 715—538-4939, after 2 p.m.

**Attention Florida,** small/medium market. Contemporary, Top-40. Personality. 5 years' experience. Solid references, dependable. Let's talk. Call 305—721-0582.

**Announcer/Salesman.** Can sell on-air and off. DJ—I'm up. Sports—I'm exciting. Intelligent, with looks and personality. J. Howard, 212—371-2356.

**Experienced announcer seeking** air shift (nights preferred) in northern Illinois, southern Wisconsin! Sales experience too! Call after 4:30 p.m., 312—587-5635; write David DePauw, 35537 Tami Ln, Ingerside, IL 60041.

**Multi-talented-sportscaster,** DJ (all formats), engineer, looking for work in SE PA, NJ, Delaware, Long Island, Baltimore, Washington, D.C. B.A. in Communications, experience. My break is your break. Mitch, 280 North Bowman Ave., Merion, PA 19066. 215—664-7644.

## SITUATIONS WANTED TECHNICAL

**Available shortterm employment** - transmitter studio installations, equipment rebuilds, proofs, fill-ins, troubleshooting, applications. Shoupe, 717—249-6584.

## SITUATIONS WANTED NEWS

**Health Reporter.** Research shows medical reporting is a must. I have the experience, knowledge and talent to make the beat come alive for your major market station. Box A-96.

**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.

**Career-minded professional** looking for right opportunity. Award-winning communicator with six years experience in writing, digging, and reporting news. Self-starter with News Director exp. Terry, 215—777-5515.

**Young black female** radio reporter with extensive broadcast experience seeks employment in medium or major market. Tape and resume available. Reply to Martina Gifford, 313—868-1435 or 1952 Atkinson, Detroit, MI 48206.

**If King's the best,** I'm coming back. Progressive brain atrophy after seven years of news anchoring. Extensive major market talk experience. Not cheap. Dennis, mornings: 614—486-1037.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Off-beat character** with bizarre sense of humor will write for humorous features, commercials, and reviews. Call or write: Gene Kuterbach, 640 Sylvan Drive, Stowe, PA 19464. 215—323-3787.

**Going big band?** Experienced programer with high quality Big Band library. Let's talk about it. Box A-163.

**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.

**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.

**Director of Broadcasting**, Responsible to the GM for directing and supervising program, production and engineering personnel and activities. Must be well-organized TV broadcast operations manager and programmer with minimum of two years' experience in each of the following: TV producing and directing, programming and TV operations management including budget development and control. Effective marketing of production services is a key responsibility. Qualified candidates send complete resume and salary requirements to Box A-165. An Equal Opportunity Employer.

**Local Sales Manager**—Small market in Rockies/Sunbelt. New ownership with excellent upward potential. All applications considered. KIVA-TV, Farmington, NM 87401. 505—326-1141.

**Director of Advertising and Promotion** is needed by independent in top 5 market. Strong on-air and creative print experience required. Comprehensive benefit package. Send resume to: P.O. Box 435, Midtown Station, New York, NY 10018. EOE, M/F/H/Vets.

**Director of marketing-development**. Growing PTV station needs marketing and development head to direct and supervise subscriptions, auction, program underwriting, and public information departments. Thorough knowledge, track record and management experience in public TV fundraising required. Send complete resume and salary requirements in confidence to President; WNIN-TV-FM, 9201 Petersburg Road, Evansville, IN 47711. An Equal Opportunity Employer.

**Manager**—new station. First independent in 63rd market seeks sales/programming oriented manager with UAF and independent experience. Responsibility—all phases of organization, sign-on and operation of station. Independence Broadcasting Corp., 111 3rd St., Des Moines, IA 50309. 515—244-3197.

**Director-Program Fund**. The Corporation for Public Broadcasting (CPB) seeks individual to fill the position of Director of the Program Fund, who reports to the President of CPB and is responsible for the establishment of methods and procedures for the financing of public TV programs under broad policy guidelines established by the CPB Board of Directors. The procedures will incorporate a comprehensive review and evaluation process, including the use of expert panels as a means of awarding funds. The approved budget for the Program Fund in fiscal year 1983 is \$18.1 million. The successful candidate will have proven leadership and accomplishments at a high-executive level, an orientation toward public service and demonstrated ability and experience to stimulate TV programs of high quality, diversity, creativity, excellence and innovation. Must be sensitive to the needs and interests of minorities and women, as well as other underserved audiences. Salary range: \$55,000-\$66,000. Please return applications and/or nominations no later than June 11, 1982: Harvey G. Dickinson, Vice President/Controller, Corporation for Public Broadcasting, 1111 16th Street, N.W., Washington, DC 20036. Equal Opportunity Employer-M/F/H/V.

## HELP WANTED SALES

**Established and reputable account executive** needed to handle active account list with our professional, growing organization. You will have the best of both worlds by living in New England, and dealing with a cream of the crop account list consisting of banks, corporations, and local agencies. You must be experienced. You must be creative, innovative and aggressive. Contact: Paul Hatin, Sales Manager, WNE-TV, Box 906, White River Junction, VT 05001. 802—295-3100.

**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.

## 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.

**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 2B, 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.

**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.

**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.

**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.

**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.

**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 Engineers:** For one of L.A.'s largest & fastest growing post production companies. We're now ready to expand with studios, earth station, etc., & offer excellent salary, benefits, exciting growth potential, & more. If you're interested & qualified (experience with Rank Telecine, CMX, type "C" VTR and/or DVE, send resume to Box W-78.

**Hands-On VHF Chief**—Proficient in areas of: RF, Digital, Ampex Quad, RCA Telecine, BVU, Vidifont. Two year old ABC affiliate with new owners undergoing upgrade. Eastern Shore market adjacent to summer resort. Offering \$30-35,000. Resume and references to: Frank Pilgrim, General Manager, P.O. Box 321, Salisbury, MD 21801. AA, EOE/MF.

**Engineer: Language dubbing** post-production company, Miami area, seeking experienced technician to interface, maintain and repair 1", 3/4", 1/2" Video multi-track audio and Telecine equipment. Send resume and salary requirements to: Sonic, 4106 Aurora Street, Coral Gables, FL 33146.

**Maintenance Technician**—Requires experience with ENG microwave truck, repairing Sony VCR and ENG cameras. Proper FCC documentation. Must join IBEW union. Qualified applicants contact: William Karpisek, Chief Engineer, KCRA-TV, 310 Tenth Street, Sacramento, CA 95814-0794. 916—325-3247. EOE, M/F.

**WOFL TV 35 in Orlando**, Florida, is seeking an experienced Maintenance Engineer. Immediate opening—First phone or equivalent. Salary negotiable. Apply to C.E., Box 5729, Orlando, FL 32855.

**Television Engineer.** CBS-TV affiliate seeks hands-on pro ready to take on supervisory responsibilities. Req: FCC lic., digital knowledge, background in operation and maintenance of UHF-TV. Exc. salary & benefits. Send resume or call C.E., KPWR-TV, 2831 Eye Street, Bakersfield, CA 93301. 805—327-7511.

**Assistant Chief**, transmitter and studio engineers needed for new NBC affiliate in the Gulf Coast region of Texas. Positions require 3 to 5 years of broadcast experience and FCC licensing. KAVU-TV Channel 25 offers competitive salaries and benefits. Please send resume and salary requirements to Harlan Mumme, Chief Engineer, KAVU-TV, 2710 Hospital Drive, Suite 106, Victoria, TX 77901. No phone calls. An Equal Opportunity Employer.

**Assistant Chief Engineer** needed for state-of-the-art broadcast facilities. Applicant must have extensive maintenance experience in AM/FM/TV/Microwave. In addition, be able to supervise and lead operating and maintenance engineers in daily operations and maintenance. Assistant Chief Engineer will report directly to Director of Engineering. Salary: D.O.E. Send resume to Walter Konetsko, Director of Engineering, WMBD TV/AM, WKZW-FM, 3131 N. University Street, Peoria, IL 61604. Equal Opportunity Employer, M/F.

**T.V. Studio Technician:** To maintain and repair existing television, radio and film studio equipment, and installation of new equipment. FCC General Class License desirable. Minimum requirements: Professional experience with video and audio equipment. References essential. Beginning date: July 1, 1982. Salary negotiable, excellent benefits. Send letters and resumes to: Dr. Steven Raucher, Chairperson, Communication Department, University of New Haven, 300 Orange Avenue, West Haven, CT 06516. Closing date for applications: June 11, 1982. An Affirmative Action. Equal Opportunity Employer.



## HELP WANTED TECHNICAL CONTINUED

**Maintenance Engineer**—Crew Chief TV, self-starter with five (5) years TV engineering broadcast experience, FCC General license, Associate's degree or equivalent. Responsibilities include maintenance repair and quality control of TV and transmission systems. Salary wage \$20,275 to \$24,330. Send resume to R.I. Public Telecommunications Authority, 24 Mason Street, Providence, R.I. 02903. Attention: Chief Engineer. Equal Opportunity/Affirmative Action Employer.

**Midwest videotape production** facility is seeking chief engineer well-versed in set-up, maintenance, trouble-shooting and repair of 1" type "C" VTR's; 2" Ampex VTR's; CMX editing systems, Vital "Squeezezoom"; broadcast cameras and audio systems. Minimum 5 years' experience with one year supervisory experience preferred. Excellent benefits with progressive, expanding company. Send resume and salary requirements to: Telematrix Videotape Productions, 5635 W. 80th Street, Indianapolis, IN 46278.

## 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.

**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.

**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.** News leader 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.

**Eleven PM Producer**—for progressive, fast-growing station in a top fifties market. Must know how to write with imagination and flair. A willingness to be innovative is also essential. We are not looking for just a show stacker, but a creative news person who wants to grow with an excellent broadcast group. Please send resumes to Box A-166.

**Small market TV News Director,** KMOT-TV, Minot, N. Dak. Group station. Experience necessary. Equal opportunity employer. Send tape and resume. Also, TV news reporter at KMOT-TV, Minot. Experience preferred. Equal opportunity employer. Contact: Dennis Neumann, Meyer Broadcasting Co., 200½ N. 4th St., Bismarck, ND 58501.

**TV news reporter.** General assignment. Self-starter. We're looking for person who can contribute ideas and style to a winning news operation in northern Illinois. Southern Wisconsin. Job open now. Tape and resume to Jack Keefe, News Director, WIFR-TV, Box 123, Rockford, IL 61105. Equal Opportunity Employer.

**Reporter/Weather Anchor**—Must be able to prepare and deliver a comprehensive weathercast; and function as general assignment reporter. Prior experience and knowledge of latest electronic equipment preferred. Tape and resume only to: A. Brigham, WIXT-TV, Shoppingtown Mall, Syracuse, NY 13214. EOE.

**Producer** for one of America's finest broadcast news operations. Mid-sized market with major-market standards. We push for excellence, and provide the tools (DC bureau, satellite, chopper, time, encouragement). Looking for strong journalist, writer, leader, organizer with at least a year's producing experience. Resume and references to Box A-155. EOE.

**Weatherperson:** Group-owned CBS affiliate in top 100 Midwest market seeks warm, authoritative primary weather anchor (prefer meteorologist) with proven communications skills. Excellent benefits and opportunity for career growth within group. Send resume and air check to Bruce Childs, WANE-TV, 2915 West State, Fort Wayne IN 46808. EEO/M-F.

**Assignment Editor.** Solid news background and creative production sense are musts. Help direct highly competitive staff of 30. Send resume to News Director, WBRC-TV, Box 6, Birmingham, AL 35201. We are an equal opportunity employer.

**Northeast medium market network affiliate** needs producer/reporter. Applicants should have degree in broadcast journalism or related field, and experience in reporting and newscast production. People skills and good news judgement a must. Resumes to Box A-169. An Equal Opportunity Employer.

**Television programming co-host** and field reporter for highly successful early morning program, 6-7 AM, preceding "Today". Need versatile person who can ad lib, interview, produce field pieces on any topic imaginable. Studio & on-location reporting. Only dependable early-risers who can handle challenging position need apply. Send resume to Box A-170. Southeast net affiliate, no. 1 in market. EOE/AA.

**News Producer** for Wichita's leading and most honored station. Must have demonstrably outstanding organizational writing and interpersonal skills. Minimum one year's experience as commercial TV newscast producer. College degree req'd. We're serious-minded journalists learning together and working together to accomplish great things. If you'd like to join us, send tape, resume and references to Robert Cohen, Exec. N.D., KAKE-TV, P.O. Box 10, Wichita, KS 67201. No calls, please. EOE.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Experienced, creative T.V. 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.

**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 Avenue, Dayton, OH 45439. An equal opportunity employer.

**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.

**Associate Producer/Television host**—Produces and hosts local television programs and series for KVCR-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.

**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, PO Box 1263, Buffalo, NY 14240. 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.

**Producer to oversee a new** and imaginative science series for KTCA-TV, the Minneapolis/St. Paul PBS station. Job requires ability to produce a studio-based production with intelligence, style and popular appeal. Job requires minimum 5 years show production experience. Competitive salary. If you are capable of creating a major new series that is both entertaining and informative, apply to: Gerald Richman, Executive Producer, KTCA-TV, 1640 Como Ave., St. Paul, MN 55108. Videotape must accompany application. An EEO/AA employer.

**Television Technician,** University of Florida. Requires high school and two years television broadcast experience, completion of electronic technical school, or a combination of education and experience. Experience must include videotape/camera control. VTR editing preferred. Salary: \$12,235.68 to \$14,177.52, commensurate with experience. Send complete resume to Central Employment Center, 3rd floor Stadium, University of Florida, Gainesville, FL 32611, by 6-4-82. Request must refer to position identification number 21951 in order to guarantee consideration. Equal employment opportunity/affirmative action employer.

**Experienced Video tape editor.** We're looking for an experienced video-tape editor, familiar with CMX, Datatron, and other computer editors. Also familiar with Squeezezoom or Quantel. Send reel, resume and salary requirements to: Brandon Productions, 1696 Old Okeechobee Rd., Studio C, West Palm Beach, FL 33409 E.O.E.

**Field Producer** for sophisticated public affairs magazine series airing on the Minneapolis/St. Paul PBS station. This job requires the ability to produce "back-of-the-book" videotape features with style, intelligence and wit. Not a beginner's position. Minimum 3 years field production experience and demonstrated ability to produce outstanding pieces is required. This job offers the chance to work with an extremely talented group of people on an award-winning series. Competitive salary. Videotape must accompany application. Apply to: Gerald Richman, Executive Producer, KTCA-TV, 1640 Como Ave., St. Paul, MN 55108. An EEO/AA employer.

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## HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**Production Manager:** Must have hands-on abilities for medium market station; news directing, commercial production. Write Box A-175.

**Scenic Carpenter.** WDIV, a Post-Newsweek station, has an opening in the graphics department for a scenic carpenter. Applicants must have finished carpentry skills, drafting and design skills, knowledge of material used in TV set construction, simple electrical wiring and painting experience and be able to specify materials and costs. Two years' experience in TV scenic design required. Send resume to: Merle Robinson, Personnel Manager, WDIV, 622 Lafayette Blvd., Detroit, MI 48231. An Equal Opportunity Employer.

**Promotion Manager.** Mississippi's number 1 station is looking for an innovative, creative promotion manager. Must be self-starter who is capable and experienced in on-air and sales promotion with knowledge of radio and print advertising. Send resume, tape and salary requirements to: Personnel Director, WLBT-TV, Box 1712, Jackson, MS 39205. (No phone calls, please). An Equal Opportunity Employer.

**Assignment Producer/Editor** for sophisticated public affairs magazine series airing on the Minneapolis/St. Paul PBS station. Duties include: story selection; editorial supervision; management of field production schedule. Individual must have minimum 5 years field production experience and must be able to oversee both news oriented stories and inventive features. The job requires high creativity and solid journalistic skills. Competitive salary. This is an opportunity to have major responsibilities in an award-winning series. Videotape must accompany application. Apply to: Gerald Richman, Executive Producer, KTCA-TV, 1640 Como Ave., St. Paul, MN 55108. An EEO/AA employer.

**Experienced on-air Director**—WGAL-TV is looking for a person with news and program directing experience and knowledge of all studio production. Copy writing, editing and ENG photography is preferred. College degree preferred. Qualified applicants write to: Marijane Landis, WGAL-TV, P.O. Box 7127, Lancaster, PA 17604. An equal opportunity employer.

**KUAC-TV, Fairbanks, Alaska,** needs a producer/director. With a starting salary of \$30,285, we aren't looking for beginners. We're small, so versatility is a plus. Catch the excitement of life on the last frontier. Applications should be sent to: KUAC-TV, University of Alaska, Fairbanks, AK 99701 and postmarked by June 4, 1982. The University of Alaska is an EEO/AA employer and educational institution. Your application for employment may be subject to public disclosure if you are selected as a finalist.

**Assistant Operations Supervisor** for PTV and radio; minimum \$13,832. Call Bob Mathews, 614-594-5662.

**Producer/Director.** Search reopened. Aggressive PTV station with expanding production facility seeks producer/director with strong writing skills and proven ability in a wide variety of public affairs, cultural, and environmental topics. Will also work with outside clients. Film and EFP experience necessary. Multi-camera studio skills desirable. \$15,000-\$20,000, plus generous benefit package. Call Ken Barthelman, 316-838-3090, or write KPTS, Box 288, Wichita, KS 67201. May 31 close. EOE/AA.

**Videographer for KTCA-TV,** the Minneapolis/St. Paul PBS station. Job requires the ability to shoot field pieces with great sensitivity, imagination and skill. Primary assignment is with sophisticated magazine program. This job offers a videographer of award-winning caliber the opportunity to do excellent, creative work with an extremely talented group of people. Minimum 3 years' experience required. Competitive salary. Videotape must accompany application. Apply to: Gary Gaal, KTCA-TV, 1640 Como Ave., St. Paul, MN 55108. An EEO/AA employer.

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## SITUATIONS WANTED ANNOUNCERS

**Spotscaster-Knowledgeable,** hardworking, eager. Prefer Northeastern locale. B.A. in Communications, experience. Mitch, 280 North Bowman Ave., Merion, PA 19066, 215-664-7644.

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## SITUATIONS WANTED NEWS

**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.

**Black male seeks** challenging reporter and/or news management position. Experienced and aggressive. 513-871-0867.

**Female sportscaster**-edit/report/anchor, plus one year sports production. Enthusiastic, willing to relocate anywhere. Write Box A-154.

**Aggressive young sportscaster** seeking small market sports anchor slot. Experience includes PBP for a Big 10 university, and major market production experience. Will relocate. Call Tony, 312-864-6549.

**Conscientious 9-year news** photographer/reporter seeks news photographer position. Also 16 and 35 MM film experience. TK-76 and Sony 1600 series camera and editor qualified. Request tape. Write Box A-178.

**Health and Science Producer/Reporter,** superb journalist, solid year's experience, willing to learn, relocate, Dr. Arn, 212-876-0905.

**Not just another pretty face.** Experienced radio news/sports reporter wants to make switch to television. If you want to sit down and talk sports (or news), write: PO. Box 2209, Chicago, IL 60690.

**Aggressive Investigative Reporter:** 3 years' experience, award-winner with management expertise seeks opening on investigative team. Write Box A-181.

**Professional radio news** reporter desires employment in cable television, commercial or public broadcasting. Resume and tape upon request. Write PO. Box 0065, Detroit, MI 48243. Ren Cen Station.

**Feature or mini-series** reporter/producer. Strong writer, dedicated, good with people. Print, radio, and Emmy-winning consumer show background. M.S. program, Boston University. Available July. Solid people a must; good fishing a plus. T.H., 617-536-0840.

**December 1981 Honor** graduate Southern Methodist University, speaking English, French, Spanish, fluently, knowledge of Italian, seeking job as beginning TV reporter. 212-744-3484.

**Hardworking Gal** with BA looking for entry level opportunity in ENG. Jan, 414-321-2283.

**Army Officer** who was at the Pentagon is now available for sports or news reporting position. I have over 3 years on-air experience. Call Jack, 914-783-4432.

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## 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.

**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.

**Promotion Writer/Producer** looking for innovative major market station. Have received more than a dozen national/international awards in last two years. For resume and reel, write Box A-180.

**Gal with BA** in Communications looking for ground level opportunity in Production or Programing. Jan. 414-321-2283.

**Available in August.** M.C. with experience in daily children's shows and variety specials. Singer and entertainer. Top ratings and credits. Reply Box A-160.

**Off-Beat Character** with bizarre sense of humor will write copy for humorous features, commercials, and reviews. Call or write: Gene Kuterbach, 640 Sylvan Drive, Stowe, PA 19464. 215-323-3787.

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## ALLIED FIELDS

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### HELP WANTED MANAGEMENT

**The West Virginia Educational Broadcasting Authority** is seeking an executive secretary. Qualifications: The candidate should have extensive experience in executive leadership, demonstrated administrative ability, knowledge of budget preparation, experience in and knowledge of broadcasting and an understanding of the problems of minorities. The candidate must be familiar with FCC rules and regulations and must possess a Bachelor degree from an accredited university. Responsibilities: The executive secretary will deal extensively with the state legislature and other state agencies and be responsible for statewide planning for public television and radio. He or she will be responsible for supervising the activities of two public television and six public radio stations and represent the Authority at national agencies dealing with public broadcasting. Closing date: June 12, 1982. Applications should be submitted to: Executive Secretary, West Virginia Educational Broadcasting Authority, Suite B-424, State Building No. 6, Capitol Complex, Charleston, WV 25305.

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### 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.

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### 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.

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### 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-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.

**Sam Houston State University** seeks: instructor: to teach writing and scripting, audio production, etc. Responsible for FM operation. Salary negotiable, 9 mo. contract. M.A. and previous professional and teaching experience. Lecturer: to teach video production and other courses in production sequence. M.A. and professional experience. Salary negotiable, 9 mo. contract. Send resume by June 15, 1982 to: Dr. Robert Eubanks, Radio-Television-Film, Sam Houston State University, Huntsville, TX 77341. S.H.S.U. in an EEO/AA institution.



## HELP WANTED INSTRUCTION CONTINUED

**Instructor or Assistant Professor** to teach twelve hours each semester. Instructional responsibilities to include teaching Fundamentals of Telecommunications, Advanced Video Production, Mass Communications, Cable and Satellite Management, and Communications Law. To serve as television unit manager responsible for oversight of TV studio production. Assist the Director in oversight and operation of a new 5000 watt public FM station and in coordinating the practicum and internship programs. The candidate must hold the Master's degree and have awareness of recent technology such as EG/Cable Satellite. Nine-month appointment with probability of elective summer teaching. Appointment effective August 23, 1982. Application deadline: June 9, 1982. Send resume, transcripts and references to: Dr. Donald D. Douglass, Dean; Kentucky Wesleyan College; Owensboro, KY 42301. Equal Opportunity Employer.

**Broadcasting:** Assistant professorship in broadcasting theory and practice, emphasis on TV/cable production. Beginning: Sept., 1982. Master's required, PhD preferred and media experience. Send resumes to: Jerome L. Aumente, Chair, Dept. of Journalism and Mass Media, LSH-Livingston, Rutgers University, New Brunswick, N.J. 08903.

**Broadcasting**—East Tennessee State University is seeking an assistant or associate professor for a tenure-track position beginning August 15, 1982. Candidate will teach undergraduate courses in radio production and broadcast news and assist in advising campus radio station. Minimum of two years of professional experience in responsible position and Masters Degree required. Salary will be competitive. Program, administered in Department of Communication, enrolls 100 majors. Contact Personnel Office, ETSU, Box 24070A, Johnson City, TN 37614. Review of applications will begin immediately and continue until the position is filled. ETSU is an affirmative action/ equal opportunity employer.

**Opening for Assistant/Associate Professor of Speech** with a concentration in Radio/Television; must have MA or PhD. For information, call or write: Dr. William Johnson, Department of Languages and Literature, Augusta College, Augusta, GA 30910. Deadline: June 15, 1982.

**Media Studies:** Full-time, tenure track, assistant professor to teach video production and theory, communications theory, and introduction to mass media; to develop video component of growing department; to participate fully in student-oriented program, MA/MFA, college teaching experience, evidence of video production ability, and competence in basic equipment procedures required. To apply, send resume to Dr. Don Cooney, Chairman, Media Studies Dept., Sacred Heart University, P.O. Box 6460, Bridgeport, CT 06606, before 5/28/82. AA/EOE.

**Assistant or Associate Professor** of Telecommunications at Northern Arizona University. Specialist in news writing; electronic news gathering; radio, television and film production techniques; and criticism. Should be capable of teaching basic courses in telecommunications, and basic advanced courses in broadcast journalism. Master's degree required; earned doctorate or other terminal degree in telecommunications or allied field preferred. Professional experience in the broadcast industry desirable. Must be able to operate basic radio and television production equipment and to instruct in its operation. Should have a basic understanding as to how electronic production equipment works and its limitations, and have the ability to identify operational errors and the concomitant results. Salary: competitive. Application deadline: June 11, 1982. Apply directly to: Dr. Charles H. Aurand, Dean, College of Creative Arts, Box 5755, Northern Arizona University, Flagstaff, AZ 86011. Affirmative Action, Equal Opportunity, Title IX employer.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**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.

**Wanting 5 kw AM transmitter.** In good condition. WAQE Radio, Box 703, Rice Lake, WI 54868. Tom Beschta, 715-234-9059.

## 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.

**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.

**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.

**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, P.O. 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.

**Five Scully 280B-2 recorders,** excellent condition, \$2000 each. Also, Gates FM-10H 10 kw transmitter, TE-3 exciter, excellent condition. Replacing because of power increase. \$8500. 919-934-6869.

**Eventide H910 Harmonizer,** used one hour. Purchased in March 1982 for \$1500. \$1250. Mike Phillips, 919-276-1306.

**Equipment for sale:** Digital video systems DPS-1 TBC; Hitachi FP-40SS ENG/EFP/studio camera; Hitachi HR-200/HST 1" Type C w/Slo-Mo; Hitachi SK-91 ENG camera; Panasonic AU-700 edit system; Conrac 7641 Hi-Rez monitor; Ikegami TM-142RHA Hi-Rez monitor; Ikegami ITC-350 ENG camera; 3M Chroma Keyer for 6114 SEG; 3M 5130 Matrix Wipe Generator; Jatech USEC-42T editor; Sony VP-3000 3/4" portable player; Cinema Products 5P001 cameraprompter; Ampex ATR-700-2; 3M 210 color bar/sync generator; Quanta Q-VII character generator. Call Ted or Terry at 518-449-7213.

**Production Package:** Two Sony VO-5850 VTR's with RM-440 editor, Two Panasonic 13-inch color monitor/receivers, JVC KY-2000 camera, Sony VO-4800 VTR, quick-set tripod with fluid head, Colortran lighting kit, JVC 5-inch color monitor, Shure M-67 mixer and SM-61 mike, two Sony ECM-50PS mikes. New condition, all less than six months old. \$24,000. 302-998-3003.

**Used broadcast television equipment.** Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

## 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.

**Try Lone Star** comedy service/newsletter. Write for sample and information; 12216 White Cap, Houston, TX 77072.

## 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.

**Bumper Stickers.** Get info from Pro-Print. 10022 N. 30th St., Tampa, FL 33612.

## RADIO PROGRAMING

**New York City Pros** train you as announcer, D.J., newscaster-sportscaster. Free booklets-placement assistance-FCC 1st Class License Prep. A.T.S. 152 West 42nd St., New York City, 10036. 212-221-3700.

## RADIO Help Wanted Programing, Production, Others

### MAJOR MARKET TALK SHOW HOST

If you are exceptional and ready to move into major market, we need you to fill our 4pm-8pm shift. Send tapes and resumes to Dave Berner, WWSW Radio, One Allegeny Square, Pittsburgh, PA 15212. EOE.

## Help Wanted Management

### BROADCAST EXECUTIVE SOUGHT

Northern California Broadcasters Association seeks a special executive as President. Individual to manage, promote and represent San Francisco-based regional radio association of over 50 members.

Requirements demand an individual with extensive broadcast experience, knowledge of radio, sales orientation, management skills.

Salary open and commensurate with top management position at a Bay Area radio station. E.O.E. Send inquiries and resumes to:

Northern California Broadcasters Association  
P.O. Box 910  
Oakland, CA 94604.

## Help Wanted Sales

### Exciting Sales Opportunity

The Birch Report, America's fastest growing radio research company, seeks aggressive, highly motivated sales representatives for our Small Market Division. To qualify, applicants must be goal-oriented, well-organized, college educated, and have broadcast, agency, or research sales experience. Exceptional income potential and opportunity for advancement. Send resume, with salary history, in confidence to

David Gingold, Vice President  
The Birch Report  
3200 N. University Drive, Suite 200  
Coral Springs, Florida 33065

The  
Birch  
Report

### WDBO AM & FM ORLANDO, FLORIDA

Now interviewing for current and future openings for Sales, Programming and office personnel.

Work in an environment that's both performance-oriented and people-oriented, and share in the hard work, the excitement, and the profits of building America's employee owned radio station group.

If you're bright, enthusiastic, creative and self-motivated...if you're experienced, systematized, and a good communicator...this is your chance to move to Katz Broadcasting. Send your resume to Janice R. English, VP/Administration; Katz Broadcasting Company, Inc., Park City Plaza, Bridgeport, CT 06604. EOE/MF



Katz. The best.

### SALES MANAGER

WBCS AM/FM, Milwaukee, Wisconsin, a Great Trails Broadcasting station, is looking for a Sales Manager. We are seeking that rare individual who suffers from terminal positive mental attitude who can inspire enthusiasm, is creative and knows how to hit the hot button of every person on the team. Are you experienced in developing sales strategies, promotion, co-op dollars, rating analysis, training, new business opportunities, team spirit, organizational systems, creative sales incentive programs, budgets, and walking on water? Send resume to Gina Gallagher, Vice President/General Manager, WBCS AM/FM, 5407 West McKinley Ave, Milwaukee, WI 53208. We are an EOE.

## Help Wanted News

### NEWS EDITOR

WINS, the number one all-news radio station in New York City, is seeking a highly motivated, committed individual for immediate employment opportunity. Position available for experienced News Editor. If you are interested in this exceptional opportunity, please send resume and salary requirements to: Joseph Gillespie, Executive Editor, WINS, 90 Park Ave., N.Y., N.Y. 10016. We are an Equal Opportunity Employer, M/F.

## Situations Wanted Management

### RADIO GENERAL MANAGER

Extensive background in sales (RAB/Weish trained), programming (major market PD), engineering (general license), financial planning (self-employment), training and motivating staff (pace course). Presently employed as GM in West Coast market seeking long term association with stable operation or with operation that would like to become stable in Washington, Oregon or California. Reply today to Box W-182.

## Situations Wanted Management Continued

### DIVERSITY

Vice President, sales of major broadcast automation firm looking for new challenges. Considering wide range of demanding positions. Please write Box A-112.

### STATION MANAGER

20 yrs. Investment and financial plan sales incl. Sales Mgr., preceded by 17 years radio incl. heavy sports, weather plus Program Director. Seeking return to a small class operation in central Midwest or Sun Belt FM or AM-FM with easy listening format. Attention to detail can produce a difference. Let me prove it. Box A-184.

## Situations Wanted Programming, 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 programming/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.

## TELEVISION

## Help Wanted Management

### PROMOTION AND PUBLIC RELATIONS MANAGER

Puerto Rico Broadcasting, Inc (WAPA-TV) is seeking a professional T.V. Promotion and Public Relations Manager. The individual we need must have a thorough understanding of T.V. promotion and publicity, as well as managing. Must motivate creative people and be knowledgeable in budgeting. Bilingual (English/Spanish) desirable. Minimum of two (2) years experience in promotion and advertising preferably. Interviews will be conducted at the Broadcasters Promotion Association 1982 Seminar, St. Francis Hotel, San Francisco, California, from June 6 thru June 10. Please contact Mr. James Pratt, Jr. at the Hotel reservation desk or send confidential resume with salary history to:

Industrial Relations Director  
WAPA-TV  
G.P.O. Box 2050  
San Juan, PR 00936  
Equal Opportunity Employer, M/F

### ASSOCIATE PROGRAM DIRECTOR MAJOR NEW YORK TELEVISION REPRESENTATIVE

#### OUTSTANDING OPPORTUNITY

Due to continued expansion, the programming department of a major television representative is seeking an Associate Program Director based in New York. The candidate we are seeking will have had a minimum of three years' experience as either a television station Program Director or television station Research Director or will have worked at a program syndicator in a sales-related function. Individuals applying should have a thorough knowledge of broadcast programming, should have strong organizational and managerial skills, and an ability to coordinate multiple programming and research related projects. Send resume and salary requirements to Box A-162.



## Help Wanted Management Continued

### 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

# 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



41 Harbor Plaza Drive  
P.O. Box 10210  
Stamford, Connecticut 06904

An Equal Opportunity Employer, M/F

### TOP 50 MARKET VIDEOTAPE OPERATOR

Must have 2 inch experience.  
EOE. Send resume & salary  
requirements to Box A-161.

### For Fast Action Use BROADCASTING's Classified Advertising

## Help Wanted News

# WPLG TV 10

A POST-NEWSWEEK STATION

### NEWS MANAGEMENT POSITION

Bright, aggressive news manager needed to help run the hottest news department in the hottest news market. Must have strong editorial skills (writing, editing, news judgement), ability to work with some of the most talented people in the business, and have command of contemporary TV news production techniques. Minimum 5 years (recent) in TV news. Send resume **ONLY** (no tapes, no phone calls) to: Steve Wasserman, News Director, WPLG, 3900 Biscayne Blvd., Miami, FL 33137. EOE.

## 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.

### 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.

### 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.

### 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 Bill Diaz, General Sales Manager, WTVT, P.O. Box 22013, Tampa, FL 33622. 813-876-1313. Equal Opportunity Employer.

### THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms  
International

300 North Zeeb Road, Dept. PR., Ann  
Arbor, MI 48106

## ASS't ENGINEERING MANAGER

Group W Station  
WJZ-TV, Baltimore

An immediate opening is currently available for an individual with at least 5 years major market technical supervisory experience, working with a minimum staff of 5. Qualified candidate should possess a BSEE or equivalent experience and be familiar with all phases of budgeting (including preparation & control). Your responsibilities will include:

- Assisting the Engineering Manager in preparing & administering the operating budget
- Supervising engineering operations
- Serving as liaison with other Departments
- Assisting in planning the purchase and installation of new equipment

Send resume to:  
Human Resources Department

**WJZ TV**

Television Hill, Baltimore, MD 21211  
an equal opportunity employer, m/f/h

## 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



Top-rated major market PM Magazine is looking for co-host with television on-air and story producing experience to work with male co-host already on staff. Please send a tape and resume to: Ken Rees, WCCO-TV, 50 S. Ninth Street, Minneapolis, MN 55402, or call 612-330-2498. An equal opportunity employer.

## TELEVISION BROADCAST

Maintenance Technician  
Group W Station  
WJZ-TV, Baltimore

We have an immediate opening for a Maintenance Technician with a minimum of 3 years in broadcast operations. Electronic technical school background or equivalent experience required. Digital and microprocessor/computer experience is highly desirable. You will be required to operate and maintain all types of modern broadcast equipment including, but not limited to, videotape machines, video switchers, portable cameras, studio cameras and microwave equipment.

Send resume to  
Human Resources Department

**WJZ TV**

Television Hill, Baltimore, MD 21211  
An equal opportunity employer, M/F/H

## Field Service Engineers

We have outstanding opportunities for experienced Field Service Engineers with our dynamic company in the exciting video broadcast equipment industry.

These positions require 3-5 years' experience installing and servicing VTRs, editors, and related digital video equipment.

We have an immediate opening in our Saddle Brook, New Jersey office and possibilities at other locations in the near future.

For immediate consideration, send your resume or call Ken Oswald, Manager of Human Resources, Fernseh Inc., (801) 972-8000, PO Box 15068, Salt Lake City, UT 84115. An equal opportunity employer m/f.

# FERNSEH

### Situations Wanted News

#### GRAB HIM!

Would you SCRAMBLE to get a local ANCHOR who now beats DAN RATHER head-to-head? (That, after starting out 20 shares behind W. Cronkite, and going to within 4 shares of "The King"! And ... in the same M-F slot moved from 6 shares behind the other (local) newscast to 10 points ahead of it?)

Then CALL:  
(808) 261-9972

### Situations Wanted Management

#### 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.



## Help Wanted Technical Continued

### Product Specialist Cartridge Machines

Career opportunity for a technically trained individual with strong interest in cartridge machine performance and application. Must have practical up-to-date experience with cart machines and good communication skills to interface with design engineers and with customers. BS Degree preferred. This important new position reports to company Vice President.

Excellent company benefits including Profit Sharing Plan.

Please send resume, in strict confidence to Personnel Department.

**BE BROADCAST ELECTRONICS INC.**

4100 NORTH 24TH STREET, P.O. BOX 3606  
QUINCY, IL 62305, PHONE (217) 224-9600

An Equal Opportunity Employer

### 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**®

### AUDIOVISUAL PRODUCER

To work in production unit of major Pittsburgh-based corporation. Responsibilities include concept to screen accountability of video and slide programs for in-house and external audiences.

Candidate should have strong writing, electronic field (remote) production and conceptualization background along with a pragmatic approach. Ideal candidate should have three to five years educational or industrial TV production experience. A BA degree in a related field is required. Salary commensurate with experience. Please send resume to:

**Box A-183**

### Consultants

**BROADCAST CONSULTANTS**  
PO BOX 60,  
WEST HARTFORD, CT 06107

### MEMORANDUM

TO: General Managers, News Directors & Producers  
FROM: Bruce Williams, Director

Comprehensive talent & executive recruitment services are affordable in the top 10 markets AND THE TOP 100. We're Broadcast Consultants. Call us—we'll tell you more. 203-233-6291. Do it today.

### Miscellaneous

*Three's company . . .*

**Cablequipment  
Cableday**



PO Box 1605  
White Plains, NY 10602

### Employment Service

#### RADIO JOBS

10,000 radio jobs a year for men and women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspeople & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, \$6.00. Special bonus: six consecutive weeks, only \$14.95—you save \$21.00! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.**

## Employment Service Continued

### "RADIO PLACEMENT"

If you are currently employed, but thinking of improving your position "in the future," or if you are "in between and looking," National can help. NBTC specializes in Radio personnel placement. Management, sales and programming. For complete confidential details, write or call: National Broadcast Talent Coordinators, PO Box 20551, Birmingham, AL 35216. 205-822-9144.

### Public Notice

#### PUBLIC NOTICE

The Programming Committee of National Public Radio will meet on Wednesday, June 2, 1982, in Washington, D.C. The meeting will be held in the Board Room of National Public Radio, 2025 M Street, N.W., from 5 p.m. to 6:30 p.m. The primary item of business will be a discussion of the 24-hour integrated service for news and information and performance. For further information concerning this meeting, contact Michael A. Glass, NPR General Counsel, at 202-822-2043.

#### PUBLIC NOTICE

The Executive Committee of Public Broadcasting Service will meet at 8:00 p.m. on May 26, 1982 at the Capitol Holiday Inn, 550 C Street, S.W., Washington D.C. Reconvene at 9:00 a.m. on May 27 at the PBS offices, 475 L'Enfant Plaza. Agenda includes PBS Four Year Plan; FY 83 Planning Budget; underwriting policies.

### Wanted To Buy Stations

#### ATTENTION SMALL MARKET

And absentee radio station owners. I am interested in buying a minority interest in and managing or being employed by your radio station in a meaningful capacity. 10 years' experience in radio including ownership. Write Box A-164.

### 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.

### H.B. La Rue, Media Broker

RADIO TV CATV APPRAISALS

West Coast:  
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast  
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

### SALE OF STATIONS

Northeast top 75 market fulltime AM for immediate sale by absentee owners. Price: \$555,000, with \$150,000 cash down payment and terms of 9 years at 6 1/2%. Reply Box A-101.

## For Sale Stations Continued



### STATION

|    |          |          |         |        |                  |                |
|----|----------|----------|---------|--------|------------------|----------------|
| MW | Metro    | AM/FM    | \$3000K | 1/3    | Corky Cartwright | (303) 740-2224 |
| S  | Metro    | AM/FM    | \$2500K | Cash   | Bill Cate        | (904) 893-6471 |
| SE | Major    | Fulltime | \$1325K | Cash   | Bill Chapman     | (404) 458-9226 |
| E  | Sub/Met. | FM       | \$1250K | \$600K | Jim Macklin      | (207) 623-1874 |
| MW | Small    | AM/FM    | \$800K  | 29%    | Bill Lochman     | (816) 254-6899 |
| SW | Small    | AM/FM    | \$550K  | \$100K | Bill Whitley     | (214) 387-2303 |
| S  | Small    | AM/FM    | \$525K  | \$150K | Bob Thorburn     | (404) 458-9226 |
| MW | Small    | FM       | \$500K  | \$200K | Peter Stromquist | (612) 831-3672 |
| E  | Small    | AM       | \$250K  | \$72K  | Bob Thorburn     | (404) 458-9226 |
| NW | Small    | FM       | \$200K  | \$60K  | Greg Merrill     | (801) 753-8090 |

To receive offerings within your area of interest, or to sell, contact John Emery, General Manager, Chapman Co., 1835 Savoy Dr., Atlanta, GA 30341 (404) 458-9226

### NORTH AMERICAN MEDIA BROKERS

FL: West Coast AM-FM, 1.65 M; major market AM, 400K; coastal med mkt AM, low dial position, 600K; small mkt. AM, excellent turnaround, 350K; Small mkt. fulltime AM, 285K; CA: fulltime Pacific Coast AM, 1.5M; coastal AM-FM, 1.2M; ID: fulltime profitable AM, major mkt. 835K; WY: Class C FM, 1.2M; GA: small mkt FM, 170K; MO: AM-FM combos, 525K and 315K; NM: med. mkt FM, 450 K; OH: AM-FM combo, 750K; IA: med mkt FM, 735K; IL: fulltime AM, 675K; TN: adj. maj. mkt AM, 500K; Sunbelt: maj. mkt. AM-FM, 7M. In-house legal services available without charge.

WEST: 29147 FERN CANYON RD., CARMEL, CA 93923;

(408) 624-7282

EAST: BOX 1415, BOCA RATON, FL 33432. (305) 391-2280.

### THE KEITH W. HORTON COMPANY, INC.

For prompt service contact

Home Office: P.O. Box 948  
Elmira, N.Y. 14902  
24 hr Phone: (607)733-7138

Bob Kimel's office:  
P.O. Box 270,  
St. Albans, VT 05478  
24 hr Phone: (802)524-5963

Brokers and Consultants

### SATELLITE AUDIO CHANNEL

For lease. Available full time.  
SCPC, 15 khz, Westar IV. Reply  
Box A-141.

### FOR SALE AM RADIO STATION NEW HAVEN, CONNECTICUT

Sale of AM radio station pursuant to direction of U.S. Bankruptcy Court for District of Connecticut and subject to approval of Federal Communications Commission and U.S. Bankruptcy Court for District of Connecticut. WNHC/AM, Radio 1340, khz, 1000 watts day, 250 watts night, New Haven, CT. Inquiries from prospective purchasers should be in writing and addressed to Daniel Meister, Trustee, 71 East Avenue, Norwalk, CT 06852. (Telephone 203-866-5531). Date of sale: June 21, 1982 at 10:00 a.m. (EDT); Place of sale: U.S. Bankruptcy Court, 915 Lafayette Boulevard, Bridgeport, CT 06604.

### ABSENTEE OWNER RETIRING

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-153.

### CALIFORNIA

Very profitable, full-time regional AM in beautiful coastal growth area with outstanding college. \$1.5 million, \$600,000 down, balance over 7 years. Write: President, Box 68, Moraga, CA 94556.

### TIRED OF COLD WEATHER?

Buy my kilowatt daytimer (with PSA) in all-American beautiful Western Sunbelt town. Perfect weather and lifestyle. Single station market, showplace facility with lots of new equipment. \$220,000. Terms. Retiring. Box A-119.

## 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



**Wilkins  
and Associates**  
Media Brokers

|    |                   |      |        |
|----|-------------------|------|--------|
| NE | FM                | 550K | Medium |
| IN | AM                | 240K | Small  |
| IA | FM                | 300K | Small  |
| KS | AM                | 410K | Small  |
| MN | AM                | 220K | Small  |
| WI | AM                | 495K | Small  |
| 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  |
| MT | AM                | 160K | Small  |
| NE | AM/FM             | 1.1m | Small  |
| GA | FM Downpayment    | 15K  |        |
| NC | AM Downpayment    | 25K  |        |
| ND | AM/FM Downpayment | 20K  |        |
| MI | AM Downpayment    | 50K  |        |
| AR | AM Downpayment    | 20K  |        |

**109 North Main, 2nd Floor**  
**Sioux Falls, SD 57102 605/338-1180**



### R.A. Marshall & Co.

Media Investment Analysts & Brokers  
(803) 842-5251

Coastal suburban Class A FM with real estate. \$350,000, on terms. AM available from separate owner in primary market for less than twice gross at \$600,000, on terms. (Buy separate or together).

EXECUTIVE SUITE - 200 PROFESSIONAL BUI DING  
HILTON HEAD ISLAND, SOUTH CAROLINA 29928

### WALKER MEDIA & MANAGEMENT, INC.

Suncoast AM-FM  
\$1,650,000 - Liberal Terms

813-778-3617

John F. Hurlbut

P.O. Box 1845

Holmes Beach, FL 33509

**901/767-7980**

**MILTON Q. FORD & ASSOCIATES**  
**MEDIA BROKERS—APPRAISERS**

"Specializing In Sunbelt Broadcast Properties"  
5050 Poplar • Suite 816 • Memphis, Tn. 38157

### PROFITABLE

Upper Midwest AM  
1000-250; FM 3KW. Write  
Box A-176.



# Fates & Fortunes

## Media



Morris

**John Morris**, president, radio division, Nassau Broadcasting, Princeton, N.J., owner of WHWH(AM) Princeton and WPST(FM) Trenton, both New Jersey, and major stockholder in Comcast Cable, with systems in Trenton, Ewing and Lawrence, all New Jersey, elected corporate president, succeeding **Herbert**

**Hobler**, named chairman and chief executive officer.

**Carl Wagner**, executive VP, radio, Taft Broadcasting, Cincinnati, named executive VP, radio and cable television. **Benjamin Diesbach**, VP, planning and corporate development, named VP, cable television.

**Brian Stone**, general manager, WHYN(AM) Springfield, Mass., and area vice president, for parent Affiliated Broadcasting, joins group's WFAS(AM)-WWYD(FM) White Plains, N.Y., in same capacity. **Ronald Dowling**, general sales manager, WHYN, succeeds Stone as general manager. **Andy Carey**, program director, WHYN, named operations manager there.

**Lee Marts**, general manager, WOC(AM)-KHK(FM) and WOC-TV, all Davenport, Iowa, joins KKJO(AM)-KSFT(FM) St. Joseph, Mo., as VP and general manager.

**Harvey Pearlman**, general sales manager for WKTU(FM) New York and parent Infinity Broadcasting, joins group's WYSP(FM) Philadelphia as general manager.

**Larry Wilson**, from WDSM(AM)-KZIO(FM) Superior, Wis., joins KARN(AM) Little Rock, Ark., as general manager.

**E. Kelly Miller**, account executive, WEZG-AM-FM North Syracuse, N.Y., named station manager.

**William Moll**, president and chief executive officer, Harte-Hanks Broadcasting and Entertainment, elected corporate senior VP.

**Russell Corkhum**, construction supervisor, Colony Communication's Greater Fall River Cable TV, Fall River, Mass., named project coordinator, new Colony/Harbor Cablevision system, Los Angeles.

**Bob Hinshaw**, Pacific Coast district manager, United Cable Television Corp., Hayward, Calif., named district manager of newly created Southwest district, based in Abilene, Tex.

**Robert Norton**, program director, KRNA(FM) Iowa City, Iowa, named operations manager.

**Charles (Jack) Reed**, administrative assistant to mayor, Bartlett, Tenn., joins Heritage Cablevision of Tennessee, as area manager, based in Bartlett.

**Lauri Dworkin**, broadcast production director,

R.J. La Chance, Providence, R.I., joins WPTY-TV Memphis as director of creative services.

**Diana Brainerd**, assistant treasurer, Metromedia Inc., Secaucus, N.J., named VP, financial services and communications.

**Jay Heifetz**, manager of interactive service projects, corporate development department, American Television & Communications Corp., Denver, named director of operations projects.

**Fred Gold**, director of research, WOR-TV New York and parent RKO General Television, named VP, director of research services.

**William Tauber**, manager of apartment sales and rights of ways, Cablevision of Chicago, named marketing manager, Continental Cablevision of Cook County there.

**Jay Heifetz**, manager of interactive service projects, corporate development department, American Television & Communications Corp., Denver, named director of operations projects.

**Al Tagliaferro**, senior accountant, Mutual Broadcasting System, Washington, named manager of accounting operations.

**Jonathan Salkin**, national manager, multipay services, Group W Cable, New York, named director of new business marketing.

## Advertising



Budner

**David Budner**, VP, manager, marketing and research services, Grey Advertising, New York, joins Foote, Cone & Belding there as senior VP, director of strategic planning and research.

**John LaPick**, creative director, Young & Rubicam, Los Angeles, appointed senior VP/creative director, Ken-

nyon & Eckhardt West there. **Marcia Glanz** and **Mia Laughlin**, account supervisors, and **Guy Cimballo**, associate creative director, Kenyon & Eckhardt, New York, elected VP's.

**Jim Olson**, creative director, and **Bille Budde**, executive art director, Needham, Harper & Steers, Chicago, elected VP's.

**Annette Cerbone**, national broadcast coordinator, D'Arcy-MacManus & Masius, St. Louis, named manager-network television and cable, sports and programing department. **K. Erin Ragan**, television producer, Dailey & Associates, Los Angeles, joins D'Arcy-MacManus



## Rock & Roll Roots

### A Three Hour Weekly Event

Rock and Roll Roots traces the progression of super hit music from the late 50's and 60's to the 80's. Using themed, chronological segments, from "Great American Groups" to "Great Female Stars" from "The One Shot Artists" to "Do Songs," "Don't Songs," "Love Titled Hits," "Baby Songs," over 150 different themes. Twenty-six weeks of programming that will draw more audience than any other weekly syndication.

Rock and Roll Roots produced by Jack Alex  
Syndicated by the William B. Tanner Company



Call David Tyler or Carl Reynolds for a free demo at (901) 320-4340

**In the works.** Philip J. Lombardo, who resigned as president and chief executive officer of Corinthian Broadcasting (BROADCASTING, May 17), said he intends to launch company that will be involved in various forms of broadcast communications.

Lombardo, who will remain with Corinthian until Sept. 1, said proposed firm will be shaped along lines of Corinthian, which is involved in television station ownership, sports and special program production and television station representation (Peters, Griffin, Woodward). Lombardo indicated his firm will become active in new media. He said he is in process of assembling investment group for project.

& Masius, St. Louis, as broadcast producer. **Anthony Camilletti**, from Winkelman Stores, Chicago, joins D'Arcy-MacManus & Masius, St. Louis, as account executive.

**John Rindlaub**, associate creative director and manager of creative services, Young & Rubicam, New York, elected senior VP, Y&R USA there.

**Troy Lumpkin**, VP and senior writer, VanSant Dugdale, Baltimore, joins Weitzman, Dym & Associates, Washington, as VP and creative director. **Rich Livingston**, VP, marketing services, named senior VP.

**Jerry Greenberg**, from Ted Bates & Co., New York, joins Grey Advertising there as VP, creative director.

**Jeffrey Frey** and **Robert Tabor**, senior VP's, creative group heads, Wells, Rich, Greene, New York, join Foote, Cone & Belding there as creative directors.

**Robert Wilkinson**, executive art director, Leo Burnett, Chicago, joins Earle Palmer Brown, Bethesda, Md., as associate creative director. **Karyn Selko**, media supervisor, Leo Burnett, Chicago, joins Earl Palmer Brown as media director.

Please send

## Broadcasting

The News Magazine of the Fifth Estate

Name \_\_\_\_\_

Company \_\_\_\_\_

☐ Business Address

☐ Home Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Type of Business \_\_\_\_\_

Title/Position \_\_\_\_\_

Are you in cable TV operations ☐ Yes ☐ No

Signature (required) \_\_\_\_\_

☐ 3 years \$150 ☐ 2 years \$105 ☐ 1 year \$55

(Canadian and international subscribers add \$20/year)

☐ 1982 BROADCASTING/CABLECASTING YEARBOOK—The complete guide to television, radio and cable facts and figures—\$65 (If payment with order \$60). Off press spring 1982.

☐ Payment enclosed ☐ Bill me

For Address Changes Place Most Recent Label Here.

1735 DeSales Street, N.W., Washington, D.C. 20036

**George Douglas**, regional manager, New York systems, American Cablesystems, Peekskill, N.Y., named to additional post of director of advertising.

**Joanne Costello-Klar**, media director, V&R Advertising, New York, joins Ayer Direct there, as broadcast media supervisor.

**Barbara Mandle**, account executive, Selcom, Chicago, joins Los Angeles office in same capacity.

**Ron Young**, VP and general manager, KEZK(FM) St. Louis, joins KSD-AM-FM there as VP and general sales manager.

**Mark Biviano**, account executive, WRIF(FM) Detroit, joins WKSW(FM) Cleveland as general sales manager.

**Dan Borengasser**, station manager, KTVP-TV Fayetteville, Ark., joins WMUR-TV Manchester, N.H., as general sales manager.

**Archie Goodbee**, national sales manager, WTEN(TV) Albany, N.Y., named general sales manager.

**James Swallow**, VP and manager, KNTF(FM) Ontario, Calif., joins wis(AM) Columbia, S.C., as general sales manager.

**Paul Quinn**, regional VP, Katz Television, Charlotte, N.C., joins WRAL-TV Raleigh-Durham, N.C., as general sales manager.

**Craig Rosenthal**, account executive, Torbet Radio, Detroit, named manager of new Minneapolis office. Succeeding Rosenthal in Detroit is **Michael Vidor**, from www(FM) Detroit.

**Michael Flemming**, from Warner Amex Satellite Entertainment, and **Andrew Harrison**, partner, Harrison, Broadus & Loving, Atlanta, join Turner Broadcasting, Atlanta, as regional sales managers. **Bud Sutherland**, regional marketing manager, Turner, named regional sales manager.

**William Vassar**, from WHYN(AM) Springfield, Mass., joins WFAS(AM)-WWYD(FM) White Plains, N.Y., as general sales manager.

**Jonathan Klein**, VP and general manager, Group W's KDKA(AM) Pittsburgh, joins group's WBZ-TV Boston as general sales manager.

**Joseph Schwartz**, local sales manager, WBBM-FM Chicago, named general sales manager. **Kevin Mashek**, account executive, WBBM-FM Chicago, succeeds Schwartz.

**Bill Thonton**, from KLUR(FM) Wichita Falls, Tex., joins KTRN(AM) there as sales manager.

**John Hendricks**, national sales manager, KVI(AM) Seattle, named sales manager.

**Nadine Danford**, commercial sales representative, Hickory Farms of Ohio, joins WSPD(AM) Toledo, as co-op sales director.

**Polly Sanders**, from Selcom, joins Pro Radio, San Francisco, as office manager, succeeding **Richard Holmberg**, resigned.

**Patrice Lord**, senior buyer-planner, Arnold & Co., Boston, joins Seltel, New York, as account executive.

**Margaret Anderson**, account executive, KARD-TV Wichita, Kan., joins Katz Television Continental, Los Angeles, in same capacity.

**Stephen Freifeld**, from WNYT(TV) Albany, New York, joins Petry Television, there as account executive.

**Judy Langley**, general sales manager, KOSI-FM Denver, joins WINS(AM) New York as account executive.

**Dan Farmer**, from WBCA(AM)-WWSM(FM) Bay Minette, Ala., and **Gene Dow**, from KROS(AM) Clinton, Iowa, join WABF(AM) Fairhope, Ala., as account executives.

**Dale Hopkins**, senior sales assistant, KNXT(TV) Los Angeles, named manager, retail marketing and media research. **Lindsay Kauffman**, sales assistant, KNXT, named local account executive.

**Allan Peck**, air personality, KIXK(FM) Denton, Tex., named account executive.

**Susan Specht**, marketing representative, Eastman Radio, joins Gulf Coast Cable Television, Houston, as account executive.

## Programing

**Jerry Esbin**, senior VP, domestic distribution, MGM/UA Entertainment, named president of motion picture distribution and marketing division. **Richard Kahn**, senior VP, marketing services, named executive VP, motion picture distribution and marketing division.

**Kathrin Seitz**, VP, development, theatrical films division, CBS, New York, named VP, production, East Coast, same division.

**Michael Brockman**, creative consultant to Brandon Stoddard, president of ABC-TV's Motion Pictures Division, joins CBS Entertainment as VP, daytime and children's programs. Brockman remains in Los Angeles. He replaces **Michael Ogiens**, who has been appointed VP, programs, New York, CBS Entertainment. Ogiens relocates from Los Angeles.

**Ruth Ann Meyer**, director of programing, ABC Entertainment Network, New York, takes on additional duties as director of programing for ABC Direction Network.

**Terry Morse**, producer, Hill-Mandelker, joins Viacom Productions, Los Angeles, as VP, in charge of production.



Henderson

**Mark Henderson**, Southeast regional director, affiliate relations, Warner Amex Satellite Entertainment Co., Atlanta, named Southern regional director of sales and affiliates.

**Jeffrey Lovins**, manager of research and creative services, Petry Television, New York, joins Viacom International's Enterprises division as director of market strategy. **Jim Ricks**, national sales manager, Gold Key Entertainment, joins Viacom Enterprises, Atlanta, as Southeastern division manager.



**Charles Britt**, national sales manager, television, Avco Embassy Pictures, joins Lorimar Television Distribution, as VP special sales.

**Joan Henehan**, supervisor of feature film acquisitions, Showtime, New York, joins United Artists Television Production Division there as director of development, East Coast.

**Paul Nichols**, creative services manager, Group W Productions' *The John Davidson Show*, Los Angeles, named information services manager for Group W Productions, with special responsibilities for *Hour Magazine*. **Judith Bernat**, account executive, Group W Productions, New York, named Southeastern division manager.

**Henry Siegel**, director, archives, CBS News, named manager, archives, CBS Sports, remaining in New York.

**Alan Mason**, operations director, KYA(AM)-KLHT(FM) San Francisco, named programing research director-radio for parent King Broadcasting, Seattle.

**Jack Miller**, from WCBs-FM New York, joins WPIX-FM there as program director.

**Bart Goynshor**, assistant program director and music director, KRNA(FM) Iowa City, Iowa, named program director. **Jeff Harmon**, air personality, succeeds Goynshor as music director. **Tom Hamilton**, air personality, named production director.

**Mike Collins**, from WSPA(AM) Spartanburg, S.C., joins wis(AM) Columbia, S.C., as program director.

**Jeff Salgo**, program director, KBZT(FM) San Diego, joins KWST(FM) Los Angeles in same capacity.

**Rick Belcher**, operations manager, WSGW(AM)-WIOG(FM) Saginaw, Mich., joins WSPD(AM) Toledo, Ohio, as program manager.

**Bob Martin**, evening music host, WJQY(FM) Chickasaw, Ala., named programing manager.

**Chris LaPalm**, production director, local newscasts and commercial production, KTHI-TV Fargo, N.D., named production manager.

**Duncan Dickson**, account executive, Jefferson Productions, Charlotte, N.C., joins WPRI-TV Providence, R.I., as production manager.

Appointments, *P.M. Magazine-Buffalo*, WGR-TV Buffalo, N.Y.: **Jan Stager**, host-producer, named executive producer. **Susan Hunt**, reporter-anchor, WGR(AM) there, joins WGR-TV, succeeding Stager; **Marcia Mule**, production assistant, named associate producer; **Leanne Scheira**, production secretary, named associate producer; **Willie Walker**, photographer, named senior videographer-editor; **Michael Vettor**, freelance photographer, named junior videographer-editor.

**Janet Zahn**, writer and producer, creative services department, KTHI-TV Fargo, N.D., named director of creative services.

**Mike Brady**, from KBBC(FM) Phoenix, joins KSON(AM) San Diego as music director and air personality.

**Keitha Mashaw**, from noncommercial KIXE-TV Redding, Calif., joins KVIQ(TV) Eureka, Calif., as sports director.

**Kevin Lynn**, weekend sportscaster, Independent Network News, New York, joins WBBM-TV Chicago in same capacity.

**Pete Stemkowski**, from New York Rangers professional hockey team, joins WDJZ(AM) Bridgeport, Conn., as air personality.

**Janis Cunningham**, air personality, KMHL(AM) Marshall, Minn., joins WZOE(AM) Princeton, N.J., in same capacity.

## News and Public Affairs



Merluzzi

**Thomas Merluzzi**, assistant managing editor, Cable News Network, Atlanta, joins Satellite News Channel 1, Stamford, Conn., as regional coordinator. **Paul Gluck**, executive producer, news, KYW-TV Philadelphia, joins Satellite News Channel 1, Stamford, Conn., as senior producer.

**Steve Baltin**, acting producer, *CBS World News Roundup*, CBS Radio Network, New York, since death of producer, Harold Terkel (BROADCASTING, April 5), named producer.

**Mike Dreith**, from WTAX(AM) Springfield, Ill., joins WFIW-AM-FM Fairfield, Ill., as news director.

**Michael Sechrist**, executive producer, KFSN-TV Fresno, Calif., named news director.

**Larry Hoefling**, morning news anchor, KWEN(FM) Tulsa, Okla., named news director. **Bill Patterson**, reporter, KELI(AM) there, joins KWEN in same capacity.

**Kevin Kelly**, news director, WKEF(TV) Dayton, Ohio, joins WSPA-TV Spartanburg, S.C., in same capacity.

**Roland Kelly**, VP, marketing, St. Joseph Bank & Trust, South Bend, Ind., joins WSBT-AM-TV and WTHQ(FM), all South Bend, as news director. **Dick Maginot**, news producer, WKZO(AM) Kalamazoo, Mich., joins WSBT-AM-TV and WTHQ in same capacity.

**Nancy Davies**, weekend assignment editor and assistant producer, WKRC-TV Cincinnati, joins WLWT(TV) there as weekend assignment editor.

**Dave Prohaska**, news producer, WKBW-TV Buffalo, N.Y., joins WPVI-TV Philadelphia in same capacity.

**Don Lefler**, from KOTV(TV) Tulsa, Okla., joins WHP-TV Harrisburg, Pa., as news producer. **Angelo Delmonte**, news photographer, WHP-TV, named news photographer supervisor.

**Ed Fillmer**, documentary producer, KYTV(TV) Springfield, Mo., named senior news producer of 6 p.m. newscast and all special local news programming. **Jim Hankins**, news photographer, KYTV, named chief news photographer.

**Marc Morgenstern**, news producer, WCBs-TV New York, joins KNXT(TV) Los Angeles as executive producer, *Channel 2 News Tonight*.

**Ellen Winston**, news producer-assignment editor, KNX(AM) Los Angeles, joins KNBC(TV) there as assignment editor.

**Bob Orr**, anchor-reporter, WBNS-TV Columbus, Ohio, named anchor.

**Anna Bond**, from KPRC-TV Houston, joins WNBC-TV New York as reporter.

**Barbara White**, reporter, WMFD(AM) Wilmington, N.C., joins WWAY(TV) there as morning anchor and reporter.

**John Stehr**, from WOTV(TV) Grand Rapids, Mich., joins WISH-TV Indianapolis as anchor-producer, *Nightbeat*.

**Robert Font**, from KGNR(AM) Sacramento, Calif., joins KCBS-FM San Francisco as reporter-editor.

**Ann Reynolds**, news director, WRNR(AM) Martinsburg, W. Va., joins noncommercial WEBR(AM) Buffalo, N.Y., as anchor.

**Stan Bunger**, assistant news director, KFBK(AM) Sacramento, Calif., joins KCBS(AM) San Francisco as reporter and anchor.

**Steve Levy**, from WPVI-TV Philadelphia, joins WCAU-TV there as anchor-reporter.

**Abdul-Brahin Ahmaddiya**, public information director, Office of Housing and Community Development, Philadelphia, joins KYW-TV there as reporter.

**Frank Gifford**, from WPTF-TV Raleigh, N.C., joins Mutual Broadcasting System, Washington, as correspondent.

**Marcus Mukai**, anchor-reporter, KEYT(TV) Santa Barbara, Calif., joins KOMO-TV Seattle as reporter.

**Chris Lee**, reporter, KMST(TV) Monterey, Calif., joins WPRI-TV Providence, R.I., in same capacity.

**Jane Metzler**, from KHOU-TV Houston, and **Mike Makela**, from WHIO-TV Dayton, Ohio, join KOAT-TV Albuquerque, N.M., as reporters.

**Anne Brophy**, from CBS-owned KCBS(AM) San

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rancisco, joins CBS's WCAU(AM) Philadelphia as director of editorials and community affairs.

## Technology



Kreittler

**Hobart Kreittler**, president and chief executive officer, Dictaphone Corp., joins Pioneer Video, Montvale, N.J., as chairman of board and chief executive officer.

**Harold Detlefs**, national sales manager, Digital Communications Corp., Gaithersburg, Md., joins Comsat General Telesystems, Fairfax, Va., as VP, marketing.

**David Brenner**, division VP, finance, RCA Consumer Electronics Division, New York, named staff VP and assistant to corporate controller, RCA Corp.

**Alan Hahn**, executive director of engineering, new market developments, Teleprompter, New York, joins Stern Telecommunications Corp., consulting engineering firm, there as VP, CATV.

**Edward Joseph**, general manager, major appliance business group, General Electric, joins Oak Communications, San Diego, as senior VP, technical operations.

**Ted Jako**, manager of studio operations, Cablevision, Woodbury, N.Y., named director of studio engineering.

**John Magnusson**, marketing manager, Hy-Gain Electronics, joins Times Fiber Communications, Wallingford, Conn., in same capacity.

## Public Relations and PR

**Kenn Donnellon**, VP, corporate relations, Katz Communications, New York, has resigned to pursue other business interests. He is replaced by **Lucille Luongo**, director of communications services, who has been named director of corporate relations.

**Denise Collier**, account supervisor, ICPR Public Relations, New York, elected VP.

**Celia Morey**, public relations manager, Six Flags Magic Mountain, Valencia, Calif., joins Manning, Selvage & Lee/Pacific, Los Angeles, as account supervisor.

**Mike Lerner**, director of advertising and promotion, KMGH-TV Denver, joins KNTV(TV) San Jose, Calif., as promotion director.

**Steven Plavny**, intern, public relations department, KDKA-TV Pittsburgh, named public relations assistant.

**Don Ohlmeyer**, former executive producer, NBC Sports, who brought new look to network's sports through his emphasis on sophisticated production techniques, has formed new media consulting firm, Ohlmeyer Communications Corp., which will be partly owned by Nabisco Brands Inc. OCC will consult Nabisco, which spends more than \$200 million on advertising, on its diversified media activities. Ohlmeyer will also be retained exclusively by NBC as consultant on sports programming, ("In Brief" April 19). On reasons for departure, NBC spokesman said that Ohlmeyer felt he'd made his contribution, and that he'd "lost interest," and wanted to move into prime time entertainment area of programming. NBC said no replacement for Ohlmeyer is planned, but that coordinating producers will be assuming additional responsibilities. They are: Ted Nathanson, football; George Finkel, basketball; Mike Weisman, baseball; Larry Cirillo, golf; Linda Jonsson, *SportsWorld*.

## Allied Fields

**Donald Snyder**, VP and general manager, WBNG-TV Binghamton, N.Y., elected president, New York State Broadcasters Association.

**Ed Cox**, assistant news director, WHBC-AM-FM Canton, Ohio, elected president, Ohio Associated Press Broadcasters.

Elected officers, Tulsa, Okla., chapter, American Women in Radio and Television: **Susan Rupp**, KJRH(TV), president; **Kathryn Thompson**, Metropolitan Tulsa Transit Authority, president-elect; **Kristy Lee**, Kristy Lee Advertising, secretary; **Pat Felton**, Stephenson Advertising, treasurer.

**Harold Closey** and **Robert Ruggiero**, media research coordinators in data applications department of Nielsen Television Index, New York, named client service executives on Eastern regional marketing staff of NTI. **Robert Taragan** with marketing staff, NTI, New York, named account executive. **Steven Dyer**, with marketing staff in Menlo Park, Calif., named account executive.

**Neal Tully**, executive VP, manufacturing division, Predco, Inc., joins Cooper Associates, Marlton, N.J.-based cable television consulting firm, as director of client services.

Elected officers, Maryland-Delaware-D.C. UPI Broadcasters Association: **Craig Windham**, WASH(FM) Washington, president; **Betsy Hyle**, WBAL-TV Baltimore, vice president-president elect.

Elected officers, Cable Advertising Bureau: **William Ryan**, Palmer Communications, chairman; **Graham Moore**, Tele-Communications Inc., vice chairman; **Robert Alter**, president; **Larry Howe**, American Television & Communications Corp. secretary; **Kay Koplovitz**, USA Cable Network, treasurer.

**Thomas Hargreaves**, account executive, Nielsen Station Index, Chicago, named regional manager, NSI, Los Angeles. **Natalie Kahn**, from Golden West Entertainment, Los Angeles, joins NSI there as account executive. **Guy Jenkins**, client service assistant, NSI, Chicago, named client service executive. **Stephanie Frei**, marketing analyst, NSI, Chicago, succeeds Jenkins.

Elected officers, Texas Associated Press Broadcasters: **Glen Moyer**, WFAA(AM) Dallas, chairman; **Moss Thornton**, KILE(AM) Galveston, vice chairman; **Emet Huntsman**, KVOZ(AM) Laredo, president for radio; **Dana Milliken**, KTBC-TV Austin, president for TV.

Elected officers, Alabama Associated Press Broadcasters: **Patrick Dorriety**, WAPI(AM) Birmingham, president; **Dave Rickey**, WSFA-TV Montgomery, vice president; **Missy Ming**, WAFF(TV) Huntsville, secretary-treasurer.



**Broadcaster honored.** Andrew M. Ockershausen, (l) executive vice president and general manager of WMAL(AM) Washington, received 1982 "Man of the Years" Award from Greater Washington Board of Trade President Stephen D. Harlan (r) at dinner held May 18 at Capitol Hilton, Washington. Award is presented each year to member who has made outstanding contributions to business and community.

## Deaths

**George Bristol**, 67, operations director, sales promotion and advertising, CBS Entertainment until his retirement last year, died of cancer May 19 in Norwalk (Conn.) Hospital. Bristol was associated with CBS for 35 years in various advertising and sales promotion capacities. He is survived by his wife, Marjorie, two sons and three daughters.

**Seymour Berns**, 61, vice president of production and development, PolyGram Television, died of cancer May 16, at Cedars Sinai hospital, Los Angeles. Berns began his career as radio director of such programs as *House Party*, *Double or Nothing*, *Hollywood Barn Dance*, and *Free For All* during the 1940's and '50's. He was producer and director of *The Red Skelton Show* and *The Jack Benny Show*, among others, during 1950's and '60's, and won Emmy Award for latter in 1960. Prior to joining PolyGram in 1980, Berns was production vice president of Columbia Pictures Television. Berns is survived by his wife, Ann, and daughter.

**Hugh Beaumont**, 72, television and film actor who played father in television series *Leave it to Beaver* from 1957 to 1958 on CBS and from 1958 to 1963 on ABC, died of heart attack May 13 in Munich, West Germany. He is survived by his wife, Kathryn, two sons, and daughter.

**Edward Tink**, 55, VP-engineering, KWWL-TV Waterloo, Iowa, died of heart attack May 4 at Waterloo hospital. Tink, who was also member of Iowa Public Television Network advisory board, is survived by his wife, Kathleen, two sons and daughter.

**Carl Miller**, 52, senior copywriter, Eisaman Johns & Laws, Los Angeles, died of cancer April 25 at Marina Mercy hospital, Los Angeles. He is survived by his wife, Diana, son and daughter.



## CBS-TV's Tony Malara: one of the affiliates' own

Tony Malara is a happy looking, happy sounding bear of a man who has reached the top of the CBS-TV network ladder in virtually no time at all, as such things go. When he opens the CBS-TV affiliates' convention in San Francisco today, he will be only three-and-a-half years out of the ranks of the audience to which he is speaking. More than 11 of his 25-plus years in broadcasting were spent in local TV and radio, all with the same company in Watertown, N.Y.

His experience with the woes and worries of being an affiliate no doubt have helped his rise, along with his seemingly easy skills in dealing with people. These traits certainly caught the eye of the CBS people who lured him from Watertown.

James Babb of WBTW(TV) Charlotte, N.C., current chairman of the affiliates, is another who has been impressed. Affiliates, he noted, like to have a key network executive who has trained at a nonnetwork-owned station because, he only half joked, "then they understand why we sometimes pre-empt the network." As for Malara, Babb says he's "honest, straightforward about problems and a pleasure to deal with. Besides that, he's a hell of a lot of fun."

Malara has a way of making almost anything sound like fun, including his early attempts to break into business, which might be described as checkered.

His trouble, or fun, started with not wanting to go to college. He wanted to make some money, and had decided on a good two-year business school. But then he won an American Legion oratorical contest for his area, and the teachers at Watertown High, most of them graduates of Syracuse University, convinced him he should go to a full, four-year university. So he went to Syracuse.

He left at the end of the year, "because I did a lousy job in school—a terrible job. I got involved in the campus radio station, I ran for student government, I was president of the pledge class at the fraternity house, I was working part time—I was just having a helluva time doing everything except studying."

He thought a summer job was waiting at WWTW(AM), but when he checked in he was told that since WWTW-TV was going on the air in a few months, the need was for full-time, not part-time, employees. He got a job instead with the state highway department, working with a road-sweeping crew until he missed the 6 a.m. pickup truck once too often, then switching to the carpentry shop, making "those funny little wooden stands with flags on them" that were used around construction sites



Anthony Carmelo Malara—vice president and general manager, CBS-TV network; b. Sept. 11, 1936, Watertown, N.Y.; attended Syracuse (N.Y.) University, 1954, 1955; announcer, WOLF(AM) Syracuse, 1956; with WWTW-AM-TV Watertown, 1957-78, starting as announcer 1957-61, then radio sales, radio sales manager and radio station manager, 1961-70, TV station manager, 1970-71, and general manager, broadcast division, 1971-78; vice president, station services, CBS-TV affiliate relations, 1978-80, affiliate relations vice president, 1980-81; present post since November 1981; m. Mary Frances Dacey, August 1959; children—Elizabeth, 21; Margaret, 16; Anthony J. III (Toby), 11.

before somebody thought of using cones.

From carpenter's helper he moved into cost-accounting with a Watertown manufacturer, also taking a job as the house MC at a local nightclub. That combination, he says, was just great, until "I figured out that there was something wrong. As a cost accountant with a shirt and tie and telephone, handling millions of dollars worth of business for this company, I was being paid \$52.50 a week, but as the house MC doing two shows a night I got dinner—and a hundred bucks a week."

Aside from the imbalance of salaries, Malara says, his parents were afraid his nightclub hours would turn him into a bum, "so I had to go straight—I went back to Syracuse." After two semesters, however, he decided he "didn't really like being in school" and took a job with WOLF(AM) Syracuse, running its *Sandman Serenade*.

But soon came a call from WWTW, needing a nighttime radio announcer. He returned to Watertown, but was told, this time, that an *older* nighttime announcer was the need. Meanwhile, his ROTC professor at Syracuse had put an Army

recruiter onto him, figuring he was going to be drafted anyway. "It turned out to be a very exciting prospect," Malara says. "I was going into the counterintelligence corps. I was going to be a spy." He qualified for Russian language training at the Army Language School at Monterey, Calif., passed a battery of other tests, went through a security check and had even chosen his assignment—to the Balkans. "Everything was cool," he says. "Then I went down to take my physical—and flunked."

Flat feet.

He was getting ready to go to California to look for work when another call came from WWTW. He hung up. He reconsidered, however, and found "they had a three-month opening for an announcer. So Feb. 24, 1957, I went on the air at WWTW Radio and Television, and I left there 21 years later."

He was on the air for about five years. Then, deciding "I wasn't going to be a Johnny Carson," he went into radio sales, made sales manager, later radio station manager, then TV station manager and finally manager of the broadcast division, then consisting of the TV station and two radio stations. He also served on the CBS radio affiliates board and later the CBS-TV affiliates board, which is where Jim Rosenfield, now executive vice president of the CBS/Broadcast Group, found him.

Of Malara's swift rise at CBS-TV—from vice president for station services to vice president in charge of affiliate relations to his present post as vice president and general manager of the TV network, which came just three years after he joined CBS—Rosenfield has this explanation:

"He has two extraordinary attributes. He is the fastest learner I have ever come across, and he is extremely adaptive. He made the transition from a small company in a small town to a large corporation in New York City as if it were a perfectly logical thing to do. And he has a third attribute that's also important: He's very much a people person."

For all the fun he seems to have, Malara is very serious about at least two things. One is his family; although he considers this too private a matter for public discussion, except to say that finding enough family time is a constant challenge, friends say his devotion to family is exceptionally strong. The other, of course, is his work. He tends toward 10- and 12-hour days, or longer, at the office, sometimes works weekends, often takes reports home to read after the 11 o'clock news. "I'm one of those weird people who need little sleep," he says. "I'm a perfect candidate for our new overnight news service." As for his role in this week's convention, he says others will make the big speeches "and I'll try not to screw it up."

## In Brief

**Metromedia** has completed largest station trading deal in history. Group owner reported last week **closure of its purchase of WCVB-TV Boston** from Boston Broadcasters Inc. for **\$220 million** and sale of its **KMBC-TV Kansas City, Mo.**, for \$79 million to Hearst Corp. (BROADCASTING, April 5). Metromedia is retaining **Bob Bennett**, WCVB-TV general manager, to operate station and has given him new title: senior vice president for television broadcasting and production. No personnel changes are expected, Metromedia officials say. Deal also included station's production arm, **BBI Communications**.

Even though it has received more than 600 comments, most of which call for changes in its **proposed settlement of antitrust suit against AT&T, Department of Justice**, in 140-page response released last week, said it thought proposed agreement is fine as is and **urged D.C. District Court Judge Harold Greene to enter it as final judgment**. Although several parties, including the FCC, had urged that proposed modification be changed to permit 22 Bell operating companies, which are to be spun off, to engage in businesses other than local telephone service, Justice said dropping that restriction would create "anticompetitive dangers." Also, despite protests from newspaper and cable interests, Justice said after divestiture, AT&T should be allowed to offer information services—including cable—without restriction. Ball is now in Greene's court.

Six broadcast trade associations have picked nationally known **accounting firm to compile radio and TV revenue data** from stations and networks—and have urged Television Bureau of Advertising, which had withdrawn from joint effort, to rejoin it. Chosen was **Deloitte Haskins & Sells**, after interviews with 10 interested firms, according to Betty Robertson of Cosmos Broadcasting, president of Broadcast Financial Management Association and chairman of group's selection subcommittee, and Linda Shapiro of National Association of Broadcasters research department. **Survey forms are due to go out in June seeking revenue-only data for 1981** (and, to permit comparisons, for 1980), with publication of totals (not individual station data) expected next fall. Figures would replace some of those collected by FCC through its now-discontinued form 324. TVB pulled out of group, known as All-Industry Financial Data Committee, after survey in which over 200 TVB members failed to indicate willingness to participate (BROADCASTING, May 3). Robertson urged TVB directors to reconsider, "so that we [will] have unanimous support by all facets of the broadcasting industry." Members of group sharing costs equally are BFM, NAB, Radio Advertising Bureau, National Radio Broadcasters Association, Association of Independent Television Stations and Station Representatives Association.

Then again, maybe it's not so bad to look as if you "have to turn to other people's rejects." NBC Chairman **Grant Tinker** had originally used that phrase in explaining why NBC wouldn't try to pick up award winning series, *Lou Grant* and *Taxi*, following their respective cancellations by CBS and ABC, rationale he stuck with for duration of NBC affiliates meeting last week. But **NBC on Friday confirmed reports that it has put in bid for "Taxi" with Paramount** (HBO had also expressed interest); network wouldn't say whether it was trying for MTM's *Lou Grant*, and production company officials weren't available.

**American Market for International Programs (AMIP)** has been scheduled for launch **Nov. 7-10, 1983**, at Fontainebleau Hilton in **Miami Beach, Fla.** Spearheading new foreign TV marketplace in U.S. ("Closed Circuit," May 10) are **Bernard Chevy**, chairman of MIDEM Organization that runs MIP-TV and other trade shows in Cannes, France, and **Harvey Seslowsky**, president of Broadcast Information Bureau and National Video Clearinghouse. Officially they serve as consultants on project to **Perard Associates**, New York marketing firm that, on other front, represents MIDEM in New York. Only foreign producers

and distributors or U.S. firms selling foreign fare will be allowed to exhibit. Buyers "from every phase of video telecommunications" in U.S., Latin America and Canada would be invited to attend. Organizers said preliminary arrangements have been made for more than 2,500 rooms along beach, with Fontainebleau headquarters and exhibition-hall site. Buyers will receive rooms free. After 1983 or perhaps 1984, exhibition is expected to move to Miami Beach Convention Center. In 1983, 80,000 square feet of exhibition space is said to be available. Press conference giving more AMIP details is planned for mid-June and about same time distributor costs are expected to be ready. In November 1982, year before first AMIP, organizers plan Paris meeting where key buyers would brief distributors on their needs. Organizers said about 50 distributors and equal number of buyers were contacted and gave positive response before decision was made to finalize arrangements for new marketplace.

**Department of Justice** last week filed for **partial stay in U.S. Court of Appeals in Washington of FCC's March reconsideration order authorizing cellular radio service**. Order, which "set aside" half of 40 mhz allocated for cellular in each market for exclusive use of telephone companies, was based on "erroneous conclusions" and would "threaten the development of competitive cellular service markets," Justice said. While **Millicom Inc.** has also filed for stay (BROADCASTING, May 17), Justice has asked that FCC be permitted to accept applications for top-30 markets on June 7, as FCC had planned, but be restrained from processing applications of wireline carriers until court has reviewed legality.

Working group of **Canadian and U.S. officials** is to meet in **Ottawa this week to attempt reconciliation of conflicts between two countries on telecommunications matters**. Group was organized after higher-level meeting in Washington May 13, where progress was reportedly made. Among subjects in dispute: Canada's refusal to let U.S. satellite services link up with Canadian ground stations (one part of problem is division of revenues); Canada's preference for wider spacing of orbital slots (four or five degrees rather than three or two, U.S.'s preference). Initiative for first meeting came from FCC Chairman **Mark Fowler**, along with **Bernard J. Wunder** of National Telecommunications and Information Administration and State Department officials.

**Motorola Inc.**, Schaumburg, Ill., said it is **offering royalty-free licenses to manufacturers of its new, compatible Quadrature AM stereo equipment** in order to compete aggressively for upcoming market in AM stereo radio. Company said it will require \$1,500 fee for cost of testing each model manufacturers make. Motorola said its system includes exciter and monitoring equipment and sells for about \$10,000 as package.

FCC Chairman **Mark S. Fowler** last week **urged same First Amendment protection for all media**, broadcasting and cable included. Speaking at First Amendment Congress seminar in Leesburg, Va., he said: "Categorizing a technology for First Amendment purposes is the wrong approach. Whether it be sound truck or a situation comedy, the First Amendment doesn't play favorites." In answer to question, he said legislation pending in Congress limiting AT&T's right to transmit information is protectionist. He said he didn't "understand" legislation which was backed by American Newspaper Publishers Association.

Officials of **Television Information Office**, after years of trying have added **full complement of Cosmos Broadcasting Corp.** television stations to TIO membership rolls. On dotted line are Cosmos's **WDSU-TV New Orleans**; **WSFA-TV Montgomery, Ala.**; **WIS-TV Columbia, S.C.**; and **WTVL-TV Toledo, Ohio**. (**WAVE-TV Louisville, Ky.**, and **WFIE-TV Evansville, Ind.**, which Cosmos ac-





**Wimbledon west.** CBS Inc.'s 10th annual invitational tennis tournament attracted a capacity crowd of Washington communications and political dignitaries last Tuesday (May 18) for a round-robin event eventually won by CBS News correspondent John Ferrugia and the Swedish ambassador, Count Wilhelm Wachtmeister. They triumphed in the finals over Donn O'Brien of CBS Sports and David Gergen, White House communications director. The semifinalists: Attorney Barton Farr of Onek, Klein & Farr, teamed with CBS Inc. corporate affairs VP Bill Lilley, and Representative Dan Coats (R-III.), teamed with his wife, Marcia. (Pictured at the trophy awarding: *back row* — Farr, Ferrugia, Wachtmeister, O'Brien and Gergen; kneeling — Coats, Coats and Lilley.) Others on and off the courts: (top center) Secretary of Health and Human Services Richard Schweiker and CBS Inc. President Tom Wyman; (top right) CBS/Broadcast Group President Gene Jankowski and FCC Commisssloner Henry Rivera; (bottom center) FCC Broadcast Bureau Chief Larry Harris and CBG Executive VP James Rosenfield, and (bottom right) CBS Inc. Washington VP Don Wear and Under Secretary of Labor Malcolm Lovell.

quired from Orion Broadcasting, have been members for years.) Adding to TIO's elation are recent signings of Cox Broadcasting's WSB-TV Atlanta and independently owned KVIQ(TV) Eureka, Calif. TIO doesn't disclose how many members it has, but they're understood to represent well over half of industry's commercial rate.

□  
**NBC** and parent RCA used last week's affiliates meeting to make **first demonstration** of new broadcast teletext format they call "high resolution teletext." If RCA makes decision to enter manufacturing and marketing of teletext decoders and services, "high res" will be way it goes. "Major decisions" on possible 30-ahead are pending: If answer comes out yes, RCA could offer separate decoder by 1984, one integral to sets by 1985.

□  
**CBS** was target of several demonstrations throughout country last week. **National Association of the Deaf** organized series of marches (May 19) to protest network's refusal to caption programs for hearing impaired. About 400 gathered outside CBS studios in Washington carrying signs saying: "CBS Please Lend Us Deaf People Your Ears." ABC, NBC and Public Broadcasting Service provide captioned programs for deaf, although NBC has considered pullout from project (BROADCASTING, March 15). CBS maintains it is not providing captioning service because it is experimenting with its own teletext system "that goes far beyond service offered by the captioning system we are urged to use."

□  
**FCC**, in meeting without advance announcement last week, voted not to process applications for domestic satellites received after last Tuesday (May 18) until after it has processed 16 applications by 10 applicants it already has on file. FCC said action was necessary to enable staff to examine technical parameters of each of proposed systems in assigning specific orbital locations to each satellite, and in final selection of orbital

spacing criteria under review in its pending rulemaking considering reducing spacing of C band satellites from four degrees to two and K band satellites from three degrees to two. FCC said newly filed system proposals could force staff to repeat its analysis of all proposals once again, delaying final action on applications. Meanwhile, however, FCC said it will continue to accept domsat applications.

□  
**Skip Finley**, president, Sheridan Broadcasting Network, Arlington, Va., has resigned effective June 1. Finley took over post in May 1981. **Glenn Mahone**, president of parent Sheridan Broadcasting Corp., Pittsburgh, will assume control of network and has tentative plans to move all but network's news operation from Arlington to Pittsburgh. Mahone will also replace Finley as network representative on National Association of Broadcasters board of directors. In other NAB appointment, outgoing radio board chairman, **Cullie M. Tarleton**, Jefferson-Pilot Broadcasting, has been appointed by executive committee to complete remaining year of term vacated recently by Rick Devlin, who resigned from board when he resigned as VP, general manager, WOR(AM) New York.

□  
**David L. Wolper** and David L. Wolper Productions have signed four-year contract with both Warner Bros. and Warner Communications under which Wolper will serve as consultant to two Warner companies and his firm will produce for television, motion pictures and other media for Warner Bros.

□  
**National Radio Broadcasters Association** will present its annual **Golden Radio Award** to ABC Radio commentator **Paul Harvey**, who will address NRBA convention on Monday, Sept. 13, in Reno. Keynote speaker for this year's NRBA convention will be Herb Cohen, author of *You Can Negotiate Anything*, book about sales.

# Editorials

## Widening vistas

About the biggest news that is likely to come out of the three annual meetings of television networks and affiliates this year is CBS's choice of San Francisco as its meeting site this week. Unless rigid discipline in travel plans has been maintained, somebody in the CBS retinue is almost sure to go to Los Angeles and check into the Century Plaza.

ABC and NBC have concluded their meetings in the familiar place in an atmosphere of peace and harmony. CBS and its affiliates go to the Nob Hill Conference Complex in the same atmosphere. If CBS has been holding back a controversy to raise, it is a secret. In the words of Jim Babb of WBTW(TV) Charlotte, N.C., the CBS affiliate chairman, it's expected to be a "no-burning-issue meeting."

That is not to say that events and issues of consequence have been missing at the ABC and NBC meetings and are unscheduled at CBS. At ABC two weeks ago, affiliates agreed to join the network in the subscription television business, a proposal that would have sent shock waves through the industry five years ago. At NBC last week there was less talk of new technologies and more of the network management's recovery plans in conventional broadcasting. At both ABC and NBC there were minor indications of dissent at the network's decisions to add commercial positions in, respectively, prime time and evening news. CBS defused that situation for itself by telling affiliates of its intention to add 30's in prime time at the same time it withdrew its proposal for longer evening news, during a special meeting at the National Association of Broadcasters convention in Dallas last April.

The guess here is that one reason that station relations are relatively peaceful at the networks these days is that both sides are resigned to changing times. Aside from the network business, there wasn't much to talk about until recently. With networks and station groups now venturing increasingly into new if associated fields, there is less concentration of attention on the network phenomenon.

The chief executives of all three network companies have been assuring affiliates that the core business is here to stay and indeed to prosper. But it is no longer the only business around. In a bigger world, bigger views are being taken.

## Last act

In an attempt, destined for failure, to revive the FCC's interest in regulating children's television programming and advertising, Action for Children's Television has gone to court. ACT has asked a federal court in Washington to force the FCC to come to a decision on a rulemaking that ACT originated 12 years ago. The FCC can solve the whole problem by voting to terminate the proceeding forthwith.

This has been going on so long that people have forgotten what ACT wanted when it went to the FCC in the first place. ACT wanted the FCC to set quotas for educational programming intended for the young and to establish limits on the commercial load in any programs attracting an audience containing children. The limits were to be reduced until they reached the ultimate goal of zero commercialization.

If the commission had abided by ACT's requests, it would have gone beyond mere oversight of broadcast programming and advertising. It would have become the censor that the Communications Act explicitly forbids it to be. The rules that ACT proposed would

have been clearly unconstitutional.

In 1974 the FCC issued a policy statement that fell short of a rule but had the practical effort of reducing commercial load by amendment of the National Association of Broadcasters television code. The amendment was negotiated in about the same way that the same FCC and NAB administrations negotiated family viewing time, later declared unconstitutional. The code, children's standards and all, is now in suspension in response to a federal court's antitrust ruling. There has been no indication, however, of stations or networks increasing commercials in children's shows.

ACT shifted its scene of action from the FCC to the Federal Trade Commission when a like-minded regulator, Michael Pertschuk, was appointed chairman of the FTC. Only actions in the Congress headed off a full-scale FTC attempt to suppress if not eliminate television advertising directed to the young and to prohibit the advertising of sugar-bearing cereals.

With its FTC campaign a failure, ACT has gone back to square one. But times have changed. Whatever argument could be made for violation of the First Amendment when the television universe consisted of three networks and a few independent stations scattered here and there is no argument at all now. The television universe is expanding exponentially. There is absolutely no justification now for an FCC adventure in editorial dictation to broadcasters.

ACT's act is drawing to a close.

## Whom do you trust?

It is surprising to learn from a document filed with the FCC by the New Jersey Office of Cable Television that the state is so saturated with broadcast television signals that its cable systems need relief from the FCC's must-carry rules. Until now, New Jersey authorities had been berating the FCC for an alleged scarcity of television service.

Indeed Senator Bill Bradley (D-N.J.) has been carrying on a relentless campaign to obtain a VHF assignment for his state on the grounds that New Jersey is grossly underserved by broadcast television. Yet his state's official cable television office says: "The state of New Jersey is located in a 'concentrated area' of broadcast signals that is found in only about a half-dozen states." Is the senator listening?



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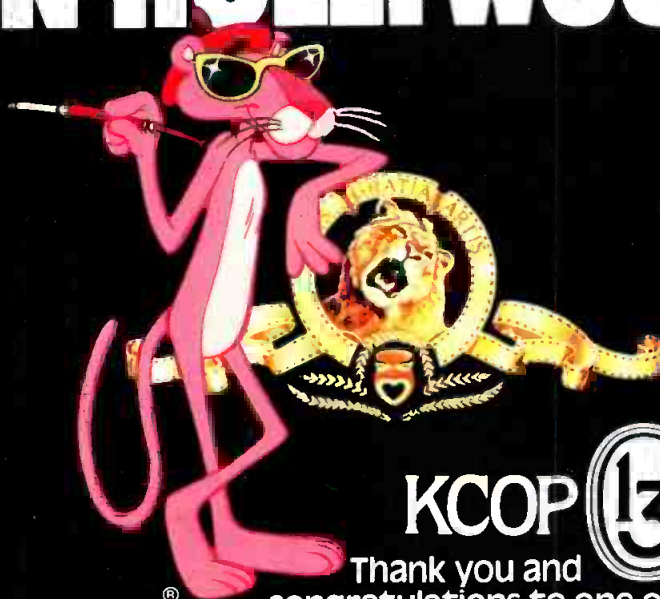
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# Broadcasting May 31

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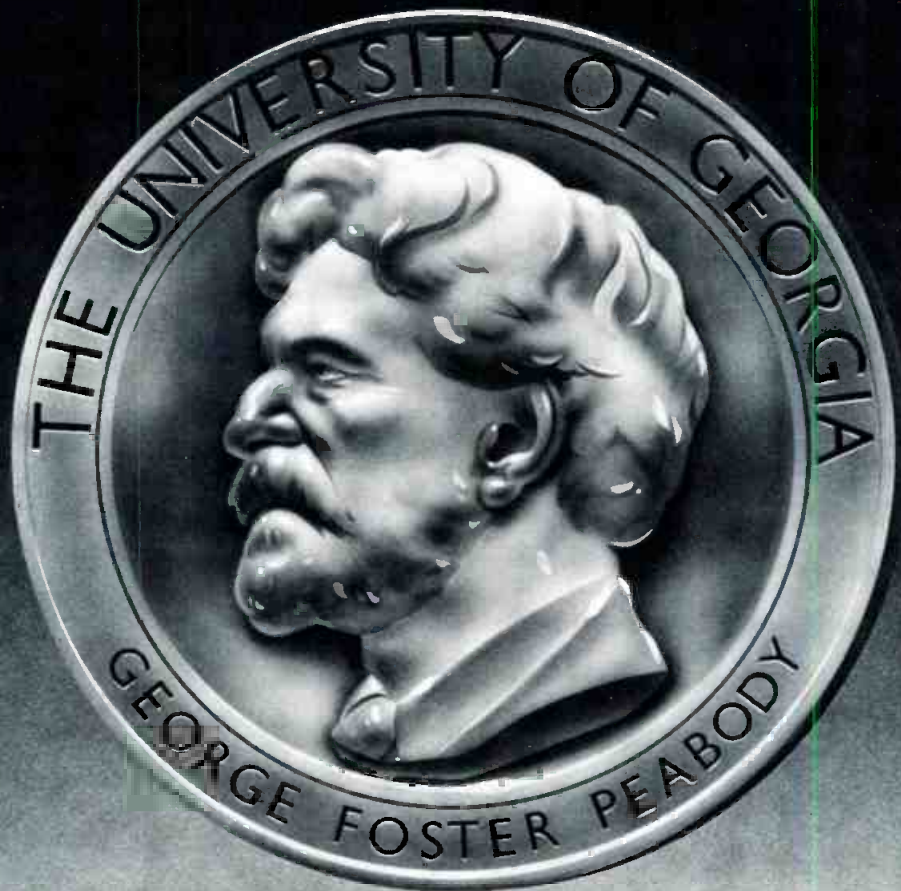


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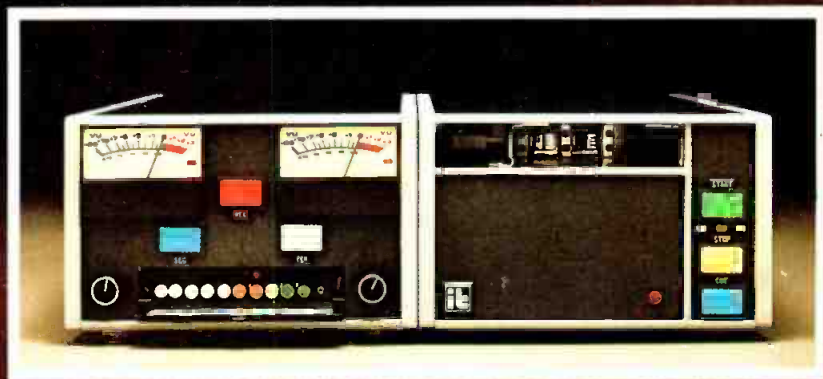
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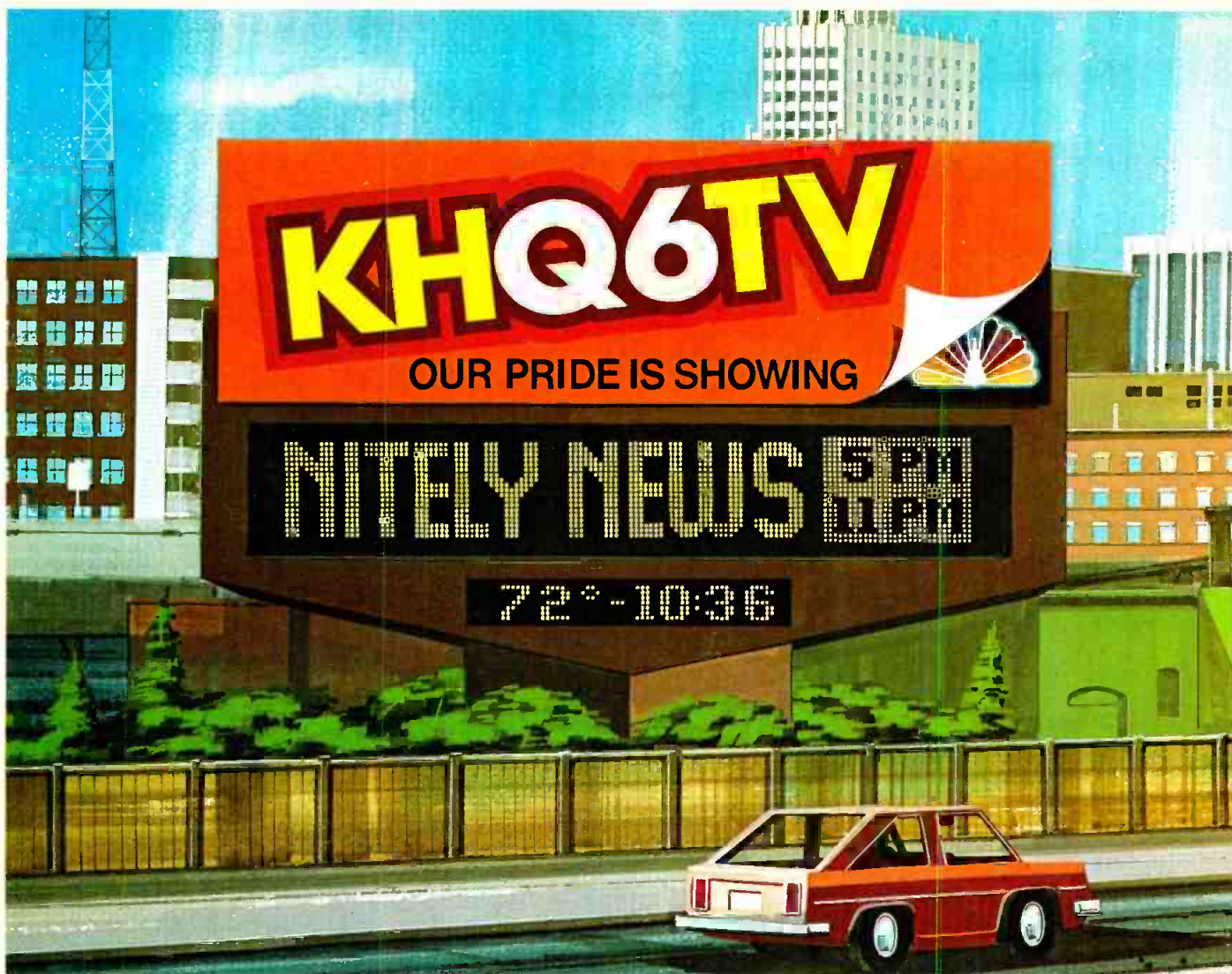
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# Broadcasting May 31

## CBS wins affiliates hearts in San Francisco □ 'TV Guide' levels charges against CBS documentary □ TV's battle to cover the Falklands □ Perspective on the Packwood amendment

**GOOD WEATHER** □ It was mostly sunny both inside and outside the CBS affiliates convention in San Francisco last week. **PAGE 23.** Wyman says there will be less change than expected in future; Moyers places steady hand on stormy sea. **PAGE 24.** Jankowski, echoing Wyman, reminds affiliates there are 81 million basic TV subscribers. **PAGE 25.** Malara reviews network-affiliate relationship. **PAGE 26.** Other reports: CBS to investigate *TV Guide* charges. **PAGE 27.** 1990 research report. **PAGE 27.** And Grant's program review. **PAGE 28.**

**MORE WORDS** □ Players in AT&T-Justice settlement game espouse views at FBA conference. **PAGE 30.**

**FALKLAND FRUSTRATION** □ Distance and restrictions by British and Argentine governments hamper broadcast coverage of South Atlantic war. Nevertheless, it has cost each network \$1 million in first six weeks. **PAGE 34.**

**ACCUSER IS ACCUSED** □ *TV Guide* article criticizes tactics of CBS News in TV documentary that charged U.S. intelligence manipulation in Vietnam War. **PAGE 36.**

**PAY TV IN CANADA** □ Government's green light for subscription service will be major topic at cable operators' national convention getting under way today in Toronto. **PAGE 41.**

**REACTION TO NEW AMIP SHOW** □ Wait-and-see attitude greets new foreign TV marketplace, but most expect to be at first showing in Miami Beach. **PAGE 44.**

**MORE FOOTBALL FOR ABC** □ TV network's two-year rights deal with new pro football league believed to be in \$20-million range. League still dickering for cable. **PAGE 48.**

**ANOTHER REBUKE FOR TV** □ Italian-Americans are

unfairly portrayed, according to study commissioned by antidefamation organization. **PAGE 48.**

**GREENE WANTS MORE INPUT** □ Judge pushes for some specific answers in request for additional comments on AT&T settlement. AT&T sketches in further details on its plans. **PAGE 53.**

**PERSPECTIVE ON PACKWOOD'S AMENDMENT** □ Some may disagree with senator's tactic in seeking constitutional change to assure freedom of expression to electronics media. But most agree it's needed start in battle for equality. **PAGE 54.**

**TV IN SENATE** □ More arguments advanced for camera access as Rules Committee works on ground rules. **PAGE 56.** Goldwater changes his stance. **PAGE 57.**

**CALIFORNIA GOLD FOR CABLE** □ State subcommittee approves bill continuing rate deregulation. It also rejects measure calling for tough rebuild, access provisions. **PAGE 58.**

**MARTI CAVEAT** □ Administration proposal runs into opposition in House; Senate resolution is introduced that would allow jamming in response to Cuban interference. **PAGE 63.**

**FCC NEWS** □ Commission rejects DNC petition. **PAGE 63.** Rivera's report on minority ownership entry is released. **PAGE 64.**

**REGROUPING FOR GROUP W** □ Less than six months after taking over as president and chief operating officer of Group W Cable, Chris Derick has already developed myriad of strategies designed to make company greater marketing force. **PAGE 87.**

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## Political candidates

Spirited campaign has been launched for Congressman Marc L. Marks, 55-year-old Republican from Sharon, Pa., to succeed Vincent T. Wasilewski as president of National Association of Broadcasters. Marks recently announced he wouldn't run for third term, at same time denouncing Reagan administration. Several congressmen reportedly called broadcaster constituents in support of Marks's candidacy.

Another Republican congressman, James T. Broyhill of North Carolina, 54, ranking minority member of House Energy and Commerce Committee and long-time friend of broadcasters, is being importuned to seek NAB post. Still another, 50-year-old Tom Railsback (R-Ill.), who loses his House seat through redistricting of his Moline base, has been proposed for NAB consideration.

## Add NAB

There are others running or being pushed for NAB presidency, which may pay \$200,000 a year or so for right person. "Six or eight" are applicants (BROADCASTING, May 24). Also being advanced, without their knowledge or consent, are NAB's joint board chairman, Edward O. Fritts of Indianola, Miss., who chairs NAB presidential search committee, and Dean Burch, former FCC chairman now in private law practice. There's doubt Burch could be enticed.

David Foster, Washington consultant and former president of National Cable Television Association, is actively seeking NAB post. Others suggested as symbolic of stature sought: Richard Leshner, president of U.S. Chamber of Commerce, and Robert Schmidt, also former head of NCTA (he hired incumbent Tom Wheeler), now head of his own Communications Technology Management, McLean, Va.

## Toward consensus?

Direction or directions receiver manufacturers will take in pursuit of AM stereo market may come into focus at Electronic Industries Association's Consumer Electronics Show that opens next Sunday (June 6) in Chicago. They'll all be there, and most will be showing prototypes of AM stereo radios. (Among novel offerings will be Sansui's three-in-one unit that automatically switches to receive Kahn, Harris or Magnavox signals.) Several manufacturers are expected to announce system preferences. Because of ready availability of National Semiconductor chips designed primarily for Magnavox system, enthusiasm for that

system among radio makers seems to be gaining momentum and may become evident in Chicago.

## Questionable

How is U.S. Judge William Jameson of Montana district likely to vote on broadcast deregulation cases argued before U.S. Court of Appeals in Washington last week (see page 58)? With Judge J. Skelly Wright written off as antideregulation and Judge Robert Bork, pro, vote of Jameson, sitting in as third member of panel, is regarded as critical. Wilmer, Cutler & Pickering, law firm that represented broadcasters in case, checked Jameson's votes on earlier visits to D.C. circuit. Results of study, if not conclusive, did not point in direction favorable to FCC and broadcasters.

In each of four cases involving FCC, Jameson was part of unanimous panel ruling against FCC. Perhaps most significant decision, handed down in 1973, ordered FCC to hold hearing on radio station sale listeners had opposed because of loss of favored format.

## Second killing

Sudbrink Broadcasting, Fort Lauderdale, Fla.-based group of four AM's and three FM's, plans to pull out of station ownership to concentrate on its Illinois and Wisconsin cable systems and other "broadcast-related interests." Sudbrink has steadily acquired its current radio portfolio since 1976 for total of \$8,455,000. This is second time Sudbrink has built up and liquidated broadcast group. In 1977 it sold off to different buyers two AM's and five FM's for total of \$24.66 million, keeping only its Miami AM which it bought year earlier. Ted Hepburn is brokering transactions.

## Missionaries

Program syndicator representatives, including Jack Valenti, Motion Picture Association of America president, and Ed Bleier, executive vice president of Warner Brothers Television, paid personal visits to FCC commissioners last week, stepping up lobbying effort against possible repeal of financial-interest and network syndication rules that prohibit television networks from acquiring any piece of exhibition, distribution or other commercial use of any program not produced entirely by network and from domestic syndication. FCC sources have indicated rulemaking re-evaluating need for rule will be proposed in June ("Closed Circuit," May 17), and indications are Valenti and company won't be successful in derailing proposal.

## Price tag

House Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.) has tentative plans to meet with National Association of Broadcasters joint board chairman, Edward O. Fritts, and Colorado Association of Broadcasters president, Doug Stevens. Purpose of meeting is to discuss broadcast deregulation during 97th Congress and future support for public broadcasting. Wirth has signaled broadcasters that viable plan for continued funding of public broadcasting could be quid pro quo for deregulation (see story, page 58).

## Including networks out?

It may be midsummer before FCC gets around to consideration of proposed rulemaking on Chairman Mark Fowler's project to lift limitation on broadcast station ownerships, now seven AM, seven FM and seven TV (not more than five of last VHF's) by same entity. But FCC members are hearing more and more opposition to expansion of limits for conventional network-owned-and-operated stations. Other owners see affiliations supplanted by new O&O's.

## Comme ci COMSAT

Communications Satellite Corp. is building "bench" in anticipation of greatly expanded operation. Under direction of Joseph V. Charyk, 62, president and chief executive officer, there's been quiet expansion of staff which is presumed to indicate line of successorship in \$600-million corporation. Charyk would succeed to chairmanship next fall when John Hooper, 72, is expected to retire.

Mentioned in line for bigger things (not excluding chief executive post), are three Comsat subsidiary presidents: Irving Goldstein, 43, Satellite Telecommunications Corp.; Richard S. Bodman, 44, Comsat General; and John McLucas, 61, World Systems Co.

## Broader reach

Spadework on restructuring and renaming Broadcast Rating Council to include cable and other media (BROADCASTING, Jan. 18, et seq.) has been going faster than expected and may be completed next week. Council's futures committee, under George Hatch of Standard Communications, meets again June 8-9 and hopes to have recommendations ready for meeting of BRC board, led by Dan Kops of Kops-Monahan, later June 9. Leading candidate for new name: Telecommunications Rating Council Inc.

## Countdown

With an opening night "combination of excitement and anxiety," Arthur Taylor last Thursday taped his personal introduction for the launch of The Entertainment Channel this Friday (June 4). Not much of the cable universe is going to get a chance to see the premiere of this latest entry into the pay cable arena or its president's salutation. Only a handful of cable systems will be carrying the service's first week and the largest of them, the *New York Times's* Audubon, N.J., system will not start carrying the service until June 6.



Taylor

Nevertheless, Taylor said he's not disappointed with his affiliate roster. It's always been the plan to introduce TEC in six to 10 systems a month, he said. The service now has commitments from systems with a total of 3.1 million subscribers, he said, and by the end of this year the pay package should be available to 800,000 of them.

That still doesn't answer the question Taylor called the important one—"who's paying?" Based on the experience of the established pay networks, it takes between 2.5 million and 3 million subscribers to make a national pay network profitable. Taylor will not say what he believes the break-even point for TEC is in terms of subscribers, but, he said, the service will turn a profit by "mid-decade."

Speaking at a gathering of the Washington Metropolitan Cable Club last Tuesday, Taylor gave some idea of what it takes to buy into the pay cable game: "Anybody not prepared to look at \$100 million should not get into the business." One of the things that could crush TEC or any other pay service, Taylor told the Washington crowd, is being forced to accept harsh terms—"low prices"—from cable operators. If system operators use the existing shortage in cable channels to win such terms, Taylor says, it would be "a folly of unimaginable proportions." Taylor called for "economic statesmanship." Instead of backing programmers into a financially untenable position, Taylor says, they should "nurture" the supply of programming.

## Pugilistic population

The cable audience for the Cooney-Holmes heavyweight title fight June 11 keeps growing. Some 175,000 homes are now expected to tune into the pay-per-view event and pay more than \$3 million for the privilege. Rick Kulis, who is putting together the PPV audience for fight promoter Don King, said 70 cable systems are now offering the fight to their subscribers.

Ten addressable systems are expected to get 75,000 (25%) of their 300,000 subscribers to take the fight for \$15. Although the operators will gross \$1,125,000, they are on the short end of a 66/33 split with King, and will only net \$375,000.

Sixty non-addressable systems that have to distribute traps to allow their PPV customers to unscramble the fight are expected to attract about 100,000 homes. They will be charging subscribers more—up to \$20—and paying King less—a flat \$8—than the addressable systems, but because they have to offset the cost of buying and distributing the traps, they will receive about the same return as the addressable systems—about \$5 per home. It all adds up to a gross of \$2 million and a net of at least \$500,000.

Despite the growth of the cable PPV audience, it's no more than half the size Kulis

## Fighting back

*Suburban Cablevision, East Orange, N.J., has won three convictions for theft of cable service in Middlesex county and has a number of other criminal complaints on the way to court.*

*According to an attorney for Suburban, a state law that shifts the burden of proof to the defendants after evidence of tampering has been found has made it easier to prosecute thieves. Fines have been in the \$200-\$250 range.*

*Suburban employs a surveillance and auditing department to go after the pirates. Both individuals and businesses have been among those caught.*

expects from the STV operators. Through 22 STV stations, Kulis will reach 960,000 STV homes and hopes to get 40% to 50% to watch the fight. Since the STV operator gets the same deal as the addressable cable operator, an STV audience of between 400,000 and 500,000 homes would generate revenues of between \$6 million and \$7.5 million and profits of between \$2 million and \$2.5 million.

## Qube report card

Still smarting from criticism of its Qube system in the popular press, Warner Amex Cable Communications has released results of a Louis Harris survey of 500 Columbus, Ohio, Qube subscribers that shows they are happy with the two-way technology and the services it offers. The survey found that 86% were "satisfied" and that almost half were "very satisfied." Slightly more than two-thirds said they or members of their families had recommended Qube to friends or neighbors. Nearly all (92%) said they believed that Qube will "continue to grow

in importance and become the wave of the future."

One of Qube's talents, which has little appeal to subscribers but which may become attractive to advertisers and marketers, is its ability to determine how many persons are watching what shows. Warner Amex checked up on its 7,525 Qube subscribers in Pittsburgh on Sunday, May 16, at 8:03 p.m. NYT to find out what they were watching. What it found, first of all, was that 3,395 had better things to do than watch television. And it also found that the programming of the three major broadcast networks was only slightly more appealing than the movies offered by the three major pay cable networks (Home Box Office, Showtime and The Movie Channel). Of the 4,130 Qube subscribers who were watching television at the time, 1,681 (40%) were tuned into one of the three network affiliates—most (17%) into WPXI and NBC's *Marco Polo*—and 1,577 (38%) watched the pay movies. The remaining audience was split among other cable channels and local public and independent stations.

## One for two

Cable News Network and the soon-to-be-launched Satellite News Channels are fierce marketplace competitors, and once SNC goes on the air June 21 that competitiveness will surely extend to the editorial side. But when a big story breaks in Atlanta or its environs, both 24-hour-a-day networks may end up with the same coverage.

The common denominator is WSB-TV Atlanta. The Cox Broadcasting station has affiliation and news reciprocity agreements with CNN and SNC that allow the news networks to pick up any of the station's local news coverage. Under its agreement with CNN, WSB-TV will broadcast CNN2, CNN's short-form service, from 2 a.m. to 6 a.m. each day and is permitted to carry live CNN coverage of major breaking stories and pick up excerpts from CNN's round-the-clock coverage. As one of 23 regional broadcast affiliates of SNC, WSB-TV will not only have to provide regional news coverage for SNC, but also produce a five-minute regional newscast for SNC cable affiliates in Georgia.

Despite their common partner, CNN and SNC do not have to worry about any of their international or national coverage showing up on the competition. Fred Barber, vice president and general manager, WSB-TV, stressed: "Any of the material CNN or SNC lift from us can only be our own locally originated material."

One other national news network may air WSB-TV coverage at the same time CNN and SNC do. The station is, before all else, an ABC affiliate.

## Following the franchises

The Chicago City Council adopted a formal request for proposal last Thursday (May 27), copies of which should be available early this week. The deadline for franchise



applications is Aug. 31. The RFP divides the city into five franchise areas, four containing 200,000 dwelling units and one with 270,000. Only one of the franchises calls for a substantial amount of underground construction. The RFP calls for a minimum annual franchise fee of 5%; two subscriber cables and one institutional cable, and mandatory offering of a sub-basic package called "universal subscriber service." That service, a 36-channel package containing Chicago's local TV stations, a government-leased channel and public-access channels would be provided to residents for the one-time-only installation fee of \$69.95 (\$79.95 in installments) and no monthly charge thereafter.

In Milwaukee, a city subcommittee has narrowed the list of cable applicants to three: Warner Amex, Group W Cable and Viacom. The subcommittee will make its final recommendation to the council in June. The city had considered municipal ownership, but abandoned the idea after such a proposal was defeated by referendum in St. Paul.

And in Pinellas County, Fla., the local government has voted to give Vision Cable both halves of the county (100,000 homes).

The formal award is expected by the end of June or early July. Vision plans a 110-channel system with two-way capability. Vision bested Centel and Storer for the northern franchise and Centel, Cross Country and a Booth-Heritage joint venture in the south.

Officials of Montgomery County, Md. (Washington suburb), have appointed an independent review panel to insure compliance by franchising authorities with local ordinances in choosing one of four top applicants to supply cable TV service to some 220,000 dwelling units. The chairman of the panel is Ronald Siegel, an attorney with the Washington firm of Cohn & Marks. Other members are Robert Ross, former vice president, government relations, for the National Cable Television Association and now an attorney with Pepper, Hamilton & Scheetz, and Jean Rice, of the Washington-based cable consulting firm of Rice-Richter Associates.

## Ad regulation

A former Federal Trade Commission attorney would like to see one more provision added to the franchise agreements being

drawn up in communities throughout the country—one to make cable operators accept responsibility for the advertising they deliver to their subscribers. Writing in the *Catholic University Law Review* (winter 1982), Dee Pridgen (with the help of 1982 law graduate Eric Engel) says local citizens working with operators during the franchise negotiations should be able to come up with a "mechanism to protect cable viewers from deceptive advertising and abusive marketing schemes."

The broadcasters' responsibility for the commercials they air is well established by various rulings of the FCC and the FTC. Cable has remained beyond the reach of these rulings, Pridgen says, and "there is currently no state law or local regulatory action directed at the responsibility of cable franchisees for advertising or marketing originating on cable channels."

All that is needed, she says, is "a few simple paragraphs in the franchise agreement" to establish the operator's responsibility. The paragraphs would supply the impetus the cable operators need, she says, to regulate themselves and watch closely the local advertising they have sold as well as the commercials they import on the ad-supported networks.



**Denver showcase.** Daniels & Associates, the pioneering cable television organization whose founder, Bill Daniels, is credited by many as being the "father of cable television," opened its \$8.6 million Daniels Communications Center in Denver May 21 to appropriate fanfare. Almost 700 guests from that important cable capital and from across the country were on hand to help mark that event, which included the installation of a time-capsule (to be opened in 2001), several receptions, an elaborate dinner and dancing into the night. Pictured by the time capsule (which features the Bill Daniels motto: "The Best is Good Enough For Me") are (top right, l-r): Chairman Daniels, Vice Chairman and Chief Executive Officer John Saeman and President and Chief Operating Officer Tom Marinkovich. Guests toured the executive offices, including Daniels's own (middle right), which features a coffee-table-height desk (complete with telecommunications system), and a futuristic conference room (bottom right) whose central element is a conference table with six built-in telecommunications receivers. (The table is pictured with the telecommunications unit in the "up" position; it can be lowered for conventional conference use.) Throughout the evening various projection devices around the center—it has its own cable system, complete with earth station and headend—broadcast names of the evening's guests on a continuous scroll. The company, which Daniels founded in the late 1950's, now has 97 employees at the headquarters building and another 400-500 at various systems around the country. (By BROADCASTING's estimate, Daniels ranks as the nation's 20th largest MSO [BROADCASTING, May 3]). Among the other facilities are elaborate employee lounges, a complete exercise facility with locker rooms and a giant jacuzzi.



## TV ONLY

**Genesee Brewing Co.** □ Various products. Begins June 28 for 13 weeks in 28 markets. Sports programming. Agency: William Esty Co., New York. Target: men, 18-49.

**American Can Co.** □ Brawny paper towels. Begins June 28 for 13 weeks in 15 markets. All dayparts. Agency: Scali, McCabe, Sloves, New York. Target: women, 25-54.

**Home Savings & Loan Associates** □ Begins late June for third quarter in Los Angeles, San Francisco, San Diego, Fresno, Bakersfield, Santa Barbara, Sacramento, Palm Springs, and Monterey-Salinas, all California. Day, fringe, news and weekends. Agency: Benton & Bowles, Los Angeles. Target: adults, 50 and over.

**American Home Products** □ Various products. Begins June 28 for 13 weeks in over 20 markets. All dayparts. Agency: J.F.

Murray Co., New York. Target: women, 25-54.

**Northwestern Bell** □ Business long distance. Begins Sept. 11 for 11 weeks in six markets. Agency: Bozell & Jacobs, Minneapolis. Target: men, 18 and over.

**Times Mirror Publishing** □ Various magazines. Begins June 28 for 10 weeks in over 10 markets. Agency: Grey Advertising, New York. Target: men, 18-49.

**Abacus Group** □ Mortgage investors. Begins Sept. 6 for seven weeks in six markets. Agency: Shaffer/MacGill & Associates, Chicago. Target: men, 25-54.

**Dunkin' Donuts of America** □ Snack food franchises. Begins June 27 for six weeks in Providence, R.I., and Milwaukee. Day, fringe and prime times. Agency: Ally & Gargano, New York. Target: women, 25-54.

**Jeannette Coburn** □ Slow Peel facial product. Begins June 7 for five weeks in about 25 markets. Day and fringe times. Agency: Ed Libov & Associates, Chicago. Target: women, 18-49.

**Tonka Toys** □ Begins June 21 for four weeks in about 20 markets. Day times and children's programming. Agency: Jordan, Case & McGrath, New York. Target: children, 6-11.

**Simmons** □ Mattresses. Begins Sept. 27 for three weeks in about 58 markets. Day, early fringe and weekend programming. Agency: McDonald & Little, Atlanta. Target: adults, 25-54.

**Economic Labs** □ Lime-A-Way cleanser. Begins July 5 for three weeks in 65 markets. Day, prime access and prime times. Agency: Warwick, Welsh & Miller, New York. Target: women, 25-49.

**Merryware Industries** □ Brushes. Begins Nov. 26 for two weeks in six to eight markets. All dayparts. Agency: Bradham, Hamilton Advertising, Mount Pleasant, S.C. Target: women, 18-49.

**Excel Mineral** □ Cat litter. Begins Aug. 2 for two weeks in five West Coast markets. All dayparts. Agency: Larson, Bateman & MacAllister, Santa Barbara, Calif. Target: women, 25-54.

**Eagle Family Discount Stores** □ Begins Aug. 3 for one week in five markets. All dayparts. Agency: Sandy Tinsley Advertising, Miami. Target: adults, 25-54.

# WICHITA IS GONE.

Wichita's gone Superadio. KBRA-FM has just signed with us.

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

But there are other major markets still available, so call David Pollei at (212) 708-8172. Before it's too late.

**SUPERADIO™** RADIO ENTERPRISES abc

© 1982 ABC Radio Enterprises, Inc.

## Rep Report

WCFL(AM) Chicago: To Bernard Howard from Jack Masla.

WTMA(AM)-WSSX(FM) Charleston, S.C.: To Katz Radio from Eastman Radio.

WEAM(AM) Arlington, Va.: To Roslin Radio Sales from HR/Stone.

KTRB(AM)-KHOP(FM) Modesto, Calif.: To Blair Radio from Torbet Radio.

WSO(AM)-WKDQ(FM) Evansville, Ind.: To Major Market Radio from Pates-Walton.

KAEZ(FM) Oklahoma City: To Bernard Howard (no previous rep).



# HERE'S WHAT'S HAPPENING!

ALBANY  
ALBUQUERQUE  
ALEXANDRIA  
AMARILLO  
ANCHORAGE  
ATLANTA  
AUGUSTA  
BAKERSFIELD  
BALTIMORE  
BATON ROUGE  
BEAUMONT  
BIRMINGHAM  
BOSTON  
BUFFALO

WALB  
KOAT  
KLAX  
KVII  
KIMO  
WSB  
WRDW  
KWPR  
WBAL  
WAFB  
KJAC  
WBRC  
WSBK  
WGR

CHARLESTON  
CHARLOTTE  
CHATTANOOGA  
CLEVELAND  
COLUMBIA  
COLUMBUS, GA  
COLUMBUS, MS  
DALLAS  
DAYTON  
DENVER  
DETROIT  
EVANSVILLE  
FLINT  
FLORENCE

WCBD  
W8TV  
WRCB  
WUAB  
WLTN  
WYEA  
WTVB  
KTVT  
WDTN  
KWGN  
WDIV  
WFIE  
WEYI  
WPDE

FT. WAYNE  
FRESNO  
GREENSBORO  
GREENVILLE, NC  
GREENVILLE, SC  
HONOLULU  
HOUSTON  
HUNTSVILLE  
JACKSON  
JACKSONVILLE  
KANSAS CITY  
KNOXVILLE  
LAFAYETTE  
LAS VEGAS

WKJG  
KJEO  
WFMY  
WCTI  
WFBC  
KITV  
KHTV  
WAFF  
WAPT  
WTLV  
WDAF  
WBIR  
KLFY  
KTNV

LEXINGTON  
LITTLE ROCK  
LOS ANGELES  
LOUISVILLE  
MACON  
MCALLEN  
MEMPHIS  
MILWAUKEE  
MINNEAPOLIS  
MOBILE  
MONROE  
MONTGOMERY  
NASHVILLE  
NEW ORLEANS

WTVQ  
KTHV  
KHJ  
WAVE  
WMAZ  
KRGV  
WMC  
WVTV  
KMSP  
WKRG  
KTVE  
WSFA  
WTVF  
WVUE

NEW YORK  
NORFOLK  
PHILADELPHIA  
PITTSBURGH  
RALEIGH  
RICHMOND  
ROANOKE  
SACRAMENTO

WNEW  
WTVZ  
WTAF  
WPXI  
WPTF  
WWBT  
WSLS  
KRBK

ST. LOUIS  
SAVANNAH  
SEATTLE  
SHREVEPORT  
TAMPA  
WACO  
WASHINGTON  
WILMINGTON

KDNL  
WTOG  
KSTW  
KTAL  
WTOG  
KCEN  
WDCA  
WWAY

## What's Happening!!

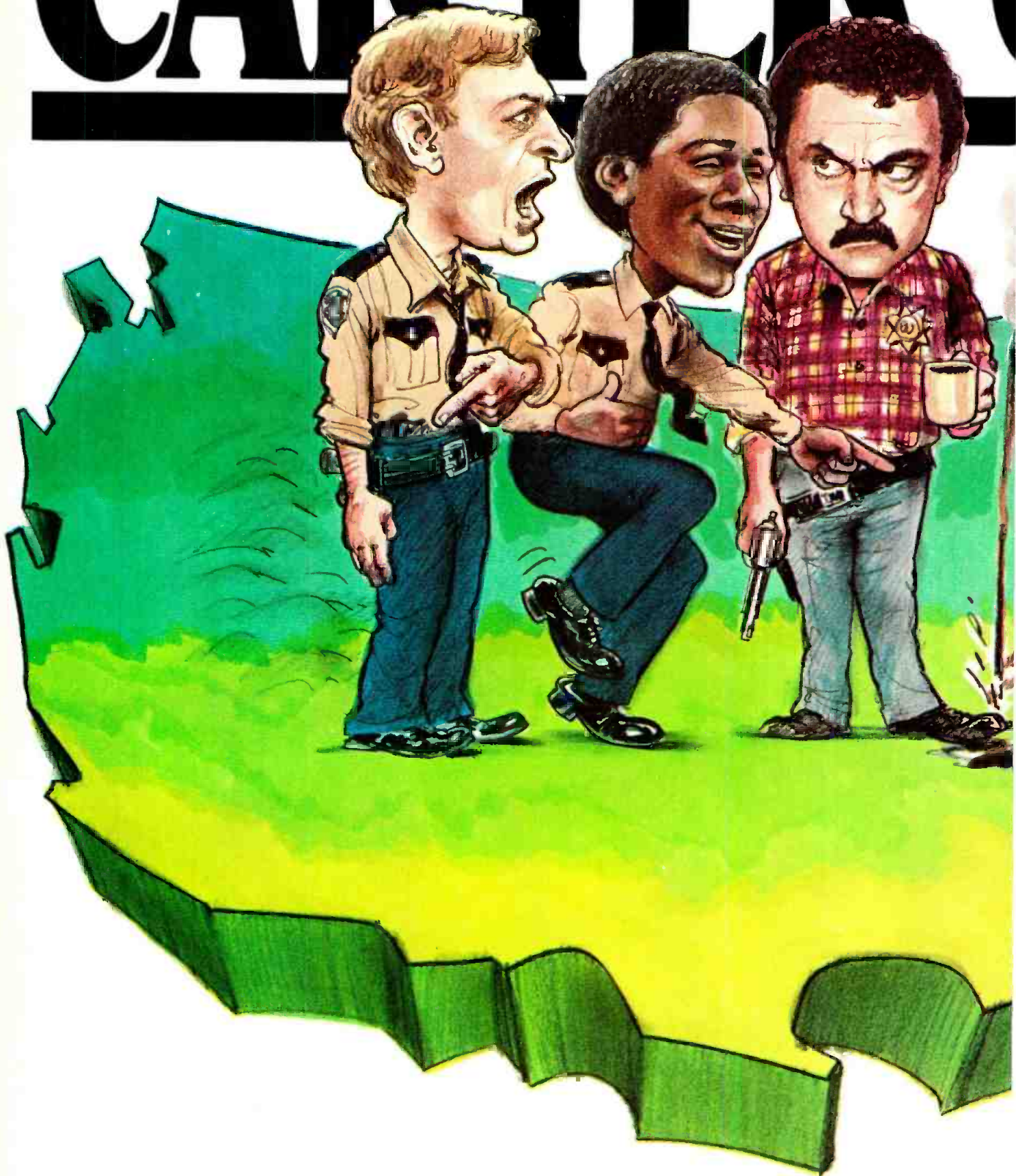
A Toy Production distributed by

NOW SOLD IN 72 MARKETS

  
COLUMBIA PICTURES TELEVISION



# CARTER





# COUNTRY



## Carter Country. Now sold in 69 markets.

|                |      |               |      |
|----------------|------|---------------|------|
| ALBANY, GA     | WALB | LAFAYETTE, LA | KATC |
| ALEXANDRIA     | KLAX | LAS VEGAS     | KTNV |
| AMARILLO       | KVII | LEXINGTON     | WTVQ |
| ANCHORAGE      | KIMO | LITTLE ROCK   | KTHV |
| ATLANTA        | WSB  | LOS ANGELES   | KHJ  |
| AUGUSTA        | WJBF | LOUISVILLE    | WAVE |
| AUSTIN         | KTVV | MACON         | WXGA |
| BALTIMORE      | WBAL | MEMPHIS       | WMC  |
| BATON ROUGE    | WAFB | MILWAUKEE     | WVTV |
| BIRMINGHAM     | WBRC | MINNEAPOLIS   | KMSP |
| BOSTON         | WSBK | MOBILE        | WKRG |
| BUFFALO        | WGR  | MONROE        | KTVE |
| CHARLESTON     | WCIV | MONTGOMERY    | WSFA |
| CHARLOTTE      | WSOC | NASHVILLE     | WNGE |
| CHATTANOOGA    | WRCB | NEW ORLEANS   | WVUE |
| CLEVELAND      | WUAB | NORFOLK       | WTVZ |
| COLUMBIA       | WLTN | ORLANDO       | WOFL |
| COLUMBUS       | WYEA | PADUCAH       | WSIL |
| DALLAS         | KTVT | PEORIA        | WEEK |
| DAYTON         | WHIO | PHILADELPHIA  | WTAF |
| DENVER         | KWGN | PITTSBURGH    | WTAE |
| EVANSVILLE     | WFIE | PORTLAND      | KOIN |
| FLORENCE       | WPDE | RALEIGH       | WTVD |
| FRESNO         | KJEO | SACRAMENTO    | KRBK |
| GREEN BAY      | WFRV | SAVANNAH      | WSAV |
| GREENSBORO     | WGHP | SEATTLE       | KSTW |
| GREENVILLE, NC | WCTI | SHREVEPORT    | KTAL |
| GREENVILLE, SC | WSPA | SIOUX FALLS   | KELO |
| HARTFORD       | WFSB | SPOKANE       | KHQ  |
| HONOLULU       | KIKU | ST. LOUIS     | KDNL |
| HOUSTON        | KHTV | TOPEKA        | WIBW |
| HUNTSVILLE     | WAAY | WACO          | KCEN |
| JACKSON        | WJTV | WHEELING      | WTOV |
| JACKSONVILLE   | WTLV | WILMINGTON    | WECT |
| KNOXVILLE      | WBIR |               |      |

44 half-hours available now for your summer and fall lineup.

A Toy Production distributed by



**COLUMBIA PICTURES TELEVISION**

## AdVantage

**Hoop ads.** Katz Sports has acquired television rights to 34 college basketball games of Big East Conference during 1982-83 season and plans to offer schedule to advertisers on barter basis. Package includes 27 regular season games and seven tournament contests. Regular games will be co-produced by Katz Sports, division of Katz Communications, and USA Network. Katz will produce tournament games. USA Network will carry games on cable in all markets that are not telecasting them over-the-air on particular nights. Games will be carried on Tuesday, Wednesday and Saturday nights for nine weeks, starting Jan. 4. Katz Sports will handle clearing of stations and solicitation of advertisers for over-the-air telecasts.

**Pact finalized.** McGavren Guild Radio, New York, has completed purchase of Bernard Howard & Co., New York, from Viacom International Inc., New York, for undisclosed price ("Closed Circuit," Feb. 22). Howard representative firm will continue to operate as separate, independent company with Bernard Howard as president and chief executive officer. Howard founded firm 23 years ago. Company expects to bill about \$15 million in 1982. Bernard Howard will retain minority interest in firm bearing his name. Howard will develop employee stock purchase plan enabling management and sales personnel to acquire equity in company. It represents 115 stations. Bernard Howard Co. headquarters continues at 800 Third Avenue, New York 10022.

**Olivia's sponsors.** *Let's Get Physical*, Olivia Newton-John hour special, has sold out national advertising to S.J. Johnson, MBM (English Leather), U.S. Army, Frito-Lay, TDK and Universal Pictures. Distributed by MCA TV, prime-time special begins syndicated play this week. More than 100 stations have been cleared. *Physical* originally aired on ABC-TV earlier this year.

**Add three more.** Three more public TV stations participating in proposed advertising experiment have begun airing commercials. That means four of 10 stations selected to partake in experiment are now running ads. WYES-TV New Orleans was first (BROADCASTING, April 5) followed by KCSM-TV San Mateo, Calif., WPBT(TV) Miami, and WIPB(TV) Muncie, Ind. KCSM-TV aired ad May 21 for International Trading Group, national investment broker firm. WPBT broadcast spot for local radio station WYOR(FM) May 24 and Muncie station plans to run commercial for local supermarket this Wednesday.

**Renfield Importers** □ Martini & Rossi Asti Spumante. Begins this month for



varying flights in 27 markets. Agency: SSC&B, New York. Target: adults, 25-54.

### RADIO ONLY

**Greater Western Savings & Loan** □ Begins June 14 for six weeks in California markets of Bakersfield, Palm Springs, Redding, San Francisco and Sacramento. Agency: Dailey & Associates, Los Angeles. Target: adults, 25-54.

**Schiefflin & Co.** □ Blue Nun wine. Begins June 7 for six weeks in San Diego; New Orleans; Toledo, Ohio; Rochester, N.Y., and Baton Rouge, La. All dayparts. Agency: Cunningham & Walsh, New York. Target: adults, 18-34.

**Bennigan's Tavern** □ Restaurants. Begins June 9 for five weeks in over 10 markets. Morning drive and afternoon drive times. Agency: SSC&B, New York. Target: adults, 18-34.

**Meiers Wine** □ Creme sherry. Begins Aug. 23 for four weeks in about eight markets. Morning drive, middays and afternoon drive times. Agency: Elkmann Advertising, Bala Cynwyd, Pa. Target: adults, 35 and over.

**Taylor Wine** □ Begins June 7 for three weeks in over 20 markets. Agency: Kenyon & Eckhardt, New York. Target: adults, 25-54.

**Jean Pierre** □ Toiletries. Begins June 14 for two weeks in five markets. All dayparts. Agency: Barritt, Larsen, Peck & Farnell, Encino, Calif. Target: women, 25-54.

**Grodins Stores** □ Father's Day promotion. Begins June 14 for one week in San Francisco, Sacramento, Fresno and Modesto, all California; plus Las Vegas, Reno and Portland, Ore. All dayparts. Agency: The Wyman Company, Mill Valley, Calif. Target: women, 25-54.

### RADIO AND TV

**American Dairy Association of Wisconsin** □ Yogurt and dairy products. TV and radio campaign begins this week for six weeks in Chicago; Minneapolis-St. Paul; Waterloo, Iowa; Duluth, Minn.-Superior, Wis., and all Wisconsin markets. Agency: CreatiCom Advertising, Madison, Wis. Target: women, 25-49.

**The Tanner Musical Spectrum**

The TANNER MUSICAL SPECTRUM offers a Rainbow of Programming Services for automated and live assist stations.

- RED SATIN ROCK has the big hits.
- BRIGHT BLUE is Adult Contemporary or MOR.
- SONSHINE brings you MOR Christian programming.
- TANNER COUNTRY goes from city streets to country roads.

For the pot of gold at the end of the Rainbow, call Dick Denham person-to-person collect at (901) 320-4433.

**WILLIAM B. TANNER COMPANY, INC.**



# Monday Memo

A computer/sales commentary from Lee Facto, VP-marketing services, Station Business Systems, Greenwich, Conn.

## Computer-assisted sales techniques

In today's economic climate, the commercial broadcasting industry is facing major problems brought on by the sluggish economy. Advertisers are cutting back on their advertising schedules, and there is a greater competitive atmosphere in the broadcasting arena.

This situation is probably going to be with us for many months to come, and it seems apparent that the halcyon days of the sixties and seventies will not be repeated in the eighties. Moreover, there is a growing tide of competition from new sources for the sponsor's dollars such as the mushrooming cable networks and even the new practice of extending greater commercial identification of "sponsorship" for public broadcasting programs. It seems certain that the commercial broadcasting industry, which prospered in the last 20 years, will face increased competition in the future from many directions.

In the changed environment, it will be crucial for managers of commercial radio and television stations to make their organizations as efficient and productive as possible in order to maintain and possibly increase their margin of profitability. It is not a time for stations to bow to the problems ahead, but to regroup and analyze their sales methods and their economic profiles.

One key to success lies in obtaining better and more accurate information by the utilization of the station's computer to its fullest extent. Almost every radio station, television station and cable system has its own computer or a leased computer service. The computer records sales, prepares logs, reports on availabilities, confirms orders, bills clients and performs a hundred other business functions that make the station work more efficiently. The computer is the workhorse of the station, but often it has been taken over by the accounting department, the programming department and the financial department. There is no doubt that the computer is invaluable in those departments. However, it can be equally important in sales, where it is often underused. The computer can be the key to maximizing profits when it is used to advantage in forecasting sales and profitability.

In sales there are specific functions that can be programmed into the computer to give the station manager and the sales manager a more precise picture of their sales patterns.

The business computer system is an outstanding way for the sales department to boost revenues by utilizing the invento-



Lee Facto is VP-marketing services for Station Business Systems, Greenwich, Conn., a division of Control Data Corp. He has been involved with business automation systems for the broadcasting and cable industries for more than 22 years. From 1960 until 1974 he was VP-general manager of IGM Inc. In 1974 he became co-founder and part owner of Paperwork Systems Inc., the business system company that was acquired by Control Data and is now Station Business Systems.

ry more effectively, by improving overall sales productivity and by tightening control over accounts receivable.

At a radio or television station, the sales manager can increase revenues by insuring that all available spots are sold at the best possible price. The computer system allows this to happen by providing accurate, up-to-the-minute inventory information.

Computer-produced reports provide station sales managers with information necessary to motivate the sales staff and improve overall sales performance by pinpointing specific revenue opportunities. These reports present analyses of actual performance both by account and by salesperson. For example, a comparison of projected sales for each client with that client's activity for the same period during preceding years can isolate that client's trend in spending and serve as a valuable resource for highlighting new sales opportunities. The salesperson is equipped with a full analysis of the client's buying characteristics as they have been affected by the season of the year, the economic climate, or other relevant factors. The salesperson can track not only what a client has bought, but how he has bought it and how he has paid for it.

Using the same information, the sales manager can track not only what each sales rep is selling, but how it's being sold.

One of the most critical problems stations face in these days of high interest

rates is cash flow. A computer system can be vital in improving cash flow. By producing accurate aging reports on demand, the computer system can help the station tighten up on accounts receivable, frequently reducing outstanding accounts by as much as 30 days. By shortening the cycle between invoice and payment, the computer has been instrumental in increasing the station's available capital and expanding the actual dollar value of the station.

In a cable television facility, the computer system is valuable in conserving overall operational expenses through service tracking and greater accuracy, but it can also contribute directly to increased revenues. At order entry, the salesman or customer service representative is prompted by the computer terminal to offer subscribers all available service combinations.

In marketing, reports can be printed to review and compare the sales performance of each customer service rep so that the manager can quickly spot reps who are not meeting quotas and provide appropriate direction. Other reports enable managers to quickly evaluate the popularity of services by geographic area and to track retention rate of services.

One cable operator uses the computer to print mailing labels for a selected group of subscribers to whom special promotional campaigns are directed. Follow-up call cards and even personalized form letters can be produced by the system, as well.

As with broadcast facilities, the computer at the cable company can improve the cash flow situation dramatically. In addition to easily accessible aging reports, some systems on the market offer collection packages that expedite the company's accounts receivable functions substantially. Particularly with an in-house system, the turnaround time on bills can drop from a few weeks to two or three days. The difference can be worth tens of thousands of dollars, even to smaller cable operations.

The availability of computer hardware and software that can accomplish these objectives has increased enormously over the past few years... at prices that are more and more attractive to broadcast and cable operators. These systems will continue to grow in sophistication, become easier to use, and become more cost effective. The trend today is toward an in-house, stand-alone computer system.

In today's market, a business computer system is a management tool that virtually any broadcast or cable operation can afford and, in fact, is one management tool that no operation can afford to be without.

## This week

**May 30-June 3**—*Canadian Cable Television Association* annual convention. Sheraton Center, Toronto.

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

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

**June 2**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Brian Frons, CBS Entertainment. Copacabana, New York.

■ **June 2-4**—*International Radio Festival of New York* first awards competition, recognizing excellence in programming, advertising and promotion. Sheraton Center, New York.

■ **June 3**—*Advertising Club of New York* Andy Awards presentation. Sheraton Center, New York.

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

■ indicates new or revised listing

**June 3**—*Radio Advertising Bureau's* Idearama for radio salespeople. Holiday Inn Northwest, Columbia, S.C.

**June 3**—*Radio Advertising Bureau's* Idearama for radio salespeople. Marriott hotel-West Loop, Houston.

**June 3**—*Radio Advertising Bureau's* Idearama for radio salespeople. Little America, Salt Lake City.

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

■ **June 4**—*Advertising Research Foundation* workshop, "Effective Frequency: The State of the Art, Current Media Applications, Next Steps from ARF." New York Hilton, New York.

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

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

**June 7**—Third annual seminar of *Pacific Telecom-*

*munications 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." Speaker: Kay Koplovitz, president, USA Network; Bob Alter, president, Cabletelevision Advertising Bureau, and Mike Roarty, vice president, Anheuser-Busch. Beverly Hilton hotel, Los Angeles.

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

**June 7-10**—*Washington Journalism Center's* conference for journalists, "The Changing Economy." Watergate hotel, Washington.

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

■ **June 8**—*Radio Advertising Bureau's* Idearama for radio salespeople. Red Lion Inn, Seattle.

■ **June 8**—*Radio Advertising Bureau's* Idearama for radio salespeople. Hilton Airport Plaza Inn, Kansas City, Mo.

■ **June 8**—*Radio Advertising Bureau's* Idearama for radio salespeople. Sheraton Little Rock, Little Rock, Ark.

■ **June 8**—*Northern California Broadcasters Association* luncheon meeting. Fairmont hotel, San Francisco.

■ **June 8**—*Southern California Cable Club* luncheon meeting. Sheraton La Reina, Los Angeles.

■ **June 8**—*Hollywood Radio and Television Society* luncheon. Speaker: Leonard Goldenson, chairman, ABC Inc. Beverly Wilshire hotel, Beverly Hills.

■ **June 8**—*American Women in Radio and Television, Washington chapter*, and *Washington Women's Network*, forum on "New Communications Technologies." Comsat headquarters, Washington.

## Also in June

**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**—*Television, Radio and Advertising Club of Philadelphia* seminar on issue advertising. Holiday Inn, Philadelphia.

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

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

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

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

**June 10-13**—Seventh annual *Upper Midwest Communications Conclave*. Radisson Inn, Plymouth, Minneapolis.

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

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

## Major Meetings

**June 6-9**—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* fifth annual seminar. St. Francis hotel, San Francisco. Future seminars: June 22-26, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas, and 1985, Chicago.

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

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

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

**Sept. 9-11**—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta. Future Eastern shows: Aug. 25-27, 1983; Aug. 2-4, 1984, and Aug. 25-27, 1985, all at Georgia World Congress Center.

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

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

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

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

**Nov. 7-10**—*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 Televi-*

*sion 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 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.

**May 30, 1983**—*American Women in Radio and Television* 32d annual convention. Royal York, Toronto. Future conventions: May 105, 1984, Renaissance Center-Westin, Detroit; May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

**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.



**June 11-18**—Radio-Television News Directors Association of Canada annual meeting. Sheraton Center, Montreal.

■ **June 12**—"A Primer on Law for Journalists," sponsored by Dickinson School of Law. Advocacy Center, Dickinson School of Law, Carlisle, Pa.

■ **June 12**—Seminar on video special effects sponsored by Videography Co. and Studios, Los Angeles.

**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, for working press only. Sheraton Universal hotel, Los Angeles.

**June 12**—Cable TV Industry press tour. Century Plaza hotel, Los Angeles.

**June 12**—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 13-17**—International Conference on Communications, "The Digital Revolution," sponsored by Institute of Electrical and Electronics Engineers and Communications Society Conference Board. Franklin Plaza hotel, Philadelphia.

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

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

■ **June 14-20**—Oklahoma International Film Festival sponsored by Oklahoma Film and Television Producers Association. Williams Plaza hotel and Williams Center Cinema, Tulsa, Okla.

**June 14-24**—"Legal Aspects of the Media" course for attorneys offered by New York University School of Law's transitional educational program. Course will focus on copyright and communications law, antitrust and First Amendment. Information: Linda Rollyson, NYU Law School, 40 Washington Square South, New York, 10012.

**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**—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Bob Howard, president, United Satellite Television. Copacabana, New York.

**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 17-18**—Arbitron radio workshop. Loews Anatole, Dallas.

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

■ **June 19**—Seminar on video special effects sponsored by Videography Co. and Studios, Los Angeles.

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

■ **June 22**—Independent Media Producers Association seminar, "Doing Business with Trade Associations." Key Bridge Marriott hotel, Arlington, Va.

**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**—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Jeffrey Reiss, president and chief executive officer, Cable Health Network, Copacabana, New York.

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

■ **June 24-25**—Independent Television News Association annual board meeting. KTTV(TV) Los Angeles.

■ **June 24-26**—Iowa Broadcasters Association annual convention. New Inn, Okoboji, Iowa.

**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 12th 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.

## Errata

Box on Colony Communications' local ad sales in May 10 issue should note the system's top ad premium is on its own local nightly news show, not CNN. Revenues of \$780,000 produced first-year profit of \$77,000.

Public Interest Affiliates, not Public Affairs Affiliates, Highland Park, Ill. (BROADCASTING, May 17), is the name of firm offering public affairs programs to radio stations customized to station's problem list and with individual opening and closing.

International Radio and Television Society's 1982-83 Newsmaker Luncheon season will begin Sept. 22 with address by outgoing National Association of Broadcasters President Vincent T. Wasilewski at Waldorf-Astoria hotel in New York. Date reported in May 24 "Closed Circuit" was incorrect.

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**ENTERTAINMENT**  
WEEKLY

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

## July

**July 3**—Ad hoc committee organizational meeting to form *National Association of Radio and Telecommunications Engineers*. Red Lion Motor Inn, Jantzen Beach, Portland, Ore. Information: Ray Thrower, P.O. Box 12725, Salem, Ore., 97309. (503) 581-4031.

■ **July 3-6**—*Community Antenna Television Association* convention. Opryland, Nashville.

**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; Thomas Wheeler, National Cable Television Association. Maison Des Congres, Montreux, Switzerland.

**July 8-10**—*National Federation of Local Cable Programmers* fifth 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 9-10**—Media Workshop on California Courts sponsored by *California Judges Association* in conjunction with *Radio and Television News Directors Association*, *Radio and Television News Association of Southern California* and *California Newspaper Publishers Association*.

**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 13-15**—*National Federation of Community Broadcasters* annual conference. MacAlister College campus, St. Paul.

**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 18-20**—*California Broadcasters Association* membership meeting. Del Monte Hyatt House, Monterey, Calif.

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

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

■ **July 19-22**—*University of Southern California* engineering course on "Satellite Communications." University of Southern California, Los Angeles. Information: (213) 743-6708.

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

## August

**Aug. 5-7**—*Society for Private and Commercial Earth Stations* first convention and exhibition. Holiday Inn, Omaha.

**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.

**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) 635-3586.

**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, NW, 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. 19-21**—*Washington State Association of Broadcasters* annual fall meeting. Red Lion Inn, Spokane, Washington.

**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. 20-23**—*New England Cable Television Association* annual convention. Dunfey Hyannis hotel, Hyannis, Mass.

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

■ **Sept. 22**—*International Radio and Television Society* opening newsmaker luncheon for 1982-83 season with Vincent Wasilewski, outgoing president of National Association of Broadcasters. Waldorf-Astoria, New York.

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

■ **Sept. 24-26**—*North Dakota Broadcasters Association* fall convention. Doublewood Inn, Fargo, N.D.

**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.

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**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 Rikeys 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. 3-5—New Jersey Broadcasters Association** convention. Tamiment Resort and Country Club, Tami-

ment, Pa.

**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.

# Open Mike

## He who hesitates . . .

EDITOR: In the April 12 "Monday Memo," Walter Flynn equated the advertising community's increasing use of cable TV ads as "stampede—the result of carelessness and laxity and threatens the well-being of everybody and everything in the way." Mr. Flynn must be cautioned that attempts to stop stampedes are undoubtedly hazardous to oneself.

Mr. Flynn urges advertisers to "hold your horses . . . wait." And some will. But before they turn around, they'll be, as they say, left in the dust.

The measurement of cable TV audiences is becoming more sophisticated daily. The position of most advertiser-supported channels is that merely "counting heads" will never be a *sufficient* condition of an audience. We admit it is *necessary*. But cable TV is a different animal—it's not programed or used the same way the television Mr. Flynn has been selling for 18 years is programed and used. The cable TV community knows that we've got to teach the Nielsens, the Arbitrons and others new methods.

Let's examine what TV looks like today compared to when Mr. Flynn started selling spots in 1964. When I go home after work tonight I will want some news. But like most people I know I miss the early news because I work late. I get news by pushing CNN on my 36-channel converter. I need not wait until Mr. Flynn's company gives me national news at 11 p.m. When I'm done with news I want a movie. Mr. Flynn's channel has 20/20—but I want a movie. The Movie Channel has one I like, HBO has one I've seen—so I settle down with Richard Pryor's "Stir Crazy." After the movie ESPN has some tennis on and I'm hooked for one and a half hours, then it's 10 minutes with CBS Cable and some MTV (Music Television). I return to the networks for *Nightline* and then I go to bed.

What I've done is program my own evening's viewing. It was the best of what was available to me—when I was in the mood for each channel. The channels are vertically programed so that I know I'll get just what I expect, so I'm rarely disappointed. I'm much more satisfied with my television viewing experience. The time I've spent with my television is more

rewarding to me.

Yes, the methodology of measuring my viewing is very difficult. My cable system has 36 choices and yours may have 54 or 108. But should the cable industry stop investigating the potentially best methodologies? Each method (meters, diary, phone incidentals, personal interviews and telephone surveys) does have problems. Some aren't accurate, others are too expensive. But we've been making progress and are committed to major methodology testing.

When the stampede is over we will know more about our viewers than Mr. Flynn will know about his. We won't stop when we get the number of viewers, their age and sex. We already know quite a bit more about our viewers than Mr. Flynn was willing to admit.

First, we know that cable TV households are better demographically for many advertisers. According to Simmons studies, they are more apt to buy many products at a higher rate. Second, we know that some cable channels like MTV home in on segments that are hard to reach on the networks, (12-34), and with little if any waste. A recent NTI, February 1982 study showed that 43% of the audience was from 12 to 34 with 35% over 35 and 22% 11 or under. (Of the top 10 prime-time shows, *Laverne and Shirley* has one of the highest 12-34 audiences.) Finally, we know that many of the cable TV networks are involved in large scale—expensive—research projects, conducted by the best research suppliers in the business in an attempt to discover who is watching us, why, for how long, and how intensely.

Perhaps selling network spots is making Mr. Flynn frustrated. He sees the total network share going down every time it's measured. Yes, they are watching cable TV, and they're watching more all the time. Perhaps it's not the masses, but rather specialized segments who are drawn to specialized programing. If there ever was a targeting tool, cable is it.

Research on cable TV audiences will improve and will have information that will be of value to our programmers and our advertisers.

I urge advertisers to get aboard quickly. There's enough good research to make a careful and calculated decision. It will be an exciting ride.

As for Mr. Flynn, watch out for the stampede—it's under way.—*Marshall Cohen, vice president, research, Warner Amex Satellite Entertainment Co., New York.*

## One after another

EDITOR: First you changed your cover page.

Then you do super coverage of the 1982 National Cable Television Association convention along with two editorials that have folks sitting up and taking notice.

Then, to top it off, comes "Cablecastings."

BROADCASTING is really with it!—*Thomas E. Wheeler, president, National Cable Television Association, Washington.*

## Signals crossed

EDITOR: In your editorial of May 17, you made the statement that I had taken the position opposing the nomination of Stephen Sharp [to the FCC]. To tell you the truth, nobody has ever asked me to either endorse him or oppose him, and I don't know him or the circumstances surrounding his appointment at this time.—*Barry Goldwater (R-Ariz.), member, U.S. Senate, Washington.*

**Editor's note.** In a news conference last month, Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee, said that he and Senator Goldwater, chairman of the Communications Subcommittee, had agreed that "there will be no hearing if there is no Weatherly," a reference to Packwood's preferred choice of Marvin Weatherly for appointment to the FCC (BROADCASTING, April 12).

## Air war

EDITOR: In reference to the letter from Jeff Miller of WGUL(AM)-WPSO(FM) New Port Richey, Fla. (BROADCASTING, May 10), Mr. Miller is in error in concluding that the "airwaves" do not exist per se. The American public is in joint ownership of the atmosphere above the United States. Hence, the license holders of radio transmitting devices in this country are using public "air."

The only reason the FCC regulations were created was to keep greedy people from abusing the public trust and reduce interference from competing transmitters.—*Don Mussell, chief engineer, KUSP(FM) Santa Cruz, Calif.*

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**Grinnell Communications**

**Guy Gannett Stations**

**Harte-Hanks Communications**

**Hearst Stations**

**Hubbard Broadcasting**

**Johnstown Tribune Publishing**

**Journal Company**

**Kakeland Stations**

**Kelly Broadcasting**

**Landmark Communications**

**Lee Enterprises**

**LIN Broadcasting**

**Manship Stations**

**McClatchy Newspapers**

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