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RADIO TELEVISION CABLE SATELLITE

Broadcasting Jun 28



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51st Year 1982
IN THE NEWS
DBS ☐ Financial Interest ☐
SNC ☐ Teletext/
Videotext

IT'S A DEFINITE GO!

“Take My Word”

Is there a game show that is hilarious, zany, unpredictable but also intelligent?

Yes, TAKE MY WORD FOR IT!

*This strip
gives good
suggillate in
daytime.*

*In early
fringe,
this show is
furfuraceous.*



rd For It!"

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**HALF-HOUR STRIP.
AVAILABLE SEPTEMBER 1982**



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ENTERPRISES INC.**

**The World's Leading Distributor
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New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo,
Sydney, Toronto, Rio de Janeiro, Munich, Mexico City, Rome
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Women 18-49
say this show
is soogie
moogie.

Don't be
a sockdolager;
buy now for
September.



Computerized news retrieval explained in plain, simple language

How news directors nationwide use the **NEXIS** computer-assisted news retrieval service to get elusive but vital facts competing stations may not have. And how **NEXIS** gives their news departments a distinctive character some say boosts ratings measurably.

A new era of instantaneous research was ushered in when the first **NEXIS** terminal was installed in April 1980. Since then news departments of leading networks have relied on **NEXIS** as the research tool they turn to most often.

But just what is a computer-assisted news retrieval service? How does it work? And how can you decide whether it will be valuable in your newsroom?

An electronic library

A computer-assisted news retrieval service is essentially an electronic library, full of vast amounts of ready-to-use information from many sources, such as newspapers, magazines, and wire services. Each source is called a database. But instead of flipping through pages of facts in a research room, you simply touch a button on a keyboard—and the specific facts you want are delivered to a video screen at your desk, or anywhere in your newsroom.

It's as simple as that. But all news retrieval services are not created equal. Some offer you a limited number of databases. Some don't even give you the complete stories you may request—giving you instead short abstracts. Still others use computer mumbo-jumbo and require extensive training before you can use them.

The **NEXIS** Advantage

The **NEXIS** computer-assisted news retrieval service, provided by Mead Data Central, is different. First and most important, it gives you instant access to the current and back files of leading newspapers, magazines, and newslet-

ters, as well as all the world's major wire services, including the UPI States Wires. **NEXIS** includes sources such as The Washington Post, Business Week, Latin America Weekly Report, Congressional Quarterly Weekly Report, The Economist, Japan Economic Journal, the BBC Summary of World Broadcasts. All the information of a full library of more than 50 current and historical information sources is at your fingertips.

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NEXIS is the quickest way to get vital background material to give your newscasts a distinctive character that will make your listeners sit up and take notice.

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Did your first report of this incident contain that extraordinary fact? Was your coverage as thorough and interesting as it might have been? With **NEXIS**, overlooked but essential facts like these are available at a touch. You can accomplish in minutes what normally would take you or a researcher hours or even days to find. And

NEXIS is ready to go to work for you day and night, seven days a week.

Of course, **NEXIS**

can't write your stories for you, but it can do the following—

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What **NEXIS** can do for your newscasts

These are only the highlights of what **NEXIS** can do for you. For more specific information about how **NEXIS** can help give your newscasts a distinctive character, and measurably improve your ratings, take a moment to fill in and mail the coupon below. Do it now. All we need is your name and address, and we'll send you the complete story.



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Company/Station _____

Address _____

City _____ State _____ Zip _____

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Offices in New York, Chicago,
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Broadcasting Jun 28

FCC opens the sky to DBS and opens the door on financial interest rulemaking □ The up and coming technologies: videotext/teletext □ Satellite News Channels off to a royal start

INTERIM DBS SERVICE □ FCC cites overwhelming advantages of immediate start, says it will re-examine situation after first generation of satellites end their usefulness. **PAGE 27.**

LOOKING AGAIN □ FCC begins rulemaking to ascertain if there is still need for 12-year-old financial-interest and network syndication rule. **PAGE 30.**

WIRTH BILL CHANGES □ House committee plods through amendments to common-carrier legislation as passage grows doubtful. **PAGE 31.**

TELETEXT AND VIDEOTEXT □ Electronic publishing promises to create its own boom sector within Fourth and Fifth Estates. Here's look at major entities that have dealt themselves in, what they expect to happen and what they hope won't happen. **PAGE 37.**

COURT ACCESS VICTORY □ Supreme Court rules media should not have been barred from Massachusetts trial during testimony by alleged rape victims who were under 18. **PAGE 52.**

PACKWOOD ULTIMATUM □ Senator warns that if media don't support his fight for constitutional assurances of First Amendment protection for all media, he will throw in towel. But right now, he sees no shortcuts and plans year of hearings. **PAGE 52.**

WINS \$16-MILLION DECISION □ Judge rules in favor of wxON Detroit in case involving its STV contract with National Subscription Television. **PAGE 53.**

BOULDER DECISION BACKLASH □ Senate Judiciary Committee will hear city officials appeal for legislation to overturn Supreme Court's ruling that stripped municipalities of antitrust protection in cable awards. **PAGE 54.**

SECOND GUESSING ON LPTV □ FCC gets rash of petitions for reconsideration of low-power TV order,

most reflecting individual axes petitioners have to grind. **PAGE 56.**

SPECTRUM UTILIZATION □ Cato Institute's Mueller says new technologies have made broadcast regulation obsolete and broadcasters should be allowed to own channels and exchange them freely. **PAGE 58.**

PAY CABLE CANADIAN STYLE □ A progress report on plans of six grantees who hope to get service going in dominion early next spring. **PAGE 62.**

NATPE BOARD ACTION □ Larsen eligibility retained through procedural move; Back hired to fight for retention of syndication and financial interest rules changes; 1983 conference procedures tightened. **PAGE 62.**

SNC OFF AND RUNNING □ Royal birth in Britain enlivens first daybook of 24-hour satellite news channel. Sponsor list and pending deals with ATC, Cox and TCI announced. **PAGE 65.**

FUNDING HOPES □ Temporary commission to explore alternative ways to provide financial aid to public broadcasters will report to Congress that it can be done, but not in short time. **PAGE 69.**

RDR-WYMAN SUITS □ New York Supreme Court sets Sept. 8 trial date for cases involving allegations of tampering and misconduct at media buying service. **PAGE 72.**

P&G STAYS ON TOP □ It's \$32.4-million spot expenditure in first quarter keeps it first on TVB's list. **PAGE 72.**

THE TAMING OF THE SHREWD □ As White House deputy press secretary, Larry Speakes copes with probing of journalism's keenest minds and maintains balanced relationship with nation's most astute politicians. **PAGE 95.**

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THANKS, NEW YORK, FOR LOOKING OUT FOR NUMBER ONE.

While we keep New Yorkers on top of the news, they keep us on top. Because according to the May Nielsen and Arbitron ratings, more people watch Eyewitness News than any other local news program.*

In both surveys, we're the number one news show at

6 and 11pm. In Nielsen's book, we're number one at 5pm, too, with "The 5 o'clock Eyewitness News."

Of course, we owe it all to our viewers. After all, this outstanding performance wouldn't be possible if they didn't play a supporting role.

WABC-TV EYEWITNESS NEWS 5,6,11pm

*Based upon Nielsen Monthly Report May 1982. Based upon Arbitron Monthly Report May 1982. All data subject to qualifications submitted upon request.

Fee for freedom

National Radio Broadcasters Association has been lobbying energetically on Capitol Hill for proposal to exchange substantial radio deregulation and 50-year license contracts for spectrum fee of 1% of radio revenues to fund public radio and minority broadcast ownership (see box, page 56). Congressional staffers and NRBA spokesmen say proposal has had warm reception from key players in both House and Senate, with at least one important member perturbed at National Association of Broadcasters for opposing proposal.

Most likely sponsor of NRBA bill is Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.), who is anxious for solution to public broadcasting funding problems, and who, according to aide, is unlikely to be put off by NAB opposition. In spite of broad acceptance of proposal, however, many observers say it is likely to go nowhere without NAB support.

Jungle fighters

What FCC Chairman Mark Fowler describes as cleaning out underbrush—accumulation of secondary regulations that clutter rule books—has been assigned regularity work group headed by FCC attorney Maury Talbot. Team will pitch in on broadcast clutter, working in cooperation with Broadcast Bureau chief, Larry Harris.

Interested parties

With search committee charged with finding successor to outgoing National Association of Broadcasters President Vincent T. Wasilewski set to meet for third time this week, NAB executive vice president and general manager, John Summers, has sought to assure NAB directors he is active candidate for job. Explaining low-key campaign at recent joint board meeting in Washington (BROADCASTING, June 21), Summers has written board members that he has enjoyed "excellent working relationship with all members" of board and that "any effort . . . to pin down members on where they stand on their choice for the presidency could very well affect that rapport and, consequently, my ability to perform during this crucial interim period."

Campaign of rival applicant for NAB job, Tom Sawyer, 37, executive director of Ohio Association of Broadcasters, is attracting support. Sawyer has Washington experience on staff of late Chairman Torbert Macdonald (D-Mass.) of House

Communications Subcommittee. There's talk of Summers and Sawyer as numbers one and two at NAB, in either order (all this supposing that Eddie Fritts, chairman of NAB joint board, isn't "drafted" for association's presidency).

Costs of college

There will be search from within as well as outside if FCC's chief scientist decides to leave for economic reasons—as he has confided to associates he intends to do. Stephen Lukasik, 51, moved to FCC from Rand Corp. think tank, has four children, younger two of whom are ready for college, and he wants more than government ceiling of \$58,500. He is looking to private sector.

Establishment types

Despite Warner Amex Satellite Communications announcement last April that it would not sell its programming services to operators of satellite-fed master antenna systems (SMATV's), leading SMATV operators report that it's been business as usual. What WASEC meant presumably is that it would deal only with those operators with proved track record.

Club rules

May SMATV operators join National Cable Television Association? Some SMATV operators believe that under current NCTA bylaws they are eligible for full membership, but NCTA is not so sure. NCTA membership application says any company "engaged in the business of providing television reception . . . to subscribers via a cable television system is eligible for membership." NCTA says criterion is ambiguous. Consequently, board will "clarify" criterion at meeting in Washington next September and, in effect, determine whether to open doors to SMATV operators. In meantime, NCTA is accepting SMATV operators as patron members, lowest category of membership.

Well-placed nudge

Amendment to prohibit U.S. companies from taking tax deduction for cost of Canadian-made Telidon teletext and videotext systems is to be added to "mirror bill" (S. 2051) imposing reciprocity on Canadian denial of tax deduction for commercial time purchased from U.S. border broadcasters. To be offered by Senator Daniel P. Moynihan (D-N.Y.) when bill goes to markup within next three weeks, amendment is meant to

put "teeth" into bill that by itself is expected to have little effect on Canadian trade policies.

Two major U.S. companies that have invested in Telidon, Times Mirror Co., which is in joint venture to market system, and Time Inc., oppose amendment.

Fowler down under

At invitation of Federation of Australian Radio Broadcasters, FCC Chairman Mark S. Fowler and his wife will visit subcontinent Oct. 6-14. At least one address to commercial broadcasters is scheduled. Australians are picking up travel tab.

Wary of Wirth

Although some broadcasters and cable operators learned only two weeks ago of provisions in common carrier bill (H.R. 5158) that would prevent future mergers among communications companies (BROADCASTING, June 21), National Association of Broadcasters and National Cable Television Association were informed of provisions by Telecommunications Subcommittee staffer over four weeks ago. NCTA made "conscious decision" not to fight provisions, to avoid crossing Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.) who strongly supports provision, and NAB made no response until last week, when it started working with other lobbyists to remove provisions. Spokesman for NCTA declined to say last week whether NCTA will work against amendment.

One man's opinion

Memberships of both National Association of Broadcasters and National Radio Broadcasters Association should "force" their leaders to merge organizations in best interests of industry, according to newly elected NAB radio board chairman, William L. Stakelin, executive vice president, Bluegrass Broadcasting Co., Orlando, Fla. Stakelin, who believes merger is unlikely without pressure from memberships, maintains it's more important now than ever for unified voice from broadcasters.

Everybody in act

Use of barter television advertising continues to grow, with virtually all of top 100 TV advertisers now involved in barter in one form or another. According to Syndicast Services Inc., New York, program barter firm, this contrasts with 60 of top clients last year and only 10 six years ago.

Healthy beginning

With approximately 400 cable systems and more than 4,000,000 potential viewers aboard, the Cable Health Network is scheduled for liftoff this Wednesday (June 30) at 9:30 a.m., from New York. CHN has indicated that it will reveal a list of advertisers committed to the service at a press conference immediately after the launch. The network will originate its signal from its new operations center at the VCA/Teletronics building. Equipment at the center includes seven Sony one-inch VTR's; five Sony three-quarter-inch VCR's, a Grass Valley switcher and a dual-channel Chyron IV character generator. CBN President Jeffrey Reiss noted last week that 1,100 hours of original material is now ready, most produced in Hollywood. CHN's news segment, *Cable Health World Report*, will be the first program aired.

Big time

Storer Cable Communications reports that it now has 1,000,115 basic subscribers. It joins Tele-Communications Inc., American Television & Communications, Group W Cable and Cox Cable as members of the exclusive million-plus club. Warner Amex Ca-

ble Communications is on the verge of qualifying. Storer Cable attributes its growth to "unrivaled franchising success" and expansion of systems acquired over the past four years. It expects the growth to continue, predicting it will double in the next five years.

Battle of the sexy

Does sexually explicit programming threaten or speed cable's development? Jerry Smith, executive vice president of the family-oriented Home Theater Network Plus, told a Women in Cable session in Boston last week that if a potential customer turns down cable because of a fear of pornographic programming, "we all lose a subscriber and the cable industry suffers a setback." But Rainbow Programming Services President Jerry Maglio sees a "voracious appetite" for such material. Maglio, whose *Escapade* service will be transformed into the Playboy Channel next year, said that standard fare hasn't proved "enough of an engine to make pay services profitable." Explicit sexual material is a "necessary and natural extension of our business," he said.

Colony Communications' 52 cable operations across the country won't carry soft or hard porn, said Colony President Jack

Clifford, because surveys have shown "overwhelming" public objection to explicit sex and X-rated programming. Clifford said, "We want to program for community standards, and there's no place on cable for this kind of programming." Lawyer-columnist Herbert Swartz noted that although some sexually explicit programming might be "trash, trash is the crux of the First Amendment." The more controversial the content, the more relevant the constitutional guarantees of free expression, he said.

Milwaukee maneuverings

The Milwaukee common council's recommendation to target Warner Amex Cable Communications for negotiations to become the city's cable franchisee will become final this Wednesday (June 30th) assuming Mayor Henry W. Maier does not invoke his veto by that time. He set a precedent for such action in 1971, when he rejected the franchise bid of Time-Life Broadcasting.

Time-Life was the only company in the running 11 years ago, and did so on its own initiative. No request for proposal was ever issued. The entire process, from initial bid to council recommendation, lasted all of two months, with Maier concluding that the city literally didn't know what it was getting itself into. Hence the veto.

The same can't be said, however, about the current process, which has spanned about two-and-a-half years. In addition to various committees and citizen groups, the city tapped the Washington-based cable consulting firm, the Cable Television Information Center, to do an independent evaluation. Viacom, one of four losing applicants, is urging the mayor to repeat his 1971 act, but sources involved in the process said they didn't think Maier would. None of the losing bidders said they would take the matter to court.

Dis 'n' Dat

What's a Sat-A-Dat? No, it's not a new video game. The trim little device Scientific Atlanta is building for Group W Satellite Communications can perform a lot more tricks than just remote switching for affiliates of Satellite News Channel 1 between that service's national and regional feeds. For starters, the microprocessor-controlled unit can switch among eight video feeds, although the most an SNC affiliate will handle is three. Sat-A-Dat can also mix the audio and video from different sources and tune a satellite receiver from transponder to transponder. The switching commands are sent in the video's vertical blanking interval, but use only a small portion of the data-transmission capability. GWSC can send additional digital information in the VBI and the Sat-A-Dat can pull it out and display it on a CRT or a printer. In addition, each Sat-A-Dat box is addressable and GWSC thinks the unit's microprocessor can be utilized to scramble the video. Although the box is



Weatherized. Arlington TeleCommunications Corp., an independent cable operator serving 22,000 subscribers in the Washington suburb of Arlington, Va., joined the growing number of The Weather Channel affiliates, adding the 24-hour-a-day weather service to its 36-channel cable package last Thursday. John Coleman, president of the advertiser-supported service (right), went to Washington to preside at the turn-on ceremony with John D. Evans, executive vice president and chief operating officer, ARTEC. "The most essential aspect of The Weather Channel is the localization factor," Evans commented. "[ARTEC] subscribers will have the opportunity to tune into weather forecasts of the Washington metropolitan area every five minutes." Now in its eighth week of operation, The Weather Channel counts nearly 450 systems and five million homes under contract.

On June 30, America will look at health in a whole new way. Introducing Cable Health Network.

There's a revolution in America. Feeling good is now a \$30 billion a year business.¹ A remarkable 81% of the viewers surveyed are interested in seeing more television programs on health and medical developments.^{††} And viewers want to see more television programs on health and science as opposed to more programs on news, situation comedy or sports by a margin of more than 2 to 1.^{†††}

DEMAND FOR MORE TYPES OF PROGRAMS ON:

PROGRAM TYPES	Health	Science	Lifestyles	News	Sitcoms	Sports
	64%	62%	46%	30%	26%	23%

The Concept. To fill this information gap, Cable Health Network was created. Beginning June 30, 1982 it will be available free to cable operators on the primary cable satellite, RCA Satcom III-R, Transponder 17. Broadcasting the kind of informative, *entertaining* programming America wants to see, 24 hours a day, 7 days a week. Shows cover health and science, keeping fit, healthy relationships, human interest and lifestyles, self-help and medical care, growing up and getting older.

The Team. Cable Health Network is headed by Dr. Art Ulene, well-known for his appearances on NBC's *Today Show*, and Jeffrey Reiss, former head of Showtime, who are working in conjunction with Viacom International Inc. and a team of top professionals including Loreen Arbus, Programming; Ron Friedman, Marketing; Don Andersson, Cable Affiliate Relations; and Bob Illjes, Advertiser Sales. Medical advisory boards of doctors, dentists, psychologists and other health experts will consult on program content.

The Potential. Cable Health Network will have broad appeal and a projected start up audience of millions

of households. And advertisers can accurately reach target prospects through individual shows focusing on specific demographic and lifestyle groups. Besides eliminating the waste inherent in broadcast television, Cable Health Network provides an environment to enhance your corporate image and add credibility to your product message.

Communicate with us.



Keeping America Healthy™

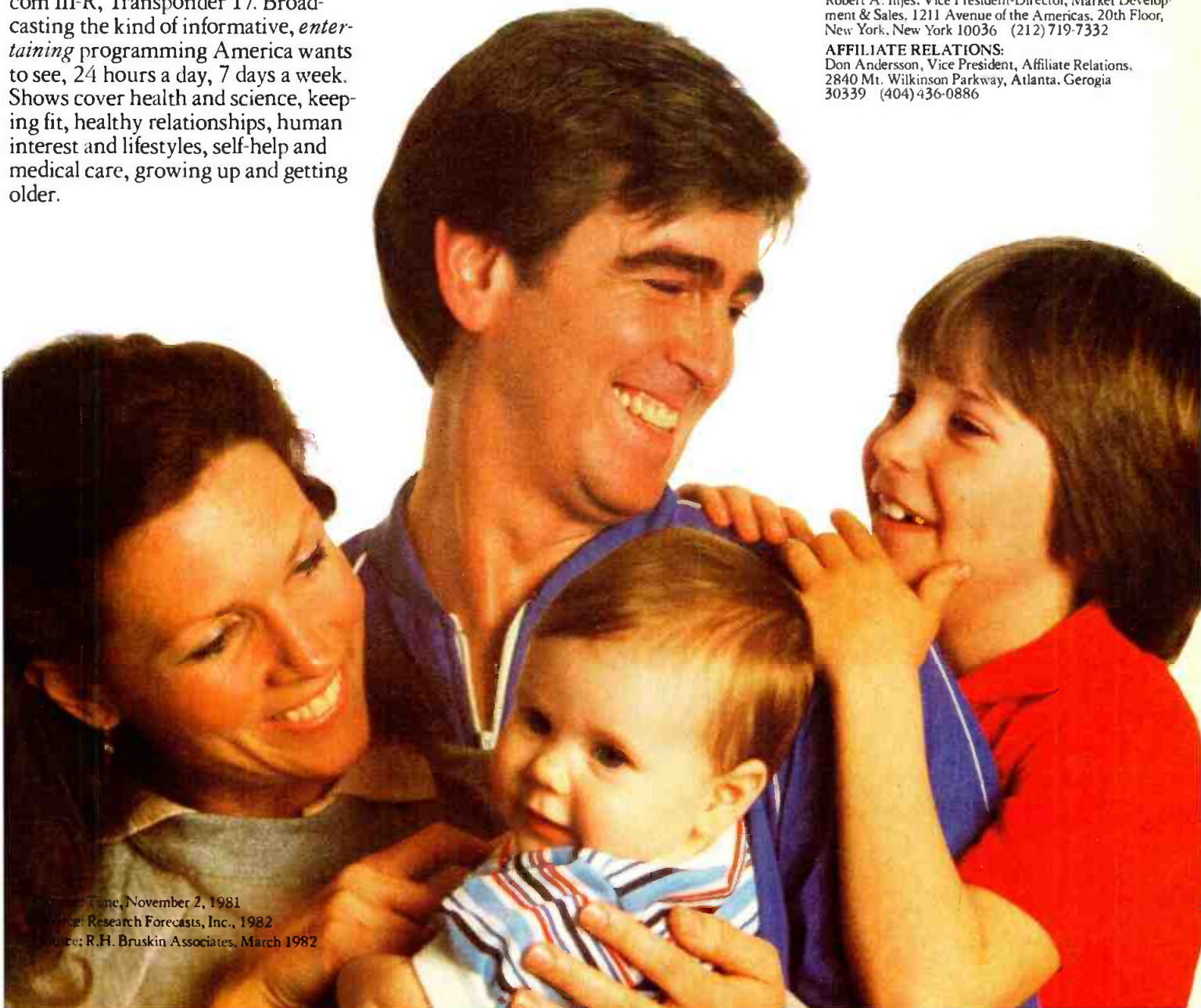
Launch Date: June 30, 1982

ADVERTISER SALES:

Robert A. Illjes, Vice President-Director, Market Development & Sales, 1211 Avenue of the Americas, 20th Floor, New York, New York 10036 (212) 719-7332

AFFILIATE RELATIONS:

Don Andersson, Vice President, Affiliate Relations, 2840 Mt. Wilkinson Parkway, Atlanta, Georgia 30339 (404) 436-0886



¹Time, November 2, 1981

^{††}Source: Research Forecasts, Inc., 1982

^{†††}Source: R.H. Bruskin Associates, March 1982

limited by its having only one output, GWSC has some tricks up its sleeve. There's talk in Stamford about using it to feed commercials to SNC affiliates during the 12 minutes each hour the affiliates are receiving the national news feeds and the three regional transponders are blank. And down the road GWSC has its eyes on a text service that would pass through Sat-A-Dat.

Dish doctor

Dr. William Baker, chairman, Group W Satellite Communications, installed a 10-foot satellite dish at his home in the New York suburb of Riverside, Conn. Baker, a former engineer, installed the dish himself for about \$3,000 over three weekends two months ago to monitor Satellite News Channels and Home Theater Network on Westar IV. Several neighbors requested hook up, but Baker politely refused, noting that Cablevision Systems was wiring the area and they would have the real thing in about six months. Baker admitted the picture coming from his home-built Bowman earth station is "pretty lousy," and said he would dismantel it as soon as he is offered cable service.

Valley venture

The San Fernando city council last Monday awarded the city's cable television franchise to Valley Cable TV Inc. The company holds the franchise for West San Fernando Valley (155,000 homes) and is bidding for East San Fernando Valley (150,000 homes)

Text travellers

Several directors of the National Cable Television Association, led by Chairman John Saeman and President Tom Wheeler, took off for Europe last Friday (June 25) to get a first-hand look at operational videotext and teletext systems.

They'll stop in West Berlin (Bildschirmtext), Paris (Antiope) and London (Prestel and Ceefax). They're due back July 9.

which is expected to make its award late this year. Valley will serve San Fernando's 5,600 homes with a 54-to-61 channel system. The franchise area is adjacent to the East San Fernando Valley.

New medium

To better tune in to its audience's tastes, Warner Amex Satellite Entertainment's Music Television has retained the services of Lee Abrams, the founder of the highly successful "Superstars" rock radio format and a partner in the Atlanta consulting firm of Burkhart/Abrams/Michaels/Douglas and Associates. Abrams, who will conduct research for MTV and offer advice on "most aspects of programing," said MTV has already had "a very positive effect" on record sales in markets where it's available.

"It has no oldies, so it exposes a lot more new music," he said, and sales research has

shown "lots of records selling in markets where their only exposure has been on MTV." Nonetheless, MTV remains an "alternative" rather than a "competitor" to radio, according to Abrams. "Record companies," he added, now produce videocassettes for almost half of all new rock bands. MTV is the first television client for Burkhart/Abrams/Michaels/Douglas, which advises 150 radio stations, 80 of which use the "Superstars" format.

OK sports

Tulsa Cable Television has entered sports programing. Last week it announced the formation of a regional sports channel, Premium Sports Channel, that will feature



Savage

about 365 live sports events a year. The new service, says Tulsa Cable's president and general manager Mark Savage, will focus on events in a five-state region. Savage claims Premium Sports Channel is to be the "first sports channel in the television industry to carry live events every day of the year." The service will be launched Aug. 31 and will be advertiser-supported.

Some of the events will be produced locally, including University of Oklahoma and Oklahoma State University basketball, baseball and wrestling. University of Oklahoma football games will air on a tape-delay basis on Saturday nights. Major league baseball games of the Texas Rangers, St. Louis Cardinals and the Kansas City Royals will also be shown. In addition, the channel will offer viewers a menu of sporting events including golf, pro basketball, pro tennis, horse racing, auto racing, boxing, swimming and track and field. The cost to viewers will be \$10.95 a month and Tulsa Cable will continue to offer ESPN and the USA Network.

On the grow

Further evidence that local advertising sales are becoming an important source of cable revenues is supplied by the 1982 Cable Advertising Directory, published last week by the National Cable Television Association. Bigger and more comprehensive than ever, the 508-page directory reports a 53% increase in local ad dollars in 1981 over 1980—from approximately \$14 million to \$21.43 million. In addition, the directory says, the number of systems that sold or planned to sell local time in 1981 was 436, a 16% increase over 1980. The 436 systems reach about nine million homes. Based on the 1981 research, the directory predicts that local ad revenues will soar to \$37.75 million in 1982.

The directory provides a one-page abstract of each system actively seeking local ad dollars. The abstracts include vital information about the systems (system size, contact, and address), how much and on what services time is available and how much it costs. The book is available to NCTA members for \$7; nonmembers, \$30.

JOSE MOLINA

has acquired radio station

KXKS

Albuquerque, New Mexico

from Broadcast Associates of New Mexico

The undersigned initiated this transaction and assisted in the negotiations.



Kalil & Co., Inc.

3438 North Country Club • Tucson, Arizona 85716 (602) 795-1050

How to profit in the coming recovery

Many analysts see the sharp rise in consumer installment debt at the end of the first quarter as a sign of increasing confidence among consumers that the recession has bottomed out.

As the economy turns, the race for returning customers will go to the swift. And, chances are, you'll hear about these companies on the swiftest medium, radio.

With radio they can create new commercials in hours, not days. At a cost that won't wipe out the budget.

With radio they target their best prospects with a frequency they can afford, even after all these months of tough times. And that strong frequency can encourage consumers back into a "spending" frame of mind.

If you'd like to start your sales moving upward, just call Radio Advertising Bureau at (212) 599-6666.

Remember. The early bird catches the customer.



Red hot because it works

Business Briefly

AdVantage

Realignment. Needham, Harper & Steers, New York, has reorganized its management structure, with establishment of holding company, NH&S Inc., and three individual companies. Paul C. Harper Jr. is chairman and chief executive of NH&S Inc. and B. Blair Vedder Jr. is vice chairman. Three companies are NH&S/U.S.A. Inc., headed by Keith Reinhard, chairman and chief executive officer; NH&S International Inc., directed by Blair Vedder, chairman and chief executive officer, and Issue & Images Inc., specializing in government, corporate and association accounts, supervised by Barry Biederman, chairman. Harper said restructuring is aimed at using its management talent "to focus on what he can do best to help the agency meet its ambitious objectives."



Harper



Vedder



JVC's "Album"

JVC's CVS. To introduce its new Component Video System, consisting of videocassette recorder and color video camera, JVC Co., Elmwood, N.J., began spot TV campaign last week in 20 major markets. Commercial, titled "Album," is first in series of three spots to be run this summer and in fall. First spot centers on family photo that "comes alive" showing grandma's 75th birthday party. Campaign was created by JVC's agency, Marsteller Inc., New York.

Advertiser partners. Twentieth Century-Fox Television is hunting for advertisers to co-produce made-for-TV movies and other fare. Richard Rosetti, Fox TV vice president, met with executives of five advertising agencies earlier this month to promote such partnerships. Fox contends advertiser involvement in development would give opportunity to shape concept and target to specific audience. For Fox it brings additional development and production money. Fox already has nonexclusive development deal with General Electric.

'Dragnet' offered via barter. Bardohl Oil Co., Seattle, is offering to sponsor re-runs of well-known half-hour radio series, *Dragnet*, on barter basis. Via distributor Charles Michelson Inc., Los Angeles and New York, Bardohl is seeking stations in top 100 markets and already has cleared KNBR(AM) San Francisco, KZLA(AM) Albuquerque, N.M., and KVI(AM) Seattle. Bardohl is offering series free for two-and-one-half minutes of commercial time with three-and-one-half minutes for stations.

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TV ONLY

Beecham Products □ Fruit Fresh (preservative). Begins this week for 13 weeks in over 60 markets. Prime time only. Agency: Cunningham & Walsh, New York. Target: women, 25 and over.

Warner Lambert □ Trident mints. Begins this week for 13 weeks in 47 markets. Early fringe and fringe times. Agency: Ted Bates Advertising, New York. Target: adults, 18-49; women, 18-49; women, 18-34; teen-agers.

Warner Lambert □ Trident gum. Begins this week for 12 weeks in 19 markets. Early fringe and fringe times. Agency: Ted Bates Co., New York. Target: adults, 18-49; adults, 18-34; women, 18-34; women, 18-49.

Noxell Co. □ Lestoil. Begins this week for 13 weeks in 42 markets. Early fringe times. Agency: Backer & Spielvogel, New York. Target: women, 25-54.

Beecham Products □ Calgon water softener. Begins this week for 13 weeks in over 30 markets. All dayparts. Agency: Cunningham & Walsh, New York. Target: women, 18-49; women, 25-54.

Miller Brewing □ Lowenbrau beer. Begins this week for 13 weeks in over 10 markets. Fringe, weekends and prime times. Agency: Backer & Spielvogel, New York. Target: men, 18-34; men, 18-49.

Tasty Baking Co. □ Cakes and pies. Begins July 12 for eight weeks in 10-12 markets. All dayparts. Agency: Weightman Advertising Inc., Philadelphia. Target: women, 25-54.

Union Oil □ Various products. Begins July 26 for six to eight weeks in 17 markets. All dayparts. Agency: Leo Burnett Co., Chicago. Target: adults, 18-49.

Quincy's Steakhouse □ Restaurant

RepReport

WGXA-TV Macon, Ga.: To Blair Television (no previous rep).

WJET-TV Erie, Pa.: To Blair Television from Seltel.

KOIQ(AM) Lemoore, Calif.: To Caballero Spanish Media from Radio Time Sales.

KHOT(AM) Madera, Calif.: To Caballero Spanish Media from Jack Masla.

**Your
Lucky Day
Is Coming
This Fall!**

promotion. Begins July 12 for six weeks in 15 markets. Fringe, prime, sports and late fringe times. Agency: Benton & Bowles, New York. Target: adults, 25-54.

Gagliardi Bros. ☐ Steak-Umms. Begins this week for four weeks in over 100 markets. Agency: Doyle Dane Bernbach, New York. Target: women, 25-54.

Heileman Brewing Co. ☐ Colt 45. Begins this week for four weeks in 40 markets. All dayparts, weekend and sports times. Agency: W.B. Doner & Co., Baltimore. Target: men, 18-34.

Kragden Auto Supply ☐ Auto parts.

Begins July 12 for three weeks in six California markets. Fringe, news, prime, sports and weekend times. Agency: Kenneth C. Smith & Associates, La Jolla, Calif. Target: men, 18-49.

Pabst Brewing Co. ☐ Blue Ribbon beer. Begins this week for varying flights in over 10 markets. Sports, news and late fringe times. Agency: McCann-Erickson, New York. Target: men, 18-49; men, 18-34.

Matex ☐ Rusty Jones (rustproofing service). Begins July 5 for varying flights in over 20 markets. Fringe and prime access times. Agency: CPM, Chicago. Target: men, 18-49.

RADIO ONLY

Marion Laboratories ☐ Gaviscon (over-the-counter drug). Begins this week for 15 weeks in 12 West Coast markets. Agency: Tracy-Locke Advertising & Public Relations Inc., Dallas. Target: adults, 35 and over.

General Foods ☐ Maxwell House coffee. Begins this week for third quarter in about 80 markets. Agency: Ogilvy & Mather, New York. Target: women, 25-54.

A&W Beverages ☐ A&W root beer. Begins this week for eight weeks in over 100 markets. Agency: Humphrey Browning MacDougall, Boston. Target: teen-agers, 12-17; adults, 18-24.

First Union National Bank ☐ Begins July 12 for seven weeks in six North Carolina markets. Morning drive, middays and afternoon drive times. Agency: Burton-Campbell, Atlanta. Target: adults, 25-49.

United Savings ☐ Banking. Begins this week for five weeks in Texas markets of Abilene, San Antonio, Houston, Corpus Christi, Dallas-Fort Worth, Brownsville and Wichita Falls. Agency: Metzdorf Advertising, Houston. Target: adults, 25-54.

Taco Bell ☐ Forty-nine-cent sale. Begins July 5 for three weeks in Phoenix. Agency: Grey Advertising Inc., Los Angeles. Target: adults, 18-34; teen-agers.

Just Pants ☐ Jeans retail stores. Begins this week for one week in about 60 markets. Morning drive, middays, afternoon drive times and evenings. Agency: Cunningham & Walsh, Chicago. Target: teen-agers, 12-17; adults, 18-24.

Coit Drapery Cleaners ☐ Begins in July for one-week flight in 42 markets. Morning drive, middays and afternoon drive times. Agency: Wenger Associates, San Francisco. Target: women, 25-49.

Yago Sangria ☐ Beverages. Begins this week for one week in 16 markets. Agency: J.L. Media, Union, N.J. Target: adults, 18-34.

Knight-Ridder ☐ Newspapers. Begins July 5 for varying flights in Macon, Ga.; Charlotte, N.C.; Norfolk, Va., and Sacramento, Calif. Agency: Ogilvy & Mather Partners, New York. Target: adults, 18 and over.

RADIO AND TV

Orkin Exterminating ☐ Termite and pest control. Begins July 5 for eight to 10 weeks in over 125 markets. Fringe, prime access, prime and news times. Agency: J. Walter Thompson, Atlanta. Target: total adults.

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Monday Memo

A regulatory commentary from Senator Bob Packwood (R-Ore.)

Making a case for constitutional protection of the electronic media

BROADCASTING's recent editorial [June 14] on Simon Geller's losing battle with the Federal Communications Commission to retain his license for WVCA-FM Gloucester, Mass., raised the question of where the FCC is going on radio deregulation and the broadcaster's right to program to his market. In my judgment, the Geller case is the most compelling argument for complete statutory deregulation of the radio broadcast industry, and for expansion of the First Amendment guarantees of freedom of speech and press to the electronic media. The heart of this matter is that Simon Geller's station is being pulled off the air because the government disagreed with what Geller was—and was not—broadcasting.

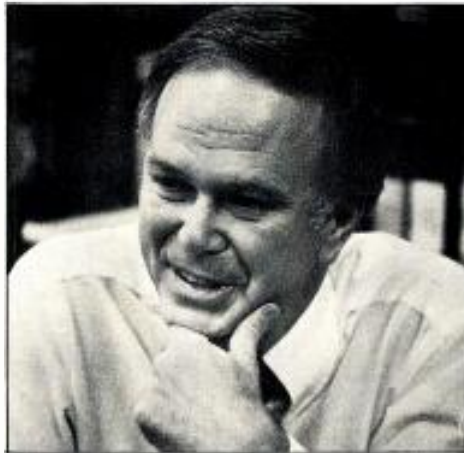
This power is the essence of government censorship and this case illustrates why I have proposed an amendment to the United States Constitution that would expand the First Amendment guarantees of freedom of speech and press to the electronic media.

The commission's decision in this case is based on an outmoded regulatory scheme that ignores the number and variety of radio broadcast outlets. Since enactment of the 1934 Communications Act, the number of radio broadcast stations has increased more than 15-fold (from 583 to over 9,000). There are a variety of radio stations available to almost all Americans. The FCC's 1981 figures show that 17 cities have 30 or more stations, 46 cities have 20 or more and 137 cities have at least 10 radio stations.

The FCC's study also showed that there is sufficient competition even in rural and semi-rural areas. Moreover, radio stations must compete with other news, information and entertainment sources, including television (public, commercial, subscription and cable), films, records, magazines and newspapers.

Yet, the extensive regulatory scheme that developed during radio's infancy is still being applied by the FCC. Although the commission is preparing to argue on behalf of its radio deregulation order in the D.C. Court of Appeals, the commission's strict interpretation of its statutory prerogatives in this case did not comply with the "spirit" of that order.

Last year, the Senate recognized that the FCC's involvement in program content must not be left to the vagaries of commission policies that are subject to reinterpretation by the commission or the courts. Unfortunately, except for



As chairman of the Commerce Committee since January 1981, Senator Bob Packwood (R-Ore.) has made deregulation of the telecommunications industry a major goal. After securing congressional passage of longer license terms for broadcasters and Senate passage of bills to further deregulate broadcasting and permit competition among telecommunications providers, Packwood announced that he will introduce a constitutional amendment to prohibit government regulation of the electronic press.

lengthening the license term, the Senate was not successful in convincing the House of Representatives that such legislation should be enacted.

Again, this year, the Senate unanimously passed S. 1629, the Broadcast Deregulation Act of 1981. That bill contains provisions to completely deregulate the radio broadcasting industry and to eliminate competing applications for radio and television at renewal time.

If S. 1629 were the law, Geller would not have had to provide the news or public affairs programming that is readily available on competing stations. He would not have faced a competing applicant who merely promised to do a better job, and he would still have his license.

The Senate bill focuses upon the licensee's record of performance rather than a challenger's promises. The bill bans competing applications, and the resultant expensive, time-consuming and arbitrary comparative hearings, such as the one experienced by Geller.

The comparative procedure was adopted originally to provide a competitive spur to broadcasters. The FCC's decision in the case of Simon Geller was based on these outdated comparative procedures that do not recognize the changed marketplace for radio broadcasting. Today, the real competitive spur is not from potential challengers to a broadcaster's license renewal but from the overwhelming diversity of audio and video programming in ur-

ban markets and the increasing use of new technologies.

The following facts dramatically illustrate that the public interest is not being served in this case. Geller has been on the air for 18 years, through four license renewals. The people of Gloucester obviously enjoyed his programming and were well-served. What is equally obvious is that these same citizens did not rely upon Geller for nonentertainment programming. According to the commission's records, 48 (27 AM and 21 FM) other radio stations serve Gloucester. The administrative law judge found that the area is well-served by this multiplicity of stations. The FCC's decision rejected this finding and concluded that the record did not provide much evidence as to the nature of the service being provided by these many stations.

This case is also an outstanding example of the regulatory delay and uncertainty that do not benefit broadcasters or the public and that should be eliminated. Geller filed his last renewal application in November 1974. Some time later, the challenger filed its application. Yet it was not until February 1977 that the FCC designated this case for hearing. It then took the administrative law judge until June 1978 to decide in favor of Geller. Not to be undone, the FCC staff appealed to the full FCC. Almost two years later, on May 20, 1982, it voted 4-2 to take away Geller's license. The total time for this regulatory nightmare was over seven-and-a-half years. Another regulatory example of justice delayed being justice denied.

Clearly, the marketplace contains enough incentives for free and open competition in the broadcast industry without governmental intervention, particularly in radio broadcasting. Such competition is vital, not just in the economic marketplace, but in the marketplace for ideas and for the free expression of those ideas.

Deregulation benefits broadcasters and the public by insuring that government regulations are not used to usurp the First Amendment freedoms of broadcasters, and those of the listening public. In this case, FCC regulation was used to defeat the public interest rather than to promote it. The marketplace that was operating in Gloucester was ignored, and a government agency substituted its judgment for that of a broadcaster who had demonstrated that he was serving the needs and interests of his community.

The commission also noted that Geller's program efforts are inadequate when measured against the FCC's own deregulatory order, currently undergoing court review. The commission stated that licensees will still have to address the

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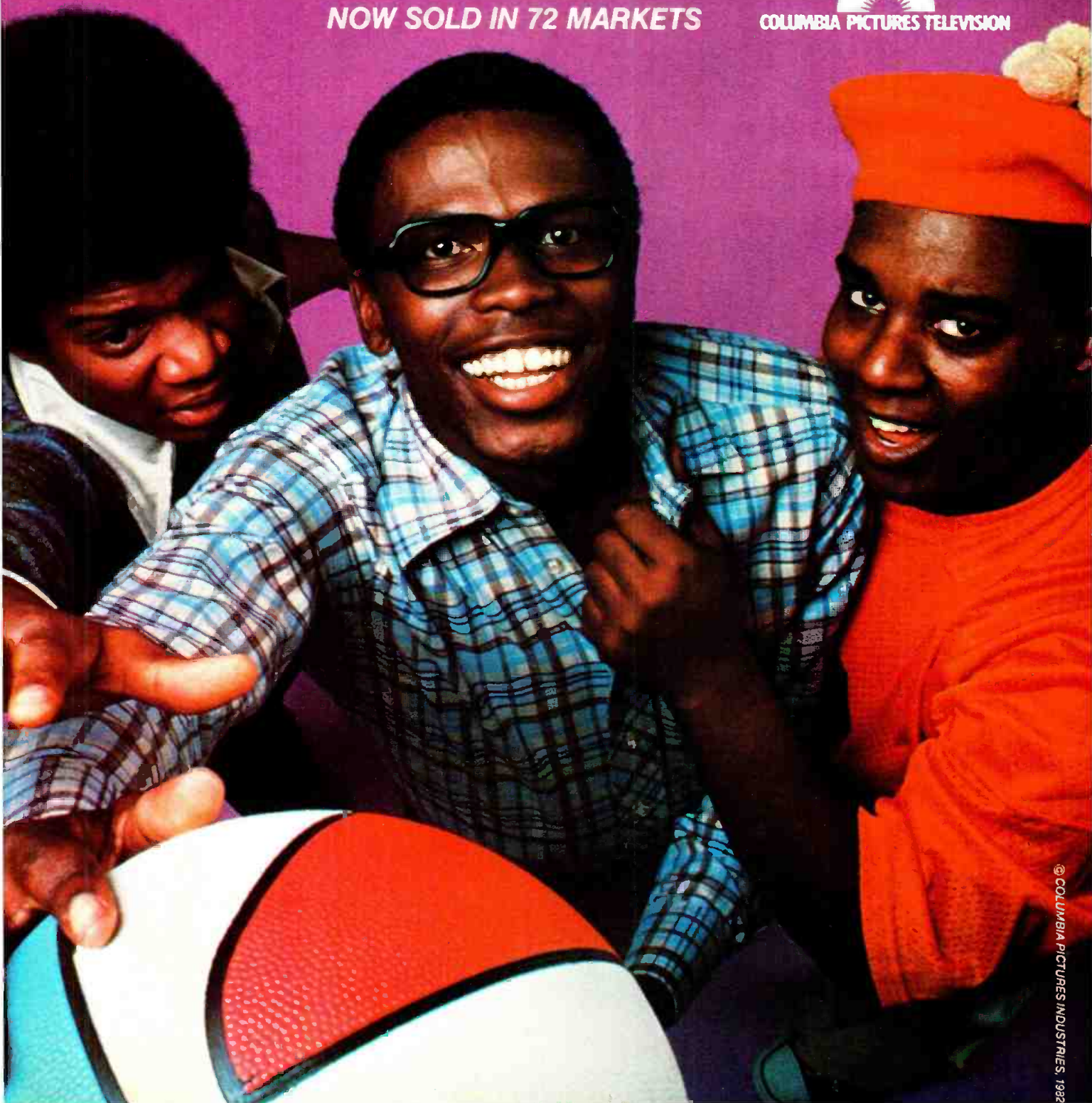
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issues which they believe are of importance to the general community or to their listeners, depending upon the availability of other radio services. Is that not what Geller did? Yet the FCC admits that its deregulatory order probably would not go far enough to allow Geller to retain his license.

Passage of S. 1629 would help insure that the FCC could not silence the Simon Gellers of this country. Future Congresses, of course, could change their minds, and reimpose regulation. Furthermore, because radio regulations are ultimately based upon the "public interest" standard, this bill cannot prevent a future commission from interpreting the "public

interest" in a manner that would effectively circumvent the congressional intent expressed in S. 1629.

The Geller case, then, raises issues that are far more fundamental than the pros and cons of statutory and administrative radio deregulation. Our nation was founded on the principle that the government has no business regulating speech and the press. These essential protections have not kept pace with technology. As electronic communications continue to grow in importance, and as new communications methods develop almost daily, we cannot allow the Congress, the courts and the FCC to decide that electronic speech deserves less than full

First Amendment protection. S. 1629 may be the short-term answer to Simon Geller's problems, but only a new constitutional amendment can fully and permanently protect our most fundamental rights.

This new amendment would apply full First Amendment protections to the electronic media. The amendment would expand free press and speech principles, but would not alter the language of the existing First Amendment. I do not propose to "amend" the First Amendment.

I invite all those who are concerned about freedom of expression for the electronic media to join me in support of this effort. □

Datebook

This week

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

June 28—European demonstration of high-definition television sponsored by *Radio Telefis Eireann* during general assembly of European Broadcasting Union.

Dunloe Castle hotel, Killarney, Ireland. Information: Deirdre Henchy, (01) 692858

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

June 29—*Videotext Industry Association's* first general membership meeting, to be held during Videotex '82 conference (see above). New York Hilton.

June 29—*Radio Advertising Bureau's* Idearama for radio salespeople. Arlington Park Hilton, Chicago.

June 29—*Radio Advertising Bureau's* Idearama for radio salespeople. Sheraton Baton Rouge, Baton Rouge.

June 29—*Radio Advertising Bureau's* Idearama for radio salespeople. Red Lion Motor Inn, Portland, Ore.

June 29—*Women in Cable, Washington chapter*, discussion on "The Supreme Court's Boulder Decision and Its Effect on Municipal Authority and Services." American News Women's Club, Washington.

June 30—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: David M. Davis, executive director of Public Broadcasting Service's *American Playhouse*, on "The Return of Anthology Drama to Prime-Time Television." Copacabana, New York.

June 30—Deadline for entries in 34th annual prime-time Emmy Awards, sponsored by *Academy of Television Arts and Sciences*. Information: ATAS, 4605 Lankershim Boulevard, North Hollywood, Calif. 91602.

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.

Major Meetings

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

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.

Oct. 15-19—*VIDCOM* international market for videocommunications. Palais des Festivals, Cannes, France.

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—*NATPE International* 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; Dallas, April 13-16, 1986, and Dallas, April 12-15, 1987.

April 22-28, 1983—*MIP-TV* international TV program market. Palais des Festivals, Cannes, France.

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 3-7, 1983—*American Women in Radio and Television* 32d annual convention. Royal York, Toronto. Future conventions: 1984 convention, to be announced; 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.

Also in July

July 3-6—*Community Antenna Television Association* CCOS '82 convention. Opryland, Nashville.

July 5-7—"Televest U.S.A." conference, sponsored by *Televest*, 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, president, National Cable Television Association. Maison des Congress, Montreux, Switzerland.

■ **July 6**—*Women in Cable, Delaware chapter*, panel session on "Video Conferencing: Tomorrow's Business Setting?" Peirce-Phelps, Philadelphia.

■ **July 7**—*National Academy of Television Arts and Sciences* drop-in luncheon. Speakers: Linda Ellerbee and Lloyd Dobyns, co-anchors of *NBC News Overnight*. Copacabana, New York.

July 7-8—*Arbitron* radio workshop. Hyatt Regency, Crystal City, Washington.

■ indicates new or revised listing

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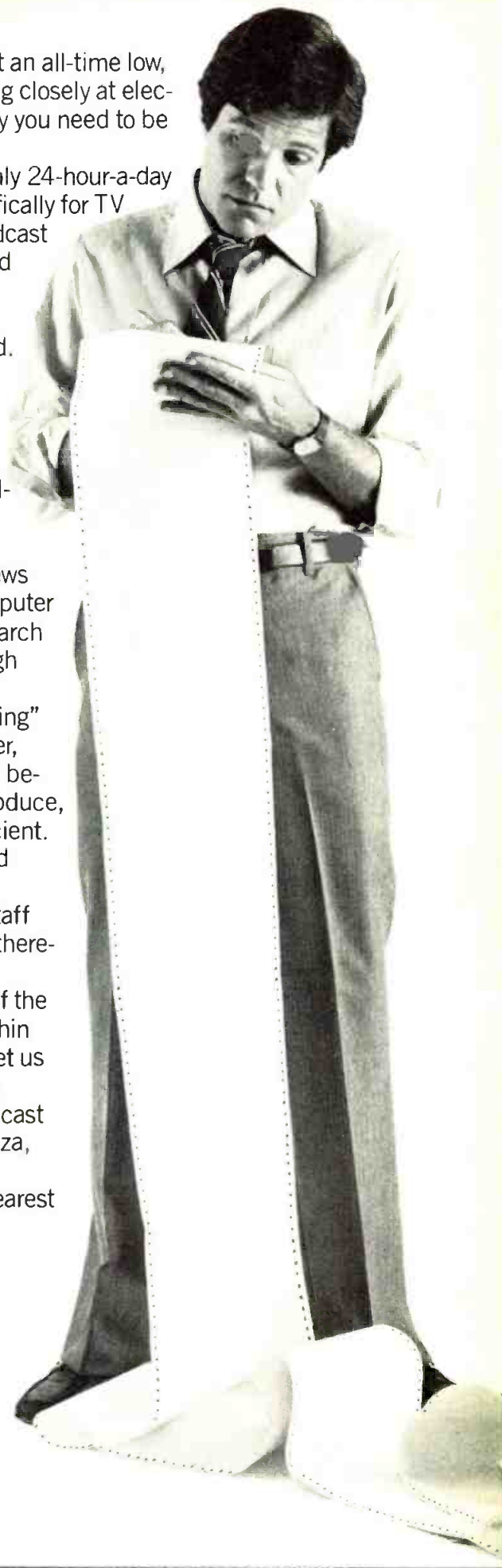
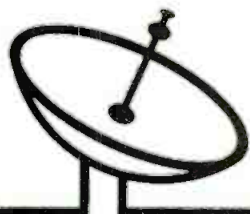
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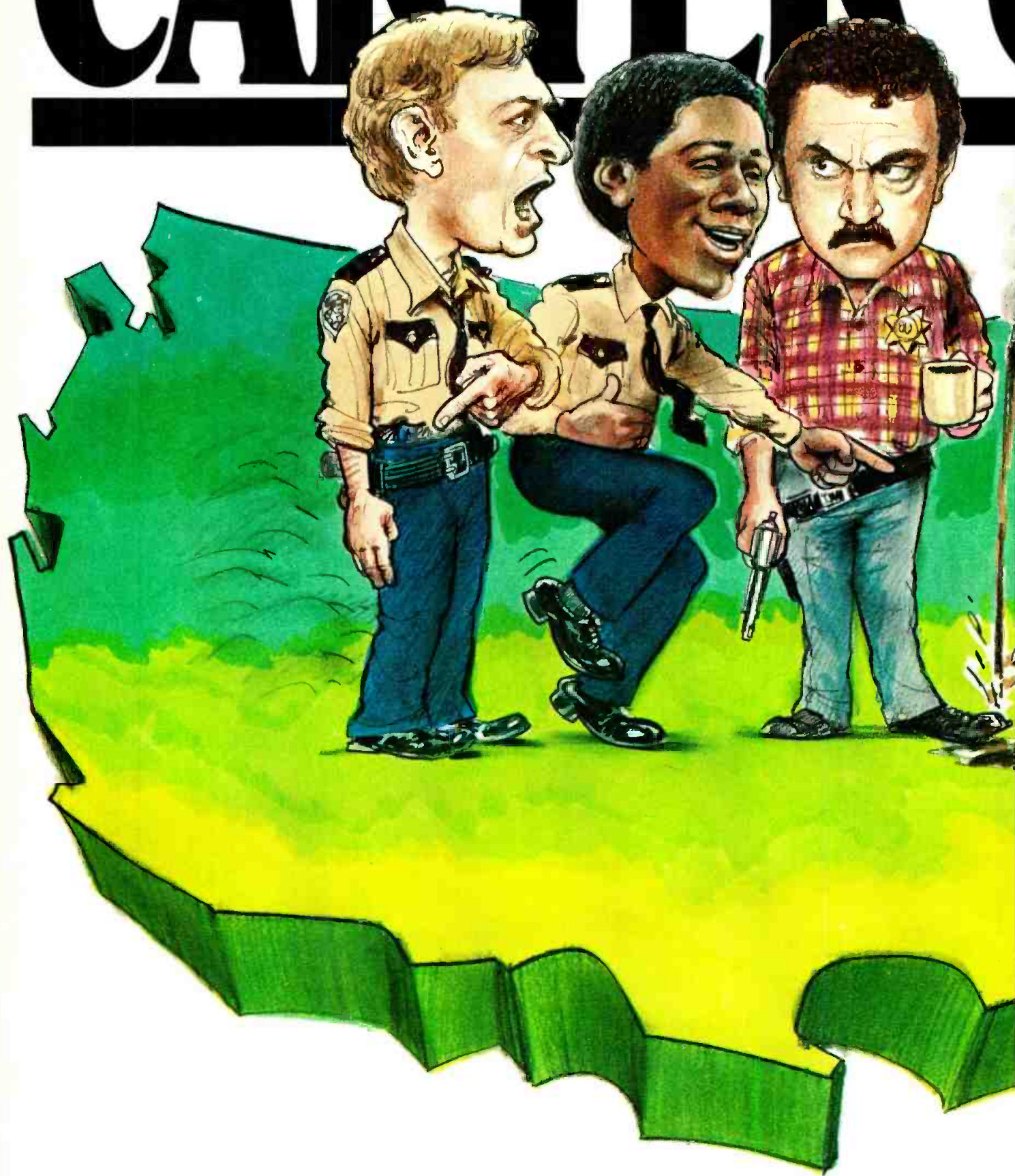
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DAYTON	WHIO	PHILADELPHIA	WTAF
DENVER	KWGN	PITTSBURGH	WTAE
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FLORENCE	WPDE	RALEIGH	WTV
FRESNO	KJEO	SACRAMENTO	KRBK
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GREENSBORO	WGHP	SEATTLE	KSTW
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HARTFORD	WFSB	SPOKANE	KHQ
HONOLULU	KIKU	ST. LOUIS	KDNL
HOUSTON	KHTV	TOPEKA	WIBW
HUNTSVILLE	WAAY	WACO	KCEN
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July 8-10—*National Federation of Local Cable Programmers* fifth annual convention. Radisson hotel, St. Paul, Minn.

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-Television News Directors Association*, *Radio and Television News Association of Southern California* and *California Newspaper Publishers Association*.

July 9-11—*Oklahoma Broadcasters Association* summer meeting. Shangri-La, Grand Lake of the Cherokee. Information: OBA, (405) 528-2475.

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

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

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

July 13—*Southern California Cable Club* luncheon meeting. Speaker: Jack Diller, Entertainment Channel. Sheraton La Reina, Los Angeles.

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

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 15—*Bay Area Cable Club* meeting. Speakers: Jerry Maglio, Rainbow Programing Services; Jim Cavazzini, Entertainment and Sports Programing Network, and Gary Byson, American Television & Communications. San Francisco Press Club, San Francisco.

July 15-16—"Update on Cable TV" seminar sponsored by *Global Village*. Global Village headquarters, New York. Information: Bob Aaronson, (212) 966-7526.

July 18-20—*California Broadcasters Association* membership meeting. Speakers include Van Gordon Sauter, CBS News president; Larry Harris, FCC Broadcast Bureau chief; Steve Stockmeyer, National Association of Broadcasters senior vice president for governmental affairs, and Bill Stout, political reporter, KNXT(TV) Los Angeles. 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—"Engineering Short Course on Satellite Communications," sponsored by *University of Southern California, College of Continuing Education*, Los Angeles.

July 20-21—Broadcast investment seminar, sponsored by *National Association of Broadcasters*. NAB headquarters, Washington.

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

July 22-24—*Idaho State Broadcasters Association* annual convention. Sun Valley Lodge, Sun Valley, Idaho.

July 23—Deadline for entries in seventh annual *San Antonio CineFestival*, held to "foster excellence and to promote Hispanic cinema ideals." Information: CineFestival, P.O. Box 96, San Antonio, Tex., 78291.

August

Aug. 1-13—*National Association of Broadcasters*

13th management development seminar. Bedford Glen hotel and conference center near Boston.

Aug. 4-5—*Arbitron* radio workshop. Amfac hotel, Los Angeles.

Aug. 5-7—*Society for Private and Commercial Earth Stations* first convention and exhibition. Speakers: FCC Commissioner Mimi Dawson; Senator Larry Pressler (R-S.D.), and Representatives Billy Tauzin (D-La.) and Charles Rose (D-N.C.). Holiday Inn, Omaha. Information: (202) 887-0605.

Aug. 5-8—*Concert Music Broadcasters Association* conference. Tanglewood, Best Western motel, Lenox, Mass.

■ **Aug. 17**—*Southern California Cable Club* luncheon meeting. Speaker: Burt Harris. Harris Cable Corp. Sheraton La Reina, Los Angeles.

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 Programing 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 8**—*Cable Television Administration and Marketing Society* Eastern Show "Track Day." Peachtree Plaza, Atlanta.

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

Sept. 10—Deadline for entries in International Emmy Awards sponsored by *International Council of National Academy of Television Arts and Sciences*. Information: International Council, 1350 Avenue of the Americas, New York, 10019.

■ **Sept. 10-12**—*New Hampshire/Vermont Association of Broadcasters* joint convention. Waterville

Valley Resort, Waterville Valley, N.H.

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. 16-17**—*National Association of Black Owned Broadcasters* annual fall conference. Washington. Information: Diane Wilson (202) 463-8970.

Sept. 17-19—*Maine Association of Broadcasters* annual convention. Sebasco Estates, Sebasco, Maine.

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

Sept. 19—*Academy of Television Arts & Sciences* 34th annual prime time Emmy Awards program on ABC-TV. Pasadena Civic Auditorium, Pasadena, Calif. Governors ball honoring nominees and winners follows. Telecast. Century Plaza hotel, Los Angeles.

Sept. 19-21—*CBS Radio* network affiliates board meeting. Arizona Biltmore, Phoenix.

Sept. 19-21—*National Religious Broadcasters* Western convention. Los Angeles Marriott, Los Angeles.

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 and exhibition. Dunley 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. 22**—*Broadcast Pioneers* Mike Award dinner. Hotel Pierre, New York.

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. 26-28—*Kentucky CATV Association* fall convention. Marnott Resort, Lexington, Ky.

Sept. 29-Oct. 1—*Communications Technology Management* third annual telecommunications conference, "The Information Services Industry: Blueprint for Corporate Success." Washington Marriott, Washington.

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

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

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

Sept. 30-Oct. 3—*National Black Media Coalition's* ninth annual media conference. Sheraton Washington, Washington. Information: 516 U Street, N.W., Washington, 20001, (202) 387-8155.

Errata

Pro Sports Entertainment Inc.'s "NFL Week in Review" and "NFL Weekly Magazine," to be sponsored for sixth consecutive year by Mazda Motors, are **syndicated television series**, not radio shows, as reported in "AdVantage" June 21.

□

Ron Strother, principal in purchase of WTGI(FM) Hammond, La., is not 51% owner of KROP(AM) Brawley, Calif., as reported in "Changing Hands." May 24 and "For the Record" May 31. KROP is 100% owned by its president and general manager, John B. Stodelle.

□

Omitted from June 7 list of winners of first annual **International Radio Festival of New York: KOMO(AM) Seattle for Seattle's World Fair** entertainment program).

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

Oct. 1-3—National Institute for Low Power Televi-

sion's LPTV East, conference and exhibition on low-power television sponsored by *Conference Management Corp.* and *Global Village*. Shoreham hotel, Washington. Information: Frank Comaro, (203) 852-0500.

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

Open Mike

Children and TV

EDITOR: Your May 10 article referring to the National Institute of Mental Health's television and behavior report, headlined "TV Castigated for Link with Violence in Children," was informative and generally well-balanced.

Although emphasis was given the relationship between televised violence and aggression, as it was in all media coverage, the article did touch on other findings summarized in the report. I am particularly pleased about the reference to television's potential for teaching prosocial behaviors such as altruism, self-control and good health habits.

We at NIMH believe the major point made in the report concerns the powerful influence of the medium: Children tend to imitate and learn from program content. Just as violent content causes aggressiveness and disobedience in children, prosocial material stimulates friendliness, generosity and self-control.

These findings have important implications for responsible programming, particularly in view of growing evidence that behavioral patterns become established by age 5. It is exciting to contemplate that by bringing models of positive behavior into almost every American home, there is the possibility of helping to make this country a better and safer place to live.—*David Pearl, PhD, chief, Behavioral Sciences Research Branch, National Institute of Mental Health, Rockville, Md.*

Equal-time conundrums

EDITOR: One of the areas overlooked in arguing for the equal-time rule is that if a station editorializes in good faith on an issue and then is required to furnish equal time to opposing views, there is no control by the licensee over the content of the rebuttal. You can't censor the material and therefore untruths can be broadcast.

This broadcaster has had that happen in the case of a group that filed a petition to deny. We had endorsed a candidate, and the rebuttal was simply a diatribe with lies against the station and the candidate.

Now unless the station replays its own editorial or comment before the rebuttal, the last thing the public hears is the rebuttal. Radio is different from newspapers in that respect because only one thing can be on the air at a time.

If the station rebuts the rebuttal, then

the opposition must again be given equal time and this can go on forever.

It's no wonder that 98% of the stations don't do anything.—*Hal J. Davis, general manager, KIPR(AM) Diboll-Lufkin, Tex.*

Upsetting precedent

EDITOR: Your June 14 editorial on the FCC's refusing to renew Simon Geller's FM license is right on target. The FCC's decision should be reversed for at least three reasons.

First, the FCC apparently feels it knows better than the residents of Gloucester how much and what kind of news and public affairs programming they should have. Is the FCC trying to be "Big Brother?" Nineteen eighty-four is only two years away.

Second, the FCC's substitution of its programming judgment for that of the marketplace flies squarely in the face of the deregulation that the FCC has embraced and Congress has encouraged—as well as the Supreme Court's decision last year (BROADCASTING, March 30, 1981).

Finally, if the FCC's decision stands, can any station claim an expectancy of renewal? The ALJ in Geller's hearing stressed the outpouring of support from citizens of the community, yet the FCC decided he had no "legitimate renewal expectancy."

Every broadcaster should read Commissioners Quello's and Washburn's dissent, which concludes: "For 17 years, the commission has struggled to interpret its *Policy Statement* in a fair and just manner, and not once has it determined that a licensee was so deficient in serving its community that denying renewal on comparative grounds was warranted. In its eagerness to reach that result today, 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."—*John K. Major, general manager, KCMA(FM) Owasso, Okla.*

Barter banter

EDITOR: With the report of the William B. Tanner Co. selling out to Media General ("In Brief," May 31), I wonder if it was for cash or did they trade on a two-for-one basis?—*Frank Kalil, president, Kalil & Co., Tucson, Ariz.*

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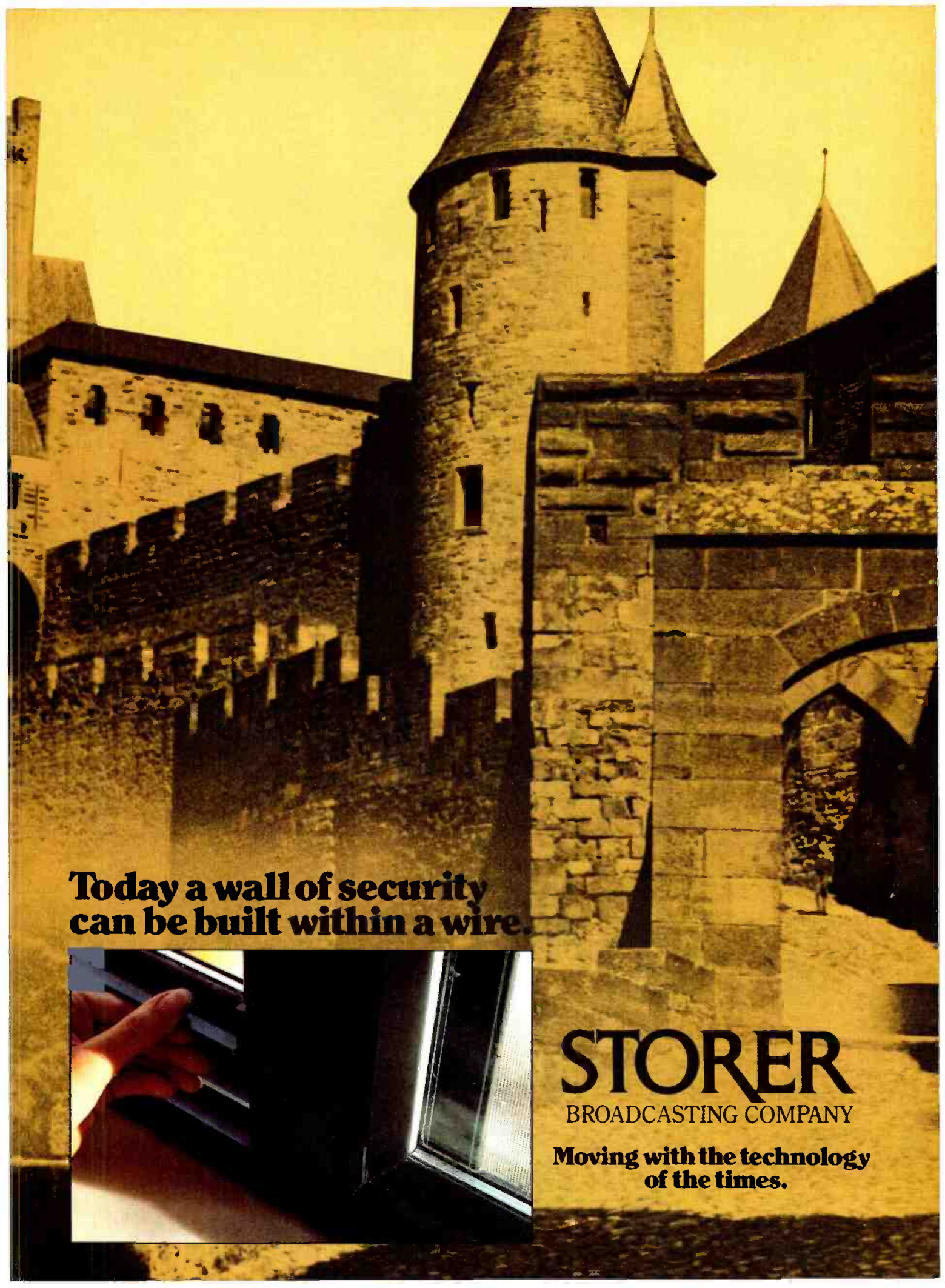
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Vol. 102 □ No. 26

TOP OF THE WEEK

FCC opens the skies to DBS

Interim service approved, and licenses for nine applicants are anticipated soon; first venturers will have to gamble that next year's RARC will confirm their orbital positions

In what Chairman Mark Fowler described as a "historic occasion," the FCC last week took another step toward increasing competition in the video marketplace by adopting "interim" rules for the licensing and operation of direct broadcast satellites.

Voting unanimously (with Commissioner James Quello concurring), the commission said the benefits of authorizing interim DBS systems outweighed any adverse impact the new service might have in displacing current spectrum users or in diminishing the audiences of terrestrial broadcasters.

The rules are "interim" in that they will authorize what the FCC says is an "experimental" system. According to FCC officials, the FCC intends to revisit DBS—but perhaps after the first generation of satellites have ended their useful lives (on the order of seven years)—to adopt "permanent" rules for the service. Last week's action, however, will permit the FCC to grant construction permits for the nine applications it has already accepted for filing: Comsat's Satellite Television Corp., RCA, CBS, Hubbard Broadcasting, Graphic Scanning Corp., Video Satellite Systems, Focus Broadcast Satellite Co., Western Union and Direct Broadcast Satellite Corp.

The FCC staff said it thought the United States would be allocated enough frequen-

cies at RARC '83 (a regional administrative radio conference) to accommodate all nine applicants. After the meeting, the staff said it would start processing the applications immediately, hoping to issue construction permits by fall. All construction permits would be subject to the outcome of RARC '83, at which DBS frequencies and orbital slots will be allotted for countries in the western hemisphere.

In a nutshell, the interim rules allocate 500 mhz of spectrum (12.2-12.7 ghz) for DBS downlinks and another 500 mhz (17.3-17.8 ghz) for uplinks. They give DBS operators broad leeway to determine what sorts of services they want to offer. They impose no restrictions on DBS ownership or on the number of channels any one operator may control. And they impose no technical standards on the service beyond those required by international agreements.

Under the rules, the FCC took what it called a "flexible" regulatory approach to DBS, one it said would speed up the delivery of DBS service to the public and permit DBS operators to experiment to find the "most desirable service offerings."

Under these rules, DBS applicants that have opted to offer DBS service with broadcast characteristics—those, like STC, who will control the content of the programming they offer—will be subject to the broadcast statutes of the Communications Act. Those applicants, like DBSC, that have opted to offer common carrier-like services, will be subject to the statutory requirements for common carriers. While the commission carved out an exception

that would require broadcaster-like DBS operators to meet the FCC's equal employment opportunity requirements, DBS operators will not be subject to other FCC broadcast or common carrier rules, the staff said. In other words, DBS operators offering broadcast services would be subject to the fairness doctrine—a provision of the Communications Act—but not to FCC ascertainment requirements or multiple ownership rules, not specified by statute.

Under the DBS licensing and procedural rules, applicants would be required to meet international guidelines, and licenses would be granted for five years. To encourage applicants not to dawdle, the commission adopted rules that would require applicants to begin construction, or complete their contracting for construction, within a year of the time their construction permits are granted; another rule would require DBS applicants to begin operation within six years after construction permits are granted.

While some commenters had argued that authorizing DBS on an interim basis would tie the U.S.'s hands at RARC, the staff disagreed, contending that by having concrete proposals on hand, the U.S. position actually would be strengthened. Interim authorization also would speed up the delivery of DBS to the public, the staff said.

While other commenters had argued that authorizing DBS wouldn't be in the public interest because the new service would decrease the audiences of local broadcasters—and thereby assault "localism"—the staff said it didn't think the commission had to share that concern. While DBS might take away a portion of a local broadcaster's audience, the commission has traditionally considered a new ser-



Getting ready to move the item. This picture was taken just before the FCC approved, by a unanimous vote, the introduction of interim direct broadcast satellite service. L to r: Commissioners Joseph Fogarty and James Quello, Chairman Mark Fowler (in conversation with assistant Randy Nichols), Commissioners Abbott Washburn and Henry Rivera. Conversing at the rear: Commissioners Anne Jones and Mimi Dawson. **At right:** a view of the wall-to-wall audience on hand for the FCC's DBS action last Wednesday (June 23).

vice's impact on an existing one only if the new service's entry would lead to a "net decrease in service," the staff said. DBS, the staff said, would lead to a "great expansion" of television service, make available programming to rural areas that currently are underserved by other media, and would pave the way for entry of such "new and innovative" services as high-definition television.

According to the staff, the "most difficult" issue raised by DBS was what to do with the approximately 900 terrestrial microwave operators currently using the 12 ghz band. But after determining that the band could not be shared, the staff said it concluded that the terrestrial microwave operators would have to be moved.

According to the staff, the FCC Office of Science and Technology will determine where to relocate the microwave users and

put out by next December a notice of proposed rulemaking proposing such a shift. The staff said the commission hoped to issue a report and order relocating the microwave users by September 1983. According to the proposal, the microwave operators would be able to continue using the 12 ghz band for five years after the order is adopted. After that, however, they could continue 12 ghz operations only on a "strict, noninterference" basis.

In a concurring statement, Quello said he thought DBS was "an idea whose time had come" and that he didn't want to stand in its way. "My support, however, is tempered by my concern that localism must not be sacrificed," he said. "I don't think DBS is going to be the death knell of localism, but I don't think it's going to help it, either," Quello said.

Commissioner Henry Rivera asked that

the order be modified to make clear that DBS operators electing to operate as broadcasters would be subject to EEO requirements.

Washburn said he shared Quello's concern about DBS's impact on local service. Fowler, however, said he thought DBS and local broadcasters should compete for viewers in the marketplace. "If there's a need for local news, there will be someone there who will satisfy that need," Fowler said.

While Washburn also questioned whether there should be some restrictions on DBS ownership, or on the number of channels any one operator could control, the staff said it didn't expect concentration to be a problem. If concentration did prove to be a problem, the commission could always revisit the issue on a case-by-case basis, the staff said. □

The upside and the downside of FCC's DBS decision

Like most of its other actions, last week's FCC decision unleashing the direct broadcast satellite service had its winners and losers. The winners were the nine DBS applicants whose plans will shape the new medium. The losers included many broadcasters, who had hoped the FCC would dedicate the new service to the development of high-definition television, and who feared a national satellite service would harm local service.

With the exception of CBS, which by the special nature of its application had mixed feelings, the DBS applicants were delighted by the FCC's actions and eagerly look forward to receiving construction permits that will allow them to begin implementing their DBS systems.

CBS proposed to dedicate its three-channel DBS system—and asked the FCC to dedicate the entire DBS spectrum—to the introduction of HDTV, a new television service of much improved pictures and sound. CBS also suggested setting aside a portion of the 12 ghz DBS spectrum so that terrestrial broadcasters could retransmit one channel of the HDTV programming received from the CBS system. (Conventional UHF and VHF channels are too narrow to transmit the extra-wide HDTV signals.) Little by little, the CBS proposals won the support of most commercial broadcasters.

Although the FCC said it would permit HDTV DBS broadcasts as long as they didn't interfere with conventional broadcasts, it rejected the CBS proposals. So even though CBS can expect to receive a DBS construction permit within the next several weeks, the FCC decision, according to a CBS spokesman, "is not completely satisfactory" as far as the network is concerned.

Because the CBS proposal hinged on the entire spectrum going for HDTV and a portion of it being used by broadcasters for retransmission, CBS is now forced to reconsider its plans in the face of the reality handed down by the FCC. The

spokesman was unsure what the network's reaction would be. "We will wait and hope for our grant," he said, "and, depending on the state of the technology and the competition, move forward as best seems appropriate at the time."

If CBS decides to stick with HDTV, according to the spokesman, there is a chance there might be spectrum available for terrestrial retransmission. Because of a shortage of uplinking frequencies in the 17 ghz band, he said, DBS operators may not be able to use an entire 500 mhz in the 12 ghz band. As many as 100 mhz may be available to broadcasters for terrestrial retransmission.

Stanley S. Hubbard, president of Hubbard Broadcasting and of a DBS applicant, United States Satellite Broadcasting, called BROADCASTING from Osaka, Japan, to express his satisfaction with the FCC decision, which he described as "very forward looking." The advent of DBS reminds him of the days, he said, when his family pioneered television broadcasting to the dismay of radio broadcasters. Opponents of DBS, he said, are going to have to learn the same lesson the radio broadcasters did: "You can't stop progress, and this is progress."

Hubbard, who has been the most vocal critic of CBS's HDTV plans, said it would have been a "grave mistake" for the FCC to have held up DBS for HDTV. Terrestrial broadcasting in the 12 ghz band has been tried in Europe, he said, and dismissed there as being impractical. What's more, he said, the HDTV he has seen (the NHK system in Japan) is not worth the trouble. When looked at alongside conventional television, he said, there is "not that much difference."

Hubbard's only gripe with the FCC's rules is the five-year license term. The satellites that he and the other applicants will launch, he said, are designed to last seven to 10 years. It would make more sense to grant licenses for the life of the satellite, he said.

Comsat's Satellite Television Corp. got the DBS ball rolling nearly three years ago when it announced its DBS plans. STC's president, Irving Goldstein, said in a prepared statement that the FCC action was a "positive step" toward delivering the benefits of a DBS system to the American public. He said the "precise impact" of the decision will not be known until STC can examine the order.

Bill Pritchard, president of Direct Broadcast Satellite Corp., a DBS applicant planning a common carrier system, liked everything about the FCC action. The requirement that the DBS permittees make satellite commitments within a year of receiving their construction permits will "discourage warehousing," he said. He was also "very pleased" that the rules are flexible enough to allow DBS broadcasters like CBS, USSB and STC to coexist with DBS common carriers like DBSC.

Pritchard also thought it was a good idea that the FCC steered clear of setting technical rules, particularly whether the U.S. should be served from three or four orbital slots. (DBSC, which advocates three orbital slots, has been involved in a running feud with STC and other applicants that advocate four.) "There's no good reason for a four-slot system," Pritchard said, "except it costs more money."

An immediate benefit of the FCC's action, Pritchard said, is that it will make lining up financing easier. DBSC should have a better chance of selling itself to banks and investors, he said, now that there is a "firm FCC decision" and now that DBSC can say "No, the broadcasters aren't going to stop it."

Nor was there anything in the adopted rules to displease Robert Johnson, chairman of DBS applicant Video Satellite Systems. "The good news was what they didn't do," said Johnson. "They did not overly restrict or regulate the service." Too many rules, he said, could have added to the huge cost of launching a DBS system, discouraged some of the DBS applicants

On the road with Ted Turner

and left just one or two. As it is, he said, the FCC has insured that there will be a diversity of DBS services and programming. Johnson thinks, however, that as the medium evolves, regulations will be imposed. It will be the "reverse" of the deregulation being experienced by other services, he said.

Johnson agreed with Pritchard that news of the FCC's action should facilitate fund raising, although the biggest help will come from having a construction permit. "In the last two days we have been firming things up with people and it looks real good," he said. "If we can stick to our budget [\$228 million to launch two satellites] we will be in pretty good shape. We're not going to see any money, however, until we see the CP."

The National Association of Broadcasters and the Association of Maximum Service Telecasters supported CBS's plan and opposed the use of the DBS service for distribution of conventional NTSC signals, fearing the latter would harm local broadcasters. Last week both criticized the DBS decisions as mismanagement of the radio spectrum. "DBS will hoard the significant amount of 12 ghz spectrum space, leaving little for the current users, such as health care, public safety and educational organizations," said NAB President Vincent Wasilewski. "It will impair the growth of the rural broadcast service and stifle the development of high-definition television. Evidence suggests that demand for DBS service and its potential benefits to the public are minimal. In contrast to HDTV, DBS offers nothing more than a different means of providing service already available in abundance to the public."

Because the FCC rules leave no room for the terrestrial broadcasting of high-definition television, added AMST's Tom Paro, "broadcasters will probably be cut out of participating" in the new service. (Both the Hubbard and Video Satellite Systems applications, of course, anticipate terrestrial station participation.)

The FCC's decision also locks the FCC into a "fixed" negotiating position for the 1983 RARC, Paro said, despite "considerable evidence" that flexibility is needed.

Of greatest concern to Paro was the FCC's "downgrading of the importance of localism to American broadcasting." Ever since the idea of DBS took hold, the AMST and the NAB have argued—in vain so far—that DBS would severely harm the existing system of local broadcasting. After sitting through last week's meeting, Paro said, it became clear to him that a majority of the present commissioners no longer consider local broadcasting as critical as the FCC once did. "One of the FCC's great concerns in the past had been that local areas will be served," he said.

Although the DBS applicants are expecting court appeals or FCC petitions for reconsideration from the broadcasters, neither NAB nor AMST would comment on whether they would take action. Not having seen the final order, Paro said discussion would be premature. □

Chicago, New York presentations seek to persuade advertising world that the time has come to buy into cable universe

Ted Turner and his entourage blew into Chicago and New York last week to woo, wow, wine, dine and otherwise entertain advertisers and agencies in an effort to persuade them to buy more time on superstation WTBS(Tv) Atlanta, CNN and CNN2. The facts-and-figures portions of the presentation came between continental breakfast and lunch, and were presided over by Bob Sieber, vice president, research, for Turner Broadcasting System. The after-lunch entertainment was provided by Turner himself, who delighted his audiences with an act (for the most part a medley of past performances) during which he hurled epithet upon disparaging comment at his favorite targets, the three broadcast television networks, and of late, Satellite News Channels (see story, page 65).

The essence of Sieber's pitch was that broadcast network delivery of U.S. households is declining, and will continue to do so, while delivery of households by WTBS, CNN and CNN2 is rapidly increasing. The Turner organization is promoting both patterns as "the unstoppable trend."

Sieber was armed with a multitude of charts, graphs and tables reflecting the research of TBS and independent research conducted on behalf of the organization by A.C. Nielsen. During the 1980-81 prime time television season, Sieber said, Nielsen data showed that combined network ratings in cable households had dropped considerably. "By the end of the season," he said, "ratings against households were 15% lower in cable homes for prime time shows than in the U.S. as a whole [from 97 to 89]." And at the beginning of the current television season, he said, Nielsen research revealed that "the broadcast networks on a combined basis started 10% below average U.S. ratings," a trend that "pretty much continued through the rest of the year." As to "absolute" delivery of the three broadcast

networks, Sieber said that for the fourth quarter of 1981, the average prime time telecast was down more than 100,000 households. And Nielsen research indicated that for the first quarter of this year, the average prime time network program viewing declined by 572,000 households; that delivery of households during evening news programs was down an average of 420,000 households, and down 214,000 households and 176,000 households respectively for weekday-daytime and late-night periods.

In households that received the signal of WTBS during April of this year, said Sieber, the combined broadcast network share on a 24-hour basis totalled 58% with a combined 18.3 rating (ABC 6.3, CBS 6.5, NBC 5.5). WTBS received a 2.7 rating; other independents (including PBS stations) accumulated a 7.1 rating; combined pay cable program services gathered in an aggregate 4.1 rating, and other nonpay cable services received a 1.3 rating. The combined network share in April for total U.S. households was 71% and 79% for total U.S. noncabled households. Thus, the network share in WTBS households was 11% less than in U.S. households and 15% less than in all noncabled U.S. households.

In CNN households during May, Sieber noted, slightly more than half of the viewing was captured by the broadcast network affiliates on a 24-hour basis (53%), while CNN averaged a 1.1 rating; other independents (including WTBS) averaged an 8.7 rating and pay-cable services a 4.9 rating. Comparing the 24-hour performance in CNN homes versus the U.S. as a whole, the network affiliates averaged 21% less viewing in CNN homes and 25% fewer rating points than in noncable homes nationwide. "At this point," Sieber noted, "we are comparing May 1982 data for CNN against April data for U.S. homes because TBS was not able to receive the overnight ratings with the specialized breakouts for CNN until the month May."

Nielsen-metered ratings for CNN in May, Monday through Friday (7 a.m. to 1 a.m.) averaged out to a 1.3, very



TBS pitchmen Sieber, Turner and Wussler

FCC opens box on financial interest

close to the assumed average rating that TBS executives had been working with, said Sieber, a 1.2 rating. The average weekday share for CNN during May (7 a.m. to 1 a.m.) equalled 4.3% with the highest share period being the 7 a.m. to 9 a.m. period (10%).

WTBS's share of all viewing to independent stations in cable homes "remains consistent over time," Sieber said. The station's share in that category was 21.4% in February of 1981 and 22.1% in April of 1982 and showed fluctuations in between as high as 26.2% (November, 1981) and as low as 17.1% (May through July, 1981).

Sieber noted what he described as an "explosion" in viewing of cable program services in WTBS households over a 10-week period from April to June of this year. During that period, Sieber said, the viewing of some 29 cable services including CNN, CNN 2 and WTBS, more than doubled, with the total share jumping from 4% to 9% and the total rating points increasing from 1.2 to 2.8. "We believe this trend is due to the increased sampling of alternative services resulting from weak network reruns," said Sieber. He added that the data indicates that "increased viewing to the cable-originating networks is occurring across all dayparts."

In the universe of nonpay cable-program services, Sieber said the research of Nielsen and TBS indicated that WTBS and CNN account for 61% of all viewing. "Our networks offer significant weight in the cable universe where the erosion of traditional network and affiliate viewing continues unabated," he concluded.

And based upon TBS research, said Sieber, network home delivery will continue to drop significantly. "By 1984-85 we see a 67% share level for the networks combined in prime time," he said, "based on an increasing level of pay penetration in the U.S., pegged at 37% for NTI's universe estimates." He said that combined viewing to the three broadcast networks "in pay homes is expected to fall to a level of 45%" in the 1984-85 television season.

Those agency people attending the session who were contacted by BROADCASTING seemed to be impressed by Sieber's presentation. With the exception of a "nit-pick" or two, J. Walter Thompson's Larry Grossberg characterized the presentation as "very good... well put together and professional. I didn't think comparing the May numbers to network was relevant because the HUT's are lower in May and the networks are all in reruns. So to talk about the performance of a cable vehicle versus network reruns is not as meaningful as if it were part of the November sweeps or the February sweeps."

Ted Bates's Leslie Wood said that, overall, Sieber's message "looks about in line with what we've seen from our own research." But as to the research he highlighted concerning specific markets, she said, "that we have to look at more in depth," before making a judgment. □

Taking what it called a "content neutral" approach to the issue, the FCC last week adopted a notice of proposed rulemaking proposing to repeal its financial-interest and network syndication rules, which prohibit television networks from acquiring any piece of the exhibition, distribution or other commercial use of any program not produced entirely by the network, and which bar them from domestic syndication.

In a unanimous vote (with Commissioners James Quello, Abbott Washburn and Henry Rivera concurring), the commission agreed to review the need for the rules, but stressed that its action wasn't meant to signal where it stood.

The commission's action comes in the wake of intense lobbying by the networks, independent producers and program syndicators, who are sharply divided on the continued need for the regulations (BROADCASTING, June 14).

While no one seems to know for sure how much money would change hands if the rules were repealed, a spokesman for the Motion Picture Association of America last week said that the syndication market produced revenues of \$600 million in 1981.

Although the Broadcast Bureau had originally drafted a notice of proposed rulemaking that took a stronger stance against the rules, FCC sources said the proposal was watered down, as proponents of the status quo had requested (BROADCASTING, June 14), to insure that all of the commissioners would support the rulemaking. Part of that compromise lay in leaving the proposal as "content neutral" as possible; another part lay in granting parties a longer-than-usual period of six months in which to comment on it.

Parties also will have an additional three months for reply comments. And Chairman Mark Fowler said the commission would try to schedule oral arguments on the proposal some time after the reply comments were due to make sure all parties had an opportunity to give their arguments a full airing.

At the meeting, the Broadcast Bureau contended that the rules should be re-examined—for two main reasons. First, the staff said, the market for television programming had undergone "significant" changes since the rules were adopted in 1970. While the networks were once the only game in town for program exhibition, the exhibition marketplace has become much more competitive with the entry of cable, multipoint distribution systems and videocassettes.

The staff also noted that, in its 1980 report, the FCC's network inquiry staff also had recommended that the rules be repealed, contending that they had been "misguided at best," weren't desirable or necessary when they were adopted and couldn't accomplish their intended purpose of reducing the potential for network leverage over programming anyway.

The notice questions whether the concern that the networks would exert undue influence over the program marketplace is still justified. According to the FCC, 90% of all households with TV now receive four or more TV signals; in 1980, the FCC said, 65% of all TV households received seven or more signals. Cable, the FCC noted, has grown from 1,200 operating systems with 1.1 million subscribers in 1964 to nearly 4,800 systems with 23 million subscribers. Subscription television now serves 1.3 million subscribers, MDS serves 500,000, and the audiences of both are expected to grow.

At the same time, the networks' share of audience is declining, the FCC said. While the networks had an 88 share in 1979, they only had an 81 share in 1981, the FCC said. And FCC financial data demonstrates that the broadcast income of the networks, without adjustment for inflation, had declined from \$406.1 million in 1977 to \$325.6 million in 1980. Also, according to the FCC, there is evidence that pay programmers are outspending the networks in buying feature films.

Among the specific areas on which the FCC asked for comment were: the current state of the program market and whether any restrictions needed to be retained; the network inquiry staff's conclusion that the rules should be repealed; whether there is any need to protect entities such as the major program producers from possibly undue network influence; arrangements between producers and networks to spread financial risks and rewards, and the effects of the rules on both; whether the rules achieve any balancing of bargaining power; the extent that the rules create a bargaining imbalance between competing delivery systems, and the effect of those inequalities on the capacity of network and nonnetwork outlets to acquire and make available different types of programming; the relationship between the rules and the consent decrees the networks have signed with the Department of Justice (which place the same sort of restrictions on the networks' programming activities); the effect of the elimination of the rules on independent television licensees, and the need for FCC regulation in this area.

Quello said he concurred to emphasize that while he agreed the FCC should have an opportunity to "study the facts," he didn't want his approval of the rulemaking to leave the impression that he supported repeal of the rules. As far as Quello was concerned, there would be a "heavy burden" of proof on the networks to show that deletion of the rules would be in the public interest and "will enhance rather than reduce competition."

Washburn said he would have voted against the rulemaking if it hadn't taken a neutral stance on repeal. "It simply means that we're going to review them in a structured rulemaking proceeding," Washburn said.

In a statement, Rivera said he ques-

tioned whether the structure of the television industry had changed materially since the rules were adopted. "There may be a greater number of programing outlets today, but the mere existence of some additional competition for viewers does not mean that the dominant players no longer can exercise undue leverage in program procurement," Rivera said.

After the meeting, Michael Gardner, counsel for the Committee for Prudent Deregulation, which has been lobbying to retain the rules (BROADCASTING, June 14), said the committee was "very pleased" that the proposal was "content neutral" and that the commissioners had

indicated they would review all of the comments with an open mind. Gardner reiterated that the committee would put together a comprehensive economic study for the proceeding that would "show definitely" the networks' continued economic dominance and demonstrate why that "dominance must continue to be checked."

In a statement, NBC said it welcomed the FCC's action. "It is a logical step after the network inquiry staff's earlier finding that the rules are anticompetitive and against the public interest. Repeal of these rules are essential if the free broadcast system is to be able to compete in the changing program marketplace." □

most FCC regulations under the Broyhill amendments. Such carriers would be subject to FCC's technical standards and to national defense requirements, access charge provisions and ownership restrictions in the bill. The FCC would decide whether such carriers could offer information publishing services. Bigger companies, including the surviving AT&T, would be forbidden by the bill from offering information services over their own lines.

A third package of amendments, offered by Representative Thomas Tauke (R-Iowa), would permit deregulated rural telephone companies to offer unregulated long-distance service and would eliminate strict deadlines imposed on rural carriers for providing equal access to all long distance carriers. Representative Thomas Bliley (R-Va.) offered the fourth package of accepted amendments, meant to strengthen the bill's requirements for national defense planning. The FCC and state commissions could require carriers to provide any service necessary for national defense, but the FCC would have primary responsibility for defense planning under the amendment.

Representatives Al Swift (D-Wash.) and Thomas Luken (D-Ohio) have said they would offer an amendment to prevent broadcasters and cable operators from being affected by severe restrictions on future mergers presently in the bill. Discovered only two weeks ago by some broadcast lobbyists, the provisions require the FCC to develop rules "to limit the consolidation or merger of two or more persons which own transmission facilities . . . in order to avoid excessive local or national concentrations in the ownership of transmission facilities or other media interests." Swift and Luken would eliminate a clause in the bill that would extend the ownership restrictions to broadcasters and cable operators.

Observers predict it will take the committee at least until mid-July to pass H.R. 5158. After that, the bill must be reviewed by the Judiciary Committee, which has promised speedy action, and if certain amendments are added, by the Ways and Means Committee. □

Wirth bill picks up amendments

Amid persistent attempts to delay its progress, the House Energy and Commerce Committee last week continued to plod through markup of a controversial bill to rewrite common carrier sections of the Communications Act (H.R. 5158). Although it managed to pass four major packages of amendments, it is still only about a fourth of the way through the complex bill and has yet to consider the most controversial amendments.

It has not yet been considered, but one of the few passages in the bill that could directly affect broadcasters and cable operators—one that would restrict many future mergers and consolidations among communications firms—is to be the subject of an amendment. It is far from certain, however, that that amendment will pass.

Representative Tom Corcoran (R-Ill.) continued to lead efforts to delay the bill last week, demanding that each of its sections and all amendments offered be read aloud before being considered and calling for roll call votes whenever possible. After the committee rebuffed a suggestion by Corcoran that the bill be remanded for further consideration by the Telecommunications Subcommittee, it overturned amendments he offered to drastically curtail the FCC's future authority to regulate telecommunications services, including broadcasting, and to remove a requirement that future telephone rates be "affordable," rather than "just and reasonable."

In spite of his dogged delay tactics, Corcoran voted in favor of most of the amendments that were approved last week, nearly all of them with unanimous vote. Those amendments included three offered by Committee Chairman John D. Dingell (D-Mich.), one of which would permit AT&T's to-be-divested local operating companies to sell telephone equipment through separate subsidiaries and to petition local courts to enter other unregulated areas of service. The original bill would have prohibited the divested companies, but not independent telephone companies, from selling equipment until after January 1988. The proposed antitrust settlement between AT&T and the Justice Department would preclude the divested companies from selling or manufacturing

equipment. A second amendment from Dingell would permit state public utility commissions to require the divested companies to provide basic telephone service, including inside wiring to customers in their service areas. This provision would reverse a clause in the proposed settlement that would preclude the separated companies from offering anything other than a regulated "dial tone" or local exchange service. The third and most controversial Dingell amendment would require that access charges, paid by long distance carriers for access to the local loop, would be based on a variety of factors to be set by state commissions under guidelines from the FCC, rather than simply on the cost of interconnection, as required under the AT&T settlement. This amendment would protect ratepayers from having to bear the entire cost of local service, thus, according to Dingell, "subsidizing long distance carriers."

Representatives James Broyhill (R-N.C.), ranking minority member of the committee, offered the second package of amendments that were accepted, the primary thrust of which would strike many of the original bill's requirements for regulation of telephone companies. Carriers with two million subscribers or fewer, rather than those with 500,000 or fewer, as originally provided in the bill, would be exempt from

Fairness stays. The fairness doctrine and equal-time provisions "should not be lifted" and Congress "will [not] do it," said House Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.), noting that this is one area in which he and Energy and Commerce Committee Chairman John D. Dingell (D-Mich.) are in complete agreement.

In a speech before the National Press Club in Washington last Thursday, Wirth predicted the Energy and Commerce Committee would favorably report his controversial common carrier bill (H.R. 5158) in spite of delay tactics by its opponents that are preventing the committee from thoroughly debating issues in the bill. Wirth would offer no odds on the bill's chances for passage by the full Congress, except to say that a long list of consumer and business organizations are supporting the measure and to remind reporters that after many had given the bill only a three-in-10 chance of passing the Telecommunications Subcommittee, it did so unanimously after only a few hours of deliberation.

H.R. 5158 "is a forward-looking, far-reaching piece of legislation" that is "broadly misunderstood," said Wirth, and AT&T's "unprecedented lobbying campaign" against it is filling the vacuum left by that misunderstanding. Because it addresses the future of one of the fastest-growing sectors of the U.S. economy, H.R. 5158 is part of the much broader question policy-makers must soon face, said Wirth. That is, in an economy that is increasingly international, service-oriented and subject to technological change, how much government intervention in the marketplace is appropriate?

Arbitron's and Nielsen's latest cable counts

Santa Barbara-Santa Maria-San Luis Obispo, Calif., at 77.7%, is the most heavily penetrated U.S. cable TV market, according to the Nielsen Station Index (BROADCASTING, June 21). According to Arbitron Television, it's Palm Springs, Calif., at 86.4%. Both found Las Vegas as the least penetrated, at 6.3% from Nielsen and 1.4% from Arbitron.

Nielsen and Arbitron have released their respective cable penetration estimates for May 1982. They differ not only in market definition—Nielsen's designated market areas (DMA's) and Arbitron's areas of dominant influence (ADI's)—but also in survey method.

Nationally, Nielsen has estimated cable penetration at 33.4% or a cable universe of 27,362,000 homes.

Arbitron officially put cable penetration at 25.8% or 21,033,477 homes based on its current research technique. But Arbitron admitted that more realistic figures likely should be around 30% or 24,449,000 homes (BROADCASTING, June 14).

The 25.8% figure is based on Arbitron's compilation of census and industry source material and data from cable systems. Arbitron believes the information cable systems supply is inadequate and is devising a new research procedure using Arbitron diaries. A review of the May diaries led Arbitron to suggest the 30% figure.

Nielsen bases its cable penetration figures on census, cable system and other industry information, its diaries, and a new element—telephone responses when recruiting diary homes.

The following tables show the May cable penetration estimates alphabetically by Nielsen's DMA's and Arbitron's ADI's.

Arbitron

Market	Cable Homes	Penetration (%)
Abilene-Swtwr., Tex.	66,971	60.1
Albany, Ga.	41,178	37.7
Albany-Schen., N.Y.	206,105	45.1
Albuquerque, N.M.	79,204	23.0
Alexandria, La.	33,538	41.0
Alexandria, Minn.	21,763	27.4
Alpena, Mich.	8,733	57.8
Amarillo, Tex.	99,717	54.8
Anniston, Ala.	24,770	60.9
Ardmore-Ada, Okla.	27,815	40.3
Atlanta	197,558	18.2
Augusta, Ga.	48,808	26.1
Austin, Tex.	98,470	42.9
Bakersfield, Calif.	70,539	58.6
Baltimore	80,351	7.0
Bangor, Me.	28,209	23.6
Baton Rouge, La.	77,768	32.4
Beaumont-Port Art., Tex.	37,850	23.6
Bend, Ore.	11,722	48.8
Billings-Hardin, Mont.	31,301	41.3
Biloxi-Gilpr., Miss.	33,764	58.8
Binghamton, N.Y.	84,005	37.0
Birmingham, Ala.	115,403	24.0
Bluefield-Bckly-O. Hill, W. Va.	84,948	58.3
Boise, Idaho	19,736	13.9
Boston	336,264	17.9
Bowling Green, Ky.	8,393	20.6

Market	Cable Homes	Penetration (%)
Bristol, Va.-Kgspt-J.C., Tenn.	92,290	32.3
Buffalo, N.Y.	233,687	38.4
Burlington, Vt.-Pittsbgh., N.Y.	81,587	39.3
Casper-Riverton, Wyo.	32,556	61.4
C. Rpd.-Wtlo., Iowa	75,672	24.1
Charleston, S.C.	41,376	23.1
Charleston-Hunt., W. Va.	249,400	47.8
Charlotte, N.C.	93,257	15.4
Chattanooga	76,649	27.3
Cheyenne, Wyo.	27,768	56.1
Chicago	181,636	6.1
Chico-Redding, Calif.	58,832	44.8
Cincinnati	79,645	11.3
Clarksburg-Weston, W. Va.	42,393	56.1
Cleveland	323,526	23.2
Colorado Sprgs.-Pueblo	43,172	21.8
Columbia, S.C.	63,456	26.2
Columbia-Jeff. City, Mo.	44,091	35.4
Columbus, Ga.	66,647	36.4
Columbus, Ohio	196,855	33.9
Columbus-Tupelo, Miss.	49,726	35.9
Corpus Christi, Tex.	38,940	25.3
Dallas-Fort Worth	178,148	13.1
Davenport, Iowa-R.I.-Moline, Ill.	114,359	35.5
Dayton, Ohio	151,527	32.1
Denver	103,012	11.8
Des Moines, Iowa	99,963	27.8
Detroit	101,219	6.1
Dothan, Ala.	25,993	34.8
Duluth, Mn.-Superior, Wis.	50,532	29.1
El Centro, Ca.-Yuma, Az.	40,771	70.3
El Paso	70,839	37.8
Elmira, N.Y.	55,495	67.7
Erie, Pa.	44,672	30.7
Eugene, Ore.	85,222	52.1
Eureka, Calif.	29,954	54.6
Evansville, Ind.	89,655	37.2
Fargo, N.D.	63,237	30.2
Farmington, N.M.	13,330	51.3
Flint-Sgnw-B. Cty, Mich.	127,088	28.7
Florence, S.C.	34,159	34.6
Fresno, Calif.	63,470	17.7
Fort Myers-Naples, Fla.	98,163	60.7
Fort Smith, Ark.	59,256	49.1
Fort Wayne, Ind.	66,527	30.3
Gainesville, Fla.	35,819	51.0
Grand Junction, Colo.	21,660	43.4
Grand Rpd.-Kal.-B.C., Mich.	189,164	33.4
Great Falls, Mont.	28,872	45.2
Green Bay, Wis.	80,697	23.2
Grrsbr-Win. Sal.-H.P., N.C.	84,542	18.7
Greensboro	84,542	18.7
Grrvl-N.Bern-Wash., N.C.	38,751	19.1
Grrvl-Spartnbg, S.C.-Ashvl., N.C.	115,319	20.9
Greenwood-Greenville, Miss.	35,939	54.0
Harrisbg-York-Lanc.-Leb., Pa.	206,110	46.3
Harrisonburg, Va.	15,277	33.1
Hartford-New Haven, Ct.	349,927	44.6
Helena, Mont.	9,783	58.6
Houston	215,178	16.9
Huntsville-Dec.-Flor, Ala.	84,961	35.5
Idaho Falls-Pctlo., Id.	34,823	37.3
Indianapolis	177,247	22.2
Jackson, Miss.	74,916	27.6
Jackson, Tenn.	17,680	40.2
Jacksonville, Fla.	94,778	25.7
Johnstown-Altn., Pa.	174,593	63.6
Jonesboro, Ark.	28,249	42.8
Joplin, Mo.-Pitsbg, Kan.	56,553	33.5
Kansas City, Mo.	165,750	23.8
Knoxville, Tenn.	95,691	24.2
La Crosse-E. Claire, Wis.	64,172	41.0

Market	Cable Homes	Penetration (%)
Lafayette, Ind.	26,441	64.2
Lafayette, La.	63,744	35.8
Lake Charles, La.	28,420	39.7
Lansing, Mich.	75,048	35.1
Laredo, Tex.	21,159	73.2
Las Vegas	2,585	1.4
Laurel-Hatsbg, Miss.	25,546	30.8
Lexington, Ky.	84,827	29.7
Lima, Ohio	25,753	65.4
Lincoln-Hstgs.-Krny, Neb.	87,408	35.3
Little Rock, Ark.	90,296	20.5
Los Angeles	595,452	14.4
Louisville, Ky.	93,333	17.8
Lubbock, Tex.	55,569	38.3
Macon, Ga.	62,255	43.1
Madison, Wis.	47,111	24.7
Mankato, Minn.	17,260	46.1
Marquette, Mich.	31,389	59.9
McAllen-Brwnsvle, Tex.	34,969	22.6
Medford, Ore.	56,646	48.9
Memphis	107,512	18.9
Meridian, Miss.	16,251	29.9
Miami	199,309	18.0
Miles City-Glendive, Mont.	6,350	58.8
Milwaukee	61,823	9.1
Minneapolis-St. Paul	70,187	6.4
Minot-Bsmrk-Dcknsn, N.D.	53,836	41.0
Missoula-Butte, Mont.	44,935	40.0
Mobile, Ala.-Pnscl., Fla.	130,653	33.7
Monroe, La.-El Dorado, Ark.	54,180	30.2
Montgomery, Ala.	54,224	32.7
Nashville	105,901	16.2
New Orleans	146,114	24.8
New York	1,341,882	20.9
Nrfk, Prtmsouth, N.N., Hmptn, Va.	137,482	28.3
North Platte, Neb.	5,190	32.8
Odessa-Midland, Tex.	78,704	63.3
Oklaoma City	188,341	35.3
Omaha	51,500	15.3
Orlando-Dayt. Bch, Fla.	228,459	38.2
Ottumwa, Iowa-Krksvl., Mo.	10,302	33.9
Paducah, Ky.-C. Gir., Mo.-Harris, Ill.	105,292	32.8
Palm Springs, Calif.	47,158	86.4
Panama City, Fla.	25,713	32.0
Parkersburg, W. Va.	24,811	71.9
Peoria, Ill.	91,795	42.0
Philadelphia	659,952	27.7
Phoenix	75,461	10.3
Pittsburgh	503,081	41.1
Portland, Ore.	154,468	19.6
Portland-Poland Spring, Me.	116,652	36.2
Presque Isle, Me.	13,036	44.8
Providence, R.I.-N. Bdtd, Mass.	38,350	7.0
Quincy, Ill.-Hannibal, Mo.	41,470	32.3
Raleigh-Durham, N.C.	133,941	24.4
Rapid City, S.D.	36,254	41.4
Reno	76,951	52.7
Richmond, Va.	107,009	25.0
Roanoke-Lynchburg, Va.	107,813	30.6
Rochester, N.Y.	72,049	21.8
Rochester-Austin, Minn.-Mason City, Iowa	47,162	34.1
Rockford, Ill.	91,073	49.1
Roswell, N.M.	32,550	62.2
Sacra.-Stockton, Calif.	177,785	21.9
Salinas-Monterey, Calif.	109,394	61.3
Salisbury, Md.	43,588	55.0
Salt Lake City	78,266	15.3
San Angelo, Tex.	20,478	58.7
San Antonio, Tex.	142,030	28.9
San Diego	355,245	51.0
San Francisco	677,372	34.6
Santa Barbara-Santa Maria-San Luis Obispo, Calif.	129,806	76.3

Market	Cable Homes	Penetration (%)	Market	Cable Homes	Penetration (%)	Market	Cable Homes	Penetration (%)
Sarasota, Fla.	66,368	69.9	Burlington, Vt.-Plattsburgh, N.Y.	102,270	45.4	Knoxville, Tenn.	144,300	36.8
Savannah, Ga.	58,701	30.5	Butte, Mont.	35,420	57.7	La Crosse-Eau Claire, Wis.	68,490	45.8
Seattle-Tacoma, Wash.	346,166	31.8	Casper-Riverton, Wyo.	38,280	67.3	Lafayette, Ind.	25,970	62.9
Selma, Ala.	9,989	39.2	Cedar Rapids-Watloo.			Lafayette, La.	91,100	46.9
Shreveport, La.-Texarkana	137,194	31.9	Dubuq., Iowa	95,380	30.4	Lake Charles, La.	35,700	49.8
Sioux City, Iowa	38,283	25.1	Champaign-Sprngfld-			Lansing, Mich.	97,750	45.7
Sioux Falls-Mitchell, S.D.	64,281	30.7	Decatur, Ill.	180,890	57.2	Laredo, Tex.	20,890	73.0
South Bend-Elkhart, Ind.	69,940	25.2	Charleston, S.C.	70,680	39.5	Las Vegas	12,060	6.3
Spokane, Wash.	120,803	37.7	Charleston-Huntington, W.			Lexington, Ky.	107,510	40.3
Springfield, Mass.	82,801	36.5	Va.	274,990	56.0	Lima, Ohio	24,490	61.8
Springfield, Mo.	50,601	18.4	Charlotte, N.C.	152,040	24.8	Lincoln-Hstngs-Krny, Neb.	106,550	42.4
Springfield-Dec.-Chmpgn., Ill.	149,852	47.7	Chattanooga	96,830	33.8	Little Rock-Pine Bluff, Ark.	131,110	30.6
St. Joseph, Mo.	25,480	53.5	Cheyenne, Wyo.-Scottsblf,			Los Angeles, Palm Springs	957,200	22.7
St. Louis	84,041	8.2	Neb.-Sterling, Colo.	36,190	62.5	Louisville, Ky.	154,610	29.3
Syracuse, N.Y.	161,859	46.2	Chicago	228,910	7.8	Lubbock, Tex.	74,080	49.1
Tallahassee, Fla.	54,658	35.0	Chico-Redding, Calif.	76,070	56.1	Macon, Ga.	76,550	51.5
Tampa-St. Pete., Fla.	147,814	15.8	Cincinnati	142,730	20.2	Madison, Wis.	81,350	40.9
Terre Haute, Ind.	47,639	29.6	Clarksburg-Weston, W. Va.	52,520	69.9	Mankato, Minn.	28,840	51.1
Toledo, Ohio	133,444	33.3	Cleveland, Akron	411,420	29.3	Marquette, Mich.	40,510	75.0
Topeka, Kan.	65,701	47.1	Colorado Springs-Pueblo	73,950	36.7	Mason City, Iowa-Austin-		
Traverse City-Cadil., Mich.	43,238	29.5	Columbia, S.C.	86,190	37.3	Rochester, Minn.	50,530	35.1
Tucson, Ariz.	36,486	14.3	Columbia-Jefferson City,			Medford-Klamath Falls,		
Tulsa, Okla.	155,836	36.8	Mo.	56,200	36.4	Ore.	62,260	54.6
Tuscaloosa, Ala.	19,483	40.0	Columbus, Ga.	81,050	46.6	Memphis	176,770	30.4
Twin Falls, Idaho	15,847	52.3	Columbus, Ohio	247,930	43.0	Meridian, Miss.	27,710	39.9
Tyler, Tex.	49,426	53.7	Columbus-Tupelo, Miss.	60,880	44.4	Miami-Fort Lauderdale	281,660	25.6
Utica, N.Y.	60,088	59.7	Corpus Christi, Tex.	70,710	46.3	Milwaukee	112,850	16.6
Victoria, Tex.	20,095	83.7	Dallas-Fort Worth	313,300	23.1	Minneapolis-St. Paul	104,890	9.8
Waco-Temple, Tex.	123,852	59.2	Davenport, Iowa-R. Island-			Minot-Bismarck-		
Washington	162,760	11.1	Moline, Ill.	133,170	41.6	Dickinson, N.D.	62,980	46.2
Watertown-Carthage, N.Y.	39,216	52.6	Dayton, Ohio	195,050	42.4	Missoula, Miss.	31,570	48.1
Wausau-Rhineland, Wis.	32,802	21.7	Denver	157,560	18.3	Mobile-Pensacola, Fla.	167,080	43.6
West Palm Beach, Fla.	150,911	43.2	Des Moines-Ames, Iowa	123,120	36.2	Monroe, La.-El Dorado, Ark.	70,660	38.9
Wheeling, W.Va.-Stbnvl.,			Detroit	187,350	11.3	Monterey-Salinas, Calif.	120,940	67.3
Ohio	91,328	54.9	Dothan, Ala.	34,070	38.9	Montgomery, Ala.	78,700	43.4
Wichita Falls, Tex.-Lwtn,			Duluth, Minn.-Superior,			Nashville, Bowling Green,		
Okla.	78,833	49.9	Wis.	69,150	39.9	Ky.	181,800	26.9
Wichita-Hutch., Kan.	184,075	45.1	El Paso	95,240	47.5	New Orleans	167,230	28.3
Wilkes Bar-Scrntn, Pa.	270,171	58.5	Erie, Pa.	55,030	37.3	New York	1,845,510	28.8
Wilmington, N.C.	53,504	34.1	Eugene, Ore.	96,170	57.9	Norfolk-Portsmouth-Newpt.		
Yakima, Wash.	77,377	47.4	Eureka, Calif.	36,480	66.1	Nws, Va.	154,030	32.1
Youngstown, Ohio	80,646	34.6	Evansville, Ind.	114,640	46.7	North Platte, Neb.	6,360	40.4
Zanesville, Ohio	18,301	61.0	Fairbanks, Alaska	6,860	33.7	Odessa-Midland-		
Total	21,041,327	25.8	Fargo-Valley City, N.D.	92,020	44.5	Monahans, Tex.	81,100	65.4
			Flint-Saginaw-Bay City,			Oklahoma City	222,260	42.1
			Mich.	164,420	37.1	Omaha	95,270	28.2
			Florence, S.C.	44,150	44.7	Orlando-Daytona Beach,		
			Fresno (Visalia), Calif.	104,320	28.6	Fla.	263,860	44.3
			Fort Myers-Naples, Fla.	98,590	59.9	Ottumwa, Iowa-Kirksville,		
			Fort Smith, Ark.	71,840	56.4	Mo.	20,960	47.4
			Fort Wayne, Ind.	80,160	34.5	Paducah, Ky.-C. Girardeau,		
			Gainesville, Fla.	38,060	55.0	Mo.-Harrbg, Ill.	121,880	40.8
			Glendive, Mont.	2,990	59.8	Panama City, Fla.	28,860	43.2
			Grand Junction-Montrose,			Parkersburg, W. Va.	41,390	72.0
			Colo.	26,000	51.5	Peoria, Ill.	113,590	51.4
			Grand Rapids-Kalamazoo-B.			Philadelphia	813,130	33.9
			Crk., Mich.	227,880	40.2	Phoenix, Flagstaff	147,240	20.2
			Great Falls, Mont.	31,950	49.4	Pittsburgh	597,880	49.7
			Green Bay, Wis.	92,430	26.6	Portland, Ore.	195,280	24.7
			Greensboro-H. Point-W.			Portland-Poland Spring,		
			Salem, N.C.	128,890	28.7	Me.	133,940	41.5
			Greenville-N. Bern-			Presque Isle, Me.	16,150	54.6
			Washington, N.C.	75,690	34.6	Providence, R.I.-New		
			Greenville-Spart., S.C.-			Bedford, Mass.	103,450	17.2
			Asheville, N.C.	179,610	31.3	Quincy, Ill.-Hannibal, Mo.-		
			Greenwood, Miss.	38,850	59.2	Keokuk, Iowa	49,150	40.1
			Harlingen-Weslaco, Tex.	53,140	35.2	Raleigh-Durham, N.C.	195,850	36.9
			Harrisburg-Lncstr-Leb-			Rapid City, S.D.	44,680	49.3
			York, Pa.	241,590	51.0	Reno	84,980	56.4
			Harrisonburg, Va.	14,340	45.3	Richmond-Petrsgb.		
			Hartford-New Haven, Conn.	354,970	50.2	Charltsvl, Va.	105,750	24.6
			Hattiesburg-Laurel, Miss.	31,740	38.6	Roanoke-Lynchburg, Va.	160,340	44.5
			Honolulu	147,850	49.2	Rochester, N.Y.	113,220	33.9
			Houston	383,350	30.5	Rockford, Ill.	91,400	49.2
			Huntsville-Decatur-			Roswell, N.M.	32,930	62.4
			Florence, Ala.	108,590	45.4	Sacramento-Stockton,		
			Idaho Falls-Pocatello	40,160	43.9	Calif.	245,000	29.4
			Indianapolis	234,520	29.2	Salisbury, Md.	46,580	59.0
			Jackson, Miss.	106,050	40.7	Salt Lake City	108,020	20.7
			Jackson, Tenn.	20,400	47.0	San Angelo, Tex.	25,930	74.7
			Jacksonville, Fla.	132,060	35.5	San Antonio, Tex.	192,750	38.3
			Johnstown-Altoona, Pa.	214,810	68.7	San Diego	401,840	57.5
			Jonesboro, Ark.	33,580	51.4	San Francisco-Oakland	827,130	42.4
			Joplin, Mo.-Pittsburg, Kan.	68,790	40.7	Santa Barbara-SanMar-		
			Kansas City	244,980	35.6	San Ob., Calif.	133,600	77.7

Nielsen

Homes	Cable Homes	Penetration (%)
Abilene-Sweetwater, Tex.	62,260	61.5
Ada-Ardmore, Okla.	32,280	49.3
Albany, Ga.	54,540	45.5
Albany-Schenectady-Troy,		
N.Y.	229,720	49.6
Albuquerque, Farmington,		
N.M.	114,720	32.7
Alexandria, La.	32,590	49.8
Alexandria, Minn.	31,210	35.8
Alpena, Mich.	8,170	53.2
Amarillo, Tex.	102,070	59.7
Anchorage	12,310	15.8
Atlanta	318,800	30.0
Augusta, Ga.	76,470	38.8
Austin, Tex.	111,090	45.8
Bakersfield, Calif.	81,460	65.0
Baltimore	121,230	14.5
Bangor, Me.	38,670	32.1
Baton Rouge, La.	94,900	40.2
Beaumont-Port Arthur, Tex.	54,100	34.0
Beckley-Bluefield-Oak		
Hill, W. Va.	84,720	64.6
Bend, Ore.	14,170	57.1
Billings, Mont.	32,590	45.7
Biloxi-Gulfport, Miss.	33,620	59.3
Binghamton, N.Y.	95,810	60.3
Birmingham, Anniston, Ala.	220,530	39.1
Boise, Idaho	44,330	31.4
Boston-Manchester, N.H.-		
Worcest., Mass.	485,720	25.3
Buffalo, N.Y.	312,890	51.0

Market	Cable Homes	Penetration (%)
Savannah, Ga.	75,980	41.6
Seattle-Tacoma, Wash.	444,570	40.6
Shreveport, La.	175,760	41.1
Sioux City, Iowa	44,240	28.8
Sioux Falls (Mitchell), S.D.	74,780	35.6
South Bend-Elkhart, Ind.	79,010	28.5
Spokane, Wash.	148,140	44.6
Springfield, Mo.	63,060	23.9
Springfield-Holyoke, Mass.	119,590	52.3
St. Joseph, Mo.	28,410	46.8
St. Louis	120,400	11.7
Syracuse, Elmira, N.Y.	250,790	56.1
Tallahassee, Fla.-Thomasville, Ga.	63,870	41.9
Tampa-St. Petersburg, Sarasota, Fla.	283,850	27.6
Terre Haute, Ind.	65,910	38.1
Toledo, Ohio	160,790	40.0
Topeka, Kan.	67,200	56.0
Traverse City-Cadillac, Mich.	49,650	33.6
Tri-Cities, Tenn.-Va.	124,270	45.3

Market	Cable Homes	Penetration (%)
Tucson (Nogales), Ariz.	48,900	19.5
Tulsa, Okla.	193,570	46.1
Twin Falls, Idaho	15,670	52.2
Tyler, Tex.	50,940	53.9
Utica, N.Y.	59,600	61.2
Waco-Temple, Tex.	112,620	54.2
Washington	221,320	15.1
Watertown, N.Y.	31,470	50.7
Wausau, Wis.	43,070	28.4
West Palm Beach, Ft. Pierce, Fla.	185,790	53.8
Wheeling, W. Va.-Stuebenville, Ohio	114,880	62.0
Wichita Falls, Tex.-Lawton, Okla.	86,180	53.4
Wichita-Hutchinson, Kan.	206,810	51.2
Wilkes Barre-Scranton, Pa.	294,010	62.7
Wilmington, N.C.	62,430	39.9
Yakima, Wash.	83,630	49.9
Youngstown, Ohio	98,740	42.2
Yuma, Ariz.-El Centro, Calif.	36,710	62.4
Zanesville, Ohio	18,930	62.8

"What the political leadership wants, by and large, is the avoidance of matters that disturb foreign policy interests and a heavy emphasis on how well America is gaining because of this or that presidential leadership."

Haratunian is not sanguine about the future. Among the dangers he said have surfaced is the stated intention to include the VOA "in ICA's worldwide propaganda campaigns," including Project Truth, a project conceived by Wick. Haratunian said such projects have little lasting value. "They are mostly fielded as gimmicks to impress a President or convince a Congress that American interests are being fearlessly defended or promoted abroad."

Nicolaides, who is now vice president of the World News Institute, a new foundation developing international news programming for cable television systems, was not as impressed with the professionalism of the VOA staff as Kamenske and Haratunian appeared to be. He said the "hysteria" created at the Voice when "propaganda" or "advocacy" are mentioned "is based on the fact that the VOA journalists reflect journalism in Washington, which has a liberal tilt to it."

And, making it clear he is as firm a believer as ever in the view that VOA should be an advocate, he said, "VOA's function is wider than newsgathering and dissemination. If we weren't in a struggle with the Soviet Union, we wouldn't need a Voice of America. Its *raison d'être* is ideological war. The Voice of America should respond to that. It should provide the clarion call that will help bring down the walls of Jericho."

Takacs was as harsh in his criticism as those no longer with the Voice. He said it has been "mismanaged for decades and needs a complete reorganization."

And as for the warts-and-all form of VOA journalism that Kamenske, for one, seems to favor, Takacs said, "We don't have to put cosmetics on the warts, but we don't need a magnifying glass either."

But he had kind words for the Reagan administration—it has shown more interest in the VOA than any administration in his 18 years with the agency—and hoped it would help generate stronger stuff. He called VOA "a great blender turning out the mush"—a word Nicolaides has used to describe VOA's output—"in the interest of serving its credibility." □

Fighting words about the VOA

For months, Bernard H. Kamenske refused to go on the record with the bitter feelings roiling inside as a result of what he felt was the harm being done to the Voice of America, which he had served for 28 years. Last week, the former chief of the news division went public with his views, and loudly.

He said the Voice had become a "pawn in a Washington power struggle," claimed top officials of the U.S. International Communication Agency, VOA's parent, were the victims of the same "sharks" they had fed, and said the Voice "has been politicized beyond recognition" since the Reagan administration came to power.

If that weren't enough, he charged that "a director of USICA"—a reference to the incumbent Charles Z. Wick—had given a number of background briefings and off-the-record talks defaming the work of the VOA.

Kamenske, who since January has been a senior editor with Cable News Network, in Washington, expressed those views in a panel discussion on the VOA—"Voice of America at the Crossroads"—sponsored by the Media Institute. He shared the panel with three other former or present officials of the Voice—William Haratunian, a former deputy director; Jozsef Takacs, chief of the VOA's Hungarian Service, and Philip Nicolaides, former deputy director for commentary and analysis.

The speakers differed on such key questions as whether the Voice serves American interests by objective news reports or efforts at persuasion. But on one point there was agreement: The Voice is stifled in its present bureaucratic home, and should be free of the control of the ICA and the State Department. Kamenske and Haratunian endorsed the report of the committee headed by Frank Stanton and presented to the incoming Carter administration in 1976 that proposed the dispersal of the ICA functions and an independent Voice. They both also suggested that the public broadcasting establishment might

provide a congenial home for the Voice.

But it was the slam-bang attacks, particularly by Kamenske, that raised eyebrows. In speaking of the Voice as a "pawn," he said it was the target of the same group whose larger purpose is the removal of Secretary of State Alexander Haig Jr. and White House chief of staff James Baker. (Kamenske made his remarks last Thursday, the day before Haig resigned.)

Kamenske, who had been credited while at the Voice with a zealous regard for high journalistic standards, appeared particularly bitter over the alleged attacks on the Voice by the unnamed ICA director. The Voice, Kamenske said, was alleged to favor the Soviet Union, to portray events in the U.S. inaccurately and to fail to give "due respect to the forces fighting the Soviet Union" in Afghanistan.

"The Voice's hard-earned and quite fragile reputation as an objective chronicler of America has been battered, and it will get worse," Kamenske said.

Haratunian also expressed concern about what he views as efforts to politicize the agency. He said there has been a "wholesale dismissal and dispersal of VOA's career managers," as well as resignations of key officials.

And he talked of complaints directed at the Voice by embassies and other agencies concerning news coverage, particularly news gathered by VOA correspondents.



Kamenske



Haratunian

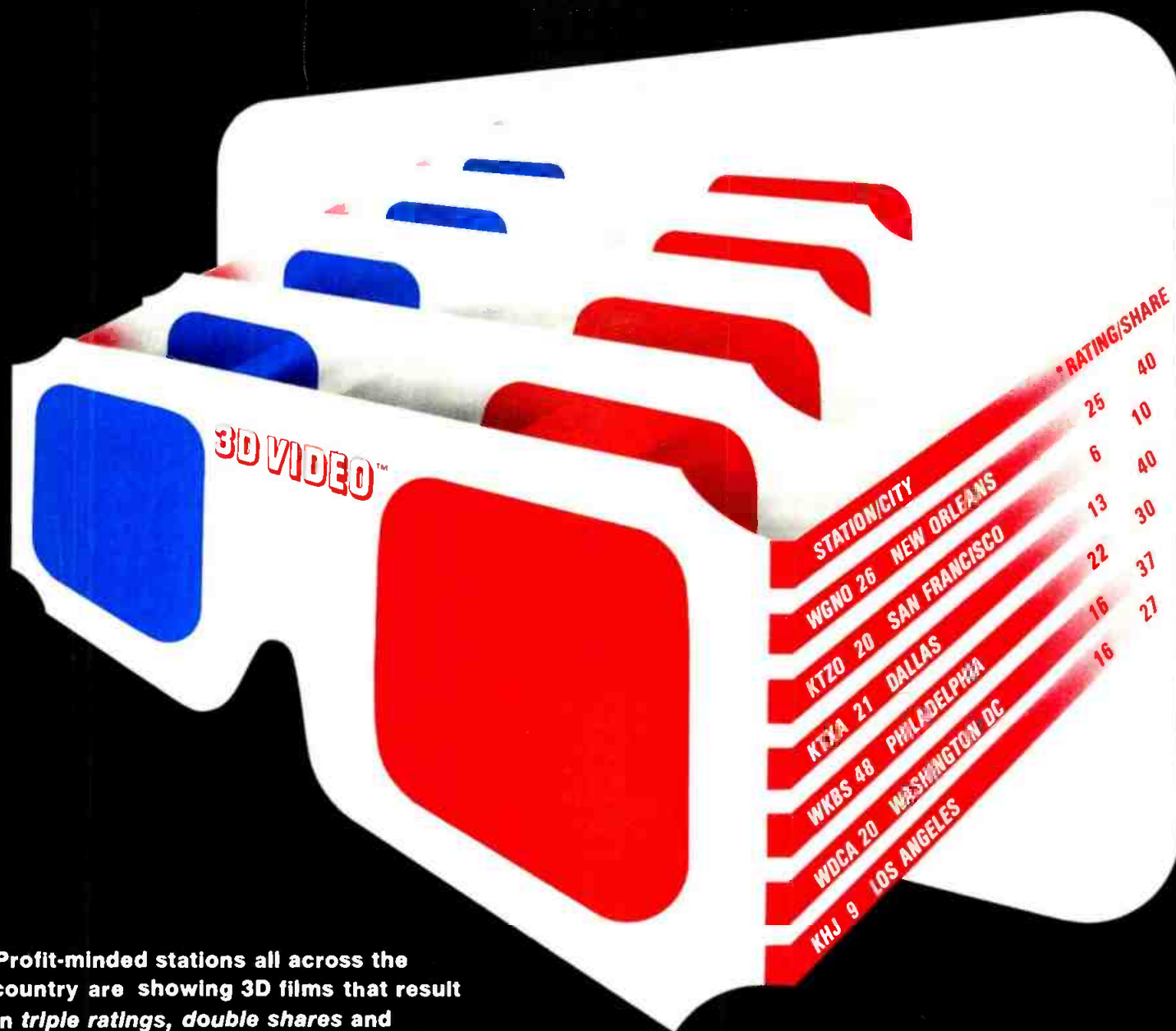


Nicolaides



Takacs

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Teletext and Videotext

Jockeying for position in the information age

In board rooms of major broadcasting corporations, cable MSO's, telephone companies and newspapers, nervous (perhaps electric is the word) energy is released when the subject of electronic publishing comes up. It is, the executives seem to think, the next frontier for them. As with all frontiers, from the Alleghenies to the moon, there are uncertainties enough for those contemplating the passage to suffer sleepless nights. But the greatest fear is in being left behind. Billions, after all, may lie just over the next mountain range.

Teletext and videotext: Those are the major technologies being developed to provide homeowners and businesses with a variety of text services, from simple information retrieval—*What happened in Congress today?*—to banking and shopping at home. The services themselves, the hardware involved, the information needed to fill the expanding and increasingly sophisticated data bases—all seem to add up to the potential, at least, of a boom-town sector of the economy.

Certainly, major corporations appear to think so. AT&T is fascinated by the prospects. So, too, are CBS, The Times Mirror Co. and Dow Jones, among others. All told, scores of tests and commercial ventures involving teletext and videotext are under way in the U.S. and around the world. In the U.S. alone, more than 20 broadcast licensees have experimented with teletext under authorization from the FCC. And the companies involved are serious. Knight-Ridder Newspapers Inc., for instance, after completing a market test of videotext in conjunction with AT&T in Coral Gables, Fla., is preparing a full commercial venture with the same partner in Miami. Its investment in the new technology since 1978? About \$18 million. That suggests both commitment and confidence.

As for the hardware manufacturers, Zenith, Sony, Magnavox and Matsushita, are said to be gearing up for entry into the new market. Zenith, says William Thomas, manager of videotext-teletext engineering, "is excited" about the prospect. In fact, the critical mass needed to catch the spark of a new industry in videotext is already in place. An official of Digital Equipment Corp. says more than one million personal computers (costing about \$300 or less) are manufactured each year—enough, it would seem, to attract the interest of videotext system operators.

And, new as electronic publishing is, it is not too new to have its own trade association. The Videotex Information Agency, established earlier this year, claims more than 75 companies and individuals as members. VIA is in addition to the Washington-

based Information Industry Association, which claims 170 member companies that provide information by any number of technologies (including microfilm or ink). Electronic publishing, then, seems to be an industry on the verge of birth.

Further proof should be provided this week at Videotex '82, a three-day trade show of videotext and teletext hardware and services, to be held at the New York Hilton, beginning today (June 28). The brochure describing the show speaks of the new service as "sweeping post-industrial countries, its leading edge creating entirely new industries, accelerating the convergence of information, communications and computer technologies." There may be more than a touch of puff in that. But various, presumably disinterested, authorities see the new service as about to explode. According to some forecasts, 45% of all U.S. homes will be served by videotext or teletext by 1990. Videotext alone is seen as a \$5-billion to \$10-billion business by that year.

□

Uncertainties and doubts attend the launching of any new industry. This is particularly true with electronic publishing, in part because it is developing as at least two industries—videotext, a two-way interactive system that uses either telephone or cable television technology, and teletext, a one-way service that can be transmitted via the vertical blanking interval of a television signal or the full channel of a television station or cable television system.

(There is also a simpler version of teletext, something that might be called roll-a-text. Cable operators simply display on the television screens of subscribers "pages" of frequently updated news, weather and sports. Unsophisticated, perhaps, but it

seems popular. Some 70 newspapers and cable systems have reached agreements to provide what are being called "electronic newspapers," and the number is growing rapidly. "It's a low-cost way of exploring text over video," says Kathleen Criner, director of telecommunications affairs for the American Newspaper Publishers Association.)

Along with the promise, of course, are problems. One is the lack of standardization. There are as many ways to access (a new verb minted to fit the need of the new technology) videotext data bases as there are systems on the market. "You could have 100 different systems," says one exasperated official of a major manufacturing company. And the FCC, when it authorizes broadcasters to offer teletext services—as it is expected to do later this summer—is certain to reject pleas that it select the hardware standard to be employed. The FCC, no doubt, will leave that particu-



lar decision to the marketplace.

Such uncertainties are regarded by observers as a barrier to the rapid development of an information industry in the U.S., which, since it is potentially the richest market in the world, could have a depressing effect on the industry worldwide. But those same uncertainties leave room for jockeying for position by the emerging players, and the jockeying is under way. The British, first on the scene, are promoting their technology for Prestel/Ceefax (videotext/teletext), which, with modifications, has been adopted by nine European countries as the world standard and as the technology designed to evolve in sophistication without, at the same time, making obsolete the decoders and terminals in the hands of consumers. The rival North American standard involves the Presentation Level Protocol that was developed by AT&T and with which, the Canadians and French say, their Telidon and Antiope systems would be compatible. (A protocol provides the instructions for the transmission of text and graphics.) CBS is backing the North American standard and expects it to be the de facto, if not the de jure, standard for the American market.

And backers of the rival systems can get testy in their remarks. Richard Lutz of Logica Inc., a British company promoting the British systems in the U.S., says CBS and AT&T are pressing for the more sophisticated North American standard as a means of assuring market dominance for themselves. "It's to the advantage of CBS and AT&T to press for the higher standard," he says. "It gives them more time to seek to control the market." Sam Berkman, AT&T's information director, says simply, "In England, Prestel is a failure that has cost the government \$100 million." Prestel, three years after its introduction, has some 17,000 subscribers worldwide, most of them businesses. In the first flush of Prestel's introduction, exhilarated forecasters talked of 200,000 sales within a year. However, the teletext version is sailing along nicely, with over 300,000 units in use.

At the moment, the debate over the two systems appears to center on the more impressive graphics and colors available with

the North American standard as against the cost-effectiveness of the British system. But some observers, including those representing manufacturing companies, believe the British system is likely to be dominant, at least in teletext, on the basis of "cost effectiveness, if no other." "You won't get the pretty graphics," Zenith's Thomas says, but a decoder to be used in connection with the British system costs "less than \$500" (some say about \$300); the one for the rival system, \$1,000. One reason is that the integrated circuits, or chips, custom-designed for the British system are already available; those for the CBS-backed one would have to be synthesized out of available components. Manufacturers are said to be reluctant to invest the substantial sums needed to develop the integrated circuits for the North American standard. (However, the prices of both would be expected to fall rapidly as volume production gets under way—even faster when manufacturers begin building the decoders into television sets coming off the assembly line.)

Nevertheless, there are some, like Charles Letts, manager of market research for Sony Consumer Electronics, who feel that ultimately the North American standard will prevail in both markets. After all, major companies, such as Knight-Ridder Newspapers and Time Inc., as well as CBS, are employing it. Indeed, the North American standard is likely to dominate from the start in videotext. Even Keycom Electronic Publishing, which now uses the British system in its teletext system in Chicago, plans to adopt the North American standard when it undertakes a videotext experiment next year. As a Keycom spokesman explained it, the need for superior graphics is greater in videotext than in teletext.

However, nothing is foreordained in the new information age. The British have not been standing still in developing their standard. They have designed five increasingly sophisticated levels of their system. Level 5—Alphaphotographic—will produce still photographs in black and white or color, although only in the laboratory, at present. Lutz says it will be available as part of the Prestel technology next year. And an advantage of the British

system he cites is that the more sophisticated levels will be compatible with all the others—as the present system of color television is receivable on black-and-white sets. On the other hand, the North American standard for teletext is compatible with the AT&T standard for videotext, with the result that a teletext unit could be converted to videotext.

Both systems are or will be in use in various tests in the U.S. The British teletext technology is being used in a number of tests including those being conducted by Keycom Electronic Publishing in Chicago; by Taft's WKRC-TV Cincinnati, and by Bonneville International's KSL-TV Salt Lake City and KIRO-TV Seattle. The North American standard will be used in the videotext experiments in which AT&T will be involved, with Knight-Ridder Newspapers in Miami next year and with CBS in Ridgeway, N.J., in the fall. And it will be used by Time Inc. in the cable-based teletext test it will conduct, also beginning in the fall.

Manufacturers, prepared to build decoders for any system, are watching the contest between the British system and the North American standard with detached but growing interest. (There are even some who do not rule out the French and their Antiope system as a competitor.) "The marketplace is both broadcasters and consumers," says Zenith's Thomas. "It will be interesting to see who has more influence in determining the outcome... Initially, the stations will use different technologies and the consumers will decide which one survives." But then he suggested a fight to the death may not be inevitable. A decoder that is capable of accepting both systems—as a radio now can receive both AM and FM—is possible, Thomas says.

But Sony's Letts appears a touch more restrained. Sony, he suggested, is going to hold its fire until it sees which way the market moves on standards—"particularly regarding commercial standards for the consumer." At the moment, he said, "everything is a test. It's hard to understand the market."

An irony evident in the quarreling now going on over the technology to use in electronic publishing is that none of the

The experimenters

The new teletext technology has been prodded, poked and generally checked out over the past few years in tests the FCC has authorized 23 stations to conduct. Authorizations have run out in nine cases, but in the remainder, the tests are still under way or yet to start.

Those stations where authorization has expired include:

- KATV(TV), KOIN-TV, KGW-TV, KTTV(TV), all Portland, Ore. They were involved in a test of the technology conducted by the Electronic Industries Association teletext subcommittee, in January 1980.
- KMOX-TV St. Louis, which tested the British Ceefax and Oracle technologies and the French Antiope, from March 29, 1979, to April 18, 1981. KOHL-TV St. Louis retransmitted the KMOX-TV teletext signal.
- WTVJ(TV) Miami, which experimented with the same technologies from Aug. 8, 1979, until April 23, 1980.
- KSL-TV Salt Lake City, which experimented with Ceefax from July 12, 1978, to June 30, 1979.

- And WITI-TV Milwaukee, which tested a prototype decoder from January to April 1980.

Stations whose authorizations are still current, according to the FCC, include:

- WFLD-TV Chicago, KBSC-TV Corona, Calif., WGN-TV Chicago, WKRC-TV Cincinnati, WWLP(TV) and WKEF-TV Dayton, Ohio, which are experimenting with various forms of the British technology.
- KCET(TV), KNBC-TV and KNXT(TV), all Los Angeles, and KPAX-TV San Francisco, which are experimenting with the Antiope technology.
- KIRO-TV Seattle, which is testing Ceefax, Antiope and the Canadian Telidon.
- WETA-TV Washington and WBRE-TV Wilkes-Barre, Pa., which are experimenting with Telidon.
- And WKIP-TV Fort Lauderdale, Fla., using a system of combining teletext information with a scrambled pay television signal.

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contenders is American-made, a fact that may or may not say something about the U.S.'s devotion to free enterprise and the play of the marketplace. In the United Kingdom, Canada, France and, for that matter, Japan, where another system has been developed, governments have been deeply involved. Whether the goal was political, prestige or long-term financial gain, those governments did not stint. In America, the marketplace failed to generate the capital needed. As one observer suggested, it's what would have happened in space technology if the U.S. had left that pioneering effort to the aerospace industry.

It is the conventional wisdom, at least, that teletext will develop sooner and faster than videotext. Teletext normally offers only some 200 rotating "pages" of information from which the subscriber selects the one he wants flashed on the television screen by operating a keyboard or keypad.

plans for a videotext venture in Miami, the company's home base, next year. John Woolley, editor of the company's Viewtron system, said of the recently concluded test in Coral Gables, Fla., "We tried to determine whether there was *not* a market. We would do what we could to put together a service people wanted. If people then said, 'No,' we'd know there was nothing there. But there was an overwhelming 'yes' response."

The result is that Knight-Ridder and its videotext subsidiary, Viewdata, are not talking test any more. "This will be a commercial venture—perhaps the first of its kind—available to anyone who wants it or to any advertiser who wants to advertise," Woolley said of the upcoming venture in Miami.

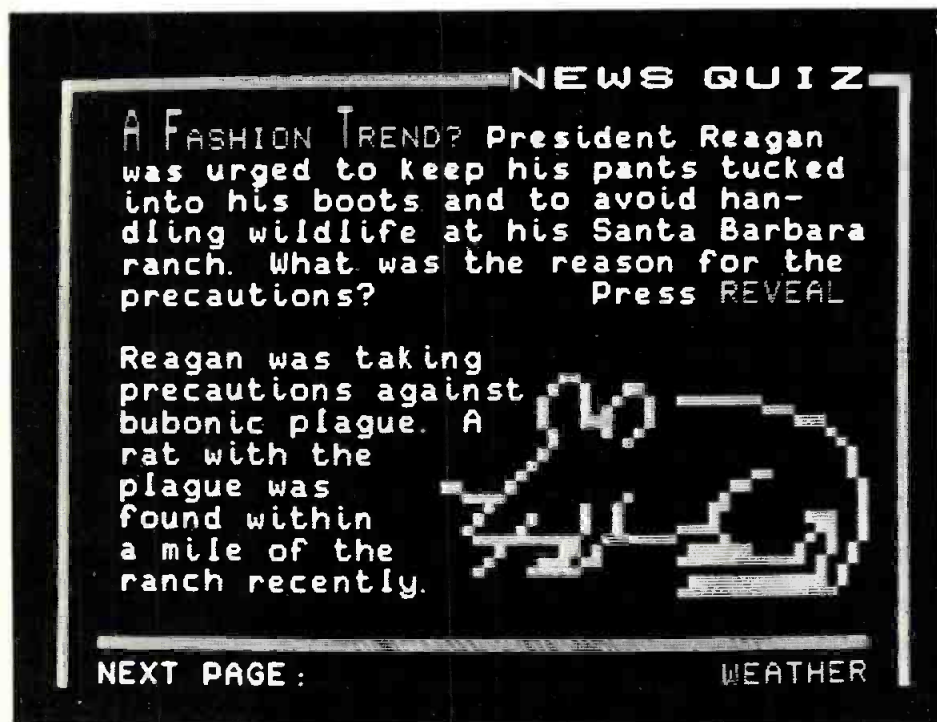
As in Coral Gables, AT&T will supply the telephones and terminals, and Knight-Ridder the data base and computer. Initially, the data base will contain 75,000

City, Mo., to share information from its operations in south Florida and, if it proves interesting, to enter joint ventures for operating the Viewtron system in those markets. (According to unconfirmed reports, Knight-Ridder would retain 25% equity in the ventures.) Woolley said Knight-Ridder is talking to additional publishers regarding similar arrangements and may install the Viewtron system in other cities where it owns newspapers—some 30—all of which suggests to some observers that Knight-Ridder is considering a network of local Viewtron systems.

Woolley, then, is understandably bullish on videotext as a mass medium. Never mind the costs to the consumer and the degree of sophistication required to use it. "I think it's got four things going for it that convince me it will happen at some point in the future—and sooner rather than later," he said. "All the people in videotext are convinced that there will be a home computer terminal in most homes in 'the near future,' and it will be easy to use and able to provide a variety of services—banking and games and news and reference, advertising and transactions. Third, videotext will offer selectivity—to get what you want when you want it. And the information will be continuously updated—whatever it is, whether it be houses for sale or what's new in the Falklands."

The Knight-Ridder operation in Miami is bound to be monitored closely by all of those interested in electronic publishing. But before anyone rushes out to invest millions of dollars in a major videotext enterprise, it might do to listen to others who champion competing services: Larry T. Pfister, vice president of Time Video Information Services Inc., for instance. He is preparing for the full-channel teletext-by-cable test that TVIS will begin in San Diego and Orlando, Fla., this fall. It will provide information 24 hours a day, seven days a week, all of it transmitted by satellite from New York. To hear him tell it, that is the only way to go. By using the full channel, the system operator can transmit 5,000 pages of information continuously, not the 200 to which broadcasters using the vertical blanking interval of their television signal are limited. And while videotext may have certain advantages "for the future" (principally gateway transactional services and, theoretically, at least, an unlimited data base), it has some disadvantages—among them, he says, the fact that the more subscribers, the bigger the computer required. Pfister also denigrates the potential coverage of videotext: Two-way cable is extremely scarce, and even AT&T forecasts only some 8% penetration of videotext by 1990. And Time Inc. is interested only in large enterprises: "for Time to be interested," he said, "an operation would have to generate \$100 million to \$200 million a year in revenues."

For all of that focus on cable-carried teletext, however, he does not rule out videotext as an enterprise in which Time



A page from KCET's *Now* electronic newsmagazine.

The videotext computer, on the other hand, contains a data base theoretically unlimited in size and from which the subscriber dials up information directly for display on his terminal or computer screen. But teletext requires a smaller investment and will be offered to subscribers at no cost: it will be completely advertiser-supported. Hardware manufacturers are not sure of the market for videotext. "I'm still looking for the serious expectation of what's required," said one manufacturer's representative. And the question for which observers have no answer as yet is whether it makes sense to install a videotext system in the home. "Will Joe Six-Pack," as the literature of the new technology has it, in its condescending manner, "pay for information?"

Such talk obviously has not discouraged Knight-Ridder, as it proceeds with its

"pages" of information, some of it supplied by Knight-Ridder's *Miami Herald*, some of it offering teleshopping and telebanking services and advertising, and some of it serving up games and quizzes and such entertainment-type data as restaurant menus and movie reviews. "Our goal is to have 5,000 paying subscribers at the end of the first year," Woolley said. However, Knight-Ridder does not expect to break even for the first couple of years, perhaps the first four or five. The charge to subscribers has not yet been determined, but the aim is to make it comparable to the monthly charge for cable television—\$15 to \$40.

And the Miami operation may be only the start of something big for Knight-Ridder. The company has reached agreements with the *Boston Globe* and Capital Cities newspapers in Fort Worth and Kansas

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would be interested. There have been reports that Time Inc. will initiate a videotext system late this year. Pfister says only, "We have announced no plans, and have no plans at the moment." His feelings about videotext: It will be "a late bloomer."

But not if AT&T has anything to say about it. With regulatory and legal restraints being removed, the Bell System, with its penetration of 85% of the nation's homes, the research and development resources in Bell Labs and the manufacturing capabilities of Western Electric, is viewed by some observers as capable of speeding up videotext penetration of American households by five or more years. Within the U.S., AT&T is, as stated in a "working paper" on videotext published in January by the College of Administrative Science of the Ohio State University, "the only entity which may even closely duplicate the vertical and horizontal integration displayed by the mixed economies" of the countries developing the technologies.

All of which helps explain why potential competitors are so alarmed at the prospect of going head to head with AT&T. The National Association of Broadcasters and Westinghouse Broadcasting Co., in a joint filing on the Justice Department's proposed settlement of its antitrust case against AT&T, reflected the views of many in the budding information industry when they complained of what they perceived to be the proposed settlement's inadequacies. They said it "has failed to insure that there remain no practices likely to result in monopolization in the future," and pointed to what they said are "fundamental inconsistencies of placing necess-

ary restrictions on the Bell Operating Companies while allowing AT&T unfettered entry into competitive information services markets." The FCC's Computer Inquiry II decision would also permit AT&T to offer videotext service, though only through a fully separated subsidiary. However, Senate and House bills aimed at reforming common carrier regulation—while they differ in many respects—contain provisions that would bar AT&T from compiling data and transmitting it for profit.

However, AT&T has maintained it is not interested in that kind of business. "We want to provide the transmission services," an AT&T spokesman said last week. "Others can put together the data bases." But AT&T is interested in videotext. Sam Berkman, AT&T's information director, makes that clear. "AT&T is the only one to create an original protocol [a reference to the Presentation Level Protocol that forms the basis for the North American standard]," he said. In fact, it literally "gave away" a protocol costing \$6 million or \$7 million to produce, all in the interest of developing an industry. After all, he said, "100% of nothing is nothing." He noted that AT&T is at every major conference, represented by major speakers. "What does AT&T think of videotext?" he asked, repeating, somewhat incredulously, a question asked of him. "Look around and draw your own conclusions."

AT&T isn't the only telephone company interested in videotext. Continental Telephone Co., based in Atlanta, but with exchanges scattered over most of the country, is preparing for a one-year test in Manassas, Va., beginning Sept. 1. And,

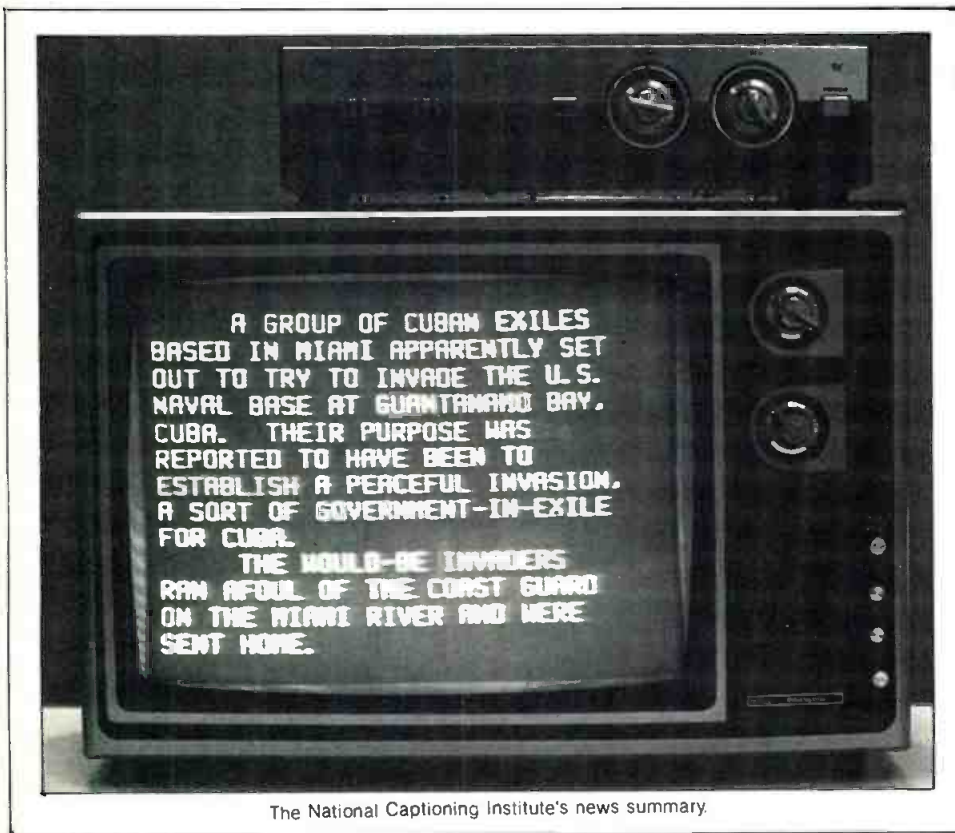
free of restrictions regarding content, it will control the data base as well as furnish the equipment and the telephone lines over which data will travel. The test, which will employ a modified version of Prestel, will be conducted by a new subsidiary, ConTelVision, and will ultimately involve 500 homes. Although Continental is ranked the third largest telephone company in the country, it has only \$3 billion in assets, and isn't likely to cause AT&T any concern. But it has been pursuing an aggressive strategy of establishing a broad base in telecommunications.

□

Broadcasters experimenting with teletext do not seem discouraged by the limitations on that service described by Pfister. CBS's KNXT(TV), noncommercial KCET(TV) and NBC's KNBC-TV, all Los Angeles, are cooperating in a teletext test based on the French Antiope system (the test was begun in 1981, before CBS settled on the North American standards as the ideal) and involving 75 homes in the Los Angeles area. Meters attached to the television sets are measuring what and how much of the three magazine-type services is being watched. And while the results will not be analyzed until after Labor Day, those participating are already expressing optimism. "The data suggest that a high number of households will purchase the teletext decoder within a reasonable amount of time," said Richard Gingras, director of advanced media development at KCET. "If the level of support and interest on the part of advertisers is any indication," said David Percelay, who is directing the CBS portion of the test, "we're on the right track." Each of the tests involves a magazine-type service containing a variety of information—and not only news, sports and weather—updated constantly. "The aim is to provide information available nowhere else," Percelay said. KNXT's Extravision, he noted, offers viewers an opportunity to learn from a shopping list of air fares "the lowest for flights from Los Angeles to anywhere." The information appears on a page advertising the Ramada Inn. And KCET is offering, as part of its service, Popsicle, described as the first teletext magazine designed for children.

Keycom, which has been broadcasting its Keyfax magazine to 100 sets custom-built by Zenith since April 1981, is planning to go national with the service in the fall. Satellite Syndicated Systems Inc., of Tulsa, Okla., which transmits programming of Ted Turner's WTBS(TV) Atlanta to a potential audience of 20 million subscribers, will carry the teletext service on the vertical blanking interval of the station's signal. Keyfax will be offered as a pay tier by the 4,000 cable systems that relay WTBS(TV) programming. (Keycom began life as a subsidiary of Field Enterprises. Now, it is a joint venture in which Field owns 16%, Centel Communications 54% and Honeywell Computers 30%.)

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OUTSTANDING ACHIEVEMENTS FOR NEWS SPECIALS: PLANNED COVERAGE OF A SINGLE EVENT

THE BATTLE FOR NAPOLEAN HOLLOW—Carol Marin, reporter; Don Moseley, producer.

OUTSTANDING ACHIEVEMENTS FOR DOCUMENTARY

PROGRAMS: DOCUMENTARY OF CURRENT SIGNIFICANCE

ALL THE KING'S HORSES—Gail Sikevitz, producer.

OUTSTANDING ACHIEVEMENTS FOR INFORMATIONAL PROGRAMMING FOR A PUBLIC AFFAIRS SERIES

EMPHASIS '81—Terry Burhans, host; Carole Cartwright, host/producer; Alexis Sarkisian, Tom Daniels, George Baum, producers.

OUTSTANDING ACHIEVEMENTS FOR INFORMATIONAL PROGRAMMING: FOR A MAGAZINE PROGRAM SERIES

YOU—Warner Saunders, host; Peggy Allen, Len Aronson, David Finney, producers.

OUTSTANDING ACHIEVEMENTS FOR CHILDREN'S PROGRAMMING FOR A SERIES

KIDDING AROUND—Steve Smith and Shari Grewe, hosts; Diane Bloomgarden, producer.

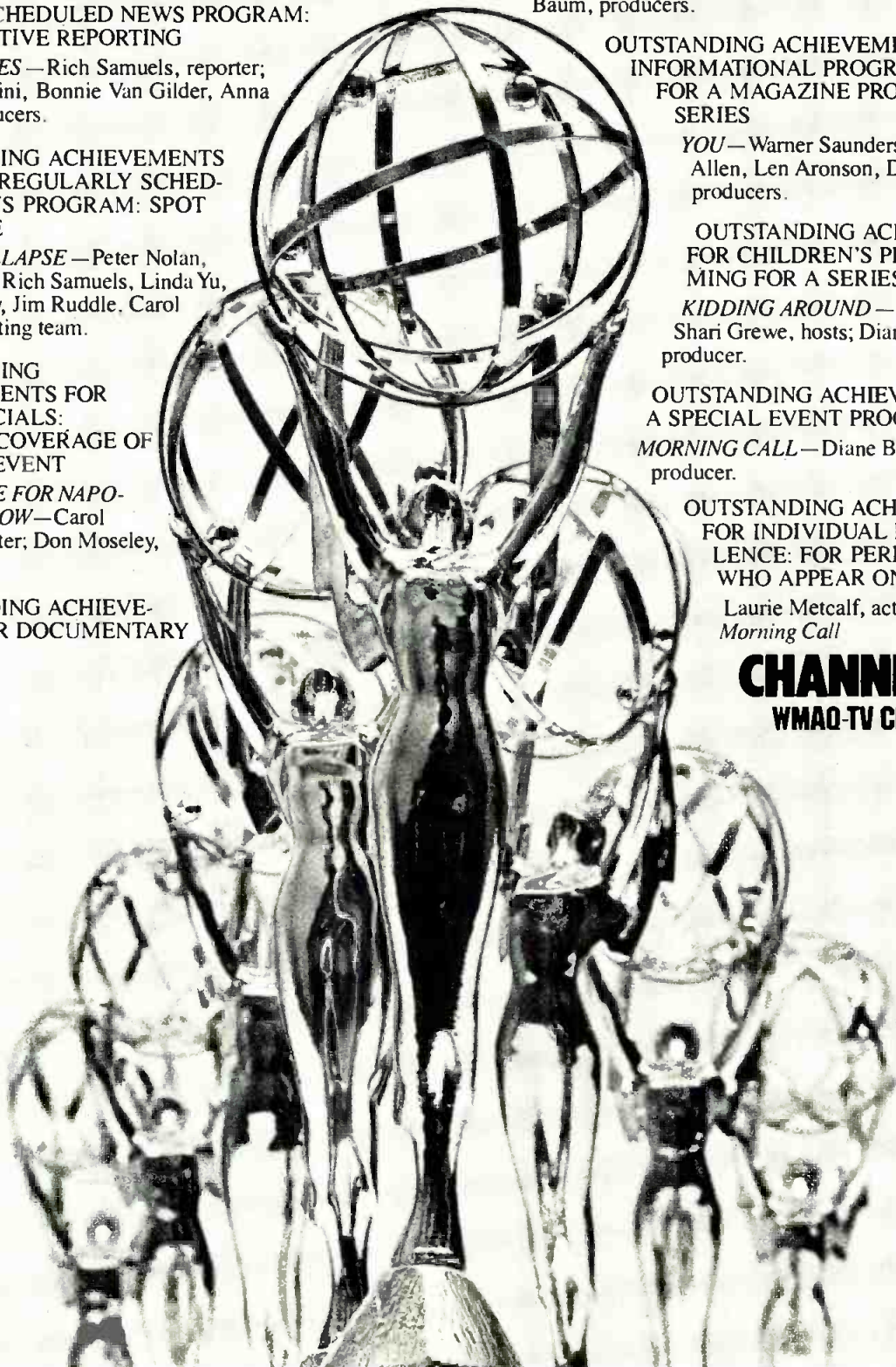
OUTSTANDING ACHIEVEMENTS FOR A SPECIAL EVENT PROGRAM:

MORNING CALL—Diane Bloomgarden, producer.

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Editors of *Courier Journal* and *The Louisville Times* prepare copy for cable television use. Robert Anderson (l), editor of the CJ&T channel—a 24-hour-a-day text service—watches as Mike Jones types a story.

wide teletext service. The National Captioning Institute can probably claim that distinction, and not only because of the closed captioning for the hearing-impaired broadcast over the ABC network. It also offers news summaries and sports, as well as program-listing updates on the same line 21 of the vertical blanking interval used for closed captioning. The NCI says its research indicates the teletext services are reaching a national audience of over 250,000.

Not every test of the new information age technology can claim a major success. The Belo Information Services, affiliated with the *Dallas Morning News*, closed its videotext experiment last month after a year and a half, as a result of a failure to beat the chicken-and-egg dilemma. Gean Holden, director of research and technology for the parent A.H. Belo Corp., felt the experiment was "a success." But, he said, "there weren't enough terminals out there."

While there may not be many cable television systems with two-way capacity, Cox Cable Communications is demonstrating the possibility of videotext where such capacity exists. Cox has established a videotext system—Indax—in San Diego, where it is offering such services as banking, teleshopping, news, weather and video games at no cost to an undisclosed number of viewers. "It's used for research on our part," according to David Anderson, director of public relations for Cox Cable. A similar service is being established in Omaha, where "some" viewers pay. And Cox is committed by the franchises it has received to offer interactive service in New Orleans, Tucson, Ariz., and Vancouver, Wash.

Of course, the granddaddy of all two-way cable is Warner-Amex's Qube, which was established in Columbus, Ohio, in 1977, and today is operating in Cincinnati and Pittsburgh and soon will be in Dallas, Houston, suburban St. Louis and

suburban Chicago. Two weeks ago, it won the franchise for Milwaukee. Originally, at least, Qube's interactivity—used principally in consumer polling, pay per viewing and educational programs—probably would not have been accepted by videotext fans as a videotext operation. But for the past year, Qube in Columbus has offered retrieval service to some 20 subscribers as an experiment. They use Atari computers—at a charge of \$5 an hour in the evening—to gain access to the CompuServe data base.

Which technology is better suited as a medium for videotext—cable or telephone? A firm with the interest and the resources to find out is the Times Mirror Co. It is conducting a bifurcated test using Telidon technology in Orange county, Calif. Of the 350 homes involved, 200 are linked to the computer by telephone, the remainder by two-way cable systems owned by Times Mirror. Among the questions Times Mirror wants to answer, according to James Holley, vice president of Times Mirror Videotex Services, are: "What do consumers want out of this technology?" "Is the TV receiver the best way to get information?" And what are the relative merits of "cable versus telephone as the communications pathway?" No doubt others interested in the industry would like to know the answers as well.

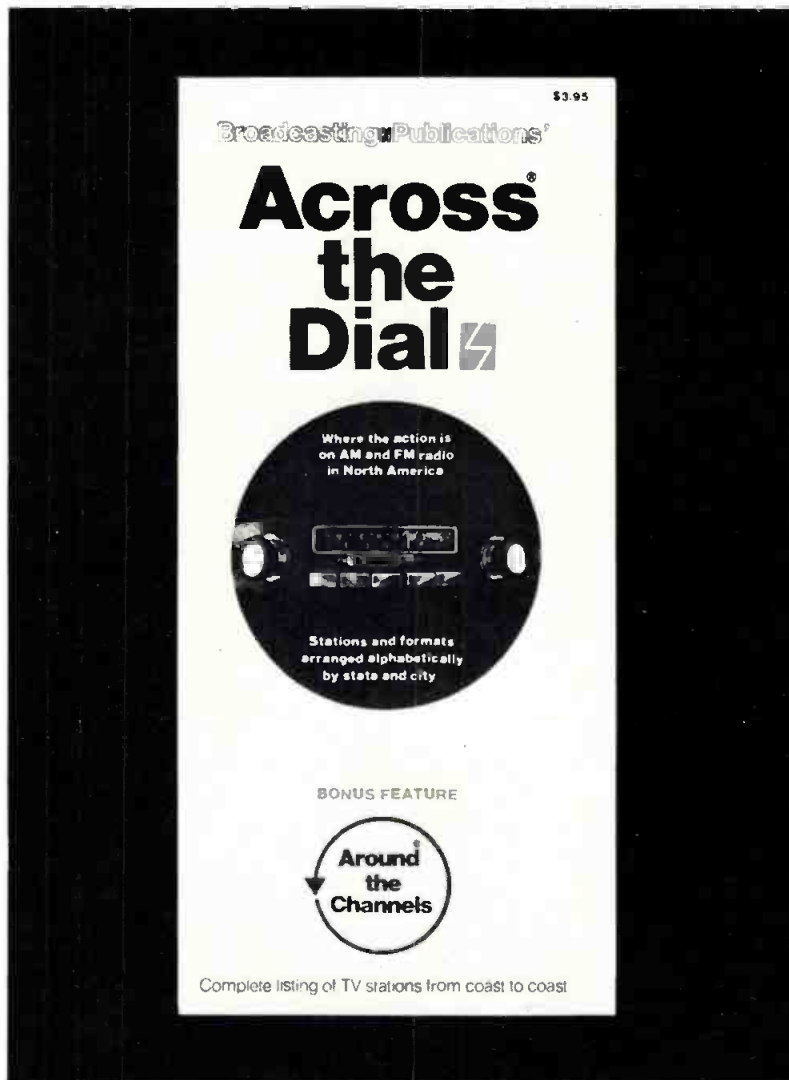
It would be misleading to regard videotext as a service only major media companies can afford. The *Advertiser-Tribune* of Tifton, Ohio, circulation 10,000, in a city of 20,000, has a telephone-based project under way that has cost the newspaper \$25,000 in capital equipment—principally, two TR S-80 Model 2 Radio Shack computers, an eight-line multiplexer and two disk expansion bays. The equipment, says Sheree Skufca, manager and editor of the system, "doesn't take much physical space." The newspaper began offering the service as part of a three-year research and



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new development project and thus far reports 30 subscribers, each using a personal computer, who pay \$6 a month. "We'll lose money for several years," Skufca concedes. The break-even point is believed to be 600-800 subscribers. But profits aren't the goal. "We wanted a chance to experiment with the new electronic medium at a cost a newspaper our size could absorb and one we could best apply locally," Skufca said.

□

Discussions with officials of companies involved in either teletext or videotext make it clear that advertising revenue will be critical to both. In teletext, it will be the sole support, as in conventional television. In videotext, it will be essential to keeping the price of plugging into an expensive data base at a level low enough to attract a mass audience. (CompuServe Inc., for instance, which carries no advertising, makes its data available to subscribers at \$5 per hour at night, \$22.50 during the day, and that is cheap compared to timesharing costs generally.)

The need for advertising is cited by AT&T's Berkman as a prime argument for the Presentation Level Protocol AT&T has designed and for what Zenith's Thomas calls the "pretty graphics" it makes possible. Berkman attributes Prestel's poor showing in Great Britain to its lack of advertising and the resulting high cost to consumers—perhaps \$125 to \$150 monthly, according to his estimate. Given the importance of advertising to the success of a videotext operation, he said, "you have to provide tools for advertisers." The graphics and colors made possible by the system, he said, are essential for the "brand identification" advertisers want.

Thus far, advertisers and their agencies are showing interest in both media. (Advertisers pay nothing for time in a teletext experiment, under the test authority the FCC has given broadcasters, unless they obtain a waiver. Few have bothered to seek one; most, presumably, are interested simply in exposing teletext viewers and would-be advertisers to each other as part of the test.) Buck Buchanan, executive vice president, media director, of J. Walter Thompson, U.S.A., sees the new media as offering ways of identifying clients with particular pieces of information. As one example, he recalled the use the agency made of KNXT's Extravision, specifically, a page that advises viewers interested in adopting a homeless animal of pets available for adoption. "We developed for Quaker Oats and its Kennel Ration product an appealing graphic of a mutt," Buchanan said. "It appears in the middle of a page surrounded by information on pets to be adopted. That's the way to utilize advertising."

But Buchanan, whose company will participate in CBS's videotext experiment in Ridgeway, is still feeling his way. He has talked to Knight-Ridder officials about the test in Coral Gables and said he would very much like to learn the results of the

venture to be undertaken in Miami. "If they share that, and we get information on advertising in Ridgewood, we'll have something," he said. But still, he feels the potential "is good."

Actually, as Knight-Ridder and CBS officials describe their videotext projects, advertising is only part of an integrated service that constitutes a new dimension, not only for merchants and consumers but for banks as well. J. Roger Moody, vice president, development, for CBS Inc., described the new dimension in a speech in April to the Computer Dealers and Lessors Association at the Cerromar Beach Hotel in Puerto Rico.

Beyond the normal menu of news, weather, sports, even astrology, subscribers would learn—through advertisements—of items for sale in local stores. Then, using the same terminal, they would place an order with the stores. Once they have bought, say, film from a local photo shop, "they'll be able to check out how much money they've got in their checking account. And if they want to, automatically pay some bills. So what we're talking about is another step toward a cashless society . . . or at least a 'less cash' society."

The reference to banking is revealing. Banking is offered by most if not all of the videotext operations providing transactional services. Indeed, a number of major banks themselves are initiating videotext projects that offer a variety of services, but among which telebanking is of special importance. The First Bank System of Minneapolis, for instance, is conducting a test based on the French Teletel (Antiope) technology, with terminals placed in 250 homes and businesses in Fargo, N.D. It offers information tailored to the needs of the small businesses and farms in the area, as well as home banking and electronic mail. The cost to subscribers is \$25 monthly.

Gary Holland, vice president of Information Systems Marketing, a consulting firm based in Wilton, Conn., notes that banks' interest in videotext is tied to the rising costs of doing business the brick-and-mortar way. He noted that the Electronic Funds Transfer Institute estimates it costs a bank 41 cents to handle a piece of paper in connection with an account; electronically, it would cost seven cents.

"Banking from home offers the potential to save money, to control costs better than banks now can," he said. "Furthermore, telebanking can be linked to teleshopping." "And anything you can do with paper," he said, "you can do with a terminal—transfer funds, pay bills, make loan applications and get them approved."

Telebanking is already a major factor in Europe. In France, for instance, Credit Commercial de France, one of the country's major international banks, has installed a Teletel videotext system that offers large corporate clients 24-hour-a-day banking and financial services. The bank has plans to expand the system to in-

clude nonbanking services for all of its 600,000 accounts. Among other things, the bank next year will introduce so-called "smart cards" to increase the security of transactions. The smart card, which has a microcircuit chip embedded in plastic, will not only give the bank customer access to his own account, in the bank's computer, but will also encrypt the transaction so that it cannot be intelligently recorded by other terminals.

For all of the current interest in the new technologies, they are no overnight sensations. Videotext, or viewdata as it was called and still is by some, was invented by a British Post Office engineer, Sam Fedida, in the late 1960's. The aim was to eliminate the need for computer operators to take orders and reservations; the new technology would permit consumers to gain access to the timetables and catalogues and place their orders directly. The concept quickly grew to embrace the idea of the public gaining access to vast stores of information. The British teletext systems—Ceefax and Oracle—were developed by the British Broadcasting Corp. and Independent Television, respectively, originally as a project to provide closed captioning. And in the U.S., the computer has been hooked up to telephone lines and data bases for years, as entrepreneurs sensed the appetite for information—lots of it and in large bites.

Companies like H&R Block's CompuServe and the *Reader's Digest's* The Source for several years have been allowing subscribers all over the country to plug into a variety of information data bases, as well as to take advantage of electronic mail and other services. Then there is Meade Data Central, which offers Nexis, a seemingly inexhaustible source of material drawn from the nation's newspapers and magazines, and Lexis, the lawyer's virtually instantaneous reference to cases.

The services are not inexpensive. CompuServe and The Source, for instance, charge about \$20 an hour during the day and about \$5 an hour at night. But the hobbyist and the computer freak provided the initial push to the service, and both services report rapid growth. And news organizations that might regard the new electronic publishing as a threat are joining the revolution. Major newspapers, including the *New York Times* and the *Washington Post*, as well as the Associated Press and United Press International, are serving as information providers in videotext systems. But in the information providing business—and it is getting bigger all the time—Dow Jones & Co. is said to be the company to watch.

For one thing, the company, which has been exploring and exploiting videotext as a market since the early 1970's, is now offering 13 data bases, and plans to add 50 more over the next two or three years. Dow Jones, the leading publisher of business information, does not limit its data bases to information on stocks and bonds. That is only for openers. It is also in the information distribution business, offering

the Dow Jones News/Retrieval Service which is said to be linked to more than 44,000 terminals, with the number growing at a rate of up to 2,000 a month. Nor is that all. Dow Jones has also developed a turnkey interactive service for cable television systems. It has been installed in Sammons Communications Inc.'s cable system in Highland Park and University Park, Tex., and in Vision Cable's operation in Clearwater, Fla. And Dow Jones officials say agreements have been reached with nine of the top multiple system owners to install the service in one or more of their systems. The information age is dawning bright for Dow Jones.

At least that is the appearance. It's possible, just possible, Dow Jones could be making some bad bets as it looks for opportunities to increase its share of an increasing number of markets. The men who built the first Stanley Steamer were undoubtedly as confident of success as those who put the first Cadillac on the road. But companies, large and small, have been caught up in growing excitement over the prospects for new, profitable businesses in the information age. It may be too early to predict who will build what emerges as the Cadillac of the new age; it is not too early to predict that, together, these hopeful if possibly nervous entrepreneurs are building a vital new industry. □

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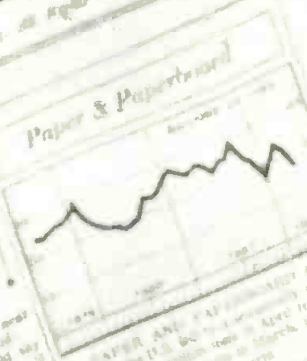
THE WALL STREET JOURNAL

What's News

Interior Motives
Watt Softens His Line.
But Image as Extremist
Cuts His Effectiveness
His Bid to Seem Conciliatory
Only Inflames Foes, Who
Some Republicans

Business and Finance
PAN AM ...

World-Wide
U.S. POWERS ...



The Falklands War
Plays Hob With Life
Of British Argentinians
In This Land of Angelsholes
English Meant Refinement
But Now It Is an Epithet

Tax Report
A Special Summary
Of Federal and
Developments

Press wins in access case to criminal trial

Supreme Court rules 6-3 that media is allowed access to court in under-18 rape case

The right of the press under the First Amendment to attend criminal trials was strengthened last week in a decision by the U.S. Supreme Court involving a rape case. The court, in a 6-to-3 decision, held unconstitutional a Massachusetts law that bars the press and public from courtrooms when the victim of rape who is under 18 is testifying. In the process, the court cited the importance of access to criminal trials in insuring that the discussion of governmental affairs is informed.

The *Boston Globe* carried the fight to the high court after its reporters were denied access to a trial involving the alleged rape of three young women. Even after the trial concluded—with the acquittal of the defendant—the newspaper was supported by a wide array of media organizations, including the National Association of Broadcasters and a score of the nation's largest newspapers.

The news organizations contended that the blanket law, as interpreted by the Massachusetts Supreme Judicial Court, violated the First Amendment. And a majority of the court agreed. Justice William Brennan, writing for the majority, saw the case as being in line with the result in the *Richmond Newspapers* case, handed down in July 1980, which held for the first time that the press and public have a constitutional right of access to criminal trials (BROADCASTING, July 7, 1980).

He said the purpose of the First Amendment is to insure that the individual citizen can effectively participate in and contribute to the functioning of government. "Thus, to the extent that the First Amendment embraces a right of access to criminal trials, it is to insure that this constitutionally protected 'discussion of governmental affairs' is an informed one," Brennan said.

He cited two features of the criminal justice system mentioned in the several opinions in the *Richmond Newspapers* case as explaining why a right of access to criminal trials "in particular" is entitled to First Amendment protection. First, he said, the criminal trial historically has been open to the press and general public. And second, he said, "public scrutiny of a criminal trial enhances the quality and safeguards the integrity of the fact-finding process, with benefits to both the defendant and society as a whole."

However, Brennan said, as the court did

in *Richmond Newspapers*, the right of access is not absolute. But the circumstances under which the press and public may be barred from a criminal trial are limited. The protection of the victim from physical and psychological harm—the purpose of the law—could be accomplished on a case-by-case basis, Brennan said. A "mandatory-closure rule" is not required, he said.

Massachusetts had also argued that the law was needed to encourage minor victims of sex crimes to come forward and testify. But Brennan said that contention is speculative and open to question. He noted that the press is not denied access to the transcript, court personnel, or any other source "that could provide an account of the minor victim's testimony." The victim's name would also be a matter of public record.

Justices Byron White, Thurgood Marshall, Harry A. Blackmun and Lewis F. Powell joined in the opinion. Justice Sandra Day O'Connor concurred in a separate opinion in which she stressed that the decision—like that in *Richmond Newspapers*—is limited to the conduct of criminal trials.

The brunt of the opposition to the majority was carried by Chief Justice Warren E. Burger. Burger, in an opinion in which Justice William J. Rehnquist concurred, called the court's opinion "a gross invasion of state authority and a state's duty to protect its citizens—in case of minor victims of a crime."

And in expressing concern about the exposure of such victims to the public's view, he made a point of the new element involved in press coverage—television, in more than half the states. The state law, he said, is designed "not to preserve confidentiality, but to prevent the risk of severe psychological damage caused by having to relate the details of the crime in front of a crowd which inevitably will include voyeuristic strangers." Then he added:

"In most states, that crowd may be expanded to include a live television audience, with reruns on the evening news. That ordeal could be difficult for an adult; to a child, the experience can be devastating and leave permanent scars."

Burger also cited what he called the "paradox" of the court denying victims of sex crimes the kind of protection routinely given juveniles who commit those crimes—confidentiality.

The third justice who dissented was John Paul Stevens—and he objected to the court taking the case since the statute at issue, as construed by the state's highest court, had not been applied "in a live controversy." The law requires judges to clear the courtroom during trials of persons accused of sex crimes against minors. It was the state supreme court's interpretation that narrowed the scope of the statute, declaring it applied only when the victim was

testifying.

Stevens said that in developing constitutional jurisprudence, it is important to decide cases "on concrete facts. Only in specific controversies," he added, "can the court decide how this right of access to criminal trials can be accommodated with other societal interests." He said the "advisory opinion" issued by the high court "sheds virtually no light" on how that can be done.

Steve Nevas, the NAB specialist in First Amendment matters, termed the decision a "gratifying" one, coming at the end of Supreme Court term that had not been an encouraging one for the press. He said the decision "restated, with more emphasis," the proposition that judges must determine closure in criminal proceedings on a case-by-case basis. And he noted that the court held that only a "compelling government interest," not the interest of prosecutors or defendants, should be considered.

Packwood won't fight alone

Senator tells broadcast editorial association that without support for his proposed constitutional amendment, he will abandon effort

Senator Bob Packwood (R-Ore.) is counting on broadcasters and representatives of other media to help him in his effort to secure a constitutional amendment that would extend to all media the same protection now afforded the print press by the First Amendment. Indeed, without such help, he made it clear last week, he would abandon the effort.

Packwood used an appearance at a session of the National Broadcast Editorial Association convention in Washington last week, to clarify some aspects of his proposal and to explain what passage will require, as well as to call for help. "If those whose vital interests are at stake" do not support the proposal, he said, "I won't spend 10 years at this. There are other pursuits to follow."

He also said he expects help from the print media. With newspapers becoming increasingly dependent on electronic communications as a means of obtaining and transmitting information, he said, they would be wise to support the proposed amendment, "not for your benefit," he told the audience of broadcast journalists, "but their own."

Packwood received enthusiastic applause at the conclusion of his remarks. But some in his audience, at least, appeared disturbed. One broadcast journalist, noting that politicians feel they owe their elected jobs to the fairness doctrine and the equal-time law, and that the public thinks endorsement of the proposed

amendment would be self-serving, asked, "Do you appreciate the difficulty we have in supporting this?" Packwood said he did, but offered no way around it, other than to say it would be "easier" for broadcasters to call for their freedom than to seek repeal of the fairness doctrine. "Who wants to get rid of fairness?" Packwood asked.

The senator, who formally introduced the proposal April 5 at the National Association of Broadcasters convention in Dallas, repeated his main arguments for an amendment. Repeal of the fairness doctrine and the equal-time law, he acknowledged, would increase broadcasters' journalistic freedom. And he said there is "hope" Congress will repeal those measures. But, he said, "What Congress gives, Congress can take away."

By way of clarification, he stressed he is not proposing "amending" the First Amendment, and made it clear the work involved simply in drafting—never mind passing—the proposed amendment could take a year.

"I'm not suggesting tinkering with the First Amendment," he said. All of the other amendments in the Bill of Rights depend on the protection of free speech and press, Packwood said. "So we need an additional amendment to extend to all forms of communication the same protection available to voice and print."

Packwood contended that, under Supreme Court interpretations, the government is free to "censor" the electronic press. "You say the government will never exercise that kind of censorship," he said. "I say baloney. I know what well-intentioned governments will do when they know in their heart they are right."

As for the time involved in drafting the amendment, Packwood shook off suggestions he might have prepared one for discussion. That would simply have led to "nitpicking," he said. He laid out a plan for developing an amendment that allowed for no shortcuts.

He plans a year of hearings before attempting to draft an amendment. In that time, he would hold "three or four weekend conventions of scholars and experts and people in broadcasting." The aim, he said, is to create something the scholars will say "is well crafted."

The process has begun. Packwood said hearings are being scheduled and that he has talked to some "constitutional scholars," some in personal meetings. He also said he has begun gathering evidence to rebut the "scarcity" argument—the argument that, as the Supreme Court has said, the "scarcity" of spectrum prohibits use by all warrants FCC regulation of broadcast content.

Packwood, who is a lawyer, said, "I'm going at this the way I would in preparing a case." Then, when the case is prepared, he will go to his colleagues in the Senate and seek their support.

And, as if in answer to those who might be hopeful for greater speed, he said, "We lose more opportunities in haste than we do in delay." □

Re-slice the pie. The National Association of Broadcasters has asked the Court of Appeals in Washington to order the Copyright Royalty Tribunal to award additional cable copyright fees to television stations for sports broadcasts and to require the tribunal to grant commercial radio stations a slice of the cable copyright pie. In its 1979 cable royalty distribution proceeding (BROADCASTING, Dec. 21, 1981), the tribunal declined to award royalties for broadcasters' copyright interests in telecasts of sports events and refused to grant commercial radio stations any royalties. In its brief, NAB said TV broadcasters should be awarded an additional 5.5% of the royalty fund as authors and copyright owners of 36.5% of sports telecasts, or at least 2.75% of the fund as joint authors of those telecasts. The NAB also said the tribunal should be directed to award a portion of the royalty fund to commercial radio broadcasters. According to the NAB, a survey demonstrated that at least 45.7% of all cable systems carried distant FM stations, 85% of them commercial.

STV operator loses in Detroit

WXON is awarded \$16 million in breach of contract, misrepresentation case

The rights of STV operators versus those of the station over which they transmit their signals were the subject of a court case in which a federal district judge awarded WXON(TV) Detroit (ch. 20) \$16 million in compensatory damages. National Subscription Television, the station's STV programmer, was held liable for those damages, on grounds of fraud, misrepresentation and breaches of contract. Counterclaims of contract breaches lodged by NST were denied by the presiding judge, Ralph Guy Jr.

Attorneys David A. Nelson and A. Albert Sugar represented WXON during the litigation. Robert Hurlbert, the lead attorney for NST told BROADCASTING that motions for reversal of the verdict and, short of that, a new trial, had been filed with Guy, who is expected to make a decision on them in the second week of July.

Nelson said the fraud and misrepresentation counts were based on alleged statements by NST representatives concerning the length of the contract term and the control of subscription rates. NST was alleged to have told WXON that a 50-year contract was necessary in order to realize a worthwhile return on investment for the STV operator. NST also suggested, said Nelson, that it would take 25 years just to recover the initial investment. In court, Nelson said, NST admitted that it would not take 25 years to recover that investment, but denied ever making such a claim.

During the trial, which lasted from April 19 to June 16, both sides claimed control over subscription rates. Nelson contended that NST was bound by commitments in its STV application to the FCC to provide WXON with financial information justifying subscriber rates—information that was never provided. Subscribers to the STV service over WXON are charged \$22.50 per month, \$12.50 for equipment rental and \$10 for the program service. In addition, subscribers are charged a \$49.95 installation fee and \$50 for a security deposit on equipment. In its application to the FCC, according to Nelson, NST said that it would charge a monthly fee of \$5 for

equipment and \$12.50 for programing. According to the contract between the two parties, said Nelson, the station was compensated on the basis of a percentage of the program charges and had no right to a cut of the fees relating to equipment. Thus, the station was receiving compensation from program charges based on monthly subscriber fees that were \$2.50 less than NST had committed itself to charge in its FCC application without any justification to the station, Nelson said.

The station neither sought nor received punitive damages from NST. The compensatory damages were awarded on the basis of "the fair market value of the station's time," and included losses from revenues and profits the station could have otherwise derived from conventional operations (including a certain amount for projected future losses) and losses resulting from the reduced program charges to subscribers not justified to the station. □

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The Boulder quagmire: A legal sword that cuts both ways

Though January antitrust decision came down on the side of cable operators, municipal solution of awarding multiple franchises could present more problems; cities, meanwhile, will press for state-like immunity from antitrust suits at summer hearings

City officials, appearing before the Senate Judiciary Committee this Wednesday (June 30), will call on the committee to enact legislation overturning the Supreme Court's Boulder decision that stripped them of their protection against antitrust suits.

The court ruled last January that most cities are vulnerable to antitrust lawsuits. The immunity enjoyed by states, the result of an earlier court decision, it said, does not always extend to cities (BROADCASTING, Jan. 18).

Although the case involved an antitrust suit filed against Boulder, Colo., by Tele-Communications Inc., a cable MSO, cities have been anxious about granting any kind of municipal franchise (from cable to garbage collection) since the ruling, fearing antitrust action from losing franchise applicants.

Since the decision, according to Cynthia Pols, an attorney for the National League of Cities, a number of antitrust suits have been filed against cities. Although many

have been dismissed by the trial courts, she said, the cities can take "no solace" from the dismissals. The trial courts, she said, have generally ignored the Supreme Court's restrictions on extending the states' immunity and left themselves wide open for quick reversal in the higher courts.

Next week's hearings and additional hearings later this summer were scheduled at the urging of the NLC. According to Pols, witnesses will ask the committee to take up legislation amending the federal antitrust laws to extend the states' immunity to municipalities. The legislation would prevent companies or individuals from suing cities in matters involving businesses over which the cities have established regulatory control and supervision.

TCI and the National Cable Television Association have maintained that the cities have overreacted to the court's ruling. Harold Farrow, who represented TCI before the court, said the ruling simply makes cities answerable to the law as is everybody else.

NLC's Pols agrees with Farrow's analysis, but adds that that is precisely what is wrong with the decision. "The harm would be," she said, "if the ruling directly transferred the rules that apply to private conduct to governmental conduct.

"Governments cannot behave in the same way individuals can," she explained. "Group boycotts and price fixing are per se violations of the antitrust laws," she said, "and the nature of government regulation is such" that government is often involved in group boycotts (when it decides it is going to deal with just one company) and price fixing (when it decides to regulate rates).

At least six witnesses will make the NLC case before the committee this week: Tom Moody, mayor of Columbus, Ohio; Janet Gray Hayes, mayor of San Jose, Calif.; Hugh Allen, mayor of Demopolis, Ala., and the city attorneys of Columbus, San Jose and Richmond, Va. Pols said the U.S. assistant attorney general for antitrust, William Baxter, will appear, but she was not sure what he would say. "Whatever he says may be affected by some last-minute politics," she said. Also scheduled is Philip Areeda, an antitrust law expert from Harvard University.

Further hearings have been set for July 21 in South Carolina (the home state of Committee Chairman Strom Thurmond) and the first week in August back in Washington, according to Pols. A committee staffer said the only firm date is this Wednesday's.

A change in the federal law to give cities protection from antitrust suits would obviate the need for state legislation aimed at the same thing. In its ruling, the court suggested that cities would enjoy immunity if the action brought into question by an antitrust suit was "in furtherance or implementation of clearly articulated and

affirmatively expressed state policy." Howard Gan, an attorney with CTIC Associates, a consulting firm, said cities in states with direct regulatory control over cable—Connecticut, Rhode Island, Hawaii and Nevada—would probably come under the state's antitrust umbrella. What's more, he said, cities in states that "closely oversee" local cable regulation—New York, Minnesota, New Jersey and Massachusetts—might also be immune.

To stretch the states' immunity in other states, cities have been asking state legislatures to "clearly articulate" the states' policy regarding cable television. Maryland and Virginia have already adopted legislation and several other states are considering bills.

Because of the ambiguity of the Supreme Court's language, Gan said, nobody knows whether the Maryland or Virginia bills or the others will be sufficient to protect the cities. "I'm concerned that cities and states are acting too precipitously in the wake of Boulder out of their understandable and justifiable concern," said Gan. "It is unclear under what circumstances this kind of immunity can generally be granted to a municipality."

Of the two laws that have been passed, Gan is more convinced the Virginia law meets the Supreme Court's requirement. According to Gan, the Virginia law states that "cities may grant just one cable television franchise; however, if a city, after appropriate hearings and analysis, determines that it would serve the public interest to grant additional franchises, it may do so."

Pols is not "100% sure" if either of the laws or any of the other states' proposed laws are adequate. "We don't really want to encourage cities to seek legislation since it's not really clear what that legislation should encompass. It's risky to get poor legislation that makes a city think it is immune when ultimately it is not."

What is needed is further guidance from the Supreme Court on just what the states must do to shield their cities, Pols said. The NLC hopes that guidance will come when the court again takes up the case of Hybud Equipment Co., a garbage-collection company that sued Akron, Ohio, after the city awarded the garbage-collection franchise to another company. The case was remanded by the court to the trial court for findings in light of the Boulder decision, Pols said, and is expected to work its way back to the high court. "We think it may give the court a chance to address the question of what kind of minimal state legislation is necessary to satisfy the Boulder requirements."

While the cities have been upset by the Boulder decision, the cable industry has been ambivalent. Although the NCTA "welcomed" the decision last January, most cable operators recognize the decision as one that could cut both ways.

According to David Saylor, a Washington attorney with several cable clients, the Boulder decision can be used by cable

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Dereg debate. In response to the National Association of Broadcasters criticism of a proposal to exchange radio deregulation for a 1% to 2% spectrum fee, National Radio Broadcasters Association President Harriet (Sis) Kaplan said that, "given political realities, rejecting this plan out of hand and instead relying totally on bills that may be unattainable would be in our view 'chasing a pipe dream.'" In an unusual mailing to all commercial radio stations, Kaplan responded to recent remarks by NAB radio board chairman, Cullie M. Tarleton, that a spectrum fee, which would be used to fund public radio, would be "grossly unfair," and that a provision for 50-year license contracts sought as part of the package is a "pipe dream" (BROADCASTING, May 31), Kaplan noted that key members of Congress have vowed to oppose the Senate-passed broadcast deregulation bill (S. 1629) but have shown interest in the NRBA proposal. "The opportunity to achieve legislation will never be better," said Kaplan, "but the hour is growing late and if we do not seize the opportunity, we may not get it again in the foreseeable future."

operators to weaken the cities' regulatory grip on them. The threat of antitrust action can act as a "shield" against cities' revoking franchises because the cable operators want to raise rates or package their services in a particular way. "You can bring another cable operator in," Saylor said the cable operators can say, "but you can't kick me out."

Some operators might use the antitrust laws for a direct assault on the cities' regulatory authority. They could argue, he said, that rate regulation interferes with their ability to compete with movie theaters, MDS operators and broadcasters. Such a tactic would be a long-shot, he added, since a conspiracy between the city and some other entity that benefitted from the city's regulation would have to be found. If that other entity is not present, he said, "it's going to be difficult to fit [the] case into the traditional antitrust mold."

The Boulder decision, on the other hand, could harm cable. By charging restraint of trade, cable operators and satellite master antenna television (SMATV) operators could force cities into awarding multiple franchises. "That could complicate things considerably," Saylor said. "Most people feel that if you have too much overbuilding or cream skimming the cable companies will not be able to generate enough revenues to support a 100-channel cable system." Omega Satellite Products Co., a SMATV operator, has already filed a suit in Indianapolis, in an attempt to force the city to award it a cable franchise in an area where one has already been awarded to a cable operator.

Most antitrust suits that are filed in the wake of the Boulder decision, some fear,

will come from losing cable franchise applicants, charging conspiracy between the city and the winning applicant. In such actions, Saylor said, both conspirators—the city as well as the winning applicant—are named as defendants. What's more, the cable company is often liable for all legal expenses incurred as a result of such action under terms of many franchise agreements.

If nothing else, the Boulder decision may make cities so chary about awarding franchises that they may put off making the awards.

One good thing that can come out of the Boulder decision, Saylor said, is an incentive for cities to conduct a wide-open franchise process. The cities may learn, he said, that if they "maximize the due process they can minimize the liability." □

Changes sought in LPTV rules

Petitions for reconsideration suggest various modifications of FCC order involving diversity of ownership, channel usage, preference for women and public applicants, mandatory carriage

Although no one seems to be lobbying for the FCC to scrap low-power television altogether, many parties think the commission should revisit its LPTV order (BROADCASTING, March 8), at least in part, according to the petitions for reconsideration filed with the FCC. What they want reconsidered, however, varies.

The sheriff's department of Los

Angeles county, for example, asked the FCC to postpone the granting of any LPTV licenses on UHF channels 14 through 20 until the FCC concludes its proceeding to determine the future spectrum needs of land mobile radio users (BROADCASTING, June 21). "It is certain that once these low-power stations are set up, it will be more difficult to arrive at any decision which would force them to be closed down in order to provide spectrum for land mobile or other essential services," the sheriff said.

The National Association of Broadcasters petitioned for reconsideration of that part of the order specifying diversification of ownership as a criterion in comparative hearings. According to the NAB, that criterion, which would put broadcasters at a disadvantage in competing for LPTV licenses, had been adopted without meeting the notice requirements of the Administrative Procedures and Regulatory Flexibility Acts, lacked a rational basis and was at odds with the FCC's expressed intentions for LPTV. "If a primary goal of the low-power authorization process was to facilitate the entrance of new groups into the broadcasting industry as an end in itself, interested parties should have been notified prior to the comment period," NAB said. "But if the commission's overriding goal was to establish specialized and local programming, thereby increasing programming options to the public, then the commission should reconsider and eliminate its diversification criterion and allow broadcasters to participate in the early days of the service and thereby contribute to this goal," the NAB said.

American Women in Radio and Television petitioned for reconsideration of the order's preference criteria. According to AWRT, the FCC should include a preference for applicants that are more than 50% owned by females. "Establishment of a female ownership preference would further the commission's previously articulated concern—the increased participation of women in broadcast ownership and operation," AWRT said.

The Corporation for Public Broadcasting also urged reconsideration of the preference criteria. According to CPB, noncommercial, educational applicants should be awarded a comparative preference. CPB also urged reconsideration of the order's decision not to reserve channels in the largest markets for noncommercial, educational applicants. It also urged the FCC to "set aside the cut-off lists published during the proceeding for areas not exempt from the low-power application 'freeze.'"

Among other things, the National Translator Association asked the FCC to reconsider its "unnecessary" decision to provide protection to cable systems that were using a VHF channel as the output of a home set-top converter. "The subject converters customarily utilize channel 2, 3, or 4 as may be appropriate," NTA said. "The prohibitions on adjacent channel over-the-air transmissions prevent the use of more than two of these channels in an



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area. Thus, at least one would continue to be available for CATV use regardless of any new LPTV station which might be authorized in accordance with the channel selection rules," NTA said.

NTA also urged reconsideration of the FCC's decision not to require carriage of LPTV signals on cable. "Low-power television stations will be tremendously disadvantaged by the absence of must-carry rights," NTA said.

International Broadcasting Network, an LPTV applicant, urged the FCC to grant a comparative preference to nonprofit applicants. It also said that it would be "unjust" for the commission to apply a "negative preference" to any applicant having fewer than 15 translator or LPTV construction permits; it said, moreover,

that the commission's decision not to grant LPTV's the right to mandatory signal carriage by cable was "without substantial support in the record and is a clear abuse of discretion, arbitrary and unlawful."

Microband Corp. of America petitioned the FCC to prohibit LPTV applicants from using channels that multipoint distribution service providers already are using to distribute programming to subscribers. Without that protection, LPTV will "totally disrupt the viewing pattern of multipoint distribution service subscribers," Microband said. "The public interest will be best served by establishing a limited 'first in time, first in right' protection to MDS from interference from LPTV," Microband said.

Bogner Broadcast Equipment Corp. asked the FCC to modify its definition of "major change" to "eliminate from that category an application which can have no technical or interference impact on other stations."

Television Center Inc. asked the FCC to treat as a major change only those transmitter moves of more than three kilometers. "All other changes should be treated as minor," it said. □

One for the books

FCC review board upholds denial of renewal and transfer of New Jersey station; case involved illegal payoff to another applicant for use as bribe for cable franchise

The FCC doesn't often get cases like the one involving West Jersey Broadcasting Co., licensee of WJZ(AM) Mount Holly, N.J., and the denial of its license renewal application. The principal factor in the decision of the administrative law judge was the discovery of an illegal \$25,000 payoff to a company that had been competing for the original authorization grant. And then there was the alleged reason given for the payoff—the payee wanted it to bribe local officials in its effort to acquire a cable television franchise. The case, then, is more Runyon than Blackstone.

It received attention last week in a review board decision affirming, in the

Washington Watch

Signed into law. Controversial bill to criminalize disclosure of U.S. covert agents' identities was signed into law by President Reagan last Wednesday (June 23). Bill, claimed to be unconstitutional by American Civil Liberties Union and other groups, would permit fines of up to \$50,000 and 10 years' imprisonment for government employees who disclose agents' identities and up to \$15,000 and three years' imprisonment for members of press who do so. Report accompanying law directs courts not to impose penalties on efforts by press, religious groups and other organizations to determine identities of agents secretly in their employ or on other legitimate activities, in effort to narrow law's jurisdiction to deliberate attempts to disrupt U.S. intelligence activities through disclosing identities of agents. Disclosure would be criminal, according to law, even if identities of agents had been gleaned from already public documents. □

Overdoing it. Proposed Massachusetts regulation governing electromagnetic radiation is "unrealistically stringent," said National Association of Broadcasters, in testimony to that state's Department of Public Health. Standards proposed are 50 times as rigid as those that have proved safe and five times as strict as proposed federal standards, now being considered by several agencies, NAB said, and, in addition, they would impose costly and unnecessary paperwork burdens on broadcasters. □

Making it official. Jerry Lee, president, WEAZ(FM) Philadelphia, has been elected chairman of National Association of Broadcasters Industry Council to Improve American Productivity. Also elected to committee, which was created to develop national campaign to disseminate information about U.S. productivity and promote its improvement, were NAB Joint Board Chairman Edward O. Fritts, Fritts Broadcasting, Indianola, Miss.; NAB secretary-treasurer Michael Harwood; Ben Hoberman, president, ABC Radio; Don Curran, president, Field Communications, San Francisco; Arch Madsen, president, Bonneville International, Salt Lake City, and Mark Smith, vice president, KLAS-TV Las Vegas. □

Denial affirmed. FCC decision denying renewal of license of Walton Broadcasting Inc.'s KIXX(AM) Tucson, Ariz., has been affirmed by U.S. Court of Appeals in Washington. Commission in May 1980 denied renewal on variety of grounds, including broadcast of false report of kidnapping of station personality. Court issued brief, unsigned order saying it was affirming "generally for the reasons expressed by the commission." However, panel, consisting of Chief Judge Spottswood Robinson III and Judges George E. MacKinnon and Malcolm Richard Wilkey, was divided. MacKinnon, in dissenting opinion, said denial of renewal constitutes "draconian action" that is "a gross overreaction to the violation." He said licensee was not "personally chargeable" with any misconduct in false kidnapping program and noted that event occurred "over eight years ago, and with no criticism of the station's operation in these interim years." □

Environmentalists blocked. FCC has upheld Broadcast Bureau ruling denying fairness doctrine complaint by several environmental groups against California television stations KERO-TV Bakersfield, KJEO(TV) Fresno, KMST(TV) Monterey, KRCR-TV Redding, KRON-TV San Francisco and KTXL(TV) Sacramento. Environmental groups, including Environmental Defense Fund, Sierra Club and Friends of the Earth, complained that stations had run Pacific Gas & Electric ads that advocated construction of new power plants and discussed limitation of solar energy as alternative. Groups also charged that stations hadn't afforded reasonable opportunity for discussion of contrasting views in overall programming. Bureau, however, held that groups hadn't presented "prima facie" case, in that they had not shown that issue was "controversial," and hadn't demonstrated that stations' overall programming had been unbalanced. In affirming bureau, FCC said it couldn't find that stations acted unreasonably or in bad faith.

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main, the ALJ's decision and, in addition, rejecting—in properly shocked tones—the proposal that West Jersey be permitted to transfer the license to one of its principals since, West Jersey claimed, he is personally qualified to be a licensee.

As recounted by board member Norman Blumenthal for a unanimous three-member board, the agreement West Jersey had struck with Burlington-Ocean Broadcasting Co. to end their competition for the authorization, back in 1967, was not limited to the \$7,795.76 that West Jersey agreed to reimburse Burlington-Ocean for its "legitimate and prudent expenses" in prosecuting its application. The commission approved that agreement.

What the commission did not know at the time and what did not come to its attention until 1976, was that West Jersey had allegedly paid an additional \$25,000 to Burlington-Ocean principals Lester and Frank Allen. West Jersey principal Nicholas Grand testified at the station's license-renewal hearing that he and two other principals, Dr. Henry Bisbee and William McDaniel, had participated in the settlement talks. He also said he delivered the payoff, in cash, in an envelope.

West Jersey's chairman, William J. McDaniel, acknowledged that the \$25,000 payment was made, but insisted it had been intended as an "investment" in a joint cable television venture. Blumenthal elaborated in a footnote: "McDaniel testified that the \$25,000 ... was needed, in part, to bribe local New Jersey officials in obtaining potential CATV franchises.

McDaniel also claimed that large unrecorded payments of cash were not unusual to him since, in a separate milk business in which he had participated, 'kickbacks' intended to circumvent New Jersey milk price controls were common."

The ALJ did not buy McDaniel's story, and neither did the review board. But the fate of the \$25,000 payment, Blumenthal noted, is "unknown." Frank Allen, to whom the money was allegedly given, denied receiving it. And McDaniel, while insisting the money was paid, said it may have been returned.

The question of the whereabouts of the \$25,000 aside, the review board thunderously affirmed the ALJ's decision denying renewal, with Blumenthal supplying the thunder. "Rarely, if ever, do commission annals reveal a comparable instance of illicit acquisition of a broadcast license, the acquisition of which is compounded by glaring misrepresentation committed in numerous appearances before this agency," Blumenthal wrote.

Then, there was the proposal that the license be assigned to Samuel Michael, who appears not to have been tainted. Impossible, Blumenthal said, in effect. Such a proposal runs against commission policy and rule. "In view of the uncontested fact that the very license which West Jersey here seeks renewal of was secured in a manner that renders it—even if only in the atmospheric sense—void *ab initio* [from the beginning], its brazen request before us for an intra-company transfer borders on the incredible." □

Making the airwaves private property

Cato Institute analyst argues that most efficient use of spectrum would be to allow broadcasters to 'own channels' and 'exchange them freely'

Deregulation of broadcasting may be a desirable goal. But it misses the fundamental point of how spectrum management can be made most efficient. The answer, according to a study from the Cato Institute, is the development of a system of private property rights in telecommunications.

The study, by Milton Mueller, an associate policy analyst with the institute, a nonprofit, public policy research organization in Washington, says that such a system, "in conjunction with the First Amendment, provides a coherent approach to telecommunications reform," and adds: "By defining a fair and orderly procedure for trading and protecting rights in radio communication, Congress can protect the public's interest in justice and efficiency without attempting to exert detailed control over this dynamically changing field."

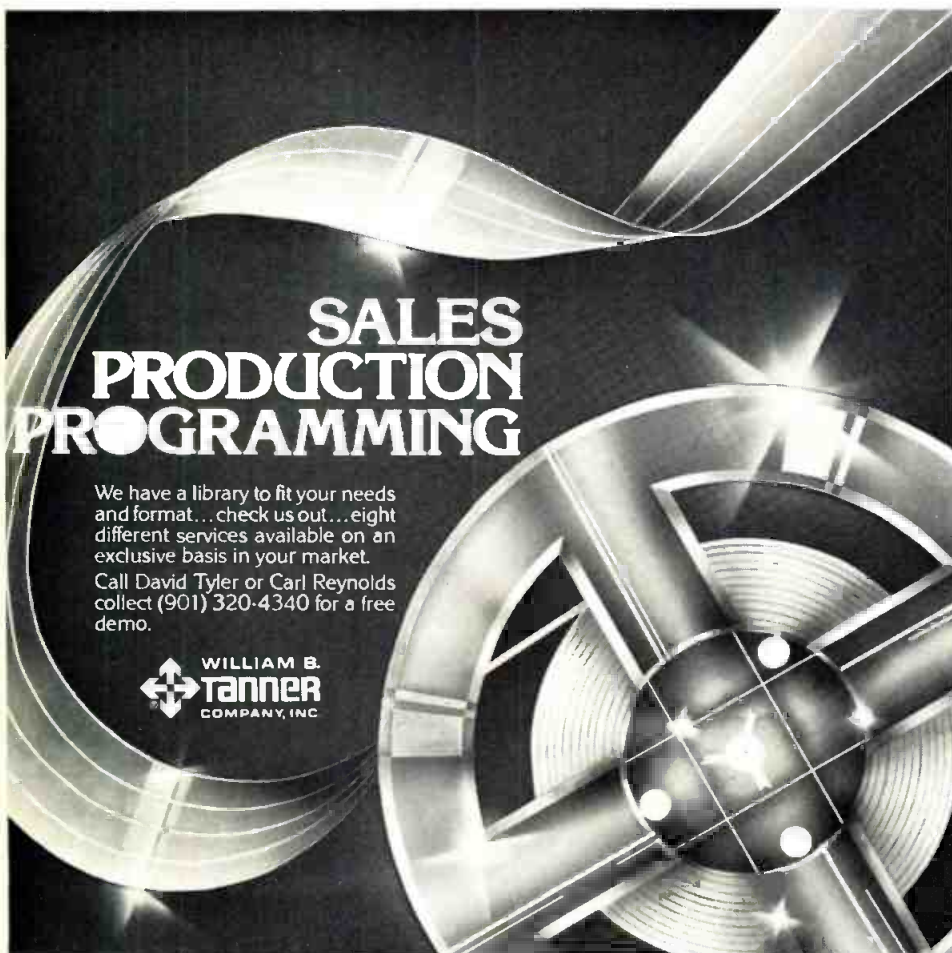
Indeed, the study contends that the new technologies have made broadcast regulation obsolete. It also suggests that current proposals for freeing broadcasters from regulation—Senator Bob Packwood's (R-Ore.) call for constitutional amendment extending print-type freedoms to broadcasters and FCC Chairman Mark S. Fowler's efforts to secure similar relief through legislation—do not go far enough.

Neither a greater reliance on "marketplace forces," as Fowler urges, nor the amendment proposed by Packwood, Mueller says, "will be effective unless broadcasters own the channels they use and are free to exchange them freely. ... By failing to define freely transferable rights in radio communication, the government is exempting radio communication firms from one of the most important kinds of market discipline: market entry, he said."

Proposals for "controlled market" techniques for frequency allocation such as auctions, lotteries and user fees are inadequate. "They fail to create a free market with a price system," Mueller says.

Mueller writes of "the obsolescence of the present regulatory framework," an obsolescence with which, he says, it has been plagued since it was created in the 1920's. A system of freely transferable rights, he adds, "would make the allocation of radio frequencies responsive to changes in supply and demand; the government would not need to intervene in response to changing conditions."

Mueller also says a system of property rights eliminates one of the major obstacles to communications law reform: "the attempt of myriad special interests to rig the game in their favor." □



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NPR explains new data service

It will utilize FM subcarrier to carry information to businesses

National Public Radio entered the information age last week as it announced details of a 24-hour digital data delivery service using FM subcarrier channels. The service, INC Telecommunications, is a joint venture of NPR and National Information Utilities Corp., a McLean, Va.-based computer information firm.

The venture was reported at an NPR conference in April (BROADCASTING, April 26), but NPR President Frank Mankiewicz and NIUC officials released further details at a press conference last week. According to Mankiewicz, NIUC is financing the venture (estimated at \$15 million to start up) and will supply the software. "All NPR needs to do is provide its satellite system," he said. The data would be transmitted through NPR member stations' FM subcarrier channels to customers where it would be received by a decoder box, unscrambled and viewed on a computer terminal where it can be stored or printed on another machine, Mankiewicz said. Mankiewicz also said that commercial radio stations may participate in the project if there are no public radio stations in their markets or the public stations aren't interested.

According to Mankiewicz, INC, which is being marketed as an "information network company," is an attempt by NPR to make up for shrinking federal funding. It is part of a larger NPR effort to seek alternative revenue (BROADCASTING, Nov. 16, 1981). Mankiewicz noted that NPR is seeking to raise \$30 million over the next five years. Ventures such as INC, he added, may meet half that goal.

INC, he said, would provide a variety of information including electronic mail, financial services, news, video games and educational and training programs. NIUC's president and chief operating officer, Jack Ault, said that INC has yet to line up any customers, but he expects to appeal to both the general public, which may wish to transmit data, state and local governments and national and regional merchandising organizations. INC plans primarily to serve businesses, expanding later to include the individual consumer.

A nine-member board of directors will be selected by both NPR and NIUC to run the new venture. For now, INC will operate out of NIUC. Plans are eventually to move the venture to separate headquarters. Mankiewicz predicted that a pilot of the data service would be completed by December. Full-scale operation is to begin by the end of 1983. NPR and participating



Mankiewicz

stations will receive fees for their satellite services, and NPR will share a percentage of the overall revenue. The ratio, Mankiewicz explained, would depend on the revenue. The lower the revenue, he said, the larger the percentage NPR will receive. The smallest cut NPR could receive is 20%, he said. The public radio network, he also pointed out, owns a small percentage of the firm.

Mankiewicz estimated that INC could yield up to \$15 million in revenues for both stations and NPR. Roughly \$10 million of that would go to stations. When asked if NPR was liable for financial losses, he replied: "No, but we would lose time and the opportunity to explore other enterprises. But we're prepared to take the risk."

The service, he noted, is compatible with any home or business computer. The decoder box will be supplied and paid for through subscriber fees, though prices weren't released. In addition to data information, utility companies could use the service to monitor overloads.

NIUC will form a software division to be operated by Steven Wozniak, founder of Apple Computer. A franchise group to market INC products and services will be run by Kemmons Wilson of Holiday Inns.

Concerns have been raised that the radio reading services now carried by some public radio stations on their subcarrier channel might be dropped in favor of INC. Mankiewicz, in an effort to assuage those concerns, said NPR was not "preparing to drop the service." He pointed out that of the 55 NPR stations providing radio reading services, none have said they would drop it for INC. He noted, too, that NPR has petitioned the FCC for a rulemaking to permit the use of a new subsidiary communications authorization (SCA) technique that would squeeze in an extra subcar-

rier channel. That channel would assure room for both services. NPR also is awaiting an FCC rulemaking to allow the use of subcarrier channels by noncommercial stations for commercial purposes. □

The AT&T point of view on new information services

Women in Cable hear phone company executives describe data and videotext plans

Three AT&T executives were provided a forum by Women in Cable in New York for their side of the story in the ongoing battle with the cable industry over which should be able to provide what services in the consumer and business marketplaces.

Robert Bozzomo, a network planning executive with Ma Bell, said the company will implement a nationwide integrated services digital network that the company has been working toward since 1962. Why digital? According to Bozzomo, there

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are at least three good reasons: The cost of instituting such a network on a cost-per-bit basis is coming down, user applications are growing and so is marketplace demand. Applications, he noted, include everything from voice, alarm services and telemetry, response inquiry, to data facsimile and full motion video services. As to AT&T's slice of the up-and-coming information management services, Bozzomo said, "we're not saying we want it all, [but rather] we want to work with you [cable], we have something to offer."

AT&T's Andrew Bulfer, a resident marketing specialist, reiterated a promise made by a company vice president, Randy Tobias, at the National Cable Television Association convention that Bell had no intention of getting into the "traditional" cable business. That pledge does not cover such new fields as videotext or other home information services. Bulfer noted that so far some \$500 million has been invested in the development of videotext worldwide, with \$100 million of that being devoted to U.S. projects. How much of that was AT&T money he wouldn't say. Nor was he able to reveal AT&T figures for the projected overall size of the information management services market in 1985 to 1990 or what percentage of that market AT&T was hoping to tap in those years.

Bulfer declared the recent videotext experiment in Coral Gables, Fla., conducted by AT&T and Knight-Ridder, a success, indicating that some of the participating consumers almost "kicked and screamed when we took the terminals out of their

houses." The real acid test, he suggested, would come with a planned 1983 videotext experiment in South Florida with K-R where "we'll actually charge real dollars." How many real dollars will be charged per subscriber has not been determined, but the venturers expect to draw 5,000 subscribers by the end of the first year (fourth quarter 1984).

Richard Thayer, with the government relations division of AT&T in Washington, contended that up until Jan. 8 of this year when the company entered into a settlement with the Justice Department over the latter's long-pending antitrust suit, and which provided for divestiture of the

Bell operating companies, Congress felt that the Justice Department suit "should run its course" regardless of subsequent legislation. "Somehow or other," said Thayer, "things changed a little bit," with the announcement of the settlement. "Congressman Tim Wirth and a host of our competitors have decided that they have seen competition on the horizon and are not sure they like it quite as much as they thought they would." Many of those who wanted to "do away with the constraints on the marketplace, are now down in Congress lobbying strongly for many of those constraints" they had fought against previously. □

InSync

M/A Com developments. Folks at M/A-Com are keeping busy, judging by presentation company chairman, Dr. Lawrence Gould, made to security analysts. Among new projects—digital mobile radio Gould said he couldn't talk much about, and broadband fiber optic local residential loop for telephone companies that would have video capabilities and "will be cost effective with cable." Gould, responding to analysts' questions, indicated M/A-Com talks with HBO on manufacturer's bid for HBO encryption system are in sensitive stage. Evidently, M/A-Com's bid is higher than competitors', and programmer has to decide if, and how much, additional features of system are worth. □

Branching out. Westwood One, Los Angeles-based producer/distributor of sponsored radio programs, has created Westwood One Recording as mobile recording subsidiary. Company has built mobile studio for on-location remote recording of music programming for many of Westwood's 21 national programs and leasing to other artists and producers. □

HBO sights pirates, sinks same. Home Box Office has won injunction against eight Philadelphia retailers of microwave equipment charged with pirating pay television services. Restraining order issued by Judge Louis Pollack of U.S. District Court for Eastern Pennsylvania joins similar rulings from federal courts in New York, Denver and Miami. □

Satellite master. Four-thousand, five-hundred dollars and four hours are all it takes to buy and install Channel Master's new 10-foot earth station with 120-degree, low-noise amplifier (LNA), 24-channel receiver, modulator and manual mount (model 6172). Ellenville, N.Y., maker of television antennas has eight different models in new generation, each representing different combinations of dish (either 10-foot or 12-foot), LNA and other features. High-end model 6278 with 12-foot dish, 100-degree LNA and motorized mount, for instance, will retail for \$5,955. □

Dishing it out. For do-it-yourselfers who want to expand to world of TV viewing, Tab Books has published "Build a Personal Earth Station for Worldwide Satellite Reception." In it, technical writer Robert J. Traister of Front Royal, Va., tells how to install receiving station at relatively small cost and with "little more trouble than setting up a sophisticated hi-fi system." Traister prefaces manual with review of standard TV reception principles and history of medium. It segues into explanation of how communications satellites function and how microwave signals work. It also deals with reception methods and microwave antenna and feedline operating techniques. Detailed instructions tell where and what equipment is available, how to assemble, and procedures for tuning and alignment. Included is listing of TV satellites by orbital position and programs available from them. Book is \$15.95 hardbound and \$9.95 paperback. Tab Books is in Blue Ridge Summit, Pa. 17214. □

New from SBE. Society of Broadcast Engineers Inc. has announced it has added entry level of certification to its certification program: broadcast technologist. Certification can be obtained by holders of valid FCC first class operator license or by those who can pass proficiency examination. For copy of application and SBE program of certification booklet, write: Certification Secretary, Society of Broadcast Engineers, P.O. Box 50844, Indianapolis, 46250. □

Switching birds. Eastern Microwave Inc., resale carrier that was given notice by Viacom to vacate transponder 17, Satcom III-R, used by EMI to transmit signal of superstation WOR-TV New York, has negotiated deal to switch to Westar system. For month of July, EMI will lease transponder 5-D on Westar IV from rights holder Wold Communications to transmit WOR-TV signal, switching to Westar V (transponder 2-D) when that satellite becomes operational in August. EMI will have access to that transponder for life of Westar V, subleasing from Wold for first two years, then from Group W, which assumes leaseholder rights from Wold at that time.

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"A New Strength in Radio Broadcasting Equipment"

Neustadt suggests loose government rein on electronic publishing

In new book, former White House aide says teletext and videotext should be allowed to grow with little regulation

Electronic publishing, that marriage of publishing and telecommunications technology that once seemed futuristic in concept, is now struggling to gain a foothold in the country's economy. And, to aid in the process, a book is on its way to the bookstores. It is "The Birth of Electronic Publishing," by Richard M. Neustadt, a former White House aide now practicing law in Washington, and it not only serves as a detailed guide to the new service, it suggests policy for the nation's policy makers to follow in developing a regulatory framework. Essentially, it calls for "minimum government intervention and maximum freedom to experiment." The field is so new, Neustadt says, "it is hard to be confident about the 'right' answers."

The book, published by Knowledge Industry Publications Inc., of White Plains, N.Y., and London, is scheduled for publication today, the first day of the three-day Videotext 82 conference, to be held in New York to celebrate and help promote the elements of electronic publishing—videotext (the two-way interactive service offered over cable and telephone lines) and teletext (the one-way service offered by broadcasters and cable systems) and the industries whose technologies are merging into them.

Neustadt, who served in the Carter White House as a member of the domestic policy staff specializing in communications and is now with the law firm of Kirkland & Ellis, notes in the introduction to his book that electronic publishing—which provides information in text and graphics—is not yet mentioned in law or regulation (although the FCC is preparing to issue rules authorizing broadcasters to offer teletext service over the vertical blanking interval of their television signal).

Thus, with a virtually clean slate on which regulators can write, Neustadt suggests that they follow the principles the U.S. adopted 200 years ago for print—"freedom for publishers and diversity for audiences." But he does see a need for some government regulation, particularly in restructuring AT&T.

He makes these points:

- The content rules now imposed on broadcasters by the Communications Act "should not be extended to electronic publishing." The medium offers sufficient diversity of voices and enough user control over the information received to obviate the need for those rules.

Neustadt suggests that the FCC classify broadcast teletext as a "hybrid"—although he points out that approach may not survive court scrutiny—and to drop its rules for videotext via cable. At the same time, Neustadt says the commission

should make clear its deregulatory stance does not open the field to state and local regulation.

- System operators should be free to make any kind of business arrangement they wish. Broadcasters should be allowed to provide advertiser-supported or subscription services and to provide "addressed" services, so they can use teletext for electronic mail. They also should be allowed to originate content or to rely on information providers. And cable systems should be permitted to carry or delete broadcasters' VBI teletext signals. (In other words, the existing must-carry rules applying to local television signals would not apply.)

There should be no rate regulation for information services. Rates for the dial-up information provided by telephone companies are now regulated; but extending that regulation to videotext "could impose needless delays and costs on carriers' services at a time when others will be providing identical services without regulation."

The exceptions to deregulation that Neustadt suggests are based on his feeling that the new technology poses problems for some social values. He would, for instance, retain the equal time rule as it applies to paid advertising and the requirement to identify sponsored material. The first, he says, "protects the political process, and the second avoids deceiving readers." Neither one, he says, is burdensome.

Neustadt also says Congress should close loopholes in the laws against eavesdropping that have been opened by the new technology and adds that videotext system operators should adopt voluntary codes to prevent misuse of the personal information on subscribers that will be stored in the systems' computers. And Congress, he says, should take care to keep the Copyright Act current with the developing electronic publishing technology.

He also believes a mandatory technical standard is needed to encourage production and purchase of terminals. But he would prefer that the standard be arrived at through a consensus of industry members. Imposition of one by government, he says, "would impinge on electronic publishers' freedom to experiment."

But beyond the question of the behavior of those in the field, Neustadt sees a critical role for government in promoting diversity of voices. Indeed, his interest in deregulation gives way to a perceived need to maintain a tight rein where AT&T is concerned.

"As long as the telephone network is the only way to reach the general public with videotext," he says, "there must be strict enforcement of carriers' obligation to provide transmission service to all, without discrimination." And, he says, that "until there is competition in two-way

transmission, it may be desirable to restrict carriers' electronic publishing activities if carriers do become electronic publishers."

Neustadt sees cable television as another potential bottleneck in the ability of information providers to transmit messages to homes. And while it is too soon to say whether cable could realize that potential, he says, it would be well to start debating the question of whether to require cable systems to lease channels to those who want to offer information services.

Government intervention in those areas is important, Neustadt says, because of electronic publishing's potential for vigorous competition—"it offers even the smallest information providers the chance to distribute their products and ideas to a national audience"—and because "deregulation is premised on diversity."

The book—subtitled "Legal and Economic Issues in Telephone, Cable and Over the Air Teletext and Videotext"—is an outgrowth of an article Neustadt co-authored for the Federal Communications Law Journal last year (BROADCASTING, Sept. 7, 1981). □

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Canadians gear up for pay cable

Of six licensees chosen to provide service, two will offer national programming; mix to be similar to that shown in U.S. except for required quotas of native-produced material

Early next spring, Canadians will get their first taste of pay television on cable when six programming services (two national, four regional) are scheduled for launch.

The two companies with national licenses, First Choice Canadian Communications and Lively Arts Market Builders, are busy lining up product that meets the specifications of their licenses and negotiating with cable operators to carry their services.

The Canadian Radio-Television and Telecommunications Commission awarded six licenses in March, four to companies programming general entertainment to their respective regions, one to First Choice for general entertainment and one to Lively Arts for cultural programming.

The awards to First Choice and LAMB survived appeals. Lively Arts won over two other bidders, while First Choice was one of 28 original applicants.

First Choice will resemble a Canadian version of HBO. Indeed, it will be talking to the same production houses for the Canadian rights to many movies seen on U.S. pay services. First-run movies will make up 70% of the service, with variety shows, specials and dramas filling out the rest.

One of the hopes of the CRTC was to aid the Canadian film and television industry by providing capital infusion for the making of more Canadian, as opposed to American, programming. First Choice said 90% of its "special presentations" will be Canadian. The percentage of Canadian content on First Choice is supposed to reach 50% in 18 months. First Choice plans to spend \$1.5 million on the creation of a Canadian Creative Development Board in the launch year and \$13.7 million per year when the system reaches maturity.

To recoup its initial investments, First Choice is relying on a penetration of 41%. Cable now reaches 4.3 million homes in Canada. If First Choice reaches that penetration mark—1.8 million homes—it stands to bring in revenues of \$27 million per year, based on its planned pricing of \$15 per month.

Donald MacPherson, president of First Choice, said the company "is negotiating the split with cable operators," some of

whom will have to upgrade their systems to carry the additional pay services. Canada has had basic cable for 25 years, but without the impetus of pay and other specialized programming services, many systems have remained at 12 channels.

First Choice is also negotiating with Hollywood producers for movie rights and will find itself in competition with the regional service for Ontario, both for viewers and film product. Ontario alone contains one-third of the Canadian population. First Choice also is negotiating for transponder rights on Anik C, which will be launched on the space shuttle later this year.

First Choice will follow the scheduling pattern found in U.S. cable programming. It will use a repeat pattern in its 24-hour block and it will send out two signals, one



MacPherson



Cowan

all English and the other half English and half French.

First Choice is funded by 10 independent investors, none of whom have other broadcast or cable holdings. Manufacturers Life Insurance and Empire Co., each with 15%, are the largest investors.

In addition to MacPherson, a 30-year Canadian broadcasting veteran and a former vice president of the Global Television Network, officers include Gordon Sharwood, chairman; Joan Schafer, vice president, programming; Gilles Ste-Marie, vice president, French programming; Riff Markowitz, vice president, export development, and David Roffey, vice president, finance.

The Lively Arts programming package will include a mix of theater, opera, dance, music, children's programming, foreign films and "classic popular films," according to its president, Ed Cowan.

The service, to be called C-Channel, will program 42 to 60 hours per week, 6 p.m. to 2 a.m., seven days a week. It plans to repeat titles six times in two months. Cowan said the service will be "quite national." For instance, he said, a viewer in western Canada who may never travel to Toronto to see the national opera will be able to view it on Lively Arts.

Cowan expects pricing to be in the \$15-\$20 per month range for subscribers and estimates start-up costs at between \$7

million and \$10 million. Lively Arts pegs penetration for its service at 7.5% (330,000 homes). Its programming breakdown will be 40% arts, 40% films (with no more than 5% being top grossing films) and 20% children's programming. The CRTC specified that Canadian content of Lively Arts be 30% in the first year, rising to 40% in year five. The dollar figures amount to \$66 million for programming over the first five years, \$35 million of which is slated for original Canadian production.

Cowan, former president and publisher of *Saturday Night* magazine and one of the founders of CITY-TV Toronto, will be joined by theater director Hamilton Southam, Lively Arts chairman, and a broadcast veteran, Robert Anderson, Lively Arts vice president.

Jurisdictional disputes may force a launch postponement. Government officials in both British Columbia and Quebec have said they will require the national services to apply for a provincial license to do business in their provinces. First Choice's position is that the CRTC issued a national license and no other regional licenses are needed. If negotiations aren't successful, the issue could go to court.

Both services are required to launch on or before April 1, 1983. Advertising and direct sales campaigns are to begin late this year, with one free week of programming slated to precede launch day. First Choice plans to spend \$23 million in the first year for marketing, and \$10.7 million per year thereafter. □

NATPE resolves Larsen problem

Board action will allow president to remain; Back hired to fight syndication and financial-interest changes

NATPE International President Charles Larsen will continue to hold that office for a full term through the organization's annual conference in March.

A government relations consultant has been hired to fight for retention of the FCC's financial-interest and network syndication rules. A director of development to generate new revenue also was named.

Goals for the March 17-22, 1983, conference in Las Vegas were endorsed.

Those were the key decisions and actions of the NATPE International board which met in Las Vegas (BROADCASTING, June 21).

The question of Larsen's eligibility to remain as president was resolved. While still on WABC-TV New York's payroll,

Larsen no longer is program director there and not yet a programmer elsewhere. NATPE's by-laws have been described as "murky" regarding this situation.

The board gave Larsen its support by unanimously referring the matter to a committee that won't report back until October. By then his eligibility will be a non-issue because the by-laws don't question employment when a conference is less than six months off.

George Back, former NATPE executive director, now officially is the organization's part-time government relations consultant. Back, who has lobbied for NATPE first on the prime time access rule front and now on the financial-interest and network syndication rules, takes on as his major assignment the rallying of television station executives against network efforts to return to the domestic syndication market.

Hired as a full-time director of development, as of Aug. 1, is Ron Gold, vice

president of Arc Television Services. Gold, who will give up his seat on the NATPE board, will have responsibility for space sales in NATPE's *PDQ* house organ and conference guide, developing ways to bring more revenue to the organization.

Among the consulting contracts renewed by the board was that of March Five Inc. as *PDQ* publisher. Bob Bernstein, March Five Inc. president, also continues as NATPE's director of public relations.

The board also endorsed a list of "mutual goals" of NATPE and the Association of Program Distributors—the results of negotiation between Larsen and Hal Golden, Worldvision Enterprises executive vice president, marketing, who heads the APD group of syndicators seeking change in NATPE.

The goals—described later by Golden as working points and not necessarily final agreements—call for three full exhibition days—Friday, Saturday and Sunday

(March 18-20)—with an optional exhibition period Monday afternoon. The conference would open the day before the exhibition starts.

No events will be scheduled during exhibition time and two evenings will be free of NATPE activities for distributor dinners and the like. Conversely, distributor activities will not be scheduled against NATPE evening activities such as the Iris Awards ceremony.

Exhibition fees have been frozen at 1982 levels: \$2 per square foot in suites and \$4 on the exhibition floors. Another goal is to "work to formulate company registration fees for associate members, based on square footage of exhibition/hospitality, that will include full registrations for a number of their employees without additional charges."

NATPE also has worked out an arrangement with the Las Vegas Hilton for additional exhibitor set-up time to avoid the overtime costs many incurred last year.

As for the foreign, cable and home video participation at the conference—groups that APD wants de-emphasized there—the only goal relating to them calls for conference badges to be "color-coded to indicate type of membership, type of business and foreign/domestic location."

Other goals range from "elimination of sweepstakes, giveaways and hype" to "encourage 100% registration by associate member companies, thus reducing the burden on those currently complying with [the] legitimate registration process." □

ESPN-Nielsen unveil new measurement report

Calling it an "industry breakthrough" ESPN last week gave the advertising industry a rundown of the "comprehensive audience report" the sports network and A.C. Nielsen have developed to "provide the [cable] industry with necessary data to more properly evaluate network cable's audience."

According to the New York presentation for some 500 agency staffers hosted by ESPN vice president, advertising sales, Mike Presbrey, the quarterly reports will be divided into three sections—a summary of 15 standard and special dayparts, a summary of four broad dayparts for major sports, news and feature programs, and the broad daypart data regrouped by individual sport (10 to 15 sports, given the time of year). Metered average household ratings, audience composition from Nielsen Station Index diaries, and metered household ratings for selected Nielsen Market Sections Data breaks will be provided for each of the three report sections. The format for the reports is shown below.

According to ESPN, the first such report from Nielsen is scheduled to cover the fourth quarter of 1982, and will be available by next February. ESPN also says it has in

progress with Nielsen a "major study" of product usage by ESPN viewers, using a product base of 100 categories.

The sports network presented the agency executives with a look at some past research, such as an Arbitron study of last November's network sweeps period that put the ESPN average prime time rating for total adults at 4.0, and showed 48% of ESPN subscribers viewed the service in the average week. A tracking of Nielsen coincentals by sport put professional boxing at the top of the ratings list, with a 4.5 average rating. At the bottom was tennis with 1.2. (Those figures are, of course, within the "universe" of ESPN homes.) And the network didn't stint on data to show the advertisers that ESPN not only delivers more men (58% more) than the broadcast networks, but also that "the ESPN viewer is a more upscale, better educated wage earner than the U.S. average."

In a final shot, the buyers were pitched an "ESPN third anniversary package" for July to September—a schedule of 100 30-second announcements "in a wide spectrum" of events, for a package price of \$50,000. □

Nielsen quarterly report format for ESPN

	Average audience					Viewers per household	Market sections data
	HH					8	4
	HUTV	RTG	(000)	SH	Cume	Breaks	Categories
I Daypart Summary (A)	X	X	X	X	X	X	X
II Daypart by Sport (B)	X	X	X	X	X	X	X
III Sport by Daypart (B)	X	X	X	X	X	X	X

Dayparts	Viewers per household	Market sections data
(A) 15 Standard and Special Dayparts	Adult Men by Age	Income
(B) 4 Broad Dayparts and 10-15 Sports Depending on Time of Year	Adult Women by Age Teens Total 2-1	Education Family Size County Size

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Ratings Roundup

ABC-TV returned to the winner's circle for the week ended June 20, scoring a prime-time 13.0 rating and 26 share to CBS-TV's 12.5/25 and NBC-TV's 11.8/23.

While rerun programming dominated the three lineups, the week's top-rated show was an original *Barbara Walters Special* which earned a 23.5/42.

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

Each network had one night when it averaged above a 30 share: ABC on Tuesday (19.4/36) with series repeats and the *Walters* special featuring Clint Eastwood, Willie Nelson and Carol Burnett; NBC on Thursday (16.2/31) with all reruns, capped by a 20.7/39 for *Hill Street Blues*, and CBS on Sunday (16.4/33) with an original *60 Minutes* and the rest reruns.

Fifteen of the week's 67 programs were first run. Among them, an *ABC News Closeup: Oil* scored a 9.3/17; *NBC Reports: For Every Violence, There is a Victim* brought an 8.4/18, and *CBS Reports: The American-Israeli Connection* suffered a 5.2/10.

ABC Monday Night Baseball (Mets vs. Pirates and Yankees vs. Red Sox), in its second prime-time broadcast this season, scored a 12.2/22. The network also had prime-time golf on Sunday, with U.S. Open coverage bringing a 9.6/25 from 7 to 8 p.m. The previous evening, ABC had returned the 10:30-11 p.m. slot to local stations, due, the network said, to its extended golf coverage.

The *NBC Nightly News* came out of the basement in the early evening news ratings during the week. The *CBS Evening News with Dan Rather* won with a 10.7/24 to NBC's 9.8/22 and *ABC World News Tonight's* 9.6/22.

The First 20

1.	<i>Barbara Walters Special</i>	ABC	23.5/42
2.	<i>Too Close For Comfort</i>	ABC	21.6/37
3.	<i>Hill Street Blues</i>	NBC	20.7/39
4.	<i>Three's Company</i>	ABC	20.2/36
5.	<i>Trapper John, M.D.</i>	CBS	19.5/36
6.	<i>M*A*S*H</i>	CBS	19.0/34
7.	<i>Jeffersons</i>	CBS	18.7/33
8.	<i>Gimme A Break</i>	NBC	18.1/32
9.	<i>Five Days From Home</i> (movie)	NBC	16.9/31
10.	<i>Love Boat</i>	ABC	16.8/35
11.	<i>House Calls</i>	CBS	16.8/29
12.	<i>Alice</i>	CBS	16.5/31
13.	<i>WKRP in Cincinnati</i>	CBS	16.3/31
14.	<i>Diff'rent Strokes</i>	NBC	16.1/30
15.	<i>20/20</i>	ABC	15.5/29
16.	<i>Fall Guy</i>	ABC	15.5/28
17.	<i>60 Minutes</i>	CBS	15.3/36
18.	<i>Quincy, M.E.</i>	NBC	15.2/28
19.	<i>Charleston</i> (movie)	NBC	15.0/27
20.	<i>One Day At A Time</i>	CBS	14.3/28
20.	<i>Laverne & Shirley</i>	ABC	14.3/28

The Final Five

63.	<i>One Of The Boys</i>	NBC	7.6/17
64.	<i>Father Murphy</i>	NBC	7.4/18
65.	<i>TV Funnies</i>	NBC	6.8/16
66.	<i>Flamingo Road</i>	NBC	6.5/12
67.	<i>CBS Reports: The American-Israeli Connection</i>	CBS	5.2/10

Lord Grade returns

London showman is back in the business as chairman-CEO of Lear-Perenchio's Embassy

Lord Grade, the British entertainment industry executive who two weeks ago severed his remaining ties with the London-based Associated Communications Corp., has joined Embassy Communications as chairman and chief executive for the newly created Embassy Communications International.

The announcement was made in London last Wednesday (June 23) at a news conference attended by Embassy owners Norman Lear and Jerry Perenchio, along with Embassy Communications' chairman and chief executive officer, Alan Horn, and its president and chief operating officer, Charles Weber.

Grade had spent the last 30 years building ACC, but gradually disassociated himself from the company when Australian businessman Robert Holmes a Court took over the firm earlier this year. Grade resigned his position as ACC chairman and chief executive officer in January and

as a board member in April. He stepped down as deputy chairman of ITC Entertainment Corp., ACC's United States subsidiary, and was released from his employment contract with the parent corporation ("In Brief," June 21).

According to an Embassy release, "Grade will work closely with Horn and Weber in all aspects of the entertainment industry domestically, as well as internationally." Other sources indicated that Grade's primary involvement will be in feature film production.

Embassy Communications International will be based in London with other offices and representatives around the world. The company plans involvement in "all facets of production and distribution for theatrical, television and ancillary markets, such as videocassettes, videodisks and cable."

Embassy's theatrical sales and marketing arm, Embassy Pictures International, will be represented in London by its president, Rolf Mittweg.

Embassy Communications is a joint venture formed by Lear and Perenchio last year, incorporating Avco Embassy Pictures and segments of Tandem/T.A.T. Productions. □

ABC latest network to pull back on 24-hour satellite radio service; soft market cited

The decision by ABC Radio to "delay indefinitely" the start of Superadio, its 24-hour satellite music service ("In Brief," June 21), may well be a harbinger of additional cutbacks in the network radio universe.

An executive at another network noted that there are about 30 networks, some full-blown and some hybrid, fighting for affiliates and advertising revenues. He expressed doubt whether there are enough viable markets for affiliation and sufficient advertising dollars available for all to succeed. "What does network radio amount to?" he asked. "Perhaps \$200 million."

ABC Enterprises said its move was dictated by the advertising environment. A spokesman said advertising prospects were bright at the time the concept was conceived. He said ABC intends to continue to "monitor the marketplace for a more favorable time to introduce the service." □

A network executive agreed the marketplace for network radio has been soft this year but felt that Superadio's main problem was it had only six affiliates. In addition, he believes its approach of aiming for major markets instead of smaller markets may have hurt the affiliates picture.

The shake-out period for radio networks already has begun. The United States Network has delayed its start, the RKO Radio Network has reduced its programming and staff and Enterprise Radio, a sports network, suspended operations last year after eight months.

Gary Carr, vice president, director of network operations, SSC&B Inc., capsulized the emerging network radio situation as follows: there aren't enough strong affiliates; the audience is becoming increasingly fragmented and there is a surplus of networks to serve them. □

Monitor

'BJ/Lobo' offerings. MCA TV claims 40 markets so far for *The BJ/Lobo Show*, from off network *BJ and the Bear* and *Sheriff Lobo* series. *BJ/Lobo* is available as original 86 (49 *BJ* and 37 *Lobo*) hours or 86 edited half-hours. Hours begin running in September; half-hours start January 1983. □

TV Pac-Man. *Pac-Man*, new animated series adapted from video game character, has been added to ABC-TV's new Saturday morning line-up beginning Sept. 25. Show will air during 90-minute block (8:30-10 a.m. NYT) with *Little Rascals* and *Richie Rich*. Prime-time *Pac-Man* show also is planned as children's Christmas special. □

Pullback. ABC-TV is reducing pilot production for prime-time series by 10% to 15%, according to ABC Entertainment President Anthony D. Thomopoulos. Cutback is part of network cost-cutting move that includes greater reliance on videotape as production medium, dropping some expensive elements of programs, and firmness in cost accounting.

SNC bows to royal review

As top-level executives from the respective parents of cable's newest offspring look on, the industry's second 24-hour news network goes on the air with the story of a royal birth in Britain; festivities at SNC headquarters include Pierce, Ritchie, Scott; advertisers named



The birth of the latest heir to the British throne was the first story seen by those who witnessed the birth of the newest cable news service—Group W and ABC's Satellite News Channel 1. Precisely at 11 a.m. last Monday (June 21), the visage of SNC 1 anchor Jose Grinon replaced a slide of the SNC logo as the image beamed from Stamford, Conn., to Westar IV and back to, Group W says, over 2.6 million cable homes. Effecting that transition at Group W's routing switcher was the man who helped launch commercial radio for Group W and an entire industry in 1920, Leo Rosenberg, the announcer for KDKA(AM) Pittsburgh's first broadcast in 1920.

The SNC launch provided an occasion for two days of speechmaking and festivities and for the release of some details SNC's guardians at Group W Satellite Communications had kept secret: the individual cable systems so far committed to launch the service and the identities of the 12 advertisers buying network time on the service. GWSC also announced a new regional affiliate station, WIVB-TV Buffalo, filling the western New York hole in the lineup of broadcast stations supplying regional news feeds for SNC 1. (That leaves three regional gaps: both halves of Texas and the Southwest. Cable subscribers there have to make do with the national feed for the time being, although SNC President Bill Scott said another might join by week's end.)

The 12 advertisers announced by

GWSC senior vice president, affiliate relations, Lloyd Werner, were Ford Motor Co.; General Motor's Chevrolet division; Chrysler Corp.; American Motors Corp.; Kraft Inc.; Radio Shack; United Van Lines (which landed the first commercial spot in the SNC 1 feed); Corvo Wines; Ace Hardware; Olympic Stain; American Fur Industry, and Charles Schwab. Werner also claimed letters of intent from five other national advertisers. Their schedules, he said, varied between 10 and 32 weeks, with GWSC willing to accept schedules up to 52 weeks at guaranteed prices. "Five-year contracts are sheer insanity," Werner said—a thinly-veiled snipe at some other advertiser-supported cable networks that made below-rate-card deals in return for long-term commitments. SNC won't do that, the GWSC executives later said, nor did they cut prices in the weeks before the launch in order to increase advertising.

On the cable system side, Group W cable systems account for 87 of the total 309 systems listed by GWSC as committed to carry SNC 1 by the end of 1982. While conceding there have been some system additions and deletions since GWSC first announced the 2.6-million-homes-at-launch figure back in May, Werner claimed that number is still "operable." Werner also upgraded the homes figure for systems already committed to deliver by 1983—that will be 8 million, up from 7.5 million.

Aside from Group W, some major MSO's that were listed as having systems

committed to carry SNC before yearend 1983 were Times Mirror—26 systems (20 unnamed); Century Communications—24 systems, but no breakdown of them; Cablevision Systems—one system; Comcast—four systems; Harron—four systems, and Adams-Russell—three systems.

Werner said a deal with American Television & Communications is "waiting for a signature," one with Cox Cable is "in final negotiations" and Tele-Communications Inc. will be putting SNC 1 in the National Program Service it is putting together for its systems. The last three deals are not included in the 2.6-million-homes-at-launch count. However, Werner said, the three MSO's will be "grandfathered" into the 50 cents per subscriber bonus GWSC was giving systems signing up before launch. (GWSC still has not decided what bonus it will be paying systems signing after launch, although it will be "substantially reduced" from the 50-cent level.)

SNC also announced a series of reciprocal advertising arrangements it's made with three cable services: USA Network, Black Entertainment Television and

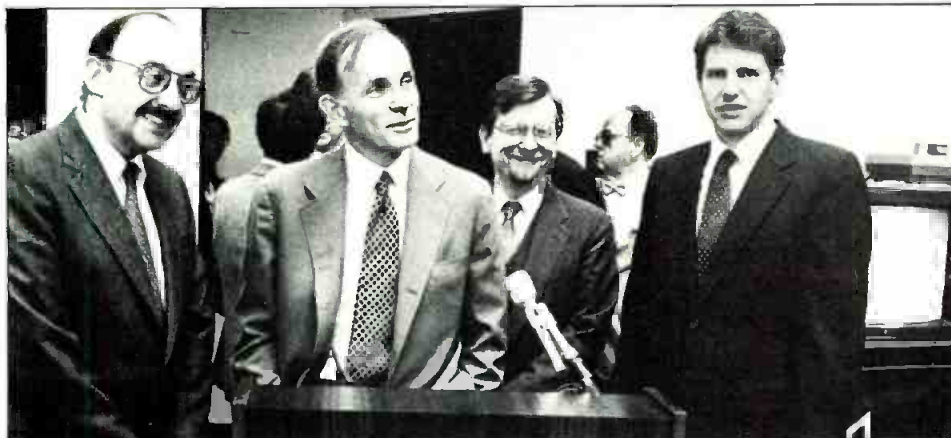
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Proud parents. L-r: Scott, Ritchie, Baker, Hayes

GIVE US 18 MINUTES. WE'LL GIVE YOU THE WORLD.



ABC's Fred Pierce

ESPN, plus the magazine *Business Week*. That McGraw-Hill publication figures in another arrangement announced last week. The magazine will provide SNC with *The Business Week Report*, a twice-hourly wrap-up of breaking business stories; the segments are to be written and produced by *Business Week* correspondent Jim Newman, who moves to SNC's Stamford headquarters.

Reporters on hand for the pre-launch briefing also were provided an overview of the marketing efforts GWSC is making on SNC's behalf—in trade and consumer

publications and a television spot GWSC will be running on cable and broadcast outlets. (The spots will only run on one of the three commercial networks [ABC], the other two refused to take them.)

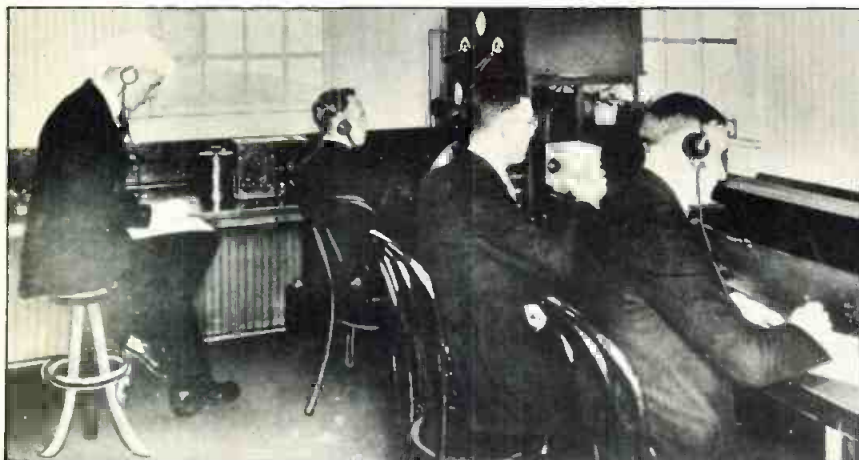
During the launch itself, reporters and other guests gathered into the offices of SNC executives overlooking the newsroom, while a few were allowed to join the technicians in GWSC's transmitter control as Leo Rosenberg got another chance to make history for his old employer, Westinghouse.

The night before, 110 people gathered

for dinner at the Stamford Yacht Club, which shares an inlet off Long Island Sound with GWSC, to help Group W honor Rosenberg as "anchor emeritus" for SNC. On hand were Group W Chairman Dan Ritchie; ABC Executive Vice President Fred Pierce, who pronounced his company "proud to be associated with such a worthy offspring of two very strong communications companies," and Bill Scott, who brought along a tape of the first commercial broadcast, Rosenberg reporting the Harding/Cox election returns. The anchor emeritus, recounting some anecdotes of his early days in radio, said of his own role in communications history, that it was "an accident ... I don't deserve all these honors."

At other opportunities for speeches, Dan Ritchie was to call SNC's launch "a dream come true," and congratulate Bill Scott, joking that the new service "is much better than we hoped for." Scott spoke of "the hundreds of people in that building for whom I am thrilled," asking particular mention of Senior Producer Paul Gluck. "On the floor, he is president of Satellite News Channels," Scott said, adding: "He can order me to type stories," and has done so. Absent from the ceremonial events were the people most involved in making SNC happen—those in the newsroom and operations areas. (The employees had their own celebration that night.)

One subject from which the Group W and SNC brass tended to deflect conversation was the competition SNC 1 now presents to Ted Turner's CNN. Scott preferred to talk of "differences in philosophy" rather than discuss, as one reporter said, "Ted Turner's mistakes." And when Scott, surrounded by reporters just after the launch, calmly opened his mail to find a well-wisher's humorous depiction of



The anchor emeritus, then and now. On the left, KDKA Pittsburgh's 1920 100-watt facility with Leo Rosenberg at the microphone (third from left); on the right, GWSC's transmission control, with Rosenberg preparing to send the SNC 1 signal up to Westar IV. Rosenberg not only announced KDKA's first broadcast, but earlier, working for parent Westinghouse Electric Corp.'s publicity department, had been dispatched to the Eighth Naval District headquarters in Detroit to obtain the then required license from the Navy Department to inaugurate commercial broadcasting. (Until that time, all broadcasts officially had to be made as transmissions to a particular receiving party). Rosenberg's announcer role developed into a job as station manager, and from Pittsburgh he was sent to help Westinghouse start KYW in Chicago (now



assigned to Philadelphia) and WBZ in Boston.

After leaving Westinghouse in 1925, Rosenberg spent five decades before his retirement working in advertising for Foote, Cone & Belding and its predecessor company. Now 86, Rosenberg even managed to squeeze an appearance on ABC's *Good Morning America* in between Sunday's party and Monday's launch. And radio's first announcer was accorded an additional tribute last week from another old broadcaster made good. President Ronald Reagan telegraphed Rosenberg in Stamford, Conn., saying: "As a former broadcaster, I especially appreciate your pioneering contributions to electronic journalism ... I commend your role in helping launch the new era of mass communications in this century."

SNC as "Pac-Man" devouring CNN, he quickly laid it aside. Nor could other GWSC executives be induced to pose with the cartoon for photographers.

Down in Atlanta, CNN Senior Vice President Ed Turner provided the official reaction from the competition—saying "a little competition is always good for the professional adrenaline, and that will serve to make CNN 2 even better." Turner also suggested the new Group W service "missed some headlines" adding, "perhaps experience will serve to correct that."

While Group W Satellite Communica-

tions President Jonathan Hayes, speaking before the SNC launch, had conceded SNC would be evolving over the coming months, the new network says it did manage to score a beat on other news operations its first night. With a direct line to the Washington courthouse, SNC 1 carried the first word of the jury's verdict in the celebrated Hinckley trial. SNC even claims an exclusive the week earlier—Washington Bureau Chief Lou Cioffi's report of a peace agreement in Lebanon 18 hours before its announcement. (The only trouble was the report came during SNC's rehearsals.)

Hayes summed up Group W's hopes for

the latest offspring with the prediction that "in the next five to six years it will be the most widely used and complete electronic news service." □

INN teams with 'Journal' for new business program

Independent Network News will introduce *The Wall Street Journal Report*, a weekly 30-minute program containing news and feature stories by the reporting staff of the *Journal* on almost 90 INN-affiliated stations this fall.

The program, a co-production of the *Journal* and INN, will be fed via satellite to stations throughout the U.S. The program will be transmitted each Friday evening for weekend viewing.

Each program will contain several on-location reports as well as feature-length reports on major business developments and a review of significant business news.

The Dow Jones Co., which publishes the *Journal* and business magazines, also produces other television and radio programs. INN is a division of WPXI Inc., of New York, a unit of Tribune Co.

It also feeds via satellite a 30-minute national and international news program each evening, a midday edition each weekday afternoon and *From the Editor's Desk*, a weekly interview program featuring national and international figures. □

NewsBeat

UPI's plans. UPI's subscribers will get details of new owners' "plans for a stronger, growth-oriented UPI" in "series of meetings nationwide," starting with UPI broadcast advisory board in July and newspaper advisory board "shortly thereafter." That was word from Len R. Small, new chairman and one of four new owners, in letter sent to subscribers. Small said those plans are being completed now. He again assured subscribers that UPI's basic service will be strengthened, and that news gathering "continues in the hands of competent, respected journalists as it always will" (BROADCASTING, June 7, 14).

□

Afternoon casualty. *Cleveland Press*, nation's 19th largest newspaper and until two years ago one of foremost properties in Scripps-Howard newspaper and station group, ceased publication June 17, unable to halt multimillion-dollar losses that had beset it in recent years. Once-dominant afternoon daily, 103 years old, was owned by Joseph E. Cole, Cleveland industrialist who acquired it from Scripps interests in 1980 for reported \$20 million. *Cleveland's* surviving daily, morning *Plain Dealer*, owned by Newhouse newspaper and radio-TV interests, has about 416,000 daily circulation to *Press's* 316,000, and was said to be carrying more than twice as much advertising. *Plain Dealer* reportedly plans to take over some of *Press's* features but none of its 140-person editorial staff. *Press* was fourth major U.S. afternoon daily to go under in less than year.

□

Newsman sentenced. KNXT(TV) Los Angeles news reporter/anchor Ken Jones, who last April pleaded no contest to charges of defrauding local bank of nearly \$200,000 in check-kiting scheme, was sentenced last week to six months in jail and placed on seven years probation by superior court judge. In addition, Jones was ordered to repay more than \$196,000 he allegedly misappropriated from Security Pacific Bank. KNXT has kept Jones on suspension since charges were filed last January.

□

Yank in the BBC. John Wallach, foreign affairs editor for Hearst newspaper chain, based in Washington, has been named visiting diplomatic commentator, for British Broadcasting Corp., London. As first American correspondent to broadcast on regular basis from London for BBC, Wallach will begin series of daily two-minute radio commentaries called *The American Perspective*, and contribute to number of BBC television and radio programs throughout summer. "Given the present confusions and misunderstandings between the U.S. and Europe," said Larry Hodgson, BBC editor for radio and news, "I think it would be invaluable to have a top-flight, internationally known American journalist broadcast for us for a short period of time to help us see the American perspective."

□

Capital move. AP broadcast division—editorial, administration and sales—will move from New York to Washington in expanded new AP Broadcast News Center, AP President Keith Fuller announced. Roy Steinfort, who as AP vice president and director of broadcast services will lead move, said it will consolidate AP's broadcast news operations in "the place more news happens of interest to every state and region." Moving units will join AP Radio in enlarged and remodeled space at 1825 K Street, N.W., network's home base since its founding seven years ago. Transfer is expected to take place over several months.

□

DuPont-Columbia changes. Columbia Graduate School of Journalism, administrator of Alfred I. duPont-Columbia Awards in Broadcast Journalism, has made two changes in awards program structure. For first time, "board of screeners" from news and public affairs departments of radio and television stations will participate in selection of finalists. Entry categories also have been designated to encourage more participation by smaller-market stations, radio and new media. Categories are (1) network television news and public affairs; (2) major-market (over 500,000 people) television news and public affairs; (3) smaller-market (under 500,000) television news and public affairs; (4) radio news and public affairs, and (5) miscellaneous news and public affairs. Last category covers syndication, cable, regional and other productions. DuPont-Columbia said more than one prize may be awarded in any category.

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Stock Index

Exchange and Company	Closing Wed. Jun 23	Closing Wed. Jun 16	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	37 1/2	35 1/2	+2	+ 5.63	7	1,078
N Capital Cities	73	73 3/8	- 3/8	- .51	12	950
N CBS	34 3/4	34 1/8	+ 5/8	+ 1.83	5	970
N Cox	26 1/4	26 3/4	- 1/2	- 1.86	12	743
A Gross Telecasting	24	25	- 1/2	- 2.00	6	19
O LIN	21 1/2	21 1/4	+ 1/4	+ 1.17	13	220
N Metromedia	230 1/2	217	+13 1/2	+ 6.22	16	915
O Mooney	4 1/4	4 1/4			5	3
O Scripps-Howard	17 1/2	17 1/2			10	180
N Storer	29 3/4	29 1/4	+ 1/2	+ 1.70	15	476
N Taft	29 1/4	29 1/8	+ 1/8	+ .42	8	279
O United Television	8 3/8	8 1/4	+ 1/8	+ 1.51	13	100

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell	20 7/8	21 3/8	- 1/2	- 2.33	15	82
A Affiliated Pubs.	24 3/4	24 5/8	+ 1/8	+ .50	9	128
O A.H. Belo	17 1/2	16 1/2	+1	+ 6.06	8	164
N American Family	9 5/8	9 1/2	+ 1/8	+ 1.31	9	129
O Associated Commun.	12	12				28
N John Blair	34	32 7/8	+1 1/8	+ 3.42	8	129
N Charter Co.	8 1/8	8 5/8	- 1/2	- 5.79	10	178
N Chris-Craft	38 3/8	40 1/2	-2 1/8	- 5.24	10	85
N Cowles	34 1/2	34	+ 1/2	+ 1.47	21	136
N Dun & Bradstreet	69 1/4	67 3/4	+1 1/2	+ 2.21	15	1,875
N Fairchild Ind.	14	14			5	182
N Gannett Co.	32 1/2	32 1/2			10	1,723
N General Tire	21 1/4	19 5/8	+1 5/8	+ 8.28	8	500
O Gray Commun.	34	34			8	16
N Gulf United	21 1/8	20 1/4	+ 7/8	+ 4.32	7	566
N Harte-Hanks	22	24	-2	- 8.33	8	215
N Insilco Corp.	14 1/8	15 3/8	-1 1/4	- 8.13	6	212
N Jefferson-Pilot	24 1/4	25	- 3/4	- 3.00	5	521
O Josephson Intl.	9 3/4	8 3/8	+1 3/8	+16.41	8	37
N Knight-Ridder	29 3/4	29	+ 3/4	+ 2.58	10	960
N Lee Enterprises	24 3/4	25	- 1/4	- 1.00	9	171
N Liberty	11 1/2	11 7/8	- 3/8	- 3.15	7	146
N McGraw-Hill	51	50 1/8	+ 7/8	+ 1.74	13	1,268
A Media General	33 7/8	34 3/4	- 7/8	- 2.51	7	235
N Meredith	58 1/2	58 3/4	- 1/4	- .42	7	180
O Multimedia	28	28 1/2	- 1/2	- 1.75	11	284
A New York Times Co.	40 1/4	38 5/8	+1 5/8	+ 4.20	10	503
N Outlet Co.	30 3/4	29 3/4	+1	+ 3.36	40	81
A Post Corp.	28 1/4	28 1/8	+ 1/8	+ .44	15	51
N Rollins	13 1/4	13 1/2	- 1/4	- 1.85	7	351
N San Juan Racing	22 1/8	22 1/8			49	95
N Schering-Plough	29 1/4	28 3/8	+ 7/8	+ 3.08	9	1,555
N Signal Cos.	16 1/4	16 3/4	- 1/2	- 2.98	6	1,175
O Stauffer Commun.	44	44			11	44
A Tech Operations	19 1/4	18 3/4	+ 1/2	+ 2.66	8	17
N Times Mirror Co.	40	39 1/4	+ 3/4	+ 1.91	10	1,365
O Turner Bcstg.	10 1/2	10 1/4	+ 1/4	+ 2.43	17	214
A Washington Post	34 1/8	34 1/2	- 3/8	- 1.08	13	479
N Wometco	23 3/4	24 1/8	- 3/8	- 1.55	13	323

CABLE

A Acton Corp.	6 3/4	6 3/4			56	32
N American Express	41 7/8	42 1/8	- 1/4	- .59	7	3,894
O Burnup & Sims	12	11 1/2	+ 1/2	+ 4.34	13	104
O Comcast	18	18 1/4	- 1/4	- 1.36	16	80
N General Instrument	34 7/8	33 3/4	+1 1/8	+ 3.33	12	1,075
N Heritage Commun.	8 1/4	8 1/2	- 1/4	- 2.94	26	59
O Rogers Cablesystems	4 7/8	4 3/4	+ 1/8	+ 2.63	20	107
O Tele-Communications	16 5/8	17 3/4	-1 1/8	- 6.33	36	351
N Time Inc.	28 5/8	29	- 3/8	- 1.29	10	1,424
O Tocom	10 1/4	9 3/4	+ 1/2	+ 5.12	10	51
N United Cable TV	20	17 3/4	+2 1/4	+12.67	15	218
N Viacom	20 1/4	18 7/8	+1 3/8	+ 7.28	14	229

Exchange and Company	Closing Wed. Jun 23	Closing Wed. Jun 16	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMMING						
O Barris Intl.	2 1/8	1 3/4	+ 3/8	+21.42	21	11
N Columbia Pictures	72	71 5/8	+ 3/8	+ .52	14	704
N Disney	57 5/8	54 1/4	+3 3/8	+ 6.22	18	1,920
N Dow Jones & Co.	40 1/2	41 1/4	- 3/4	- 1.81	15	1,271
N Filmways	5 7/8	5 5/8	+ 1/4	+ 4.44	1	34
O Four Star	2 3/8	2 3/8			13	1
N Getty Oil Corp.	51	49 1/4	+1 3/4	+ 3.55	5	4,137
N Gulf + Western	12 5/8	12 5/8			3	932
N MCA	61 3/4	57 3/4	+4	+ 6.92	16	1,473
N MGM/UA	6 3/4	6 3/4			14	335
O Reeves Commun.	29 3/4	29 3/4			10	242
O Telepictures	7 1/8	6 7/8	+ 1/4	+ 3.63	25	34
O Video Corp. of Amer.	7 5/8	7 1/2	+ 1/8	+ 1.66	40	12
N Warner	49	47 3/4	+1 1/4	+ 2.61	12	3,133
A Wrather	22 1/8	22 1/8			25	49

SERVICE

O BBDO Inc.	42 1/2	44 1/2	-2	- 4.49	8	123
O Compact Video	3	3 1/2	- 1/2	-14.28	3	9
N Comsat	55 1/2	51 1/4	+4 1/4	+ 8.29	15	444
O Doyle Dane Bernbach	15 3/4	16	- 1/4	- 1.56	8	87
N Foote Cone & Belding	30 1/8	30 1/8			7	81
O Grey Advertising	61	62	-1	- 1.61	6	35
N Interpublic Group	28 1/2	28 1/4	- 1/8	- .44	8	130
N JWT Group	18 3/8	19 3/8	-1	- 5.16	14	96
O MCI Communications	44 1/2	40 1/2	+4	+ 9.87	25	2,138
A Movielab	3	3			5	4
O A.C. Nielsen	46 3/4	47 1/2	- 3/4	- 1.57	13	524
O Ogilvy & Mather	32 1/4	32 1/2	- 1/4	- .76	9	136
O Telemation	3	3			18	3
O TPC Communications	2 3/8	2 3/8			2	2
O Unitel Video	6 3/4	6 3/4			11	8
N Western Union	29 1/4	31 5/8	-2 3/8	- 7.50	8	498

ELECTRONICS/MANUFACTURING

O AEL	11 3/4	12	- 1/4	- 2.08	4	22
N Arvin Industries	12 1/4	11 7/8	+ 3/8	+ 3.15	9	83
O C-Cor Electronics	20 3/4	19 1/2	+1 1/4	+ 6.41	21	62
O Cable TV Industries	7	7			9	21
A Cetec	4	3 7/8	+ 1/8	+ 3.22	10	8
O Chyron	17 1/2	17 3/4	- 1/4	- 1.40	14	47
A Cohu	4 1/4	4	+ 1/4	+ 6.25	7	7
N Conrac	25 1/2	23 5/8	+1 7/8	+ 7.93	10	55
N Eastman Kodak	72 1/2	69 3/4	+2 3/4	+ 3.94	10	11,779
O Elec Missile & Comm.	10 3/4	10 1/4	+ 1/2	+ 4.87	40	29
N General Electric	63 1/2	61 1/4	+2 1/4	+ 3.67	9	14,462
N Harris Corp.	23 3/4	22	+1 3/4	+ 7.95	9	743
O Microdyne	9	9 1/4	- 1/4	- 2.70	11	41
N M/A Com. Inc.	20	19 7/8	+ 1/8	+ .62	18	777
N 3M	52 3/4	51 1/2	+1 1/4	+ 2.42	9	6,196
N Motorola	63 3/4	59 5/8	+4 1/8	+ 6.91	12	2,285
O Nippon Electric	78 1/8	78 1/4	- 1/8	- .15	28	3,027
N N. American Philips	35 7/8	35 1/2	+ 3/8	+ 1.05	5	490
N Oak Industries	17	19 1/8	-2 1/8	-11.11	8	276
A Orrox Corp.	7 1/4	7 5/8	- 3/8	- 4.91	16	15
N RCA	17 7/8	16 5/8	+1 1/4	+ 7.51	9	1,348
N Rockwell Intl.	30 1/8	29 3/4	+ 3/8	+ 1.26	8	2,298
A RSC Industries	4 3/4	4 3/4			43	15
N Scientific-Atlanta	12 3/4	15	-2 1/4	-15.00	12	297
N Sony Corp.	13 5/8	12 5/8	+1	+ 7.92	11	3,142
N Tektronix	54 7/8	51 1/8	+3 3/4	+ 7.33	13	1,029
O Telemet (Geotel Inc.)	1 3/4	1 1/2	+ 1/4	+16.66		5
A Texscan	10 3/4	10 3/4			17	62
N Varian Associates	38 1/4	35 1/2	+2 3/4	+ 7.74	17	307
N Westinghouse	26 1/2	24 7/8	+1 5/8	+ 6.53	5	2,260
N Zenith	11 3/8	11 1/8	+ 1/4	+ 2.24	29	215

Standard & Poor's 400 Industrial Average 121.74 122.17 - .43

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.

Federal funding called near-term hope for public radio-television

Temporary commission report says alternatives exist but none in the short term that could make up for federal budget cuts

"The alternatives reviewed have the potential to provide significant supplemental revenue for the nation's public broadcasting system. However, the alternative financing options studied are unlikely to supplant traditional federal tax-based support within the foreseeable future." That was the finding of a report to be submitted to Congress by the Temporary Commission on Alternative Funding for Public Telecommunications. The report was approved several weeks ago by TCAFPT members (BROADCASTING, June 21). The temporary commission has been studying a number of alternative funding options for public broadcasters since last winter (BROADCASTING, Nov. 23). This is the first of several reports that will be sent to Congress.

While the TCAFPT report notes that some of the funding options have long-term potential, "in the short-term there is no reasonable alternative to continued federal funding." Temporary commission members stated that they had been able to

find no option "which would be preferable to traditional funding procedures as a means to preserve the existing public broadcasting system." But TCAFPT did offer a number of recommendations for Congress, the FCC and the National Telecommunications and Information Administration to aid public broadcasting. The commission also listed funding alternatives that appear to be the most promising and further action it plans to take.

Funding options that appeared the most viable were a national tax credit and an excise tax on new TV sets and possibly radio sets (an average of \$10 per set). The commission said it planned to study the feasibility of financing public telecommunications through a special trust fund. An analysis of the advertising experiment now under way at 10 public TV stations also will be sent to Congress.

The report recommended that Congress: "Insure that sustaining or bridging federal funds are appropriated through the current authorization period and are continued until or unless adequate alternative funding is found." The report also asks for a study on repeal of "the unrelated business income refund provisions in the Public Broadcasting Amendments Act of 1981." It suggests review of 1981 Economic Recovery Tax Act and increase tax incentives for individual and corporate contributions.

Included in recommendations to the FCC are:

- Authorize commercial and non-broadcast nonaural use of SCA subchannels by public radio stations and enlarge

the baseband.

- Examine restrictions governing satellite transponders and uplink leasing by public radio and television licensees and foster, not inhibit, noninterfering use of excess capacity.

- Move expeditiously to resolve UHF comparability problems.

- Insure that public television stations are authorized to offer teletext services without restrictions on payment mechanisms.

- Maintain an adequate number of IFTS channels available to public broadcasting and broaden the permissible use of those channels.

- Initiate an expeditious rulemaking to develop appropriate policies for authorizing subscription television (STV) operations by public broadcasting licensees.

- Review FCC rules and policies governing on-air fund-raising activities and promotional identification in order to adjust rules that inhibit revenue production, consistent with the desire to maintain the noncommercial character of public telecommunications services.

The TCAFPT in its recommendations to NTIA asked the agency to give the "stations greater flexibility in the use of equipment funded in part with federal funds." □

Intermedia

Montreux view. Several telecommunications industry executives are expected to address their brethren at Televent USA, July 5-7 at Montreux, Switzerland. Scheduled to participate are Bernard Wunder Jr., director of National Telecommunications and Information Administration; FCC Commissioner Anne P. Jones; William G. McGowan, chairman, MCI Telecommunications Corp.; Thomas Wheeler, NCTA president; Representative James T. Broyhill (R-N.C.), member of House Subcommittee on Telecommunications, Consumer Protection and Finance; Wilbur L. Pritchard, president of Bethesda, Md.-based Direct Broadcast Satellite Corp., along with DBSC Vice President Dr. Vladimir Naleszkiewicz. Televent USA is being organized by Washington communications law firm of Pepper, Hamilton and Scheetz.

□

Falcon flies. Los Angeles-based Falcon Communications has entered agreement to purchase Riverside, Calif., cable system from Cross Country Cable TV. Venture, dubbed Falcon/US Cable, will pass 43,000 homes with 54-channel capacity. Purchase price was approximately \$10 million.

□

Kcet cuts. Noncommercial KCET(TV) Los Angeles announced more staff cuts and further staff reductions last week. Thirty-two positions are being eliminated bringing number of fulltime employees down to 139. This is expected to be last of major staff reductions made. KCET has made number of cuts in staff and services due to financial crisis (BROADCASTING, May 24).

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Changing Hands

PROPOSED

WLOF(AM)-WBJW(FM) Orlando, Fla. □

Sold by Robert W. Rounsaville to Nationwide Communications for \$6,665,000 cash plus additional considerations for total of about \$7 million. **Seller** is veteran group owner who last sold WOKV(AM)-WAIV(FM) Jacksonville, Fla., to Affiliated Broadcasting for \$3 million (BROADCASTING, March 23, 1981) and WYW(FM) Tampa, Fla., to Combined Communications (later merged into Gannett) for \$4 million (BROADCASTING, June 2, 1980) and WDAE(AM) Tampa to Taft Broadcasting for \$5.5 million (BROADCASTING, April 2, 1979). Rounsaville acquired WLOF five years ago from Home Security Broadcasting in swap for WCIN(AM) Cincinnati, which Home Security then spun off to Broadcast Enterprises National Inc. (BROADCASTING, June 20, 1977). WBJW was bought in 1973 for \$500,000 (BROADCASTING, May 14, 1973). **Buyer** is subsidiary of Columbus, Ohio-based Nationwide Mutual Insurance Co., which through subsidiaries owns two AM's, five FM's and three TV's and which also bought cable system serving 10 central Ohio communities for over \$10 million (BROADCASTING, March 1). Clark Pollock is president of Nationwide Communications. WLOF is on 950 khz with 5 kw full time. WBJW is on 105.1 mhz with 100 kw and

antenna 350 feet above average terrain. **Broker: Robert O. Mahlman Inc.**

KEEE(AM)-KJCS(FM) Nacogdoches, Tex. □

Sold by Evelyn Streetman to R & H Broadcasting Inc. for \$800,000. **Seller** has no other broadcast interests. **Buyer** is owned by Jimmy Rucker (51%) and Robert Hill (49%). Rucker is vice president and sales manager, and Hill is operations manager at KEE(AM)-KJCS(FM). Neither has other broadcast interests. KEE is on 1230 khz with 1 kw day and 250 w night. KJCS is on 103.3 mhz with 100 kw and antenna 360 feet above average terrain.

KYTX(FM) Amarillo, Tex. □ Sold by Denning Broadcasting Group to Mel Tillis Corp. for \$500,000. **Seller** is owned by Danna Denning (65%), Ken Williams (25%) and Spike Santee (10%), who own co-located KZIP(AM). **Buyer** is owned by Lonnie "Mel" Tillis, country music performer, who also owns co-located KIXZ(AM). KYTX-FM is on 98.7 mhz with 100 kw and antenna 470 feet above average terrain. **Broker: Riley Representatives.**

KPMO(AM)-KMFB(FM) Mendocino, Calif. □

Sold by Stephen M. Ryan to Anderson Broadcasting Inc. for \$424,900. **Seller** has no other broadcast interests. **Buyer** is owned by George Anderson and family.

Anderson is Los Angeles trucking company executive and also owns one quarter of KRHS-FM and KRHS(AM) (CP) Bullhead City, Ariz. KPMO is 500 w daytimer on 1300 khz. KMFB is on 92.7 mhz with 3 kw and antenna 165 feet above average terrain.

□ Other proposed station sales include: KANC(AM) Anchorage, Alaska (BROADCASTING, June 21); WLCO(AM) Eustis, Fla. (BROADCASTING, June 21); WVMO(FM) Monroe, Mich. (BROADCASTING, June 21); WOBR-AM-FM Wanchese, N.C.; KCTE(AM) Southwest City, Mo., and KGVE(FM) Grove, Okla.; WKHJ(AM) Holly Hill, S.C.; KLSN(FM) Brownwood, Tex. (BROADCASTING, June 21); KFBA(AM) Floydada, Tex.; KERV(AM)-KPFM(FM) Kerrville, Tex.; KUAA(TV) (CP) Spokane, Wash.; WLKE(AM)-WGGQ(FM) Waupin, Wis. (BROADCASTING, April 19) and KRKK(AM)-KQSW(FM) Rock Springs, Wyo. (BROADCASTING, May 17). (See "For the Record," page 74).

APPROVED

WDRV(AM)-WLTV(FM) Statesville, N.C. □

Sold by Metrolina Communication Corp. to Capitol Broadcasting Inc. for \$1.75 million. **Seller** is owned by Bernard Kaplan (62.6%), James J. Shipley (17.9%), Kaplan's wife, Norma (10.5%) and Edward Englander (9%), who have no other broadcast interests. Kaplans and Shipley bought stations two years ago for \$660,000 (BROADCASTING, April 14, 1980). FCC granted waiver of three-year rule after seller made showing that it was unable to service debt. **Buyer** is Raleigh, N.C.-based group of three AM's, four FM's and one TV principally owned by James F. Goodmon and brother, Ray H. Goodmon, and estate of A.J. Fletcher. Capitol Broadcasting has acquired all except its Raleigh outlets since 1979 for total of \$10.55 million. WDRV is 500 w daytimer on 550 khz. WLTV is on 96.9 mhz with 100 kw and antenna 600 feet above average terrain.

WWRL(AM) New York □ Donated by Viacom International Inc. to United Negro College Fund and in turn sold to National Black Network for \$1.5 million. **Donor** is publicly traded New York-based MSO and group owner of four AM's, four FM's and two TV's. Last year it also bought WLAK-FM Chicago for \$8 million (BROADCASTING, Sept. 14, 1981). License renewal of WWRL had been challenged by National Black Media Coalition, which withdrew petition upon Viacom's announcement of gift. **Buyer** is New York-based black-oriented radio news and information network with 82 affiliates. Principally owned by Eugene D. Jackson, president, and Sydney L. Small, vice president, it also owns WDAS-AM-FM Philadelphia and KATZ(AM) St. Louis, latter bought for \$2,695,000 (BROADCASTING, Sept. 14, 1981). WWRL is on 1600 khz with 5 kw full time.

KINT-FM El Paso □ Sold by Taber Broadcasting Inc. to Great American Broadcasting Co. for \$1.5 million. **Seller** is owned by James M. Taber and parents, F. Wallace

Attractive AM/FM Opportunity

\$2,000,000

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6 28 82

Taber and Mable Taber (30% each), and Charles C. Ashworth (10%). Tabers bought KINT-FM along with co-located KKOL(AM) eight years ago for \$500,000 (BROADCASTING, Nov. 4, 1974). They sold KKOL(AM) last year to Gary Ackers for \$101,000 (BROADCASTING, Oct. 12, 1981). **Buyer** is owned by B. Thomas Hoyt, who is former president of Hefitel Broadcasting and who also bought co-located KELP(AM) (see below). KINT-FM is on 96.5 mhz with 60 kw and antenna 1,080 feet above average terrain.

WDOS(AM)-WSRK(FM) Oneonta, N.Y. □ Sold by Central Vermont Radio Corp. to Oneonta Communications Corp. for \$1.3 million. **Seller** is subsidiary of Sconnix 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). Scott R. McQueen is president. **Buyer** is group of New York investors headed by John R. McGeehan and Jan Mitchell. None have other broadcast interests. WDOS is 1 kw daytimer on 730 khz. WSRK is on 103.9 mhz with 850 w antenna 520 feet above average terrain.

WAZL(AM)-WVCD(FM) Hazleton, Pa. □ Sold by Hazleton Broadcasting Inc. to The Luzerne Co. for \$1 million plus \$134,000 for consulting and noncompete agreements. **Seller** is principally owned by estate of Victor C. Diehm Sr. Victor Diehm Jr. is president and 4.5% owner. **Buyer** is owned by Frank J. Mangano, who is president of East Liverpool, Ohio, real estate and investment company and owner of WOHI(AM)-WELA(FM) East Liverpool and WRRO(AM) Warren, both Ohio. WAZL is on 1490 khz with 1 kw day and 250 w night. WVCD is on 97.9 mhz with 24 kw and antenna 660 feet above average terrain.

WTKC(AM) Lexington, Ky. □ Sold by Triplett Broadcasting Co. of Kentucky Inc., debtor-in-possession, to Group M Broadcasting for \$745,600. **Seller** is owned by Wendell A. Triplett and wife, Donna J. Triplett, Bellefontaine, Ohio-based group owners of three AM's and three FM's who bought WTKC three years ago for \$800,000 (BROADCASTING, Sept. 24, 1979). Triplett also sold, subject to FCC approval, WUSW(FM) Lebanon, Tenn., for \$2.5 million (BROADCASTING, April 26). **Buyer** is owned by Walter E. May, who owns WPKE(AM)-WDHJ(FM) Pikeville, Ky., and is part owner of WJIT(AM) Jellico, Tenn. He is also applicant for new low-power TV station at Pikeville. WTKC is on 1300 khz with 2.5 kw day and 1 kw night.

KELP(AM) El Paso □ Sold by Clear Channel Communications Inc. to Great American Broadcasting Corp. for \$650,000. **Seller** is principally owned by Lowry Mays, Red McCombs and John Barger, who are San Antonio, Tex.-based group owners of four AM's and three FM's. They bought KELP five years ago for

\$500,000 plus \$150,000 for noncompete agreement (BROADCASTING, Sept. 5, 1977). **Buyer** is owned by B. Thomas Hoyt, who is former president of Hefitel Broadcasting and who also bought, subject to FCC approval, KINT-FM El Paso from Taber Broadcasting (see above). KELP is on 920 khz with 1 kw day and 500 w night.

KNEN(FM) Norfolk, Neb. □ Sold (60%) by Gordon D. Adams and Herbert D. Feidler to Gene A. Koehn for \$500,000. **Sellers** are bowing out and remaining stockholder is assuming full control. None have other broadcast interests. KNEN is on 94.7 mhz with 100 kw and antenna 530 feet above average terrain.

□ Approved station sales include: WBSA(AM) Boaz, Ala.; WKXK(FM) Pana, Ill.; WIOH(AM) New Boston, Ohio; WLIT(AM) Steubenville, Ohio and KDSJ(AM) Deadwood, S.D. (see "For the Record," page 75).

CABLE

Cable system serving Hanford, Calif. □ Sold by Hanford CATV Inc. to American Cable TV Investors for about \$9 million. **Seller** is closely held group of local businessmen headed by Bill Phipps, chairman and president. They have no other cable interests. **Buyer** is owned by group consisting of managing partners, Daniels & Associates and Integrated Resources Inc., plus limited partners. Daniels & Associates is Denver-based MSO, cable financial

services adviser and broker. Integrated Resources is publicly traded New York-based financial services company headed by Arthur Goldberg, president. It has no other cable interests. Daniels and Integrated are putting together \$25-million public limited partnership offering for purpose of buying cable systems. Hanford deal is first acquisition. Hanford system serves 8,000 basic subscribers and passes 19,500 homes. **Broker: Daniels & Associates.**

Cable system serving St. Martinville, Henderson, Parks and St. Martin parish, all Louisiana □ Sold by Teche Telecable Inc. to TCA Cable TV Inc. for more than \$3 million. **Seller** is owned by Gerard F. Durand, president (16.67%), Willis J. Talley, Harris J. Champagne, Allen Price Jr., Harold Callais and C. Thomas Bienvenu Jr. (16.6% each). Price also owns systems in Sunset, Arnaudville, Morgan City and parts of Assumption parish, all Louisiana. Callais holds franchises for Golden Meadow and outlying parts of Terrebonne parish. **Buyer** is Tyler, Tex.-based MSO with 188,000 subscribers, principally owned by Robert M. Rogers, president. Rogers also is principal owner of KDOK(AM)-KNUE(FM) Tyler, which was bought two years ago for \$1.2 million plus \$150,000 for noncompete agreement (BROADCASTING, July 14, 1980). Acquisition gives TCA Cable its 12th Louisiana system for total of 75,000 subscribers in that state. Purchased system serves 3,700 basic subscribers. **Broker: Amcom Inc.**

May 6, 1982

Transcontinental Communications Corp.

WIXT-TV

Syracuse, N.Y.

has completed the sale of its assets

to

Ackerley Incorporated

The undersigned represented the seller
in this transaction.

THE
TED HIEPBURN
COMPANY Cincinnati, Ohio

RDR-Wyman suits set for fall trial

Ex-chairman, ex-employees and company involved in suits that allege tampering and misconduct

The New York State Supreme Court has set Sept. 8 as the trial date for RDR Associates' \$12-million law suit against Samuel Wyman, former chairman of RDR, and several ex-employees of RDR, charging them with misconduct for the purpose of gaining control of the media buying service or "destroying or substantially injuring RDR."

Wyman and former employees also have suits pending against RDR and its present officers for not less than \$5.5 million. Wyman contends that present officers of RDR conspired to take illegal possession of the company he founded more than 20 years ago, and the former employees accuse RDR of slander.

(Wyman served four months of a one-year prison term in connection with fraud charges arising out of the 1976 bankruptcy of REA Express. RDR and its principal subsidiary, Timebuying Services, claim Wyman resigned from both companies at the time of his imprisonment, but Wyman

denies this.)

In court papers filed by Wyman, he said he was the majority stockholder in RDR, owning 386,000 shares prior to April 1979, but during his absence, RDR issued an additional 90,000 shares "for the purpose of diluting his ownership interest in RDR." Directors of RDR deny these allegations.

It is not known if all law suits will be consolidated during the fall trial.

RDR charges that Wyman and some of his long-time employees conspired to persuade several major RDR clients, including Faberge and CPC's Best Foods Division, to leave RDR and become associated with new media buying enterprises in which Wyman was involved. These transfers of accounts took place in the fall of 1979. Wyman denies any conspiracy, saying under his aegis these companies were long-time clients and elected to go with him.

RDR also charges that between October 1979 and January 1980, Wyman, Grace Porterfield, Aubrey Denney and William Maldonado, three employees of the company at that time, "seriously interfered and tampered with the operation of RDR's computer system by secretly erasing the source code of a computer program integral to RDR's computer operation." These employees later left RDR and

formed other media buying services in competition with RDR, according to the RDR brief. Wyman denies these allegations of tampering.

RDR also said that prior to Oct. 2, 1980, Wyman acquired 350 shares of stock in Sabre Broadcasting Corp., amounting to 35% ownership interest in the company that owns and operates WVNJ-AM-FM Newark, N.J. The complaint says Wyman learned of the opportunity to invest in Sabre through his position as an officer and director of RDR and failed to disclose and offer to RDR the opportunity to invest in Sabre. RDR says that on or about Oct. 2, 1980, Wyman assigned the 350 shares of stock in Sabre to his son, Ronald Wyman. RDR asks that the stock be turned over to RDR upon payment to Wyman of the original purchase price, or, alternatively, awarding RDR as damages the difference between the amount paid by Wyman for his stock and its current value. □

P&G tops in spot

It's followed by General Mills and Time, latter showing 60% increase; nighttime remains largest billing daypart

The leading national spot advertiser for the first quarter was the Procter & Gamble Co. with \$32.4 million, up 19%; followed by General Mills, \$14.6 million, up 60%, and Time Inc., \$12.9 million, up 60%.

The Television Bureau of Advertising reported that six advertisers joined the top national and regional spot list for the first time. They were: Tampax Inc. with spending estimated at \$2.5 million; Heinrich Bauer North American (*Woman's World* magazine), \$1.8 million; Tiger International (Flying Tiger Air Freight), \$1.7 million; B.S.N Corp. (Dannon and Melange Yogurt), \$1.6 million, and Tyson Food Inc. (poultry), \$1.5 million.

TVB said Broadcast Advertiser Reports data showed that first-quarter 1982 spot TV billings were as follows by daypart: daytime, \$164,637,500, up from \$124,692,900 in the first quarter of 1981; early evening, \$184,248,500, up from \$151,440,000; nighttime, \$209,169,900, up from \$172,335,400, and late night, \$135,510,700, up from \$122,453,900 the year before.

TVB said that in the first quarter of 1982 it expanded a number of category breakouts. In agriculture and farming, breakouts were expanded from three to five; a new air freight classification has been created from data previously reported under miscellaneous; additional breakouts



Rosy ads. Coverage of the 94th annual Tournament of Roses Parade on Jan. 1, 1982, will be sponsored exclusively by Nabisco Brands USA. In signing agreements with CBS and NBC, Nabisco Brands USA will provide TV coverage of the parade in Pasadena, Calif., with 80 30-second spots—40 on each network—during the two-and-a-half-hour CBS and NBC telecasts. Parkson Advertising Agency Inc., New York, represented Nabisco Brands USA. Industry estimates state the 1983 Tournament of Roses telecast will reach 45% of all U.S. television households—or almost 40 million homes—and will be seen by some 70 million viewers. Present at the signing of the agreement were: (l to r) Robert Mulholland, president, NBC; Phil Agism, president Parkson Advertising; James Rosenfeld, executive vice president CBS/Broadcast Group, and James Welch, president Nabisco Brands USA.

have been established under office equipment and stationery, and motorcycles have been moved from sporting goods to automotive. In each instance, 1981 information has been restated to reflect those changes.

1. Procter & Gamble	\$32,444,000
2. General Mills	14,569,300
3. Time	12,921,900
4. AT&T	12,131,800
5. Dart & Kraf	11,987,600
6. Toyota Distributors	11,712,100
7. Mars	11,338,500
8. General Foods	11,152,100
9. Lever Brothers	10,483,900
10. ITT	9,786,200

11. Nissan Motors	9,676,300
12. American Home Products	9,592,300
13. Warner-Lambert	8,979,700
14. R.J. Reynolds	8,596,000
15. Chrysler	8,365,300
16. Pepsico	8,241,500
17. A.H. Robins	7,753,000
18. Nesfood	7,454,900
19. Kellogg	7,337,900
20. Coca-Cola	6,586,100

21. Anheuser-Busch	6,458,100
22. UAL	6,443,900
23. H&R Block	5,156,800
24. H.J. Heinz	5,111,100
25. Colgate Palmolive	4,891,500
26. Datsun Dealers	4,516,300
27. Triangle Publications	4,512,400
28. Ford	4,501,600
29. American Motors	4,432,000
30. MCI Communications	4,371,800

31. Richardson-Vicks	4,164,900
32. General Motors	4,126,000
33. CPC International	3,969,200
34. Nabisco Brands	3,929,300
35. Quaker Oats	3,914,000
36. Bealrice Foods	3,623,500
37. Volkswagen	3,619,800
38. Hershey Foods	3,577,800
39. Gulf Oil	3,541,300
40. Consolidated Foods	3,480,100

41. Colonial Penn Group	3,473,900
42. American Dairy Association	3,459,800
43. Warner Communications	3,425,800
44. Alberto Culver	3,393,200
45. Wm. Wrigley Jr.	3,323,300
46. Toyo Kogyo	3,302,600
47. Milton Bradley	3,275,900
48. Campbell Soup	3,233,600
49. Jos. Schlitz Brewing	3,090,200
50. Bristol Myers	3,034,200

51. Standard Oil of Indiana	3,020,700
52. Chevrolet Dealers	3,010,100
53. Norton Simon	2,982,300
54. Philip Morris	2,866,400
55. Sterling Drug	2,822,600
56. Estee Lauder	2,807,000
57. Scott Paper	2,728,000
58. Oldsmobile Dealers	2,725,200
59. News Corp.	2,670,600
60. Heublein	2,667,900

61. Pillsbury	2,645,300
62. Honda	2,634,600
63. Trans World Corp.	2,611,800
64. Buick-Opel Dealers	2,584,900
65. Jordache Enterprises	2,580,600
66. Carnation	2,577,200
67. Seagrams Co.	2,561,400
68. Revlon	2,497,700
69. Capitol Holding Corp.	2,476,300
70. Tampax	2,451,600

71. Adolph Coors	2,400,900
72. Heinrich Bauer	2,346,800
73. Texas Instruments	2,328,700
74. Esmark	2,274,200
75. Jeffrey Martin	2,268,200
76. Olympia Brewing	2,246,300
77. Borden	2,206,000
78. K-Tel International	2,090,000
79. Ralston Purina	2,078,300
80. Craftmatic Comfort	2,067,700

81. Kimberly Clark	2,050,500
82. Goodyear Tire & Rubber	2,019,700
83. Bayer	2,013,000
84. Standard Oil of California	1,992,200
85. American Airlines	1,983,200
86. Stauffer Chemical	1,894,400
87. Federal Express	1,878,800
88. Gillette	1,851,400
89. Toyota Dealers	1,822,800
90. Sunkist Growers	1,794,400

91. Monsanto	1,765,200
92. Combined International	1,757,800
93. Tiger International	1,687,900
94. Golden Grain Macaroni	1,687,000
95. Cadbury Schweppes	1,651,100
96. Nationwide Insurance	1,622,600
97. Eastern Airlines	1,568,500
98. B.S.N. Corp.	1,563,800
99. Tyson Food	1,546,500
100. American Express	1,494,000

Total \$454,338,100

Note: Investments classified as local retail by BAR (i.e., General Foods/Burger Chef, Sears, Roebuck & Co., American Express/Shearson) are not included in the above.

Casinos put their money on a sure thing: broadcasting

Atlantic City's fast-growing resort industry is spending more and more on radio-TV

It's not a high-roller investment yet, but gambling casinos in Atlantic City are generating about \$40 million in advertising this year, with a comfortable percentage earmarked for radio and TV.

Broadcasting's share might be even larger but for the city's Casino Control Commission's strict guidelines banning explicit advertising of gaming. Radio and TV stations also are squeamish about running commercials that they feel might unduly promote gambling. For the most part, radio and TV commercials have stressed the excitement and glamour associated with casino gambling, although a few agencies have managed to slip into their commercials a quick cut to a gaming table. And there is legislation pending in the New Jersey legislature to liberalize references to gambling, which, if adopted, is likely to increase spending in broadcast.

The leading advertiser in the casino gambling sweepstakes appears to be the Ramada Inns' Tropicana Hotel and Casino. Calet, Hirsch, Kurnit & Spector, New York, its agency, estimates this year's budget at \$10 million, with about 60% in broadcast. Its commercials, running in New York and Philadelphia, attempt to ad-

vance the excitement motif with its catchline, "The Tropicana. It's where every second sizzles."

Bally's Park Place Casino and Hotel try to suggest the gaming in Atlantic City through its theme: "Come Gambol." Danyon Braymes, president of Braymes & Associates, Atlantic City, said Bally uses spot radio and television in New York, Philadelphia, Boston and Detroit in two-week flights. The reason Boston and Detroit are included is that Bally uses its 140-seat plane to pick up potential clients in those cities once a week. He estimates that Bally will spend about \$4 million this year in TV, radio, newspapers and magazines.

An official of Ketchum Advertising, Philadelphia, reports that Caesar's Boardwalk Regency will place between \$2 million and \$3 million in advertising, much of it in print but including a substantial amount of radio. She said radio spots often are run adjacent to racing results to reach gamblers. The advertising theme is: "Nobody knows more about what you want and how to give it to you than Caesar's."

The Golden Nugget in Atlantic City will spend about \$2.5 million this year, using a combination of spot radio and print advertisements and some television. It has been using about 35 radio stations in New York, Philadelphia, Washington, Baltimore and various parts of New Jersey. Its advertising theme, created by its in-house agency in New York, has been: "Simply Elegant." □

Looking for a rep that never quits? See Selcom!



See Bob Tiernan, Vice President/Manager St. Louis

Selcom radio
Broadcast Representatives
521 Fifth Avenue
New York, New York 10017
(212) 490-6620

For the Record

As compiled by BROADCASTING June 14 through June 18, 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

- ***Newark, Ark.**—Newark Public School seeks 90.9 mhz, 100 kw, HAAT: 499 ft. Address: 4th & College Streets, Newark 72562. Estimated construction costs: \$110,300; first-year operating cost: \$40,000. Principal: Noncommercial, educational institution. Bobby R. DePoyster is superintendent of schools. Filed June 9.
- **Williston, Fla.**—Jim Johnson Enterprises Inc. seeks 92.1 mhz, 3 kw, HAAT: 300 ft. Address: 129 94th Avenue, Treasure Island, Fla. 33706. Principals: James E. Johnson and wife, Roberta S. Johnson (50% each). Jim Johnson is general manager of WCKX(FM) Clearwater, Fla. Filed June 7.
- **Loves Park, Ill.**—1st Assembly of God Church seeks 91.1 mhz, 2.5 kw, HAAT: 375 ft. Address: 5960 Spring Creek Road, Rockford, Ill. 61111. Estimated construction costs: \$65,600; first-year operating costs: \$10,000. Principal: Applicant owns and operates WQFL(FM) Rockford, Ill. Ernest Moen is president. Filed June 7.

AM action

- **Florence, Ariz.**—Soho Broadcasting granted 1030 khz, 5 kw-D, 250 w-N. Address: Box 57100, Los Angeles 90057. Estimated construction costs: \$67,600; first-year operating cost: \$31,700. Format: CW. Principals: Benita S. Soho (51%) and husband, Stanley (49%). They own KDAN(AM) South St. Paul, Minn., which was bought for \$220,000 (BROADCASTING, Sept. 21, 1981); KBWA(AM) Williams,

Ariz., which was bought for \$60,000 (BROADCASTING, Sept. 7, 1981); and KRWT(AM) [CP] Winters, Tex., which was bought for \$28,000 (BROADCASTING, Oct. 26, 1981). (BP-810720AL) Action June 10.

FM actions

- ***Oklahoma City, Okla.**—Oklahoma Educational TV Authority dismissed application for 89.3 mhz, 100 kw, HAAT: 766 ft. Address: 7403 North Kelley Ave., Oklahoma City 73114. (BPED-810915AB). Action June 10.
- ***Gaffney, S.C.**—Limestone College dismissed application for 91.1 mhz, 98 kw, HAAT: 577 ft. Address: 1115 College Dr., Gaffney 29340. (BPED-8200214AF). Action June 1.

TV action

- **La Crosse, Wis.**—Quartermaster Inc. granted ch. 25; ERP: 1,154 kw vis., 138 kw aur., HAAT: 1,026 ft.; ant. height above ground: 702 ft. Address: 2115 Victory St., La Crosse 54601. Estimated construction cost: \$12,000; first-quarter operating cost: \$182,000; revenue: \$300,000. Legal counsel: Miller & Fields, Washington. Consulting engineer: Ralph Evans, Thiensville, Wis. Principals: The Boat Club Inc. (72%), Terry Rochester and wife, Nancy (14% jointly) and Donald F. Burr and wife, Mary (14% jointly). Boat Club is owned by H. John Naper III and Dennis Russell (50% each). Rochester, president of applicant, is former salesman for Gazette Newspapers and WLCX(AM)-WLSN(FM) both La Crosse. Nancy is therapy technician with La Crosse medical center. Burr is La Crosse realtor. Mary is housewife. Naper is La Crosse boat salesman and Russell is La Crosse attorney. (BPCT-800411KK). Action May 28.

Ownership changes

Applications

- **KANC(AM) Anchorage, Alaska** (1080 khz, 10 kw-U)—Seeks assignment of license from Mount Susitna Broadcasting Corp. to Community Anchorage Broadcasting Corp. for \$1,106,750. (BROADCASTING, June 21). Seller: Subsidiary of Yukon Broadcasting Inc., which is owned by Jacqueline Lindauer (100%), who has no other broadcast interests. Buyer: Subsidiary of Community Pacific Broadcasting Corp., which is owned by David J. Benjamin, Charles W. Banta (34% each), Bert Lyon & Co. (23.8%) and four others (1.8% or less each). CPBC is Gresham, Ore.-based group owner of four AM's and one FM. Filed June 8.
- **WLCO(AM) Eustis, Fla.** (1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from C-S Broadcasting Corp. to Lake Media Inc. for \$255,000 (BROADCASTING, June 21). Seller: Peter G. Clark and

Wilbur A. Sieger (47.62% each) and G. Harold Blaxter (4.76%), who have no other broadcast interests but also are applicants for new low power TV's at Palm Beach, Fla., and Pittsburgh, Pa. Buyer: Dalton C. Wright (100%), who owns 27.5% of KLDN(FM) Eldon, Mo., and one-third of KVCM(FM) Montgomery City, Mo. Filed June 8.

■ **WVMO(FM) Monroe, Mich.** (98.3 mhz, 3 kw, ant. 300 ft.)—Seeks transfer of control of Monroe Broadcasting Co. from John W. Koehn (100% before; none after) to Lesnick Communications Inc. (none before; 100% after). Consideration: \$570,000 (BROADCASTING, June 21). Principals: Seller also owns WLEN(FM) Adrian, Mich. Buyers are Bruce R. Lesnick (70%) and mother, Betty A. Lesnick (30%). Bruce Lesnick is former account executive at WCXI(AM) Detroit, and has no other broadcast interests. Filed June 9.

■ **WNCA(AM) Siler City, N.C.** (1570 khz, 1 kw-D)—Seeks transfer of control of Chatham Broadcasting Inc. of Siler City from David P. Welborne & Raymond Dearstine (100% before; 50% after) to Barrett W. Hayes (none before; 50% after). Consideration: \$20,000. Principals: Sellers own 100% of stock and seek to transfer 50% along with irrevocable proxy to vote 50% balance. Filed June 9.

■ **WOBR-AM-FM Wanchese, N.C.** (AM: 1530 khz, 1 kw-D; FM: 95.3 mhz, 3 kw, ant. 300 ft.)—Seeks transfer of control of WOBR Inc. from Jeannine C. Clark (50% before; none after) to Lacy Phil Wicker (45% before; 95% after). Consideration: \$110,000. Principals: Seller is relinquishing interest in station to other principal shareholder. Filed June 8.

■ **KCTE(AM) Southwest City, Mo., and KGVE(FM) Grove, Okla.** (AM: 1140 khz, 250 w-D; FM: 99.3 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from McPherson Media Inc. to Frank Anderson Gentry Jr. for \$160,000. Seller also owns WRBI(FM) Batesville, Ind., and WVLN(AM)-WSEI(FM) Olney, Ill. Buyer is general sales manager of KKAJ(FM) Ardmore, Okla., and has no other broadcast interests. Filed June 9.

■ **WKIU(AM) Holly Hill, S.C.** (1440 khz, 1 kw-D)—Seeks transfer of control of Radio Holly Hill Inc. from G. Wayne Koons (100% before; none after) to John E. Poyar (none before; 100% after). Consideration: \$140,000. Principals: Seller has no other broadcast interests. Buyer is Greenville, Ohio broadcast arts teacher and station manager of noncommercial WGVO(FM) Greenville, Ohio. Filed June 7.

■ **KOLY-AM-FM Moberide, S.D.** (AM: 1300 khz, 5 kw-D; FM: 99.5 mhz, 56 kw, ant. 560 ft.)—Seeks transfer of control of Moberide Broadcasting Co. from estate of Q.P. Coleman (51% before; none after) to Nadine M. Coleman (49% before; 100% after). Principals: Buyer is currently 49% owner of KOLY-AM-FM and seeks full ownership in accordance with will of Q.P. Coleman. Filed June 9.

■ **KLSN(FM) Brownwood, Tex.** (104.1 mhz, 100 kw, HAAT: 205 ft.)—Seeks assignment of license from Cycles Communications Inc. to Pecan Valley Broadcasting for \$422,000 (BROADCASTING, June 21). Seller: Louis H. Gonzalez (52%), Ronald G. Leppig and Dennis K. Boyle (24% each), who have no other broadcast interests. Buyer: Joseph L. Nabers and wife, Mary Nabers (67% jointly), O.C. Jarvis (17%) and Marion Baugh (16%). Nabers and Jarvis own KXYL(AM) Brownwood. Filed June 8.

■ **KFBA(AM) Floydada, Tex.** (900 khz, 250 w-D)—Seeks assignment of license from Petty D. Johnson to Billy D. Pirtle for \$30,000 for 34% plus six month option to purchase balance for \$66,000. Seller assumed control of station after licensee defaulted on notes owed to him from previous purchase of station. Buyer is Athens, Tex., real estate broker and former principal owner of KTER(AM) Terrell, Tex. Filed June 7.

■ **KERV(AM)-KPFM(FM) Kerrville, Tex.** (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 94.3 mhz, 3 kw, HAAT: 105 ft.)—Seeks transfer of control of Chess Enterprises Inc. from Edward Schwartzkopf, William

Why a broker?

"Originality is simply a pair of fresh eyes."

Thomas Wentworth Higginson

Lester Kamin & Company

■ 2020 North Loop West ■ Suite 111 ■ Houston, Texas 77018 ■ 713/957-0310 ■

C. Schwartzkopf and Edward H. Tricker (52.6% before; none after) to E.C. Ebinger. Consideration: \$142,000. Principals: Because of irreconcilable differences among several of licensee's stockholders, sellers are pulling out and transferring their interest to another stockholder, E.C. Ebinger. Ebinger in turn will spin off some of that stock to James C. Constance, in end giving each 43.5% ownership. Robert D. Hanna will continue to own 13.1%. Filed June 9.

■ **KUAA(TV)** [CP] Spokane, Wash. (ch. 22, 1.197 kw vis., 119.7 kw airt., HAAT: 1,707 ft.)—Seeks assignment of construction permit from Frontier Media Inc. to Broadcast Vision Television Ltd. for reimbursement of \$150,000 in expenses. Seller: Robert Cooper, Mark Cooper and Lois Zeitner (one-third each), who are also applicants for new low power TV at Bozeman, Mont. Buyer is owned by general and limited partners with full voting-control exercised by general partners. General partners consists equally by Broadcast Vision Television Inc., Lee Schulman and Arnold Mills. Schulman and Mills also each own 50% of general partner Broadcast Vision Television Inc. Mills is director and 3% owner of KJH(AM)-KRTH(FM) Los Angeles. Limited partner in buying group also includes Art Greenfield, who owns 16.77% of KENI(AM) Anchorage. Filed June 1.

■ **WLKE(AM)-WGGQ(FM)** Waupun, Wis.—Seeks transfer of control of Coursolle Broadcasting of Wisconsin Inc. from James R. Coursolle and George Baumann (100% before; none after) to Ambrozic Communications Entertainment (none before; 100% after). Consideration: \$1.1 million (BROADCASTING, April 19). Principals: Seller is principally owned by Jim Coursolle, who bought stations six years ago for \$335,000. Buyer is owned by Jack Ambrozic, who also is former principal owner of WYBR(FM) Belvedere-Rockford, Ill., which was recently sold (BROADCASTING, May 31). Filed June 8.

■ **KRKK(AM)-KQSW(FM)** Rock Springs, Wyo. (AM: 1360 khz, 1 kw-D, 500 w-N; FM: 96.5 mhz, 100 kw, HAAT: 1,680 ft.)—Seeks assignment of license from Media West Inc. to Springs Broadcasting Partnership for \$1.55 million (BROADCASTING, May 17). Seller: Arnold H. Morek (100%), who has no other broadcast interests. Buyer is composed of general partners Media Development Inc. and Thomas V. Geimer Enterprises Ltd. MDI is owned by Brian E. Cobb. TVG is owned by Thomas V. Geimer. Cobb is former vice president and general manager of KOA-AM-TV and KOAQ(FM) all Denver. Geimer is Denver stock broker. Filed June 9.

Actions

■ **WBSA(AM)** Boaz, Ala. (1300 khz, 1 kw-D)—Granted assignment of license from Radio Sand Mountain Inc. to Sand Mountain Advertising Inc. for \$140,000. Seller is principally owned by Glenn M. Cornelius, who has no other broadcast interests. Buyer: Lawrence E. Kennamer (66.1%), Bill W. Huber (33.3%) and Kennamer's wife, Zora B. Kennamer (6%), who also own WWSM(AM) Rainesville, Ala. (BAL-820421HC). Action June 8.

■ **WKXK(FM)** Pana, Ill. (100.9 mhz, 3 kw, ant. 290 ft.)—Granted transfer of control of Pana Broadcasting Corp. from Bob J. Grotts (50% before; none after) to Larry W. Craig (50% before; 100% after). Consideration: \$45,000. Principals: Seller is transferring his 50% interest in station to remaining stockholder. (BTC-820411HL). Action June 8.

■ **WTKC(AM)** Lexington, Ky. (1300 khz, 2.5 kw-D, 1 kw-N)—Granted assignment of license from Triplett Broadcasting Co. of Kentucky Inc., debtor-in-possession to Group M Broadcasting for \$745,600. Seller: Wendell A. Triplett and wife, Donna J. Triplett, who are Bellefontaine, Ohio-based group owners of three AM's and three FM's. They bought WTKC three years ago for \$800,000 (BROADCASTING, Sept. 24, 1979). Buyer: Walter E. May (100%), who owns WPKE(AM)-WDHR(FM) Pikeville, Ky. and is part owner of WJTT(AM) Jellico, Tenn. He is also applicant for new low power TV station at Pikeville. (BAL-820329FK). Action May 28.

■ **KNEN(FM)** Norfolk, Neb. (94.7 mhz, 100 kw, ant. 530 ft.)—Granted transfer of control of Central Radio Inc. from Gordon D. Adams and Herbert D. Feidler to Gene A. Koehn. Consideration: \$500,000. Principals: Sellers each own 30.16% of licensee's stock and are selling their interests to remaining stockholder. Buyer owns Norfolk, Neb., retail business and is currently general manager and 39.68% owner of KNEN. Koehn also is applicant for new FM at Hays, Kan. (BROADCASTING, May 17). (BTC-820405HI). Action June 2.

■ **WAMC(FM)** Albany, N.Y. (90.3 mhz, 10 kw, ant.

1,970 ft.)—Granted assignment of license from Albany Medical College of Union University to WAMC. Seller is noncommercial, educational institution which has no other broadcast interests. David A. Galletly is station manager. Buyer is noncommercial corporation operated by University of State of New York Board of Regents. Prof. Alan S. Chartock is chairman of WAMC-FM Board of Trustees. (BALED-820420GN). Action June 5.

■ **WWRL(AM)** New York (1600 khz, 5 kw-U)—Granted assignment of license from Viacom International Inc. to United Negro College Fund and in turn sold to National Black Network for \$1.5 million. Donor is publicly traded New York-based MSO and group owner of four AM's, four FM's and two TV's. It also bought last year WLAK-FM Chicago for \$8 million (BROADCASTING, Sept. 14). License renewal of WWRL had been challenged by National Black Media Coalition, which withdrew petition upon Viacom's announcement of gift. Buyer is New York-based black-oriented radio news and information network with 82 affiliates. Principally owned by Eugene D. Jackson, president, and Sydney L. Small, vice president, it also owns WDAS-AM-FM Philadelphia and KATZ(AM) St. Louis, latter bought for \$2,695,000 (BROADCASTING, Sept. 14, 1981). (BAL-811216FN). Action June 2.

■ **WDOS(AM)-WSRK(FM)** Oneonta, N.Y. (AM: 730 khz, 1 kw-D; FM: 103.9 mhz, 850 w, HAAT: 520 ft.)—Granted assignment of license from Central Vermont Radio Corp. to Oneonta Communications Corp. for \$1.3 million. Seller is subsidiary of Sconnix 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%). (BAL, BALH-820507EC, ED). Action June 16.

■ **WDRV(AM)-WLTV(FM)** Statesville, N.C. (AM: 550 khz, 500 kw-D; FM: 96.9 mhz, 100 kw, HAAT: 600 ft.)—Granted assignment of license from Metro Lina Communications Corp. to WLTV Inc. for \$1,750,000. Seller is owned by Bernard Kaplan (62.6%), James J. Shipley (17.9%), Kaplan's wife, Norma (10.5%) and Edward Englander (9%), who have no other broadcast interests. Kaplans and Shipleys bought stations two years ago for \$660,000 (BROADCASTING, April 14, 1980) and are seeking waiver of three-year rule because of financial hardship. Buyer is subsidiary of Capitol Broadcasting, Raleigh, N.C.-based group of three AM's, four FM's and one TV principally owned by James E. Goodmon and brother, Ray H. Goodmon, and estate of A.J. Fletcher. Capitol Broadcasting has acquired all except its Raleigh outlets since 1979 for total of \$10.55 million. (BAL-820419GM, GN). Action June 2.

■ **WIOI(AM)** New Boston, Ohio (1210 khz, 1 kw-D)—Granted assignment of license from New Boston Broadcasting Corp. to Shawnee Broadcasting Co. for \$250,000. Seller: Charles R. Maillet (100%), who has no other broadcast interests but will keep 20% interest in buying group. Buyer: Jesse C. Veach Jr., Charles R. Maillet, C. Frank Mynes, Charles R. Smith and Donald D. Mauk (20% each). Veach owns 20% of KSFE(AM) Needles, Calif. and is also applicant for new FM at Needles (BROADCASTING, April 20, 1981). Mynes is Portsmouth physician. Smith is Portsmouth attorney. Mauk is Portsmouth insurance executive. (BAL-820426EY). Action June 8.

■ **WLIT(AM)** Steubenville, Ohio (950 khz, 1 kw-D)—Granted assignment of license from Contemporary Communications Inc. to Frederick J. Staffilino for \$375,000. Seller: Raymond E. Reich and Calvin E. Dailey Jr. (50% each), who also own WDXV(AM) Sumter, S.C. Dailey owns in addition WCFF(FM) Ripley, W. Va. Buyer is Steubenville advertising executive and has no other broadcast interests. (BAL-820315GB). Action June 8.

■ **WAZL(AM)-WVCD(FM)** Hazleton, Pa. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 97.9 mhz, 24 kw, HAAT: 660 ft.)—Granted assignment of license from Hazleton Broadcasting Inc. to The Luzerne Co. for \$1 million plus \$134,000 for consultation and noncompete agreements. Seller: Group of eight stockholders principally owned by estate of Victor C. Diehm Sr. Victor C. Diehm Jr. is president and 4.5% owner. Buyer: Frank J. Mangano (100%), who is president of East Liverpool, Ohio, real estate and investment company and owner of WOHI(AM)-WELA(FM) East Liverpool, and WRRO(AM) Warren, all Ohio. (BAL-820427FM, FN). Action June 8.

■ **KDSJ(AM)** Deadwood, S.D. (1340 khz, 1 kw-D,

250 w-N)—Granted assignment of license from The Heart of the Black Hills Station to Goldrush Broadcasting Inc. for \$312,000. Seller: Eli Daniels and Harry Daniels (50% each), who have no other broadcast interests. Buyer: Alvin E. Decker (60%) and Rick Keeler (40%). Decker is station manager at KJUV(AM) Huron, S.D., where Keeler is former program director and engineer. Neither has other broadcast interests. (BAL-820423IV). Action June 8.

■ **KELP(AM)** El Paso, Tex. (AM: 920 khz, 1 kw-D, 500 w-N)—Granted assignment of license from Clear Channel Communications Inc. to Great American Broadcasting Corp. for \$650,000. Seller is principally owned by Lowry Mays, Red McCombs and John Barger, who are San Antonio, Tex.-based group owners of four AM's and three FM's. They bought KELP five years ago for \$500,000 plus \$150,000 for noncompete agreement (BROADCASTING, Sept. 5, 1977). Buyer is owned by B. Thomas Hoyt, who is former president of Heffel Broadcasting and who also bought KINT-FM El Paso from Taber Broadcasting for \$1.5 million (see below). (BAL-820428FY). Action June 10.

■ **KINT-FM** El Paso, Tex. (96.5 mhz, 60 kw, HAAT: 1,080 ft.)—Granted assignment of license from The Taber Broadcasting Co. to Great American Broadcasting Corp. for \$1.5 million. Seller is owned by James M. Taber and parents, F. Wallace Taber and Mable Taber (30% each), and Charles C. Ashworth (10%). Tabers bought KINT-FM along with co-located KKOL(AM) eight years ago for \$500,000 (BROADCASTING, Nov. 4, 1974). They sold KKOL(AM) last year to Gary Ackers for \$101,000 (BROADCASTING, Oct. 12, 1981). Buyer is owned by B. Thomas Hoyt, who is former president of Heffel Broadcasting and who also bought KELP(AM) El Paso, Tex. (see above). (BALH-820426EX). Action June 10.

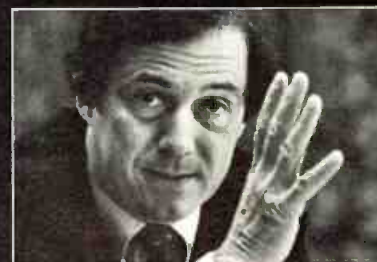
Facilities Changes

AM applications

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■ **WRUS** (610 khz) Russellville, Ky.—Seeks CP to increase power to 5 kw. Ann. May 18.

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■ KALO (990 khz) Beaumont, Tex.—Seeks CP to change TL and install DA-1. Ann. June 18.

■ KWRD (1470 khz) Henderson, Tex.—Seeks CP to increase power to 2.5 kw and respecify SL and RC. Ann. June 16.

Accepted

■ KMOG (1420 khz) Payson, Ariz.—Seeks modification of CP (BP-790910AG) to change TL. Ann. June 18.

■ KTIM (1510 khz) San Rafael, Calif.—Seeks CP to change TL. Ann. June 18.

FM applications

Tendered

■ WMRI (106.9 mhz) Marion, Ind.—Seeks CP to change frequency to 98.5 mhz; change TL; add RC; operate with ERP of 35 w; change HAAT to 290 ft. and make change in ant. sys. Ann. June 16.

■ KNAA (98.3 mhz) Sparks, Nev.—Seeks CP to change TL; respecify SL/RC; change ERP to 290 w; change HAAT to 840 ft.; change type trans. and make changes in ant. sys. Ann. June 16.

■ *WCMO (98.5 mhz) Marietta, Ohio—Seeks CP to change frequency to 98.5 mhz; change TL; add RC; operate with ERP of 35 w; change HAAT to 104 ft. and make change in ant. sys. Ann. June 16.

■ *WWHS-FM (92.1 mhz) Hampden-Sydney, Va.—Seeks CP to change frequency to 92.1 mhz and correct coordinates. Ann. June 16.

■ KCLK (94.1 mhz) Clarkston, Wash.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 1232 ft.; change type trans. and make changes in ant. sys. Ann. June 16.

Accepted

■ KHTZ (97.1 mhz) Los Angeles—Seeks CP to install aux. ant. at location other than main; to be operated on ERP of 20.6 kw; change HAAT to 2,959 ft. and change TPO. Ann. June 16.

■ WIVY (102.9 mhz) Jacksonville, Fla.—Seeks modification of CP (BPH-820414AR) to decrease ERP to 95 kw. Ann. June 16.

■ WQRC (99.9 mhz) Barnstable, Mass.—Seeks CP to

install aux. ant. at main TL; to be operated on ERP of 50 kw; change HAAT to 307 ft. and change TPO. Ann. June 16.

■ WXKS (107.9 mhz) Medford, Mass.—Seeks CP to increase ERP to 25.1 kw. Ann. June 16.

■ WRIO (102.3 mhz) Cape May, N.J.—Seeks CP to change TL; decrease ERP to 2 kw; increase HAAT to 300 ft. and change TPO. Ann. June 16.

■ WEIV (103.7 mhz) Ithaca, N.Y.—Seeks CP to make changes in ant. sys.; contingent on grant of BALII-820428FU. Ann. June 16.

■ WGFM (99.5 mhz) Schenectady, N.Y.—Seeks CP to change TL; increase ERP to 10.2 kw; change HAAT to 926.5 ft. and change TPO. Ann. June 16.

■ WSFL (106.5 mhz) Bridgeton, N.C.—Seeks CP to change station location. Ann. June 18.

■ KMXX (102.3 mhz) Austin, Tex.—Seeks CP to change ERP to 3 kw; change HAAT to 300 ft. and change TPO. Ann. June 18.

FM actions

■ KHYL (101.5 mhz) Auburn, Calif.—Granted CP to make changes in ant. sys.; change TL; operate trans. by RC from SL; change type trans.; change type ant.; decrease ERP to 36.3 kw; increase HAAT to 577 ft. and change TPO. Action June 11.

■ WEBQ (99.9 mhz) Harrisburg, Ill.—Granted modification of CP (BPH-810602AK) to make changes in ant. sys.; change TL; change type trans.; change type ant.; increase ERP to 31.6 kw; decrease HAAT to 623 ft. and change TPO. Action June 11.

■ WXLG (102.3 mhz) North Chicago, Ill.—Granted CP to make changes in ant. sys.; change TL; change SL & RC; change type trans.; change type ant.; decrease ERP to 2.3 kw; increase HAAT to 348 ft.; install aux. trans. and ant.; to be operated on ERP of 2.95 kw; change HAAT to 300 ft. and change TPO. Action June 11.

■ *KRVS (88.3 mhz) Lafayette, La.—Granted modification of CP (BPED-800509AD) to correct TL; change type trans.; change type ant.; increase ERP to 100 kw; increase HAAT to 500 ft. and change TPO. Action June 11.

■ WKYZ (105.5 mhz) Salisbury, Md.—Granted modification of CP (BPII-11.016) to make changes in ant. sys.; change TL; change type trans.; change type ant.; decrease ERP to 1.7 kw; increase HAAT to 385 ft. and change TPO. Action June 11.

■ *WUMB (91.9 mhz) Boston—Granted modification of CP (BPED-2125, as mod.) to make changes in ant. sys.; change type trans.; change type ant.; decrease ERP to 200 w; decrease HAAT to 167 ft. and change TPO. Action June 11.

■ KWTO (98.7 mhz) Springfield, Mo.—Granted modification of CP (BPH-810604AG) to change TL; decrease ERP to 75 w; increase HAAT to 550 ft. and change TPO. Action June 11.

■ KSRN (104.5 mhz) Reno, Nev.—Granted CP to make changes in ant. sys.; change SL and RC; change type ant.; increase HAAT to 2,925 ft. and change TPO. Action June 11.

■ KSRN (104.5 mhz) Reno, Nev.—Granted CP to install new aux. ant.; increase ERP to 25 kw (H); increase HAAT to 2,800 ft. (H) and change TPO. Action June 11.

In contest

Designated for hearing

■ Cape May Court House, N.J. **new FM** (105.5 mhz)—Competing applications of WRLJ Inc.; Canruss Inc.; WSDY Radio; Bay Broadcasting Co. and Gilbert Broadcasting Co. To determine whether WRLJ, Canruss, Bay Broadcasting and Gilbert Broadcasting are financially qualified; whether WRLJ's proposed tower height and location would constitute hazard to air navigation; whether good cause exists for Bay Broadcasting to locate its main studio outside proposed community of license; which of proposals would, on comparative basis, best serve public interest; and which application should be granted (BC Doc. 82-312-316). Action June 4.

Procedural ruling

■ Manchester, N.H. **TV proceeding** (Channel 50 Inc., et al.)—ALJ James F. Tierney granted joint request by Channel 50, Golden Triangle Broadcasting Corp. and CTV of Derry Inc., and approved agreement; authorized reimbursement of \$18,284.26 to Channel 50 by other parties and dismissed its application with prejudice (BC Doc. 81-693-695). Action June 3.

FCC actions

■ FCC proposed eliminating three licensing policies for radio and TV stations: suburban community policy, the Berwick doctrine and de facto reallocation policy. Action June 10.

■ FCC upheld Broadcast Bureau decision which denied fairness doctrine complaint by several environmental groups against six California TV stations. Stations included KERO-TV Bakersfield; KJEO-TV Fresno; KMST-TV Monterey; KRCR-TV Redding; KRON-TV San Francisco and KTXL-TV Sacramento. Action June 10.

■ FCC dismissed petition by Vincent L. Hoffart, Seattle, Wash., for reconsideration of its Nov. 26, 1981, action which denied his request for order requiring that operating and maintenance logs be made available in station's public inspection file. FCC said request was too late to be considered because it was not filed within 30 days after public notice of disputed action. Action June 10.

■ FCC decided to accept new daytime only radio applications to be operated on 25 class I-A frequencies. Each station would be within nighttime interference-protected service area of clear channel station whose frequency it would share. FCC also will accept applications from daytime only station's seeking to increase power in same circumstances. Action June 10.

■ FCC rescheduled to July 21, 1982, oral argument in case involving applications of City of New York Municipal Broadcasting System to operate WNYC additional hours and application of WCCO Radio Inc., to change transmitter site and WCCO antenna. Action June 14.

■ FCC said it was deleting restrictions limiting STV operations to communities within Grade A contour of at least four commercial TV stations. Also: Requirement that STV station broadcast at least 28 hours of conventional programming per week; rule requiring STV decoders must be leased and not sold to subscribers.

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(202) 775-0057

and requirement that STV applicants ascertain community's interests regarding programming. Action June 17.

■ FCC denied petition by Robert P. Umland to require that all TV programs be labeled as to production location and production date or initial broadcast. Action June 17.

■ FCC approved merger agreement between Venton Corp. and Intersat Communications Corp., two of eight applicants for new TV at San Diego, resulting in dismissal of Intersat's application. Action June 17.

■ FCC granted Pyramid Broadcasting Corp. CP for new TV at Mount Vernon, Ill. Although competing applicant dismissed its application at own request, independent group contested grant on various grounds. FCC found that although Pyramid prosecuted its application carelessly, it was still financially qualified. Action June 17.

■ FCC affirmed staff action assigning call letters of WLXI-TV Greensboro, N.C., to Consolidated Broadcasting Corp., for its new UHF station. Action June 3.

■ FCC affirmed Broadcast Bureau action denying dual-city identification requests by Thomas Radio Co., WOAY(AM) Oak Hill, W. Va., and Island Broadcasting Corp., WHOY(AM) Salinas, P.R. Action June 17.

■ FCC denied review and left standing Broadcast Bureau's application by Joel J. Kinlow, operating as Racine Telecasting Co., to establish new UHF station at Racine, Wis. Action June 17.

Allocations

Petitions

■ Jacksonville, Tex.—In response to petition by George E. Gunter: Proposed assigning 102.3 mhz to Jacksonville as its second FM; comments due July 13, replies July 28 (BC Doc. 82-289). Action May 21.

■ Valdosta, Ga.—In response to petition by The Rain-bow Group: Proposed assigning 96.7 mhz to Valdosta as its fourth commercial FM; comments due July 26, replies Aug. 10 (BC. Doc. 82-305). Action June 3.

■ Rexburg, Idaho—In response to petition by Ricks College: Proposed assigning 100.5 mhz to Rexburg for use as noncommercial FM and as its third assignment; comments due July 26, replies Aug. 10 (BC Doc. 82-311). Action June 3.

■ Mason City, Iowa—In response to petition by Radio Communications Inc.: Proposed assigning 93.5 mhz to Mason City as its second FM; comments due July 26, replies Aug. 10 (BC Doc. 82-307). Action June 4.

■ Healdton, Okla.—In response to petition by Douglas Dillard and Albert Riessen Jr.: Proposed assigning 105.5 mhz to Healdton as its first FM; comments due July 26, replies Aug. 10 (BC Doc. 82-310). Action June 4.

■ Medford, Ore.—In response to petition by M-3-X, Inc.: Proposed substituting 95.7 mhz for 95.3 mhz at Medford; comments due July 26, replies Aug. 10 (BC Doc. 82-308). Action June 4.

■ Petosky, Mich.—Denied request by Mighty-Mac Broadcasting Co., for reconsideration of report and order which substituted 96.3 mhz for 96.7 mhz at Petosky (BC Doc. 81-504). Action June 4.

■ Deer Lodge, Mont.—In response to petition by Deer Lodge Broadcasting Inc.: Proposed assigning 96.7 mhz to Deer Lodge as its first FM; comments due July 26, replies Aug. 10 (BC Doc. 82-309). Action June 4.

■ Miles City, Mont.—In response to petition by Miles City Broadcasting Corp.: Proposed substituting 92.5 mhz for 92.7 mhz at Miles City; comments due July 26, replies Aug. 10 (BC Doc. 82-306). Action June 4.

Assignments

■ College and Fairbanks, both Alaska—Assigned 103.9 mhz to College as its first FM; effective Aug. 10 (BC Doc. 81-433). Action June 4.

■ Huntsville, Ark.—Assigned 95.9 mhz to Huntsville as its first FM; effective Aug. 10 (BC Doc. 82-59). Action June 3.

■ Avon, Colo.—Assigned 103.1 mhz to Avon as its first FM; effective Aug. 10 (BC Doc. 82-65). Action June 3.

Other

■ Granted motion by Association of Federal Communications Consulting Engineers and extended through Sept. 29 and Oct. 29 time for filing comments and replies, respectively, in matter of FM broadcast station blanketing interference (BC Doc. 82-186). Action June 7.

Call letters

Applications

Call	Sought by
New AM's	
WRDJ	Carol Stanley, Samson, Ala.
WWGR	La Follette Broadcasters Inc., La Follette, Tenn.

KSLJ	Inner City Broadcasting of San Antonio Inc., San Antonio, Tex.
New FM's	
KCIR	Christian Radio of Magic Valley Inc., Twin Falls, Idaho
KJJC	J. B. Broadcast Inc., Osceola, Iowa
KARO	Columbia FM Inc., Columbia, Mo.
WYFG	Bible Broadcasting Network Inc., Gaffney, S.C.
Existing AM's	
WVHK	WBRB Mt. Clemens, Mich.
KCNR	KPAM Portland, Ore.
WBZT	KARD-TV Waynesboro, Pa.
KDYL	KWMS Salt Lake City
WGZS	WLKE Waupun, Wis.
Existing FM's	
KUUZ	KLVA Lake Village, Ark.
WHYT	WJR-FM Detroit
WFAS-FM	WWYD White Plains, N.Y.
WJZR	WRKB-FM Kannapolis, N.C.
Existing TV's	
WZXC	WBHW Springfield, Ill.
KSNC	KCKT Great Bend, Kan.
KOOD	KSMH-TV Hays, Kan.
KSNT	KTSB Topeka, Kan.
KSNW	KARD-TV Wichita, Kan.
KNAT	KLKK-TV Albuquerque, N.M.

Grants

Call	Assigned to
New AM	
KLLE	Thomas Garcia Renteria, Marana, Ariz.
New FM's	
KTUF	Admiral Broadcasting Corp., Kirksville, Mo.
KLKT	North Lake Tahoe Broadcasting Co., Incline Village, Nev.
KDCI	Davis Communications Inc., Devine, Tex.
WCVR-FM	Stokes Communications Corp., Randolph, Va.
WHLX	Radio Wheeling Inc., Bethlehem, W. Va.
New TV's	
WLGN	Life Anew Ministries Inc., Madisonville, Ky.
WNEH	South Carolina Educational Television Commission, Greenwood, S.C.
Existing AM's	
KRZN	KWBZ Englewood, Colo.
WRCW	WQIO Catonsville, Md.
WTKN	WWSW Pittsburg, Pa.
Existing FM's	
WQRL	WORX Benton, Ill.
KLYV	KIWI Dubuque, Iowa
WQSR	WKTK Catonsville, Md.
KZKD	KSBC Redmond, Ore.
WIGL	WRJS Orangeburg, S.C.
KERV-FM	KPFM Kerrville, Tex.
Existing TV	
WMOD	WKNA Melbourne, Fla.

Summary of broadcasting

FCC tabulations as of April 30, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,650	0	0	4,650	125	4,775
Commercial FM	3,361	1	0	3,362	218	3,580
Educational FM	1,127	0	1	1,128	80	1,208
Total Radio	9,138	1	1	9,140	423	9,563
Commercial TV						
VHF	523	1	0	524	11	535
UHF	263	0	0	263	126	389
Educational TV						
VHF	103	1	3	107	9	116
UHF	161	2	4	167	16	183
Total TV	1,050	4	7	1,061	162	1,232
FM Translators	468	0	0	468	208	676
TV Translators						
UHF	2,722	0	0	2,722	222	2,944
VHF	1,619	0	0	1,619	382	2,001

*Special temporary authorization

**Includes off-air licenses

Looking for a rep that sells with more than numbers?
See Selcom!



See John Wilson,
Vice President/Manager
Atlanta

Selcom radio
Broadcast Representatives
521 Fifth Avenue
New York, New York 10017
(212) 490-6620

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General Manager for WJMT(AM/FM), Merrill, Wisconsin. Must have excellent sales and programming background with some knowledge of engineering. Group owner. Call Don Roberts, President, 715-588-3852. EOE, M/F.

Sales Manager for "Superstars" format in medium Southeast market. Need high energy leader to match billing growth to market rank. Success will get you station manager appointment. Resume with letter immediately to Box B-48.

General Manager WFIA/WXLN, Louisville, Kentucky, group owned religious stations. Must be aggressive with strong sales background both in program and spot. Good base salary plus liberal bonus based upon performance. E.O.E. Send resume to Edwin Tornberg, PO Box 8698, Washington, D.C. 20011.

Absentee owner looking for aggressive man or woman who aspires to fill now vacant sales manager job at Minnesota small market AM station. Manager-ship also possible. Box B-166.

Fundraiser. The University of Northern Iowa's Public Radio Stations KUNI and KHKE are seeking a Development Assistant to secure corporate and business financial underwriting support for station's program, annual and capital needs; conduct regular underwriting trips; provide underwriter contractual information; prepare and provide related reports; and assist in preparing underwriting contract goals. Two years sales/fund raising experience required; B.A. preferred; experience in business/media helpful. Position requires extensive travel in establishing new accounts within primarily the KUNI-FM 91 service area. Starting salary \$12,000-\$14,000. Send letter of application, resume, and credentials by July 12, 1982 to Allan Nimmer, Personnel Services, 225 Latham Hall, UNI, Cedar Falls, Iowa 50614. Members of protected classes may feel free to identify themselves for purposes of Affirmative Action.

Operations Manager-search re-opened. Minimum 5 years industry experience. Will supervise announcing and news staff and carry significant commercial production load. Seasonal air shift is possible. Significant automation experience required. Familiarity with business computer systems a plus. Technical background helpful, but not required. Resumes and tapes (no phone calls) to: General Manager, WKAJ/WASM, Box 557, Saratoga Springs, N.Y. 12866. (Equal Opportunity Affirmative Action Employer).

General Manager-North Calif. Coast-top contemporary stations in market wants an aggressive, strong sales and sales promotion minded person. Outstanding growth opportunity with group. Send resume and references to Box B-170. Equal Opportunity Employer.

Division Director of radio. Management position, responsible for total radio production and operational activities, budget and all network non-instructional programming. Supervises producers, announcers and operational professionals. Requirements: Bachelor's and (7) yrs' related exp. Ed. and exp. may be equally substituted. Entry salary \$24,481.56. MS Authority for Educational Television, Personnel, PO, Drawer 1101, Jackson, MS 39205. 601-982-6227. An Equal Opportunity/Affirmative Action Employer, M-F. State service application must be postmarked by July 14, 1982.

Owner of small market Minnesota radio station retiring and wants to give sales manager position and later manager position to ambitious man or woman. Box B-129.

Central N.Y. AM-FM desires solid salesman/sales manager. Need pacesetter, organizer, trainer to work with and lead sales staff to further station sales. Good salary, working incentive. Reply Box B-187.

Group owner looking for General Manager for major market East Coast radio station. Please send resumes to Box B-160.

Station Manager-Growing public radio station with strong community support seeks manager committed to fine arts programming. Duties include administration, development, programming direction and community relations. Prior management and successful fundraising experience, business/communications degree essential. Salary to \$22K. Resume to President, PBNI, 1220 Illsley Dr., Fort Wayne, IN 46807. Women and minorities encouraged.

HELP WANTED SALES

Self Motivators Only. We are looking for aggressive sales people for Charleston, W. Va. Must be consultant-sell and co-op oriented. Opportunity for advancement with group owned stations. Send resume, references, earning history, EOE. Write Box B-72.

You're a salesman for at least 3 years and you want to be a Sales Manager because you want to make \$25,000. Eastern Pennsylvania, full time country AM, great sound, staff, potential. Write Box B-97.

Account Executive for Marion, Ohio's leading medias, WDIF-FM and NewsLife Newsmagazine. We offer a true consultant sell opportunity. If you possess a desire to be the best, and can produce success, we have the tool, the training, and the opportunity for you. Our account executives earn above-average incomes. Send resume to Jim Hopes, Box 10,000, Marion, OH 43302. EOE.

Ambitious man or woman who wants to move into sales manager position and later as manager in a small market Minnesota radio station. Retiring owner weary of being sales manager and manager and wants to give position to a capable person. Box B-130.

Sales Manager and sales person. Brand new FM stereo, Green Valley, Arizona, retirement community, 25 miles south of Tucson. Need aggressive self-starters, minimum 5 years' experience. Excellent market and living conditions. On air early September. Send complete resume, salary requirements and references to KEZG, Box 587, Green Valley, AZ 85614.

Fastest growing broadcast revenue market in United States, 83 percent in one year. Warm California climate. Looking only for sales professional with experience who can handle making money. Send resume with sample of written presentation. Position will be filled in August. Write Box B-135.

Boulder, Colorado AM/FM seeks experienced salesperson capable of becoming AM Sales Manager. Send resume, references, and income requirements to General Manager, KADE/KBCO, 4840 Riverbend Road, Boulder, CO 80301. An EEO.

GSM/SM for suburban California daytimer, a great market, great potential, great bucks, unbeatable opportunity for the sales manager, experienced in daytime operations who can sell by example, lead/direct responsive sales team (4-6) promotion/merchandising, community involvement, a non-stop achiever. Resume and references to Box B-156.

Senior Account Executive for one of the mid-South's and nation's dominant AM station-WDIA. Need creative, aggressive, strong-closer. Excellent benefits with group owner. Minority candidates encouraged. Send letter of interest and resume to WDIA, PO, Box 12045, Memphis, TN 38112. EOE.

Fulltime powerhouse in top 40 market needs 1 more superhustler. If you can sell ideas as well as numbers, we're interested. You must be goal oriented and desire an income of \$30K plus and be a self starter. We offer a great environment with the best compensation package in the market. Opportunity for advancement within our group. Serious inquiries only. Send resume to Box B-168.

HELP WANTED ANNOUNCERS

Afternoon drive announcer wanted. Modern country station in St. Louis ADI looking for announcer with minimum 3 years' experience. Send confidential tape & resume to: Steve Beeny, KWRE Radio, PO Box 220, Warrenton, MO 63383.

Announcers. New adult, live assist, FM stereo, Green Valley, Arizona, retirement community, 25 miles south of Tucson. Need adult delivery/production, minimum 5 years experience. Excellent market and living conditions. On air early September. Send tape, complete resume, salary requirements and references to KEZG, Box 587, Green Valley, AZ 85614.

HELP WANTED TECHNICAL

Radio Chief Engineer. Immediate opening. Excellent facilities and equipment. 100,000 watt FM stereo, daytime AM plus AM on Gulf Coast coming soon. Must have First Class/General License, broadcast experience and best references. We offer top pay and benefits. Send complete information first letter to Raymond Saadi, KHOM, Station 2, P.O. Box 728, Houma, LA 70360. Equal Opportunity Employer.

Southeast Michigan AM-FM is seeking an assistant chief. Applicant must have a minimum of two years of technical school plus three years of experience and valid FCC license. SBE certification a plus. EOE. Send resume & references to Box B-14.

Engineer. Small market northern Midwest Class C FM searching for engineer who will maintain audio and R.F. systems. Responsibilities include recorded and live remotes for broadcast. A critical listener with some music training would best fill this position. Reply to Box B-51.

Chief Engineer wanted for Georgia AM-FM operation. Full time position. Salary negotiable. Call collect, Wayne Bishop, 404-322-6693.

WBAP/KSCS is looking for maintenance personnel with a two (2) year technical degree. One (1) -two (2) years' experience maintaining R.F. and A.F. equipment. E.O.E. Send resume, salary requirements to: Bob Moore, WBAP/KSCS, One Broadcast Hill, Fort Worth, TX 76103.

Chief Engineer for major market FM facility in Midwest. Excellent facility, working conditions and pay (28K to 30K). Must be experienced in audio/processing, RF and FCC matters. Send resumes to Box B-85. M/F EOE.

Engineer-Major market East Coast. Immediate opening, good pay and benefits. E.O.E. Send resume and references to Box B-98.

Broadcast systems installation company looking for top notch equipment installer/serviceman/field engineer. Requires experience in modern and high power AM and FM transmitting equipment, studios and automation systems. Neat workmanship and efficiency a must. Excellent opportunity for qualified individual with management and part ownership possibilities. Send resume, current references and salary requirements to Box B-99.

New Jersey AM/FM is looking for a Chief Operator with excellent credentials. Must have knowledge of transmitter operations and repair, routine equipment maintenance, all FCC requirements (reports and files), and a dedication to getting assignments done quickly. Send detailed resumes with references to be called to Box B-100. E.E.O. employer.

Our Chief is retiring after 30-plus years. AM & Class "C" FM in Western NC. Both automated. Send resume to Box B-103.

Chief Engineer. Immediate Opening. Full time 100,000 watt FM and 5,000 watt AM with excellent facilities in Midwest. Send resume to KLIK/KTXV, Box 414, Jefferson City, MO 65102. EOE.

Engineer, Assistant Chief to supervise engineering operations, production and maintenance for public broadcast radio/TV station. Three years technical experience required. Associate Degree in Engineering preferred. Excellent benefits. Send resume and salary requirements to WHRO-TV/FM, Personnel Department, 5200 Hampton Boulevard, Norfolk, VA 23508. Deadline: August 2, 1982. Equal Opportunity Employer.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer for 5 kilowatt AM public radio station. Salary \$28,000 and up, depending on experience. Must be willing to deal with variety of problems posed by isolated location in Alaska's western interior. KSKO, P.O. Box No. 4, McGrath, AK 99627. 907-524-3001.

HELP WANTED NEWS

News Director and newpersons 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 person needed for Beautiful Music station. Morning news, public affairs programs & editorials included in responsibilities. Must have solid experience, good writing skills & mature voice. Tape & resume to WSRB, Box 961, West Side Station, Worcester, MA 01602.

Local News Reporter. Progressive small market operation. Beginning and experienced communicators considered. Contact PD, WDDC/WPDR, Portage, Wisconsin. 608-742-8833.

News and public affairs program producer. Applicants must be prepared to demonstrate a thorough knowledge of newscast preparation and presentation. Well-delivered news sense and solid, assured on-air delivery required. Strong interviewing skills a must. Greatest interest will be shown in applicants currently or very recently working full time in radio journalism with B.A. level degree in journalism, related area, or equivalent experience. Resume must show complete, uninfated details of all professional and academic experience. Audition tape must demonstrate full range of applicant writing, production, and delivery abilities. Unedited air check preferred. Position pays \$16,900 to start, plus outstanding fringe package. Send application to Donald Forsling, WOI AM-FM, Iowa State University, Ames, Iowa 50011. E.O.E./A.A.E.

Morning Anchor. New York-based radio network seeks experienced broadcaster for morning business/financial news reports. Must write own scripts, have good voice, on-the-air presence. Resume and salary requirements to Box B-159.

News writer/anchor needed for morning show at WEZN, Katz Broadcasting's Beautiful Music FM in Bridgeport, CT. Tape & resume to Paul Knight, WEZN Park City Plaza, Bridgeport, CT 06604. Katz Broadcasting Co. is an EEO, Male/Female.

Suburban Washington A/C seeks news anchorperson. Tapes, resumes to John Long, WPRW, Box 1460, Manassas, VA 22110. 703-368-3100. E.O.E. M/F

News Director. Minimum two years radio news experience. We are information-oriented and number one in market. Dedication and energy required. \$12,000. Call Jim Kamerzell, 308-762-1400, or write Box 600, Alliance, NE 69301.

Radio journalist with some exp., good voice, and drive. Opportunity to work in an exciting Eastern suburban mkt. Our grads have moved to major mkts. If you want to work, we want to hear from you. Write Box B-162. An affirmative action/EOE.

News Anchor person, must originate, gather, write and communicate news. T&R: Wayne Weinberg, ND, WMPS/WHRK, 112 Union Avenue, Memphis, TN 38103. EOE.

News/Public affairs director. B.A. degree required in broadcast journalism for public radio station. Two years radio news experience. Salary: \$13,920. Teach one news class per year. Send audition tape, grade transcript, resume and three letters of reference to WMRA-FM, James Madison University, Harrisonburg, VA 22807. Closing Date: July 12, 1982. J.M.U. is an equal opportunity/affirmative action employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Desire to use your talents for Jesus Christ? Following positions open in nationwide satellite network. Engineer, news/sports director, reporter, programming/production, announcers, network planning/development. Send resume to Box B-1.

Expanding Production department at one of the top stations in Northeast. Send resume, tape, and salary requirements to Larry Getz, WELI Radio, P.O. Box 85, New Haven, CT 06501. E.O.E.

SITUATIONS WANTED MANAGEMENT

General Manager: aggressive, ambitious, greedy. Highly organized and disciplined to make money. Expertise includes in-depth strategies for developing sales, programming, promotions, profits. 19 years successfully managing AM/FM. Excellent credentials. Write Box B-75.

Small/Medium. Experienced GM. Good track record. Best references. Successful all phases. Prefer warm climate, consider all. Write Box B-131.

General Manager—Positive cash flow producer. 14 years major and medium market experience. Proven ability in sales (all levels), programming, promotion, technical, acquisitions, and complete station management. Outstanding references. Reply with confidence. Box B-146.

Unusual opportunity: Can't afford manager you want? Hire me—and wife! I have 23 years small market experience, 7 sales! Wife, 6 years office/copy. Have worked together. Midwest. Write Box B-148.

Make your operation all news-sports-talk within 60 days. 30-year broadcast veteran will do it all. If you're duplicating your AM-FM, you have another station. 305-588-7173.

Experienced in all aspects of radio. Strengths in sales, promotion, and motivation. Warning: my energy is contagious! I want to manage your station. Write Box B-152.

Top Performer. Presently managing medium market. 14 years in radio. Great resume—sales—programming—promotions. Mid 30's. Will consider all offers, ready for change. Write Box B-172.

Broadcaster: 18 yrs., all phases. Management, programming and sales. Will invest. VA—N.C. Good references. Write Box B-186.

Group Manager (small-medium mkts) interested single station or combo management. Over 12 years successful broadcast management. Went the entire route through sales to G.M. Bottom Line, cost efficient, professional. Promotional, good with people. Full credentials. Write Box B-185.

SITUATIONS WANTED SALES

College Graduate in RTVF sales/management with 2 years' experience in direct sales is looking for a sales position. Don, P.O. Box 2385, Stillwater, OK 74076-2385.

SITUATIONS WANTED ANNOUNCERS

18-year professional looking for a New England home. Searching for someone who's done it all? I'm your man! T & R available. Write Box B-8.

Great Shtick! Solid, class, quality A/C professional with track record. Mornings-KIOA, evenings-WTVN, small market Op. Dir. Brad (days) 515-289-2444.

Seeking stable operation with positive/professional attitude who believes in giving direction and help set goals. CHR, A/C or Country. Midwest, Southwest, West or Canada. Want to learn the business from a pro. Write Box B-77.

Recent Ohio U. grad seeks challenging sports reporting/PBP position. 4 years radio and TV experience covering college and high school events. Great PBP, 4 major sports. Willing to relocate. Video and audio tape available. Rob Meltzer, 212-840-3266 or write Box B-115. PS.: Will also make coffee.

Experienced announcer with FCC license seeks East Coast assignment. Joe Donato, Box 20113, Phila., PA 19145. 215-389-4362.

Bright, experienced Coloradan seeks immediate employment in medium market, ad libs a specialty and experienced in remotes and production. I love radio and give 101%. Call Jim, 303-781-1802.

Top-40/Rock, DJ, PD 20 yrs.' experience, good production, available now, AM/FM. Greater Cincinnati area. 513-528-5793.

Anxious to get my career started. Dependable and good worker. Evenings or overnight. Northern or central Ohio, southern Michigan. Prefer non-automated program shift. Doug Hendricks, 21692 TR-175, Mount Blanchard, OH 45867.

Black Country music jock. 2½ years' experience with smooth delivery & comedy. I'm presently working. If you want someone to entertain, I'm your man. Write Box B-183.

Quality play-by-play, air shift. Sports Director, 3 years' experience. You'll never know unless you call 516-437-2688.

Hard-working newcomer seeks first job. Broadcasting School grad. Sales OK. Sober. Gene Solla, 1942 1/2 N. Hoover, L.A., CA 90027. 213-666-3141.

Wanted: Smart, understanding person to hire me! Prefer announcing, news, production, copywriting. Sales combo considered. Radio, television, others. Degree, broadcast graduate, some experience on air, off. Janet Lynch, 3743 Deep Dale, Louisville, KY. 502-895-5208. Prefer Central, Southern locations.

SITUATIONS WANTED TECHNICAL

Veteran (12 year) Chief engineer seeking new challenge. Experienced: AM 250 w to 50 kw, Ampliphase, Doherty, PDM, critical DA: FM 10 w to 100 kw, stereo, SCA. Automation. High-performance audio. Heavy construction, rehabilitation. Supervision, administration, budgeting. Programming-oriented. 30, single, stable. Now at \$23K. Medium-major markets. Available August. Box A 226.

SITUATIONS WANTED NEWS

Crisp, accurate, creative coverage of breaking news and legal beat my specialty. 5 yrs' experience. Looking for position in medium to large market (\$50,000+). Doug, 217-546-9389.

Experienced Reporter: will cover congressional and Washington events, good delivery, interviews. Credentials. Call 202-547-2459.

News department: need someone to revitalize it? Someone to lead, teach, innovate, dig? That someone is at 904-269-4940. ND with major-market experience. Experienced in all formats, including all news.

Young, experienced Southern Cal. Sportscaster seeking multi-sport PBP and Sports/News position in smaller market. Please call Bob Harden, 714-968-3867.

Sportscaster-experienced PBP, sports-talk, news, more. Major University sports, minor league baseball, local sports. Talented, dedicated. Will relocate! Available now! Keith, afternoons/evenings, 914-238-8547.

Want great pipes? See a plumber. Want a top sportscaster with ability to entertain, excite and paint word pictures? Four sport PBP sportscasters, intelligent interviews. 612-255-0386. Gary.

Sports. Professional sportscasting. Seeking position as a play-by-play announcer. Have ten years' experience in radio and sportscasting. Contact: Fred L. Shelton, 214-N-Cuyler, Pampa, TX 79065, or call 806-665-7752.

Eighteen-year major market radio/TV vet proposes swap. I'll trade award-winning skills you normally wouldn't find in your small or medium market for a congenial talk or adult drive shift. Desire warm, idyllic setting to pursue writing avocation. Write Box B-150.

Anchor-reporter for state network and news talk format flagship station seeks challenging position in major market. Doris Whitaker, 501-666-0990; 2112 S. Jackson, Little Rock, AR 72204.

Attractive black female radio news reporter. Ready for move up in radio or first move into television reporting. Edit/report/anchor. Write Box B-137.

SITUATIONS WANTED NEWS CONTINUED

Sports: Journalist/Talk Host/PBP with four years' experience, small to large markets. Currently PD No. 1 market seeking sports position in radio/TV/allied fields. I have gained expertise in all facets of live sports coverage, including rewriting, editing actualities, interviewing, and announcing. Excellent sports communicator, with ability to inform your audience. Experience includes coverage of major league baseball. For tape, resume, references: Gary Jacques, 123 Waltham Avenue, Ridgwood, NJ 07450. 201-445-0464 after 6.

Minor League baseball announcer seeks winter position broadcasting college/pro football, basketball, hockey. Major awards prove my ability. Available September 1st. Call 217-443-4664, or write 1012 Pries, Danville, IL 61832.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Devoted 14-year professional seeks career position. Degreed. Proven writing, news, announcing and management/motivation skills. Rubarb Productions, P.O. Box 1922, Springfield, MO 65805.

Major Market AOR announcer with production director-promotion director-research experience, ready to program small-medium AOR. Tim, 216-884-B438.

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.

Business Manager for major group in a top 50 Southeast market, VHF affiliate. We are looking for a well-rounded individual with prior broadcasting experience. The successful candidate will be someone who understands the accounting responsibilities of the position, as well as the ability to successfully interact with the other members of management. Write Box B-134.

HELP WANTED SALES

Account Executives. West Virginia's newest TV station and first independent offers unique ground floor opportunity for experienced and knowledgeable self starter in the top 43rd ADI. Write to: WVAH-TV 23, 23 Broadcast Plaza, Hurricane, WV 25526.

TV Account Executive needed for Ohio CBS affiliate. Number one station in market looking for team-oriented sales person with at least three years of proven sales experience in television. Send resume to Box B-163. An Equal Opportunity Employer.

Account Executive: WPTF-TV, NBC affiliate, Raleigh-Durham, North Carolina, is seeking a salesperson with one to three years TV sales experience. If you are a highly motivated self-starter looking for an opportunity and a challenge, call Bob Buselli, Local Sales Manager, 919 832-8311, or send resume to WPTF-TV, P.O. Box 1511, Raleigh, NC 27602.

HELP WANTED TECHNICAL

Want to hire: Director of Engineering—medium market—sunny South. Most modern television equipment. Requires leadership, planning, supervisory ability, good with people. Some "hands-on" required. Excellent opportunity. Send resume and salary requirements. Strictly confidential. Write Box A-198.

TV Technicians—Major market UHF group owner looking for transmitter engineers to take charge of transmitting facilities in Milwaukee and Boston markets. Requires FCC General Class license, video and RF experience. SBE certification preferred. Salary and benefits competitive with market. Send resume to Chief Engineer, WQTV-TV 68, 390 Commonwealth Avenue, Boston, MA 02215. E.O.E.

Television Broadcast Technician. Experienced engineer needed to install, operate and maintain state of the art television news broadcast equipment. Strong creative skills and ability to get along with people in aggressive news atmosphere required. Minimum two years advanced technical education or equivalent desired. Please send resume and salary requirements to Barbara Davis, Personnel Assistant, WDTN TV2, P.O. Box 741, Dayton, OH 45401. E.O.E.

Transmitter Supervisor. Maintain 2 UHF transmitters in Southwest Iowa. FCC license and 4 years' experience maintaining TV transmitters. Salary range: \$20,342-\$25,500. Phone 515-281-4498 for application materials. Contact: Personnel Office, Iowa Public Broadcasting Network, P.O. Box 1758, Des Moines, Iowa 50306. EOE/M/F.

Chief Engineer with proven technical skills and ability to supervise and train staff. South Texas. EOE. Box B-169.

Palm Springs UHF network affiliate has immediate need for qualified engineer with 1st phone, knowledge of FCC rules and regulations and ability to maintain XMTR, microwave and all studio equipment. Beautiful environment, excellent future. Resume or phone John Conte, KMIR-TV, 714-568-3636, P.O. Box 1506, Palm Springs, CA 92263. EOE.

Transmitter Maintenance Technician responsible for operation and maintenance of RCA TTU-60 television transmitter, microwave STL, two-way radio, and terminal equipment. General Class License desirable. Salary to mid 20's (commensurate with experience); Contact George Hoover, Director of Engineering, New Jersey Network, 1573 Parkside Ave., Trenton, N.J. 08638 (EEO) Deadline July 9.

Chief Engineer. Southern California sunbelt. Contact Bob Martins, 714-328-8881. EOE.

HELP WANTED NEWS

News Director — Chesapeake country, small market (164) needs pro to manage and motivate award-winning staff, yet spend most of your time in the field. Perfect for experienced assistant or reporter ready to step-up. Good salary and fringes. Send resume and salary history to Frank Pilgrim, GM, WMDT-TV 202 Downtown Plaza, Salisbury, MD 21801. AA, EOE/M/F.

News Anchor—Dedicated individual for primary anchor position with network affiliate in Sunbelt. Experience required. Send resume and salary requirements to Box B-42. EOE.

TV News Reporter/Producer. University of Florida. Requires Bachelor's degree and five years' experience must include at least one year with ENG equipment, on-camera performances, broadcasting, writing, reporting and producing. Salary \$18,000-\$20,000, negotiable. Preference given candidate with demonstrated leadership qualities and desire to develop marketing skills required in public relations. Send complete resume by July 29th, 1982, to George P. Bradley, Employment Manager, 337 Stadium, University of Florida, Gainesville, FL 32611. Equal Employment Opportunity/Affirmative Action Employer.

Reporters with street savvy and experience. Expanding group is searching for the best. If you know how to use the tools to tell the message, then rush cover letter, resume and salary requirements to Box B-41. No beginners, please. E.O.E.

News Director needed by medium market TV to take charge of news, weather, sports departments. Administrator that knows news—journalism and techniques. E.O.E. Resume and salary to Box B-112.

Sports Reporter-Anchor: Medium market Pacific Northwest station is looking for sports reporter-anchor with strong knowledge of sports and an eye for features. Not an entry level position. Send resume to Box B-106.

Producer. KWTW-Channel 9, Oklahoma City, is looking for a producer. Bachelor's degree and one year's experience required. Must be able to put together a fast-paced, well-balanced newscast, using good production techniques and sound news judgement. Must also be able to handle multiple live and satellite remotes. We are an aggressive news operation looking for an aggressive, take-charge news producer. If you think you fit the bill, send a tape and resume to Billye Gavitt, P.O. Box 14159, Oklahoma City, OK 73113. EOE/M-F.

News Photographers: Minimum 3 years' experience shooting and editing ENG. Send tape and resume to: Chief Photographer, WNGE TV, 441 Murfreesboro Road, Nashville, TN 37210. EOE.

KFDM-TV has opening for a sportsperson. Must have experience field reporting and doing anchor work. Ours is a two-man department in a dominate news shop. Please send tapes and resumes to Tom Allen, KFDM-TV, P.O. Box 7128, Beaumont, TX 77706. Equal opportunity employer. Deadline for application is July 2.

Meteorologist—Top-rated news department searching for meteorologist. TV or radio broadcasting experience a must. Send resumes to Box B-102.

Meteorologist. Meteorologist for weekend-TV newscasts and weekday weather forecasting service. Must have strong communication skills and ability to get along with people in aggressive news and weather atmosphere. Send resume and tape to Barbara Davis, Personnel Assistant, WDTN-TV2, P.O. Box 741, Dayton, OH 45401. EOE.

Weather Person—A Sunbelt, medium market VHF network affiliate seeks a sound, experienced weather person, preferably a meteorologist. The successful candidate will be a fully knowledgeable weather prognosticator who is inventive in presentation and strong in communication. Weather tools include radar, satellite and computer generated graphics. Send resume and dollar requirements only. We'll request an aircheck of potentially successful applicants. Write to Box B-82. EOE.

Weekend weather/report: We are looking for an experienced weathercaster who can round out our top-rated weekend news team and also report three days a week. We're the number one news operation in a beautiful Sunbelt city. Our weather department is loaded with the latest technology. If you think you have a future in weather and need a good place to develop it, send a resume and tape to Michael Sullivan, News Director, WAAY-TV, P.O. Box 2555 Huntsville, AL 35801. EOE.

Cinematographer. Seeking a steady shooter who knows news, packaging, editing, and has the hustle to hit the street on day one. ENG and some film experience a must. Applicants must have degree and newsroom experience. Resume, salary expectations, and tape to Bill Perry, News Director, WBBH-TV, 3719 Central Avenue, Ft. Myers, FL 33901. EOE.

Experienced Reporter/Anchor wanted for expanding small market organization in Pacific Northwest. Send tape and resume to Jeff Wasson, KAPP-TV, P.O. Box 1726, Yakima, WA 98907.

Meteorologist. Weathercaster for progressive Hearst station in aggressive news market. Experience in forecasting for prime newscasts. Meteorologist preferred. Individual must have strong communications skills. Send resume and tape to Barbara Davis, Personnel Assistant, WDTN-TV2, P.O. Box 741, Dayton, OH 45401. EOE.

Reporter—Cover county beat, general assignment. Experienced only. Resumes and tapes, no phone calls, to Jay Moore, N.D., WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. An equal opportunity employer.

Sports Director—Aggressive, energetic person to serve as television Sports Director for medium-sized, network-affiliated station in a big 8 market. Need experience in college, high school and participatory sports coverage, as well as sports programming production. Must have B.A. in broadcast journalism, 3-5 years' current television experience in sports reporting, telecasting, news/sports production and packaging. Play-by-play experience a plus. Responsible for two sportscasts per day—delivery, reporting and editing; sports specials; and coaches' programs. Minimum \$27,000, plus liberal benefits, depending upon experience and demonstrable ability. Send current and complete resume, with current VTR, to John Kerans, News Director, WOI-TV, Ames, Iowa 50011, by July 2, 1982. A.E.E./EEO.

Producer—Need first-rate creative producer who can write well and use state-of-the-art graphics to build exciting newscasts. The person will be the key to the continuing success of our No. 1 6 p.m. and 11 p.m. newscasts. Prior producing experience required. Write, in confidence, to Box B-139. EOE, M/F.

HELP WANTED NEWS CONTINUED

News Producer. Total responsibility for the look and flow of daily 6:00 p.m. and 11:00 p.m. newscasts. Medium market with serious commitment to news excellence. Position requires outstanding journalistic and organizational skills, ability to work cooperatively, professional writing ability and VTR editing. One to two years' experience as a news producer necessary. Send resume, references, and salary requirements to Box B-138. Equal Opportunity Employer.

TV News Producer. Top station, big Eastern market. We want a solid journalist with flair and imagination. No beginners, no liars please: Write Box B-140.

Anchor/News Director. Aggressive, experienced for NBC affiliate in Ft. Smith, Ark. Tape and resume to Gordon Brown, Box 1867, Ft. Smith, AR 72902. 501-785-4334. EOE.

Take-charge experienced News Director who knows news and has people skills. All ENG, medium Southwestern market. Net affiliate. EOE. Write Box B-167. Include Salary history.

Director of News—Southern California—small market TV station. Experienced news executive with leadership skills and a desire to bring out the best in others to direct the activities of the number one news team in this area. Degree in journalism, telecommunications or equivalent combination of education and professional experience. Top remuneration for the top person. Send resume to Box B-142. We are an equal opportunity employer.

Executive producer—to help lead expanding Pacific Northwest major market news department. You'll help us put together a new early evening newscast and you'll prepare yourself to take over the News Director's job. Heavy producing and news leadership experience needed. Your education, professional achievement, and writing and editing skills are of critical importance. Send resume and statement of your news philosophy to: Box B-155. E.O.E.

News Director for top 100 market in the Midwest. EOE. Send resume with salary requirements to Box B-157.

11 PM News Producer—minimum 2 years TV news producing experience. Must possess strong writing talents, and be able to supervise others in the production of programs. Top 25 market. Equal Opportunity Employer. Write Box B-161.

News Director: Atlantic Coast network affiliate has immediate opening for News Director. We seek an aggressive journalist who can manage people and produce results. Base plus incentive yields \$35,000-\$45,000 first year potential. Resume to Box B-181.

Producer—Dominant station in top 25 market is starting issue-oriented morning talk show involving guests, studio audience and viewer calls. Producer must manage show on a day-to-day basis and supervise show during telecast. Minimum three years television producing experience. EOE. M/F Resume to: Box B-176.

Executive Producer—for top-rated Midwest top-30 market. Must be production-oriented as well as a solid news person. 4 years' experience. Send resume and salary requirements to Box B-174.

Reporter for top-rated Midwest top-30 market. Will work weekends and three days during week. 2 years' experience. Must handle packaging in a creative manner. Send resume to Box B-173.

We're looking for the best anchor around. We also need two reporters and a photographer. If you're better than most, then rush resume, salary requirements plus cover letter to Box B-80. No beginners, please. EOE.

Energetic, experienced news producer wanted. If you can work well in a large news department, and are better than average, rush resume to Box B-188. EOE.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

TV Traffic supervisor. Three years' experience with Bias system a must. Write Manager, WBRE-TV, Box 28, Wilkes-Barre, PA 18701. EOE.

Associate Director of public relations for leading national children's television series. Need experienced professional with strong writing skills who understands TV promotion, publicity and budgeting. Send confidential resume with salary history to Box B-24.

Afternoon show. Reporters/Hosts (2) needed for new daily live afternoon show. Candidates should have 2-3 years' experience on-air in news and/or talk shows, and 2-3 years' experience writing and producing features. Call or send resume to Robin Sestero, Producer, WISH-TV, P.O. Box 7088, Indianapolis, IN 46207 317-924-4381.

Production Manager for 22nd market with 3-5 years production/supervisory experience and an interest in programming as career opportunity. Send resume to Karen Miller, WISH-TV, P.O. Box 7088, Indianapolis, IN 46207.

Program Operations Manager. WMVS/WMT, Milwaukee's two public television stations, is looking for a person to supervise daily production and program scheduling operations. Minimum requirements include a Bachelor's degree plus five years' experience in television programming, three of which were at an advanced level. Salary is \$26,190 to \$31,604, plus excellent benefits. To be considered, you must submit official application form by July 6, 1982. For application form and job description, call 414-278-6576. Milwaukee Area Technical College.

Host—Dominant station in top 25 market is starting issue-oriented morning talk show involving guests, studio audience and viewer calls. Must be good communicator and able to handle a complex, fast-paced ad lib format. Minimum three years interview experience. No beginners please. EOE, M/F. Resume to: Box B-175.

Morning show co-host—Number 1 in the market; present co-host is retiring; must have outgoing personality; prefer 2-3 years talk show experience; must be strong on guest interviewing; hours: M-F 6:00 AM-11:00 AM; excellent salary and fringes; E.O.E. M/F. Send tape and resume to: Doris Adkins, Program Director, WDEF-TV, 3300 Broad Street, Chattanooga, TN 37408.

Photographer/Editor for production unit needs 3 years' experience in news, commercial and promotion production to shoot/edit features for "new" show. Will also shoot commercials. Send resume and less than 15:00 tape to Karen Miller, WISH-TV, P.O. Box 7088, Indianapolis, IN 46207.

Promotion Manager. WBAL-TV, Baltimore, Maryland, has an opening for a promotion manager. Experience in all phases of television station promotion: on-air, print, outdoor, radio, press relations and community image. Previous promotion management experience and college degree preferred. An E.E.O. employer. Send resume, video tape, and samples of promotion materials to: Director of Human Resources, WBAL-TV, 3800 Hooper Avenue, Baltimore, MD 21211.

Producer/Writer. \$17,000-\$20,000-major benefits. July 15 postmark deadline. Tape, resume required. Frank Jones, UMC 85, Utah State University, Logan, UT 84322.

SITUATIONS WANTED MANAGEMENT

General Manager with six (6) years' experience that knows how to turn a profit is now seeking new challenges. All situations considered, but prefer Sunbelt areas. If you are looking for a proven professional to up-grade or turn around your station, please respond to Box B-36.

Traffic Manager. Over 15 years' experience on Bias and Cox Computer Systems. Willing to relocate. Reply Box B-61.

General Manager. 30+ years practicing television! Thoroughly experienced all aspects! Demonstrated leadership/executive ability. Expertise: administration, programming, sales, news, production, promotion; troubleshooting. Characterizations: Charismatic! Foresighted! Innovative! Energetic! Aggressive! Motivational! Articulate! Accustomed to much responsibility. Outstanding record of achievements! Produces spectacular sales and profits, plus prestige! Box B-128.

SITUATIONS WANTED SALES

Video Production Sales. Having trouble marketing your creativity? Experienced salesman, producer, director, and writer seeking production services sales rep or rep/producer position. Major market television sales experience, variety of production credits, MBA. Box B-178.

SITUATIONS WANTED TECHNICAL

Experienced Operating Engineer with 1st phone. Complete master control ability. Also transmitter operation, production, and camera work. Pat Costello. 814-362-2371.

I need a start. Entry level position, ENG, editing, tech. direct., directing. Frank Leone, 266 W. St. Charles, Elmhurst, IL 60126. 312-279-3885.

ENG maintenance engineer available. BVU, TK, live Van. ACR, VPR, experience also. 702-826-1980.

SITUATIONS WANTED NEWS

Sportscaster for major cable network anxiously wants to return to coverage at local level. Solid anchoring/reporting skills, play-by-play, coaches' shows, timely commentary, impressive "involvement" packages. Tape shows versatility of professional approach which can produce the winning edge. Write Box B-46.

Feature reporter: creative female with Northwestern Masters & 2 years' experience seeks kicker spot in newscast, top 50's market. Pat, 615-877-8459.

Meteorologist—8 years TV experience. M.S. Degree/AMS sealholder. Currently weekday meteorologist in top 20 market. Contract expires August 1982. Write Box B-119.

I'm Searching for an entry level position in television news. I'm black and female, with diversified talents in the field. On-air reporting experience too! Cheryl, 219-949-8071.

Experienced Reporter who also shoots, edits, anchors and produces looking to move up. Call Linda 806-373-8926; 806-935-7792.

Award-winning T.V. news Photographers: Husband and wife, currently working at competing stations, seek employment together. 10 years' experience combined. Willing to relocate for right opportunity. Box B-87.

Experienced, dedicated, hard working, mature, appealing, 31, Reporter/anchor/producer. Currently employed. Needs to advance. Box B-81.

Top rated small market N.D./anchor ready to move up. 37, stable, family man. Offer: experience, ability, responsibility, common sense, hard work and first class product. Looking for anchor/producer/reporter slot. Medium markets, let's talk. Box B-136.

Sports Journalist: 27, 3 years news and sports, edit/shoot/report/anchor/produce. Jonathan, 605-996-9099.

Solid, experienced and black. Reporter seeks top 20 position. Strong writer, anchor background. Award winner. Box B-149.

British writer, 3 years U.S. film/video production experience, seeks writer/production position in news/current affairs. Phone 213-989-5123.

Experience Speaks. Sports Director/Anchor/Reporter/play-by-play wants to advance into medium or major market as Sports Director or assistant. Write Box B-151.

Husband and wife, both experienced television anchors, producers, reporters want another market. Both 31 years old, attractive, good writers and communicators. Box B-182.

I produce, write, report and edit film and tape. Hard working broadcast-journalism grad ready to begin career. Jeff Cloninger, 408-739-2372.

Anchor/Reporter, internship in major market. B.A. Communications, years of performing/writing experience. Great camera presence. Ambitious. Will relocate. Lynne Cope, 762 Crestwood Avenue, Wadsworth, OH 44281. 216-336-2117.

SITUATIONS WANTED NEWS CONTINUED

1982 Eastern college grad.-B.S. Communications. WGR Buffalo sports internship (top 40 market), plus 4 years heavy college & pro radio experience—sports, PBP interviews, sportstalk. For opportunity, will bring dedication, imagination, cooperation. Relocation no problem. T/R on request. Write Box B-179.

Major market radio anchor seeks T.V. anchor/reporting slot. B.S., M.S., Communications, seven years on-air, significant T.V. on-camera and production experience. Lloyd, 714—984-0054.

Radio Operations Manager, excellent news background, seeks TV news position, in East or near Midwest. Will gladly take entry level if given chance for advancement. Call Rick at 216—337-9544 (day) or 216-332-9611 (evenings), or write 337 N. Broadway Salem, OH 44460.

Reporter/Videographer looking for job with top-notch news dept. in small or medium market. Write Box B-180.

Experienced Weathercaster: currently weekday 6 & 11 in top-rated small market. Wanting long term commitment in larger market. Fulltime weather, no reporting. Radar, fax, radio experience. Write Box B-164.

Young black female with B.A. in communications and internships seeks entry level reporting position. Call or write Dwana Christy, 504—673-6627; Rt. 7, Box 812, Prairieville, LA 70769.

Attorney, 2 years' experience, as anchor/reporter and producer, seeks return to broadcast journalism. Write Box B171.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Production Position from Production Assistant to Director. Experienced in all aspects of production on both sides of the Atlantic. Highly educated, highly motivated. Call collect, 515—292-4208, evenings.

Video Editor and Cameraman, recently graduate from prestigious N.Y. Communication school. Personable self-motivated, responsible, will relocate. Call mornings/evenings, 212—366-8074.

Creative, ambitious, knowledgeable, Communications graduate 23, ready to join your production team. Intensive professional experience. Write Box B-165.

B.A. graduate with internship experience seeks entry level position with broadcasting or production company. Extensive background in television and film with emphasis in production. Will relocate. Susan Blumberg, 974 Leopard Rd., Rydal, PA 19046. 215—885-1033.

ALLIED FIELDS

HELP WANTED SALES

General Manager, Operations Manager. For major videotape production and post-production company. Supervise operations and coordinate departments and personnel. Comparable industry experience is required. Replies are confidential. Reply Box B-133.

Videotape sales rep. We are actively seeking aggressive, resourceful and experienced sales rep for major videotape company. We provide production services, mobile facilities, stage, and full range of post-production service to major TV production companies. Excellent salary and good benefits. Replies confidential. Reply Box B-154.

HELP WANTED INSTRUCTION

Tenure track assistant professorship to teach courses in mass communication theory and empirical research methods at both the graduate and undergraduate levels to begin mid-August. Candidates should have Ph.D. (or be very near completion) and show strong promise of scholarly productivity. Teaching and/or professional experience is desirable. Send resume and three letters of reference by July 1, 1982, to Denise Trauth, Chair, Radio-Television-Film Program, School of Speech Communication, Bowling Green State University, Bowling Green, OH 43403. AA/EEO employer.

Instructor/Technician—Growth opportunity for experienced broadcast electronics instructor. Position requires proven classroom experience and minimum three years background in radio engineering. Responsibilities include classroom and lab instruction in our accredited broadcast electronics program, as well as maintenance of broadcast equipment. Ability and desire to work with career-oriented student body a must. Apply to: Director of Education, Ohio School of Broadcast Technique, 1737 Euclid Avenue, Cleveland, OH 44115, or call 216—861-1111. EOE/M/F.

Search Reopened. Communications Chairman: Lindenwood College seeks a dynamic individual to lead a growing department with 115 majors. Located in metropolitan St. Louis, Lindenwood has a 1500-watt public radio station, a commercial carrier-current radio station, campus newspaper, photography and film laboratories, use of off-campus cable TV production facilities, an outstanding internship program. Minimum qualifications include a Master's degree, strong combination of teaching and professional experience, and administrative potential. Courses to be taught include broadcast production, broadcast operations and management, mass communications law. Salary competitive. Resume and list of references by July 23 to: Dean of Faculty, The Lindenwood College, St. Charles, MO 63301. EOE/AA.

Position Vacancy—Chairperson. The Department of Radio, Television and Film of the School of Communications of Howard University at Washington, D.C. is seeking applicants for the Chairperson position beginning in July, 1983. This position will require teaching and/or professional experience in film or the broadcast media. Applicants with distinguished records of extensive administrative experience and leadership will be considered. As the Chairperson's position also carries with it a faculty appointment, the Ph.D. or appropriate terminal degree is required for tenure track appointment. Preference in all appointments will be given applicants who have college or university teaching experience and a strong record of scholarly, creative and/or professional activity and experience with students similar to those attending Howard University. Howard University is an Affirmative Action/Equal Opportunity employer. Send letters of application, resume and professional credits, transcript and three letters of recommendation as soon as possible to: Mrs. Gloria Kendrick, Department of Radio, Television and Film, Howard University School of Communications, Washington, D.C. 20059. Phone: 202—636-7927. Application deadline: August 15, 1982.

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.

\$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.

Would like to buy used 1-KY2000 JVC camera; studio version with CCU, and cable. Call 803—796-7757, ask for General Manager.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585.

RCA-TTU12 12kw UHF transmitter operating on ch. 15. Spare parts and tubes. \$30,000 or best offer. Call Charles Chatelain, 318—237-1500.

10KW FM Transmitters, Harris 10H1 (1969), on air CCA 12000E (1978), direct FM exciter, CCA 10000D, on air. Call M. Cooper, 215—379-6585.

1 KW AM transmitters: Collins 20V3, exc. cond.; also, RCA BTA-1R on air w/proof. Call M. Cooper, 215—379-6585.

Continental, Harris, RCA, Collins AM and FM transmitters for sale. All powers in stock. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248. 214—630-3600.

RCA TT50AH/LA and RCA TT25BH/LA. On the air as main and auxiliary, excellent condition, with a considerable supply of spare parts. Make an offer to Bill Orr, WBNS-TV, 614—460-3700.

Complete station production/master control video switching system: Sarkes Selectec III; Production console has 16x6 switching with Dual Mix/Effects, 24 patterns, split fade to black, preset wipe and key system with H&V preset limit control, variable wipe units, wipe and mask key, spotlight, positioners/modulators, color matt, chroma key with 4x1 RGE switcher, quad split with variable border, re-entry. Master control console has 16x2 video and 16x3 Audio Switching plus 10x2 aux. audio switching, automatic mix/key, VTR and film pre-roll timers and control, audio monitoring and cart control plus video re-entry system, includes almost 100% spares. A complete switching system for a fraction of new price! Call Ray LaRue, Quality Media Corporation, 800—241-7878. In GA, call 404—324-1271.

Save! TV equipment. Lights, video recorder players, small Sony color cameras, cables, Patco switcher, Sony Junction Box, Sony color receiver. More. Call 307—686-7439, or write Gillette Christian TV, S-235 Savageton, Rt., Gillette, WY 82716.

Two Sony VO-2850 editor/VTR's. New heads added last year. Units purchased new in 1977. Have had regular maintenance since. One RM-440 remote editing controller with remote cables. Also new in 1977. Features include LED timer readout to 1/10 second, pre-roll, assemble and insert edit. All three: \$3,500.00. Contact: Bob O'Neil, Kankakee TV Cable Company, Six Dearborn Square, Kankakee, IL 60901. 815—937-2700.

New and used equipment: Sony: CVM-2150, \$1,100.00, LDP-1000, \$2,300.00, SLO-383, \$2,650.00, JVC: AAP-44U, \$100.00, Hatachi; used HR-200 w/HST, \$48,000.00, used SK-80 w/12 x 1, \$9,900.00, used FP-1011 w/10 x 1, \$4,900.00, used FP-1011 w/10 x 1 - \$4,900.00, CEI; used 310 w/12 x 1 100 ft. Cable - \$30,000.00, Fortel; CCD-2H3 TBC - \$6,700.00, Cezar; EA-3X (executive) - \$3,000.00, Tektronix; 1480 - \$3,580.00, R-520 - \$5,655.00, 650 HR \$3,880.00, Anvil; FP-40s case - \$150.00, Crosspoint Latch, 6134 - \$1,700.00. Prices are limited. In stock items. Call 512—451-0138, x 15 or 16.

Production switcher—20 inputs, double re-entry, 3 CBG's, chroma-key, special wipe patterns, + all electronics, manuals. \$5,000. Contact: Ed Murphy, 904—224-3905.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letterhead). O'Liners, 1448 C West San Bruno, Fresno, CA 93711.

Hundreds renewed again! Free sample. Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213—595-9588.

Prizes!Prizes!Prizes! National brands for promotions, contests, programming. No barrier or trade—better! For fantastic deal, write or phone: Television & Radio Features, Inc., Newberry Plaza, 1030 N. State, Suite 40-E, Chicago, IL 60610. 312—944-3700.

RADIO PROGRAMING

New York City Pros train you as announcer, D.J., newscaster-sportscaster. Free booklets-placement assistance-FCC 1st Class License Prep. A.T.S. 152 West 42nd St., New York City, 10036. 212—221-3700.

For Fast Action Use BROADCASTING's Classified Advertising

RADIO

Help Wanted Announcers

DJ/MUSIC COORDINATOR GROUND FLOOR OPPORTUNITY

New concept in dining and entertainment created and backed by national chain, anticipated gross of \$3.5 million per unit. First unit to open in Omaha, August of '82. Seeking the person who can draw the "dancing" and the "watching" crowd night after night with music programming that appeals across the 24-45 year age spectrum. Requirements require a minimum of 2 years' experience in programming, contemporary and Top 40 music. Must have an outgoing personality with the character to relate to all age groups. Projecting a professional appearance important. Music coordinators success will be tied to lounge sales volume. Qualified and challenged persons respond with resume, references, and salary range in confidence to:

Dept. JPMC
P.O. Box 9569
Denver, CO 80209

We are an equal opportunity employer.

WHP-AM/FM/TV OFFERS FULLTIME RADIO ANNOUNCER POSITION

to talent with minimum 2 years' experience in news, personality and production at commercial station. Hours include evenings and weekends. Send resume and tape of news-personality-production work to Shirley Schell, PD, WHP, Box 1507, Harrisburg, PA 17105. EOE.

Help Wanted Management

RADIO GENERAL MANAGER

WAZL/WVCD, Hazelton, PA, is accepting applications for position of General Manager. Applicants must have strong management, leadership, and communications skills. Excellent pay and benefits with this group owner. Send resume and references to Frank Mangano, 120 W. Sixth St., E. Liverpool, OH 43920. 216-385-3950.

ENTREPRENEURIAL RADIO EXECUTIVE

Experienced in all aspects of station management and market analysis; to be employed by sophisticated investors under incentive employment arrangements and equity participation, to help establish and manage new operations. Write Box B-124.

Help Wanted Technical

CONSULTING RADIO ENGINEER

Washington, D.C., area consulting radio engineering firm, sole proprietor, seeking fully qualified engineer to join firm. Ownership opportunity. All replies and inquiries held in strict confidence. Reply Box B-126.

Help Wanted Programing, Production, Others

Production Director/ Air Personality

WZZK, Birmingham, Al.

WZZK, a Katz Broadcasting Company station, seeks "The best" production director/air personality for the South's top Modern Country Music facility.

If you have excellent administrative skills...at least five years of full time on-air experience...superior production ability...have worked in a medium to major market...and you now want to grow with a successful, aggressive, employee owned company apply in confidence to Rusty Walker, Program Director, WZZK-FM, 530 Beacon Parkway West, Birmingham, Al. 35209. EOE/MF

KATZ BROADCASTING COMPANY
A SUBSIDIARY OF KATZ COMMUNICATIONS INC



Katz. The best.

For Fast Action Use
BROADCASTING's
Classified Advertising

Situations Wanted Management

HIGH TECHNOLOGY MARKETING

Vice President of large computer service house specializing in radio and television automation needs to grow. Looking for sales management position with high technology cable or broadcast firm. Please write Box A-112.

TAKE A QUANTUM LEAP

I have developed a revolutionary new method of radio sales and programming, and have proven this premise with overwhelming results in several competitive markets. Underdeveloped stations that need increased billing and ratings, without causing damage to cash flow, will find my technique beneficial. I am interested in a long-term commitment to build a chain of profitable radio stations. If this is your goal, and you have the courage to be part of a different way, write Box B-145 with a description of your situation. Please include a coverage map and local rate card. All replies will be answered and kept confidential.

Situations Wanted Announcers

SALARY BACK

If not completely satisfied with the ratings and revenue this mass appeal morning concept generates. Currently succeeding through community involvement, localized humor, credibility, and no ego problems. This product, major market proven, is available if you meet a criteria for winning. 305-771-1962. (Offer good in the U.S. and Canada.)

TELEVISION

Help Wanted Technical

MAINTENANCE ENGINEERS

Sunbelt station has immediate opening for a maintenance engineer responsible for installation, repair, and on-going maintenance to studio and transmitter equipment. Minimum 5 years TV broadcast maintenance experience (or equivalent). Must possess general class radio/telephone license. Call Richard Kihn, KFDM-TV (CBS), Beaumont, Texas 77706. 713-892-6622. An Equal Opportunity Employer.

TELEVISION STATION MAINTENANCE ENGINEER

Excellent working conditions and advancement opportunities. Medium size market in Western U.S. Send resume to Box B-177.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms
International

300 North Zeeb Road, Dept. PR., Ann Arbor, MI 48106

UHF Antenna Product Analyst

RCA, Camden, N.J. has an immediate opening in the RF Transmission Systems Group for an individual with experience in high power RF product planning and UHF Television transmission and antenna systems. Preferences will include a BSEE or equivalent degree as well as budget planning experience.

RCA offers an excellent starting salary and liberal benefit program. Qualified applicants should send a resume with salary requirements to:

L. Meng, Dept. B-28
Industrial Relations
RCA Commercial Communications Systems
Front & Cooper Sts.
Building 3-2-1
Camden, N.J. 08102

Equal Opportunity Employer

RCA



A Tradition On The Move!

TV ASSISTANT CHIEF ENGINEER

For new UHF independent Albany, N.Y. WXXA-TV, studio and UHF transmitter. Experience desirable.

**Contact: Mr. Cathrall,
518-458-8911,
or write: P.O. Box 6423
Albany, NY 12206-043.**

Help Wanted Sales

ACCOUNT EXECUTIVES

West Virginia's newest TV station and first independent offers unique ground floor opportunity for experienced and knowledgeable self starter in the top 43rd ADI. Write to: WVAH-TV 23.23 Broadcast Plaza, Hurricane, WV 25526.

Help Wanted Programing, Production, Others

PRODUCTION MANAGER

Experience required. Expanding major public telecommunications facility producing 400-hours of finished broadcast and non-broadcast material annually for local and national distribution is seeking individual to head production facility and staff. Responsibilities include budget and personnel administration, quality control, inter-department and inter-agency liaison, direction and goal setting, and staff training in all areas. Experience in national distribution, personal contract negotiation and administration including AFTRA, SAG and AF of M, records-keeping including cue sheets, and administration of revenue producing facility desired. Excellent growth potential. Salary negotiable. Equal opportunity employer. Mail only resume and references to Richard Cramer, Director of Administrative Services, Georgia Public Telecommunications Commission, 1540 Stewart Avenue, SW, Atlanta, GA 30310, by July 15, 1982.

TELEVISION PRODUCER-DIRECTOR

Produces and directs local programs and contract productions utilizing studio, mobile unit and ENG facilities; quarter time teaching. Requires B.A., thorough knowledge of studio production, switching audio, lighting, EFP and editing; broadcast experience. Salary: \$15,480. Excellent benefits. Send resume to: Employment Manager, Texas A&M University, College Station, TX 77843. An Equal Opportunity Employer.

Help Wanted News

DIRECTOR OF NEWS CALIFORNIA

Top-rated small market TV station seeks experienced senior pro who is ready to utilize his experience to develop the skills of a team of young tigers. Degree in journalism, telecommunications or equivalent combination of education and professional experience. Top remuneration for the top person. Send resume to Box B-143. We are an equal opportunity employer.

NEWS DIRECTOR

WCTI-TV, ABC for eastern North Carolina, has immediate opening for News Director. Experience as News Director preferred, but will consider news producer type ready for news director responsibilities. Send resumes and salary history to: Bill Jenkins, VP & General Manager, WCTI-TV, P.O. Box 2325, New Bern, NC 28560. WCTI-TV is a Malrite Communications Group station and an Equal Opportunity Employer.

ANCHOR

Washington, D.C. Independent looking for anchorperson. Send tapes and resumes to: Armand Asselin, News Director, WTTG-TV, 5151 Wisconsin Ave., N.W., Washington, D.C. 20016. Equal opportunity employer, M/F.

MANAGING EDITOR

Washington, D.C. Independent is looking for a managing editor. Must be a leader, experienced in all facets of TV news production. Send resumes to: Armand Asselin, News Director, WTTG-TV, 5151 Wisconsin Ave., N.W., Washington, D.C. 20016. Equal opportunity employer, M/F.

Help Wanted Management

PROGRAM MANAGER

Midwest major market affiliate looking for Program Manager. Will be responsible for program, production, commercial production and film departments. Prior experience as a Program Manager a must. Ability to motivate creative staff considered top priority. Send resume to: Box B-84. An EOE.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

CHIEF EXECUTIVE OFFICER OF TELEVISION SYNDICATION COMPANY

TRIDENT TELEVISION ASSOCIATES, INC.
seeks to appoint
a CHIEF EXECUTIVE OFFICER
for its American operation
headquartered in New York City.

- Applicants Must Have A Successful Record in Television Film Syndication.
- A Strong Marketing Background is Essential, in Addition to The Broader Skills of General Management.
- An Attractive Remuneration Package Will Be Negotiated.

Forward letter, resume and salary expectations to:

G.E. Ward Thomas, Chairman
TRIDENT TELEVISION ASSOCIATES, INC.
540 MADISON AVENUE
NEW YORK, NEW YORK 10022

PUBLIC INFORMATION DIRECTOR

Experience required. Expanding major public telecommunications facility is seeking individual to be part of management team to head public information unit and staff. Responsibilities include determining and co-ordinating all promotion, public relations and advertising activities of a state agency, a nine-station television network and other services. Individual will direct in-house agency in development and placement of print and broadcast campaigns, will initiate and maintain contacts with press, community business and service organizations, educational institutions, government officials and other state departments and agencies as well as represent organization nationally. Fund raising experience desired. Excellent growth potential. Salary negotiable. Equal opportunity employer. Mail only: resume and references to Richard Cramer, Director of Administrative Services, Georgia Public Telecommunications Commission, 1540 Stewart Avenue, SW, Atlanta, GA 30310 by July 15, 1982.

CREDIT MANAGER WCIX-TV MIAMI, FLORIDA

To qualify, you should know national, local, credit clearing, collection, TV, Bias, supervision, and accounting.

Send resume to:
Jack D. Willard
VP/Business Manager, WCIX-TV
1111 Brickell Ave., Miami, FL 33131

An Equal Opportunity Employer.

Situations Wanted Management

GENERAL MANAGER

Bottom line oriented General Manager with outstanding industry references seeks new position. Present position in major Northeast market. My unique ability to motivate people has earned me the respect of my network, sales representatives and, more importantly, the competition. Reply Box B-153.

Situations Wanted News

ANTENNA UP!

For a new opportunity in television. Seeking talent position leading to anchor where I can learn and grow. Well-known radio executive seeking lifestyle change. (need a new rat race!) Single. Programmer currently at the top of one of America's major groups. Extensive experience in programing, promotion and advertising. Absolutely serious about new direction. Ball of fire ready for new challenge. On-camera commercial experience. Many transferable skills. No preconceived notions on area of U.S. Will consider smaller market for opportunity to polish skills. Ready to commit to a good organization. VTR available. Write Box B-144.

Situations Wanted Programing, Production, Others

BROADCAST GROUPS

and program consulting firms: I'd like to lend you my ears. I desire a job setting where my observations can contribute to solving programing problems. Resume will be mailed upon request. Contact Jim Boswell, P.O. Box 443, York, PA 17405.

ALLIED FIELDS Help Wanted Technical

Video Tape Operators

RCA American Communications, Inc. is seeking qualified individuals to operate and maintain its video tape operating center located in our Vernon Valley Earth Station Facility in Northern New Jersey.

If your background includes a minimum of one year experience in television operations, including the operation and set-up of two inch video tape recorders and related video equipment with Master Control switching experience, write us today.

Mr. R.T. Meehan
RCA American
Communications, Inc.
R.D. #2 Edsall Road
Sussex, NJ 07461

Equal Opportunity Employer

RCA

A Tradition On The Move!



DIRECTOR OF OPERATIONS VIDEO TAPE TECHNOLOGY

Outstanding opportunity to manage the nation's finest video tape production and post production facility including satellite operations. This is a high visibility New York City based position in the fastest growing division of a major nationwide communications organization.

The ideal candidate will have:

- Working knowledge of video tape and post production facilities.
- Proven management skills with experience supervising editorial and technical production services, scheduling, film, library and shipping.
- Client service orientation.

We offer a competitive starting salary, opportunity for advancement and an excellent benefits package. Send resume, including current salary, in confidence to:

ORLOV RESOURCES FOR BUSINESS
(Management Consultants)
420 Madison Ave., Suite 1105
New York, N.Y. 10017

Equal Opportunity Employer, M/F

Help Wanted Management

Creative Advertising & Sales Promotion Executive

Newspaper & Magazine Accounts

Dynamic N.Y.C. ad agency, in the \$25MM range, needs an experienced, energetic executive to create and produce effective promotions and advertising campaigns for a leading New York newspaper and a national magazine.

REQUIREMENTS INCLUDE: at least 10 years in media advertising, marketing and promotion, probably including experience as a Promotion Director of a TV or radio station, or a newspaper. You should be an original and prolific writer with hands-on experience writing and producing radio/TV commercials, print ads, both consumer and trade, along with a proven ability to advise clients at top management levels.

WE OFFER: the opportunity to join a highly successful group to develop your talents and ultimately earn the top responsibility for overall creative strategy, advertising, and promotion. Generous salary plus comprehensive benefits.

APPLY: by submitting a resume, in strict confidence, outlining your career and your specific marketing and promotional successes, to:

Box B-132

An equal opportunity employer M/F/H

Help Wanted Management Continued

ONE OF OUR CLIENTS

is a well known communications company involved in broadcasting, newspapers, and cable TV. They have retained us to confidentially locate a chief operating officer with a strong operations and financial background. The right individual should be experienced in both newspapers and broadcasting, and compensation will be flexible and attractive. Location will be in the eastern half of country. Extreme confidentiality will be maintained. Send resume to Box B-79.

Consultants

LOW POWER TELEVISION SPECIALISTS

Channel searches & complete application preparation. Full service planning/reasonable rates. Have a question? Call 305-981-8480.



Communications Consultants
3590 S. 80th Avenue, Suite 9
Hollywood, FL 33023

Low Power TV
Applications \$1,000 ea.



602 299-1944

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.**

Radio Programming

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
included in each series



Program Distributors
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Jonesboro Arkansas 72401
501-972-5884



Available now

exclusive half-hour interview shows with major Hollywood stars. Ideal for your regular morning show, or as half-hour easily placed specials. Call John Oldman or Steve Metz. 213-278-7222.

Miscellaneous

"Want to Own a Station?"

Full day, individual seminar for broadcast investors given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover among the topics. Find out how to buy your next or first station through my personal experience. Robin B Martin, President, Deer River Broadcasting Group, Suite 1001, 141 East 44th Street, NY, NY 10017. 212-599-3303.

IMPROVE YOUR CASH FLOW

Immediate cash for broad-receivables. A new and unique service especially for radio & television. For details, contact: Central Texas Factors Inc., P.O. Box 903, Palestine, Texas 75801. 214-561-9688, Mr. Shaid.

For Sale Stations



CHAPMAN ASSOCIATES[®]

nationwide mergers & acquisitions

STATION

SE Metro	AM/FM	\$2500K	Cash	Bill Chapman	(404) 458-9226
S Metro	Fulltime	\$1500K	Cash	Bill Cate	(904) 893-6471
S Small	AM/FM	\$600K	\$150K	Paul Crowder	(615) 298-4986
E Small	FM	\$575K	Terms	Jim Mackin	(207) 623-1874
MW Small	FM	\$560K	\$200K	Peter Stromquist	(612) 831-3672
SW Small	AM/FM	\$450K	Cash	Bill Whitley	(214) 387-2303
MW Small	FM	\$425K	\$25K	Elliot Evers	(213) 366-2554
MW Small	FM	\$375K	\$150K	Paul Crowder	(615) 298-4986
NW Small	Fulltime	\$300K	Cash	Elliot Evers	(213) 366-2554
East Small	CATV	\$275K	\$125K	Bob Rathsmill	(215) 245-7489

CONTACT

To buy, sell, for appraisals or financing - contact John Emery, General Manager, Chapman Co., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341 (404) 458-9226

STAN RAYMOND & ASSOCIATES

Broadcast Consultants & Brokers

Now available-AM/FM combos in NC, SC, AL, TN, FL, GA & others

404-351-0555 1819 Peachtree Rd., NE Suite 606 Atlanta, GA 30309

AM RADIO STATION

Large Southern Market. Religious format - good billing. 25% down. Good terms. Reply with qualifications. Box B-125.

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.

NETWORK TELEVISION-SUNBELT

Exciting opportunity for equity investment in profitable, network affiliated TV station in dynamic growth market in Sunbelt. Full details will be provided on request. Reply Box B-91.

CALIFORNIA

Two network affiliated stations in reasonable proximity to one another. One resort/glamour, the other major agricultural. Both insulated against downward economic trends by nature of the markets. Solid growth projections. Both stations technically state of the art. For sale by owner. \$6.5 million for both. No broker. Contact Box B-96 for specifics.

Dan Hayslett

A ASSOCIATES, INC.



Media Brokers
RADIO, TV, and CATV
(214) 691-2076

11311 N. Central Expressway • Dallas, Texas

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

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road, Dept. PR., Ann Arbor, MI 48106

Books For Broadcasters

T5213 A HANDBOOK OF RADIO PUBLICITY & PROMOTION, by Jack MacDonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1,500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8 1/2 x 11" bound in long-life 3-ring binder. **\$34.95**

T5819 JOURNALIST'S NOTEBOOK OF LIVE RADIO-TV NEWS, by Phillip Keirstead, network news producer, adjunct prof., Fordham Univ. Written to provide broadcast journalists with a solid understanding of journalism concepts and techniques. Covers the techniques of gathering, processing, writing, and broadcasting live news, using the latest electronic equipment. Contains special sections on laws relating to journalism, documentaries, and editorials. 252 pp., 29 illus. **\$12.95**

S6001 THE POLITICS OF BROADCAST REGULATION, Third Edition, by Erwin G. Krasnow, Lawrence D. Longley, Herbert A. Terry. Completely revised to take into account dramatic changes in the field, such as increased competition from cable television and innovations involving satellite transmission and the regulatory climate. Political, economic, and technological changes are described and analyzed. Looking at broadcast regulation from a public policy perspective, the book is organized in two parts. Part One traces the evolution of broadcast regulation and shows how regulations and broadcasting policy are determined by the FCC, the broadcast industry, citizens groups, the courts, the executive branch, and Congress. Part Two provides five case studies of broadcast regulatory policies. A closing section gives a broad overview of broadcast regulation, relating the analytical and theoretical material in Part One to the specific facts brought to light in the case studies of Part Two. 304 pages, annotated bibliography, index. **\$8.95(paper)**

BROADCASTING BOOK DIVISION

1735 DeSales St., N.W.
Washington, D.C.
20036

Please send me book(s) number(s) _____. My _____ payment is enclosed.

Name _____

Firm or call letters _____

Address _____

City _____

State _____ Zip _____

**For Sale Stations
Continued**

**SATELLITE AUDIO
CHANNELS**

Invitation to Bid

Sealed bids will be received from those who are interested in leasing one or two 20 kHz 19dbw SPCP audio channels for stereo or monaural service on Westar 4 Transponder 1. Bid opening date July 22, 1982. Bid specifications may be obtained from Charles Helein with Dow, Lohnes & Albertson, 1225 Connecticut Avenue, Washington D.C. 20036. Phone number 202-862-8054. Minimum bid \$11,500 per month (based on underlying tariff, June 1, 1982) per 20 kHz 19dbw channel. Two channels are available. Uplink facility is presently available from New York and in the future may be available from Atlanta, Chicago, Los Angeles, and San Francisco. Downlink facilities are presently available at nominal cost in hundreds of U.S. cities-THUS MAKING POSSIBLE THE IMMEDIATE CREATION OF A NATIONWIDE RADIO NETWORK.

FOR SALE

Black gospel AM ranked 6th in market. 90% of revenue from religious sources only. Excellent potential for development of retail advertising dollars. Priced at less than 10 x operating profit—\$900,000 on terms to qualified buyer. Box B-89.

BROKERAGE

FM STATION BUYERS

We are currently offering FM stations in the Sunbelt, the Mid-Atlantic states, and in the West. Class "C", Class "B" and Class "A" stations...some with AM facilities. Our offerings include both developed and undeveloped stations, and in a very wide range of markets and prices. Contact Arthur Holt or Bernhard Fuhrmann for details...and choose the FM that fits your plans!

*Over twenty years of service to Broadcasting
Appraisals • Brokerage • Analysis
Westgate Mall, Bethlehem, PA 18017
215-865-3775*

THE HOLT CORPORATION

**WALKER MEDIA &
MANAGEMENT,
INC.**

Smoky Mountain fulltime AM. Beautiful, profitable operation. \$1.5 Million-terms.

813-778-3617

John F. Hurlbut

P.O. Box 1845

Holmes Beach, FL 33509

FOR SALE

AM-FM radio station. Major market in Southwest Sunbelt. Write Box B-141.

**BUSINESS OPPORTUNITY,
SUNBELT**

30% stock available for WAGQ-FM, Athens, Georgia. Currently 50 KW, w/expansion plans for 100 KW tall tower near Atlanta. 301-299-5327.

76 LISTINGS NATIONWIDE

- Priced from \$130,000 to \$10,500,000
- Tell us what you want. We may have it.
- Call to get on our mailing list.

BUSINESS BROKERS ASSOCIATES
615-756-7635 (24 HOURS)

SOUTHWEST

Fulltime AM-growing medium market. Priced at 2 times annual gross sales. \$1.2 million-terms. Excellent buy. Write Box B-127.

**Wilkins
and Associates
Media Brokers**

MT	AM	160K	30K	Small
CO	FM	275K	30K	Small
IL	FM	400K	20%	Small
NE	AM/FM	1.100K	30%	Small
AZ	AM	350K	50K	Small
MN	AM	220K	30%	Small
WI	AM	495K	75K	Small
MO	AM/FM	275K	50K	Small
KS	AM	410K	75K	Small
SD	AM	260K	22%	Small
MI	AM	550K	50K	Small
GA	FM	170K	15K	Small
OK	FM	380K	20%	Small
MS	AM	300K	50K	Small
AR	AM	150K	20K	Small
NC	AM	235K	35K	Small
ND	AM/FM	240K	20K	Small

**109 North Main, 2nd Floor
Sioux Falls, SD 57102 605/338-1180**



R.A. Marshall & Co.

Media Investment Analysts & Brokers
(803) 842-5251

BOB MARSHALL, PRESIDENT

Class C FM with untapped potential. Primary coverage over top 20 Sunbelt market as well as outstanding regional coverage \$3.0 million on excellent terms.

508A PINELAND MALL OFFICE CENTER
HILTON HEAD ISLAND, SOUTH CAROLINA 29928

**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

NORTH AMERICAN MEDIA BROKERS

FL: West Coast AM-FM, 1.65M; major market AM, 400k; small market AM, excellent turnaround, 350k; small market AM, 285k; CA: fulltime Pacific Coast AM, 1.5M; coastal AM-FM, 1.2M; Sunbelt: major market AM-FM, 7M. Also, stations in Wyoming, Georgia, Missouri, Iowa, Illinois, Tennessee & more.

WEST: 29147 FERN CANYON RD. CARMEL, CA 93923.
(408) 624-7282
EAST: BOX 1415, BOCA RATON, FL 33432. (305) 391-2280.

For Sale Stations Continued

AM CP FOR SALE

Fulltime AM construction permit located in east central Wisconsin for sale by owner. 5kw day, 2.5kw night. Includes land, building, towers, transmitter, phasor and all associated materials for transmitter sight. Cash only. No brokers. Write Box B-158.

For Fast Action Use BROADCASTING's Classified Advertising

901/767-7980
MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
"Specializing in Sunbelt Broadcast Properties"
5050 Poplar • Suite 816 • Memphis, Tn. 38157

GROUP SELLING OFF 2 COMBOS

in 150,000 metros of Midwest. Developed and underdeveloped. Good multiples at \$5 mil. \$3 mil. and \$2 mil. Terms for the qualified. Write Box B-147.

FLORIDA STATIONS

5kw daytime on Atlantic Ocean, full time possible, \$526,000. 5kw daytime, central Florida, 50kw possible, \$300,000. AM/FM on Gold Coast, \$1.5 million. 1kw daytime, East Coast, \$350,000 C. Wesley Ward, Inc., Fla. Licensed Broker, 707 E. Colonial, Orlando, FL 32803. Telephone 305-896-9962.

RALPH E. MEADOR

Media Broker
AM-FM-TV-Appraisals
P.O. Box 36
Lexington, MO 64067
816-259-2544

TEXAS

Profitable fulltime small market AM. \$165,000, with good terms. Show financial ability in reply to Box B-184.

SPECIAL NOTICE

Due to holiday Monday, July 5, the deadline for classified advertising for the July 12 issue will be:

FRIDAY, JULY 2

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms
International
300 North Zeeb Road, Dept. PR., Ann Arbor, MI 48106

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or Money order only. (Billing charge to stations and firms: \$3.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted, or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (NO telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING, Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified Listings (non-display) Help Wanted: 85c per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50c per word. \$7.50 weekly minimum. All other classifications; 95c per word. \$15.00 weekly minimum. Blind box numbers: \$3.00 per issue.

Rates: Classified Display: Situations Wanted (personal ads) \$40.00 per inch. All other classifications: \$70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice advertising require display space. Agency commission only on display space.

For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, Radio Programming, Miscellaneous, Consultants, For Sale Equipment, Wanted To Buy Equipment and Situations Wanted advertising require payment in advance.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word Count: Include name and address. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as one word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Media

Elected directors in expansion of Metromedia's board of directors from nine members to 12: **Robert Bennett**, senior VP-television broadcasting and production, **George Duncan**, senior VP, operations, and **Stuart Subotnick**, senior VP, finance.

Russell Calkins III, president, display communications group, **Heritage Communications**, Des Moines, Iowa, named VP-corporate communications.

Homer Dixon, station manager **WNOG(AM)**, **WCVU(FM)** Naples, Fla., named general manager. **John Garbo**, sales manager, **WNOG-WCVU**, succeeds Dixon.

Bob Reich, VP and general manager, **WEZB(FM)** New Orleans, assumes additional duties as director of contemporary operations for parent, **EZ Communications**.



O'Neill

John O'Neill Jr., VP, compliance and practices, **NBC**, West Coast, Burbank, Calif., named VP, finance and administration.

Mary Birch, operations manager, Northwest region, **Group W Cable**, named executive assistant to chairman, **Westinghouse Broadcasting and Cable Inc.**, New York.

John Greene, VP and general manager, **WRAL-TV** Raleigh-Durham, N.C., named VP, television for parent **Capitol Broadcasting Co.**

Larry White, sales executive, **WVOR-FM** Rochester, N.Y., named assistant general manager.

Vickie Ann Bates, office manager, **Daniels & Associates**, Carterville, Ill., cable system, named general manager, **Southern Illinois Cable TV**.

Drew George, general sales manager, **KZEW(FM)** Dallas joins **KOAX**, succeeding **Heiser**.

Donald Richards, station manager, **WTMJ(AM)** Milwaukee, named VP, general manager.

John Schaller, communications manager, **American Marketing Network**, Winnetka, Ill., joins **WVUD-FM** Kettering, Ohio, as general manager.

Rich Rapiti, account executive, **WHN(AM)** New York, joins **WJDM(AM)** Elizabeth, N.J., as station manager.

John Kane, station services director, **Shadow Network**, New York joins **United Stations** there as station clearance representative.

Larry Aldridge, director of development, **Dowden Communications**, Atlanta-based **MSO**, named VP, corporate development. **Mayer Singerman**, director of Illinois

franchising, **Dowden**, named VP, development.

Jan Pratkan, broadcast director, **KMJQ(FM)** Clear Lake City, Tex., joins **Qube Cable** there as traffic manager.

Advertising

Richard O'Connor, vice chairman and chief executive officer, **Campbell-Ewald Co.**, Warren, Mich., named vice chairman and chief executive officer, **Marschalk Campbell-Ewald Worldwide**, New York. **Paul John**, president and chief operating officer, **Campbell-Ewald**, succeeds O'Connor. **Peter Dow**, executive VP, succeeds John.

William Thompson Jr., executive VP and member of U.S. and worldwide boards of **J. Walter Thompson**, New York, joins **McCann-Erickson Worldwide**, New York, as executive VP and director of account development.

John Lyons, VP and creative group head, **Benton & Bowles**, New York, named senior VP.

Sandy Weisberger, associate media director, **Bozell & Jacobs**, Dallas, named VP, media director, Phoenix office.

John Roedig, chief financial officer, **Bertrand Launchner**, corporate secretary, and **Walter**

Burek, group creative director, **N W Ayer**, New York, elected senior VP's.

Linda Hannett, manager of competitive analysis and profitability, **CBS Television Network**, New York, joins **D'Arcy-MacManus & Masius** there as manager of national broadcast/budget coordination.

Carl Larkin, VP, management supervisor, **Tracy-Locke/BBDO** advertising, joins **Gurasich Spence Darilek & McClure**, as president, Dallas office.

Leda Goldsmith, VP, director of public affairs, **J. Walter Thompson**, New York, joins **Barnum/Secunda Associates** there as manager, communications/entertainment.

Chuck Heiser, VP, general manager, **KOAX(FM)** Dallas, named director of sales training and development for parent, **Group W Radio**.

Maggie Dominick, media director, **Martin, Remick, Moore & Reed**, Richmond, Va., joins **Siddall, Matus & Coughier** there as manager of media services.

Robert Burruss, VP, management supervisor, **Grey Advertising**, New York, named senior VP.

Mary Ellen Stoetzel, VP, account supervisor, **Ogilvy & Mather**, Los Angeles, named manage-

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ment supervisor.

Laurel Tucker, art director, Tatham-Laird & Kudner, Chicago, joins D'Arcy-MacManus & Masius, St. Louis, in same capacity.

Andrea Gooch, account executive, Selcom, San Francisco, named manager. **Bonnie Butler**, account executive, Los Angeles, moves to San Francisco office in same capacity.

Anna Morris, marketing manager, Warner Amex Satellite Entertainment Co., New York, joins Sheldon Communications there as VP, account supervisor.

Thom Carroll, assistant sales manager for Blair Television's ABC/green team, named manager. **Michael MacLean**, account executive, Eastman Radio, Detroit, joins Blair Television sales team there in same capacity.

William Bungeroth, president, International Broadcasters Inc., joins Century Broadcasting, Chicago, as director of sales for its six radio stations.

Jerry Williamson, general manager, KART(AM)-KFMA(FM) Jerome, Idaho, joins KUTV, Inc., as manager of cable advertising sales for subsidiaries. Intermountain Satellite News and KUTV Cable.

Sandra Dorfman, consultant, sales and marketing, Valley Cable TV, Los Angeles, named VP, sales and marketing.

Raymond Gardella, general sales manager, WICC(AM) Bridgeport, Conn., named VP, sales.

Sandy Rahimi, general sales manager, WNAC-TV Boston, named VP and director of sales, KIII-TV Los Angeles.

Dennis Fitzsimons, director of sales and marketing, WYIT(TV) Hartford, Conn., joins WGN-TV Chicago as director of sales.

Tom Caputo, national sales manager, KYND(FM) Pasadena, Calif., joins WBNS-AM-FM Columbus, Ohio, as general sales manager.

Edward Poole, account executive, KLOS(FM) Los Angeles, joins WXYZ(AM) Detroit as general sales manager.

Gene Boivin, general sales manager, WXYZ(AM) Detroit joins KZEW(FM) Dallas in same capacity.

James Blake, general sales manager, Hubbard Broadcasting's KSTP-TV Minneapolis-St. Paul, named VP and general sales manager for KSTP-TV and Hubbard's WTOG(TV) Tampa-St. Petersburg, Fla., and KOA-TV Albuquerque, N.M.

John Poche, account executive, WBYU(FM) New Orleans, La., joins KZZB(FM) Beaumont, Tex., as local sales manager. **Rocky Chase**, director, station relations, Sunbelt Network, Dallas, joins KZZB as account executive.

Paul Rogers, recent graduate, Southern Illinois University, joins WLAK(FM) Chicago as account executive.

Gary Gardner, account executive, TeleRep, New York, joins WSBK-TV Boston in same capacity.

Fred Petrosino, VP and general manager, Katz Independent TV Sales, New York, joins WNEV-TV Boston as general sales manager.

Joel Morris, sales representative, KUTV(TV) Salt Lake City, named sales development manager. **John Bailey**, sales representative, KUTV, named local sales manager.

Swan Burrus III, divisional VP, Katz Television, Memphis, named VP and sales manager of Charlotte, N.C., office. **Pat Schroder**, account executive, succeeds Burrus.

Mike Kibbey, account executive, WITV(TV) Indianapolis, joins Harrington, Righter & Parsons, St. Louis, as account executive.

Bill Evans, music director, WJDQ(FM) Meridian, Miss., named local sales account executive.

James Stevens, Western regional sales manager, Warner Amex Satellite Entertainment, Los Angeles, joins WBBM-TV Chicago as account executive.

Paul Bruton, from WKYS(FM) Washington, and **Paul Doll**, from Ted Bates, New York, join WRC(AM) Washington as account executives.

Judith Carlough, account executive, KSRR(FM) Houston, joins WBCN(FM) Boston in same capacity.

Programming



Perry

Sheldon Perry, VP, administration and assistant to president, CBS Theatrical Films, joins Warner Amex Cable Communications, New York, as senior VP, programming.

Bruce Sallan, VP, West Coast television, Highgate Pictures, Los Angeles, joins ABC Entertainment there as executive producer, motion pictures for television.

Gloria Banta, writer, Filmways Television, named VP, comedy development, Paramount Television, Los Angeles.

Janet Wikler, director of communications, Mead Data Central, joins CBS/Publishing Group, New York, as director, electronic publishing development.

Jack Donahue, VP, Western division, Lorimar Television, joins Lionheart Television, Los Angeles, as VP, Western sales.

Ernest Martin, general manager, Preview, subscription television service, St. Louis, resigns.

Rob Wieland, writer-producer, CBS Television Network, Los Angeles, joins ABC Motion Pictures and ABC Circle Films there as assistant director, post production.

Abe Mandell, president of ITC Entertainment Inc., New York, named to executive board of management of Associated Communications Corp. (ACC), London, parent company of ITC.

Roger Daugherty, VP, management systems, SelecTV, named VP, corporate development for Los Angeles-based STV operator.

Warren Murphy, director of comedy development, NBC Entertainment, Los Angeles, joins Barry & Enright Productions there as executive in charge of comedy development.

Paul Berkowitz, VP, director of sales, Moser Programming International, Atlanta, joins IFC Entertainment Ltd., New York, as director of sales and marketing, broadcast programming division. Division is marketing Eros, satellite-fed

adult feature film service.

Ransel Newcombe Potter, executive VP and director of advertising and marketing, On-Line Media, joins United Media Enterprises, New York, as marketing manager.

William Burch, president of MCA Corporate Films, division of MCA, Inc., retires but will remain available to firm as consultant.

Garry Gassel, program manager, Spectrum Television, Chicago, appointed director of on-air promotion, Spotlight cable programming service, Los Angeles. **Richard Cronin**, sales representative, Columbia Pictures, joins Spotlight cable programming service as affiliate relations representative.

Jeff Tornberg, independent venture capital consultant, New York, joins Metro-Goldwyn Mayer Film Co., as motion picture production executive.

Barbara Corday, VP, comedy series development, ABC Entertainment, Los Angeles, resigns to form own production company, Can't Sing Can't Dance Productions, and has joined Columbia Pictures Television, Burbank, Calif., as independent producer, under exclusive development and production pact.

Scott Chapin, production manager, KSTP-AM FM St. Paul, Minn., named production manager The Creative Factor, Hollywood-based radio production company.

Paula Levine, senior producer, on-air promotion, Warner Amex Satellite Entertainment Co.'s The Movie Channel, named producer Nickelodeon.

Dick Jolliffe, from DMJ Co., Los Angeles-based broadcast sales and program consulting firm, joins PolyGram Television there as director of sales planning and marketing.

Bob Costas, sportscaster, NBC Sports, New York, has signed multiyear contract.

Frank Beatty, director of CATV affiliate relations, Turner Broadcasting, Atlanta, named manager, international sales, Cable News Network and CNN2.

Monika Schaaf, Western sales manager, Multichannel News, joins Home Theater Network, New York, as director of program marketing.

Michael Ramsden, executive vice president of news, Nine TV Network of Australia, named chairman and chief executive, Channel 9 Australia, Inc., Los Angeles-based satellite production center of Nine TV Network. Ramsden relocates from Sydney to Los Angeles.

Cathy Creany, executive producer, PM Magazine, WTVH(TV) Syracuse, N.Y., named program director.

Charles Gross, from KYST(AM) Texas City, Tex., joins WLIAM(AM) New Haven, Conn., as program director.

Bob Cole, program director and air personality, KOKE-AM-FM Austin, Tex., joins WPKX-FM Woodbridge, Va., as program director.

Annette Lai, office manager, Mike Phillips & Associates Radio Consultants, San Francisco, joins KYUU(FM) there as program coordinator.

John Deushane, assistant production manager, WEEK-TV Peoria, Ill., named production manager.

Eileen Cushing, program assistant, WSBK-TV



Happy 50th! To celebrate Betty Furness's 50th anniversary in the communications industry (she started as a contract player for RKO Studios in June 1932), her colleagues at NBC lift a toast to her. Pictured (l to r) are Robert Mulholland, NBC president; Bob Davis, news director, WNBC-TV New York; Bob Walsh, president of NBC Owned Television Stations; Furness, consumer reporter, WNBC-TV; Bud Carey, vice president and general manager, WNBC-TV; and Reuven Frank, president of NBC News.

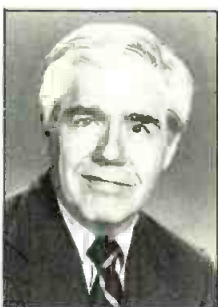
Boston, named associate producer. **Kim Dooley**, program assistant, named associate producer.

Bill Reddy, segment producer, *360 News Magazine*, KFSN-TV Fresno, Calif., joins WPVI-TV Philadelphia as producer. *Visions*.

Deborah Tang, associate producer, *Charlie Rose Show*, Washington, joins WJLA-TV there as producer, *Good Morning, Washington*.

Chuck McCartney, air personality and assistant program director, WJQ(FM) Meridian, Miss., assumes additional duties as music director.

News and Public Affairs



Lockhart

Ray Lockhart, producer, documentary unit, NBC News, New York, named VP news operations.

Ron Steinman, special events producer, NBC-TV's *Today*, New York, named producer of NBC News's *Early Today*, scheduled to go on air July 5.

Richard Roth, assistant bureau chief,

CNN, New York, named bureau chief, Chicago.

David Brady, news director, WNOV(AM) York, Pa., joins WQVE(FM) Mechanicsburg, Pa., in same capacity.

Jim Thistle, news director, WCVB-TV Boston, resigned to attend graduate school.

Steven Cohn, anchor-editor, WFAS(AM)-WWYD(FM) White Plains, N.Y., named news director. **Thomas O'Hanlon**, anchor-editor, WFAS-WWYD, named assistant news director.

Jack Hilliard, director of news, 6 p.m. and 11 p.m. weeknight news, WFSM-TV Greensboro, N.C., named producer-director, special projects.

Mike DeVere, assistant director of 6 p.m. and 11 p.m. weeknight news, succeeds Hilliard.

Appointments, news department, WTHR(TV) Indianapolis: **Loretta Mouzon**, late news producer, to executive producer. **George Banks**, from WXTV(TV) Syracuse, N.Y., to late news producer, succeeding Mouzon. **Mark Craft**, from WMBF-TV Rock Island, Ill., to early news producer. **Lee Peoples**, from WOWK-TV Huntington, W. Va., to reporter. **Lisa Hendrickson**, from WIFE(AM) Indianapolis, to associate producer-nightside assignment desk.

John Matarese, anchor-reporter, WEZF-TV Burlington, Vt., joins WMTW-TV Poland Spring, Me., as reporter.

Rick Benjamin, night news supervisor and anchor, WLS-TV Roanoke, Va., joins WDHO-TV Toledo, Ohio, as evening news anchor.

John Nicholson, anchor, WTVT(TV) Tampa-St. Petersburg, Fla., joins WTOG(TV) there as 10 p.m. anchor. **Barbara Callahan**, from WTOG's *PM Magazine*, named 10 p.m. anchor.

Suzanne McCarroll, anchor-reporter, KCRG-TV Cedar Rapids, Iowa, joins KOA-TV Denver as reporter.

Robin Quivers, news anchor, WWDC(AM) Washington, joins WCBM(AM) Baltimore as general assignment reporter.

Robin Young, correspondent, NBC News, New York, joins WNEV-TV Boston, as co-anchor, 6 and 11 p.m. news, with Tom Ellis ("Fates & Fortunes" June 21).

Hilda Bryant, reporter, *Seattle Post Intelligencer*, joins KIRN-TV there as reporter.

Mike Deeson, general assignment reporter, WAVY-TV Norfolk, Va., joins WTSP-TV Tampa-St. Petersburg, Fla., as reporter.

Nick Thompson, news director, KERN(AM) Bakersfield, Calif., joins KYUU(FM) San Francisco as reporter.

Bob Siegel, from KFMB-TV San Diego, joins KGBT-TV Harlingen, Tex., as reporter.

Technology



Taylor

W. Arnold Taylor, group VP, Compact Video Systems, Burbank, Calif., joins RCA commercial communications systems division, Camden, N.J., as VP, marketing.

Jac Holzman, senior consultant, Warner Communications, Inc., New York, elected chairman of Panavision division.

Henry Klerx, managing director, RCA Jersey Ltd., joins Sony Broadcast Products Co., New York, as VP, product operations.

Donald Bogue, business manager, audio tape products, Ampex Corp., Redwood City, Calif., named director of business management, magnetic tape division.

Richard Aronin, VP, administration, Sotheby-Parke-Bernet, Inc., New York, joins Video Corp. of America, there, as corporate services manager.

Jack Banister, division VP, marketing, RCA, Camden, N.J., named VP broadcast marketing, Europe, Africa, and Middle East, with offices in Sunbury-on-Thames, London.

Appointments, MCI/Quantel, Campbell, Calif., manufacturer of broadcast equipment: **Dennis Cookinham**, manufacturing engineer, to engineering manager; **Lowell Landrie**, test

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supervisor, to production manager: **Michelle Spencer**, materials control supervisor, to materials control manager, and **Barbara Tozer**, office manager, to manager of finance and administration.

Everett Hirsh, field sales manager, MSO accounts, Anixter Communications, Skokie, Ill., named VP construction. **Bob Grubbs**, CATV sales manager, named district manager, St. Louis.

Karen Chatelain, account specialist and customer service clerk, Magnavox CATV Systems, Manlius, N.Y., named supervisor of customer service.

Liz Tractenberg, controller, Valley Cable TV, Encino, Calif., named VP construction.

Karl Renwanz, director of engineering, WGBH Educational Foundation, Boston, joins WNEV-TV there in same capacity.

Toni Roth, Midwest sales director, Image Transform, Inc., Hollywood, Calif., named manager of marketing and sales.

Don Mack, from Pacific Video Post Productions, joins One Pass Film and Video, San Francisco, as sales manager.

Gerald Sanders, director of engineering, Prime Cable Co., Austin, Tex., joins RCA Cablevision Systems there as district sales manager, Southwest territory.

George Palmer, engineer, KTLA Los Angeles, joins Satellite and Production Services, division of John H. Phipps Broadcasting, as director of mobile operations, based in Tallahassee, Fla. **James Hillger**, assistant chief engineer, WFSU-TV Tallahassee, joins as maintenance supervisor, satellite uplink and mobile TV production facilities.

John Shadle, director of engineering, WIFE(AM) Indianapolis, joins KTAR(AM)-KKLT(FM) Phoenix in same capacity.

Michael Hayward, chief engineer, WQIO(AM) Canton, Ohio, joins WHIO(AM) Akron, Ohio, in same capacity.

Promotion and PR

Helene Blieberg, from Grossinger's, New York, joins CBS Radio there as manager, press information.

Racheal Eraca, assistant to director of artist development, Elektra/Asylum Records, New York, joins NBC's The Source radio network as administrator, promotion.

Bruno Sniders, sports director, WVOR-FM Rochester, N.Y., named director of public relations.

Al Jamieson, air personality, KFH(AM) Wichita, Kan., named head of promotion department.

Mary Ann Powell, advertising and promotion specialist, The Andersons, Maumee, Ohio, joins WSPA-TV Greenville, S.C., as advertising and promotion manager.

Katherine Dahlem, promotion coordinator, KING(AM) Seattle, named promotion-public service director.

Bradley Hight, director, WFIE-TV Evansville, Ind., named promotion director.

Carolyn Campbell, from Houston-Galveston Area Council, joins KHOU-TV Houston as community affairs director.



Meet the board. Election of officers of the affiliate board of RadioRadio, CBS Radio network service, took place at a meeting in New York a fortnight ago. Gathered are board members and officers (bottom row, l to r): Manuel Broussard, WAFB-FM Baton Rouge, treasurer; Luke Medley, WHBU-FM Cookeville, Tenn., Paul Stagg, WCCO-FM Minneapolis, secretary; Cary Brenner, WKTK(FM) Catonsville, Md., chairman; William Smith, KOOL-FM Phoenix. Top row: Frank Stisser, WKEV(FM) Easton, Pa., vice chairman; Joe Costello, WRNO(FM) New Orleans; KIFM(FM) San Diego and Richard Perry, WKJJ-FM Louisville.

Allied Fields

Eugene Murphy, president and chief executive officer, RCA Communications, New York, elected chairman of board, Armed Forces Communications and Electronics Association, Washington.

Charles Jonscher, economics professor, Harvard University, joins Communications Studies and Planning International, broadcasting and telecommunications consultant, as head of new Boston office. **Peter Sindell**, deputy director, Gamma Research Group, Montreal, joins CSP International as head of Montreal office.

Elected officers, Organization of Country Radio Broadcasters, Nashville: **Bob English**, WUBE(FM) Cincinnati, president; **Roy Wunsch**, CBS Records, Nashville, executive vice president; **Susan Roberts**, OCB, secretary, and **Jim Ray**, KOKE-AM-FM Austin, Tex., agenda chairman.

David Dickinson, manager of field controls, A.C. Nielsen, Northbrook, Ill., elected VP, Marketing Research Group U.S.A.

Elected to board of International Radio and Television Society: **Gerald Baldwin**, VP, director of broadcast, Young & Rubicam; **Richard Barovick**, partner, Fulop & Hardee, New York; **Anthony Malara** VP and general manager, CBS Television Network; **Mary Jean Parson**, vice president, director of administration, broadcast representative division, Blair Television/Radio; **M. Zach Richter**, president, Zach Productions and **Daniel Ritchie**, chairman and chief executive officer, Group W.

Elected officers, Northern California Broadcasters Association: **John Hayes**, KYUU(FM) San Francisco, president; **Ray Barnett**, KCBS(AM) San Francisco, vice president-elect, and **Fritz Beesemyer**, KIOI(FM) San Francisco, secretary-treasurer.

Michael Faherty, VP and general manager,

WSB-AM-FM Atlanta, and **Craig Scott**, VP and general manager, WMPA(AM)-WIRK(FM) Tenn., named to NBC Radio Network affiliate executive committee.

Elected officers, capital district chapter, Albany, N.Y., American Women in Radio and Television: **Harriette Sacklow**, Wolkeas Advertising, president; **Donna Nowak**, account executive, Nowak Barlow Johnson Advertising; **Shirley Hutchinson**, WXXA-TV Albany, New York, secretary; **Mary Ann Cooper**, WQBK(AM) Rensselaer, New York, treasurer.

Ray Karpowicz, VP and chief executive officer, Pulitzer Broadcasting Stations, and **Ed Macauley**, director of sports programming, Oak Industries, have formed own St. Louis-based cable sports management and consulting firm, Eagle Communications, with Karpowicz assuming title of chairman of board, and Macauley that of president.

Deaths

A.R. McCausland, 62, former director of tele-courses, University of Washington, Seattle, and one-time program director at KNOE-TV Monroe, La.; KENS-TV San Antonio, Tex.; KBMT(TV) Beaumont, Tex., and KJEO(TV) Fresno, Calif., died of pneumonia May 25 at Seattle hospital. He is survived by his wife, Anna, two sons and daughter.

Grace McElveen, 63, VP, promotion and general office manager, WAFB-TV Baton Rouge, died of heart attack June 10 at her home in Baton Rouge. She is survived by two brothers and two sisters.

Prem M. Kapur, 59, manager of member development for Television Bureau of Advertising from 1970 to 1974 and after that with Syndicast Services, died following surgery May 3 at Stepping Hill hospital, Cheshire, England. He is survived by his wife, Jean and three sons.

Larry Speakes: Reagan's man for all the answers

According to some who have witnessed it, the White House daily press briefing is one of the best shows in town: some 30 or 40 reporters peppering a press secretary with questions—frequently tough, sometimes testy—that the press secretary answers or dodges or, when possible, dodges while appearing to answer. There is frequently tension, infrequently relieved with humor. It's probably not for nothing White House press secretaries have been known to speak of the briefings as "feedings," presumably of the animals.

The present occupant of the podium during the briefings is Deputy Press Secretary Larry Speakes, a 43-year-old soft-spoken Southerner who got the job out of the horror of the assassination attempt on President Reagan that left Press Secretary James Brady gravely wounded with a bullet in the brain. Speakes is not the sort to speak of briefings as "feedings." His job, he feels, is to dispense "information and courtesy."

And if that sounds as if he's too nice for the job—and he does seem that way at times—don't kid yourself. Speakes's career has been one long upward arc ever since he was a youngster in Merigold, Miss. (pop. 700), dreaming of becoming a reporter. Wrapped in the soft gauze of Southern charm is what Speakes's colleagues in the White House recognize—as they recognize it in themselves—as the hard rock of ambition.

By the time Edwin Meese III and James A. Baker III—who with other top presidential aides had gathered in the situation room of the White House on the afternoon of the shooting, March 30, 1981—had agreed Speakes would serve as spokesman, he had been a press aide in Washington for nine years. For six, he had been in the employ of then-Senator James Eastland (D-Miss.) and for three, in the White House under Presidents Nixon and Ford. He had also been a Hill & Knowlton vice president for three years. And for seven years before coming to Washington, he had operated a number of weeklies in Mississippi. It wasn't the best experience for what was to follow, but it proved adequate.

Today, there are conflicting reports as to how well Speakes performed on that first day, with the President and Brady in the hospital with gunshot wounds and with the networks, in fact, already pronouncing Brady dead. Some say Speakes was dazed and uncertain. Certainly Secretary of State Alexander Haig Jr. was not impressed: when Speakes, out of a desire not to go beyond his information, left the implication that there might have been an increase in the alert status of the military



Larry Melvin Speakes—White House deputy press secretary and principal spokesman; b. Sept. 13, 1939, Cleveland, Miss.; BA in journalism, University of Mississippi, 1961; editor of Oxford, Miss., *Eagle*, 1961-62; managing editor of *The Bolivar Commercial*, Cleveland, Miss., 1962-66; general manager and editor, Progress Publishers of Leland, Miss. (publisher of weeklies in Leland, Drew, Rosedale and Hollandale, all Mississippi), 1966-68; press secretary to Senator James Eastland (D-Miss.), 1968-74; press aide in White House during Nixon and Ford administrations, 1974-77; press secretary to Senator Bob Dole (R-Kan.) during latter's 1976 Republican vice presidential campaign; press secretary to Gerald Ford after he left White House, January-June 1977; vice president, Hill & Knowlton, Washington, 1977-80; press aide in Reagan campaign and in office of President-elect after election, September 1980-January 1981; White House deputy press secretary, Jan. 20, 1981, and chief spokesman, March 30, 1981, to present. m. Laura Crawford, Nov. 3, 1968; children—two by first wife, Sandy, 20, and Scott, 19, and one by second, Jeremy, 11.

("Not that I'm aware of," he said in response to a question about a heightened alert), Haig, who had been watching the briefing on television in the situation room, rushed in to deliver his "I'm in control" speech.

Speakes believes the press office performed "almost letter perfect" that day. He isn't so sure about Haig. "If Haig had simply told me to clarify what I had said—that there was no increase in alert status—I would have gone out there and done it without the hula-balloo," he says.

Speakes's readiness a couple of weeks ago to criticize the actions of the secretary of state without asking that his remarks be placed off the record probably says something about his confidence. It's the kind of confidence he displays in meeting with the press twice a day, every day. It's also the kind of confidence that goes with a ready access to the President, with the feeling that, if necessary, he can correct the President (as he has), and with the knowledge he is welcome at all senior staff meetings.

Some would say such easy access to the power and knowledge centers of the ad-

ministration is no more than essential to the satisfactory performance of the job. And while it's hard to find a member of the press corps who does not like Speakes—they speak of his friendliness, his humor, often self-deprecating, and what seems an earnest desire to please—he is not given the highest marks for his job performance. Some, like NBC's John Palmer, say he has grown in the job—that he does not seem as tied as he once did to the briefing papers given to him. But there is the talk that, while he may speak to the President once a day, there are many times when it would be helpful if he could speak to him twice a day. (The press corps is not bashful in its demands for help.) There are also rumblings that either Speakes is not as prepared as he might be at briefings or that "he is there to stonewall."

Speakes himself supports the view he does not always tell all or even most of what he knows. There were some sources of friction between Speakes and David Gergen, the special assistant to the President for communications, when they were sharing the briefing duties. One, naturally, was that Speakes resented what seemed an invasion of his turf. But there was also the difference in approach. "David was more expansive on a given subject," Speakes said the other day.

Speakes does not seem to be given to introspection. But he sometimes remarks that, "for a fellow from a little town in Mississippi," he's done far more than he ever could have hoped to accomplish. Editing and publishing weeklies in four small dusty Mississippi towns—even if they did win top awards in the Mississippi Press Association for six straight years—was not the apex of his career. He got a job in Washington—as a press secretary to Eastland—which he had always wanted. He was a White House press aide assigned to serve President Nixon's lawyers during the Watergate trauma—he was, he says, in the mainstream of a historic event—and he served as vice president of a leading public relations firm. Now, he is the White House's principal spokesman. "It's ironic," he says. "Everything I wanted to do sort of happened."

What's next, after he leaves the White House? Speakes does not want to return to public relations work. He would like another go at the newspaper business—but not at the weekly level. He wants to "follow in the footsteps" of a couple of predecessors—Jerry Warren, from the Nixon White House, who is now editor of the *San Diego Union*, and Tom Johnson, from the Lyndon Johnson days, who is now chief executive officer of the Times Mirror Corp.

A noble ambition, no doubt. Given Speakes's history, it may not be beyond his grasp.

In Brief

Both CBS and NBC last Friday announced plans for **national broadcast teletext services**. Each will use North American Broadcast Teletext Specification (NABTS), standard that CBS spearheaded with AT&T. Given FCC go-ahead, CBS said, its national teletext service would start with 100-page magazine possibly as early as fall. Depending on regulatory, manufacturing and marketplace conditions, expansion would follow. NBC, given FCC approval, said it plans national teletext service in early 1983, with "high resolution graphics" considerably more advanced than current alphasaid displays. CBS and NBC services would be offered by networks' owned TV stations and participating affiliates. NBC's parent, RCA, also gave word of support for NABTS, explaining that "major components" of service have already been simulated at RCA Laboratories in Princeton, N.J., and that RCA Consumer Electronics Division "is developing prototype teletext decoders for use in future television receivers." Currently, CBS is testing teletext at KNXT(TV) Los Angeles. NBC has been testing at KNBC(TV) Los Angeles and few weeks ago began tests at WNBC-TV New York as well. Those tests use Antiope standard (also see page 37).

CBS will expand "CBS Morning News" Oct. 4, offering affiliates choice of additional half-hour at 6 or 6:30 a.m. **NYT. "Captain Kangaroo"** currently 6:30-7 a.m. **leaves weekday schedule** next fall for weekend play on Saturday 7-8 a.m. and Sunday 8-9 a.m.

Finding those stations' plans for serving New Jersey adequate, **FCC last week renewed licenses of WNBC-TV, WNEW-TV, and WPVI-TV**, all New York, and KYW-TV and WPVI-TV, both Philadelphia, dismissing petitions to deny filed by New Jersey Coalition for Fair Broadcasting. In petitions, coalition had charged that eight New York and Philadelphia VHF stations hadn't met commitments to serve New Jersey residents. FCC deferred action on renewals of CBS O&O's, WCBS-TV New York and WCAU-TV Philadelphia, finding that their proposals didn't include enough information. FCC also said it couldn't consider renewal of RKO's WOR-TV New York, since FCC's denial of station's renewal had been remanded to FCC by Court of Appeals. FCC also imposed special reporting requirements on all stations, requiring them to submit statements describing their use of New Jersey facilities and programming designed to serve New Jersey residents with their next renewal applications. In response to coalition petitions, FCC in 1978 directed stations to submit plans for enhancing their facilities in New Jersey to improve TV service to state.

NBC, based on market-by-market average of Arbitron Television books, said **ABC-TV stations had 14.7 prime time rating during May sweeps** with 14.6 rating for both CBS-TV and NBC-TV. That's even closer than NBC's findings from Nielsen Station Index reports putting ABC and CBS at 14.5 and NBC at 14.3 ("Closed Circuit," June 21). Nielsen Television Index—national sample as opposed to average of local reports—told different story: ABC 15.2, CBS 14.7 and NBC 13.9.

Westinghouse Broadcasting and Cable Co. has sold, subject to FCC approval, **wowo(AM) Fort Wayne, Ind.**, to newly formed publicly traded company, Price Communications Corp. for **\$6 million cash**. If sale goes through, Group W will own six AM stations, in addition to five FM's and six TV's. Principal stockholders in Price Communications include Robert Price, former general partner of Lazard Freres, New York-based investment banking house and current special counsel to that organization; Citicorp Venture Capital Ltd., John Alden Insurance Co., based in Coral Gables, Fla., and Michael David-Weill, senior partner, Lazard Freres. Wowo, 50 kw station, is first acquisition in planned station group for Price Corp. Robert Price reportedly was major stockholder in Atlantic States Industries, group radio owner back in early and mid-60's, with

interests in stations in Portland and Bangor, both Maine and Pensacola, Fla., before divesting of that interest to become deputy mayor of New York during John Lindsay administration. Transaction was brokered by Ted Hepburn Co., Cincinnati.



National Broadcast Editorial Association board member Tom Elkins (l), KNUI(AM) Kahului, Hawaii, presented NBEA's Madison Award to Fred Friendly, Edward R. Murrow Professor Emeritus of Journalism at Columbia University and former CBS News president, last week at association's Washington convention. In banquet speech to NBEA members, Friendly warned that "attacks launched by politicians, police officers, theologians, members of the bar itself, and the moral majority" aimed at judges and judiciary threatened to set back First Amendment rights won by news media over years. "If the power of the judiciary is eroded, who will be left to protect the news media and its public from the abuses of government?" Friendly asked.

FCC is "likely to consider in the next month" question of non-commercial subscription television and will give "final reconsideration" to its liberalized financing rules, FCC Chairmar Mark Fowler said last Friday. Fowler was addressing more than 400 public broadcasters gathered in Washington for annual National Association for Public Television Stations and Public Broadcasting Service annual meeting. Fowler, who talked about future of public broadcasting and its survival in marketplace discussed several alternative funding options for medium. Fowler was later followed by John Summers, executive vice president and general manager of National Association of Broadcasters. Summers discussed NAB task force findings on public broadcasting (BROADCASTING, March 29). He pledged association's continuing support for public broadcasting and said that NAB was "not going to make a big splash and back away." FCC Commissioner Abbott Washburn also addressed group, praising members for being "innovative" and providing "unique and creative programming." U.S. secretary of education Terrell Bell, was luncheon speaker.

Broadcast Industry Revenue Committee, created to compile and disseminate TV and radio financial figures formerly collected by FCC, **hopes to issue first report**, containing revenue for 1980 and 1981, **by November**. Public accounting firm of Deloitte, Haskins & Sells, which has been retained to collect and tabulate data and publish reports, plans to send out first questionnaires by Aug. 2. If results of first survey are satisfactory, committee could commission 1982 figures, which could be collected and published by March 1983. Cost of first survey is to range between \$49,000 and \$58,000 and is to be borne equally by committee members, National Association of Broad

asters, National Radio Broadcasters Association, Radio Advertising Bureau and Broadcast Financial Management Association.

House Energy and Commerce Committee last Wednesday narrowly avoided losing chance to amend bill to create **high-powered AM station to broadcast information about Cuba to Cuba** (H.R. 5427). In attempt to rush bill to floor before July 4 recess, Representative Dante Fascell (D-Fla.) who chairs Foreign Affairs subcommittee with primary jurisdiction over bill, threatened to deny Energy and Commerce Committee another extension of deadline for action on bill. He had previously given two extensions while committees tried unsuccessfully to resolve differences over bill. Telecommunications subcommittee Chairman Timothy E. Wirth (D-Colo.), whose panel amended bill to keep proposed service off AM band, convinced Fascell to grant third extension, however, and markup before full committee is set for July 13. Meanwhile, Senate Foreign Relations Committee has scheduled first hearing on legislation for Thursday (July 1).

Israel last week began to censor some filmed segments of television networks' coverage in Lebanon, prompting charges by networks of **"political censorship" by Israel**. Censored portions dealt mainly with scenes depicting Lebanese casualties which Israeli officials said amounted to enemy propaganda. Networks began to feed from Israel last Monday (June 21) after Syrians closed satellite transmission facility in Beirut used by U.S. networks. Dispute arose on Monday when Israeli military censor prohibited transmission of ABC News's interview with LO leader, Yasir Arafat. ABC defied order and relayed interview for showing on *World News Tonight*. Israel thereupon suspended ABC's satellite-transmission privileges from Tel Aviv and ABC charged "political censorship." ABC sent letter of apology to Israel on Thursday and its transmission privilege was restored. Both CBS and NBC said several stories and some filmed segments were deleted by Israeli censors, and mention of that action was made on news programs. None of networks planned formal protests to Israel.

House Copyright Subcommittee, looking for guidance on what to do about the growing **video and audio taping controversy**, got none from the Reagan Administration. Best three administration representatives—Bernard Wunder, head of the National Telecommunications and Information Administration; Jonathan C. Rose, assistant attorney general, Justice Department, and Francis S.M. Hodsoll, chairman, National Endowment for the Arts—could come up with is recommendation to defer any action until Supreme Court decides whether tape tapers are liable for copyright payments. At very least, Rose said, delay will allow parties to gather needed evidence on what impact taping is having on the video producers. Evidence of harm to audio producers is already well established, witnesses agreed. Evidence of subcommittee's confusion was its apparent dissatisfaction with plan to collect compulsory copyright fee by imposing surcharge on sale of recorders and tapes and alternatives proposed for discussion by congressmen. They included "outright tax" on tapes offset by tax credit to copyright holders and suggestion that copyright holders simply raise prices for their product, permitting them to recover loss due to taping the same way retailers recover loss due to shoplifting.

In keeping with its promise to make **children's and family programming** number-one priority, Corporation for Public Broadcasting, at board meeting last week, committed **\$6 million** in production in that area, half of which will be used to fund programming through consortium of stations.

Warner Brothers Television and Licensing Corp. of America last week filed **\$90-million countersuit against Tom Wopat and**

John Schneider, co-stars of Warner-produced *Dukes of Hazzard* CBS-TV series. Action, filed in Los Angeles Superior Court, charges libel, conspiracy to libel, breach of contract, and other complaints against actors, who filed earlier \$25-million breach of contract suit against studio (BROADCASTING, June, 21). Besides denying allegations made by pair, companies seek permanent injunction against actors to prevent them from working for anyone else while in alleged violation of studio contracts.

Wall Street took notice last week as **Cox Broadcasting** was one of Thursday's **10 most active issues**—415,000 shares of Cox common changed hands. Company says it doesn't know what prompted activity. Cox has lately been hit by same malaise affecting most cable-related stocks, and some wonder if FCC's direct broadcast satellite decision last week (see page 27) wasn't behind some selling. One positive note—there was enough interest in Cox at its current price range that stock only dropped 50 cents per share on that heavy volume. In fact, brokerage house that handled two major blocks of Cox trading on Thursday—Donaldson, Lufkin & Jenrette—is maintaining buy recommendation.

Warner Communications has agreed in principle to **buy back rights to pre-1950 Warner Bros. film library** of 746 titles. WCI deal with current holder, MGM-UA Entertainment, includes purchase of latter's music publishing operations, with combined price tag of \$95 million. WCI says it also will acquire from MGM/UA all outstanding syndication contracts on film library, so total cost of package will top \$100 million. Troubled MGM/UA has been strapped for cash, and says it will apply proceeds to debt reduction. Warner Bros. had initially sold library in 1956 for price said to be \$21 million; rights were acquired by UA in 1958.

National Association of Broadcasters President **Vincent T. Wasilewski is recuperating** in Fairfax hospital, Falls Church, Va., after double-bypass heart surgery last Thursday. Wasilewski, who has announced he will retire from NAB later this year, had been scheduled to have triple bypass, but physicians found that to be unnecessary. He is said to be in excellent condition, having awakened Friday morning in intensive care and asked immediately for eyeglasses and *Washington Post*.



Washington communications attorney Harry Cole (l) strummed guitar as Dan Brenner (r), legal assistant to FCC Chairman Mark Fowler, accompanied him on piano before staff members of National Association of Broadcasters and their guests last week in **evening of communications laughs** at Garvin's Washington comedy club. Cole performed numbers from his portfolio of tongue-in-cheek broadcast deregulation songs to overflowing crowd of more than 75, including Erwin Krasnow, NAB senior vice president and general counsel; Randy Nichols, administrative assistant to FCC Chairman Fowler, and Bill Russell, director of public affairs at FCC. Cole's selections included "50 Ways to Lose Your License."

Tit for tat

The FCC's unanimous decision (with Commissioner Quello dragging one foot) to authorize direct-to-home broadcasting by satellite opens the television marketplace to new competition from the wild blue yonder. It may be difficult to recruit a welcoming committee from among the marketplace's present occupants. Most television broadcasters see DBS as a disruptive if not destructive threat to the network-affiliate relationship.

Still, as Quello said in his concurring opinion, DBS may be "an idea whose time has come." Seldom in FCC history has a service moved from idea to authorization in as short a time. It was in October 1980 that the FCC served notice that it might take an interest in DBS. A couple of months later Comsat petitioned for authority to launch its Satellite Television Corp. A year ago the FCC started a rulemaking to decide on "interim" DBS authorization. Presto, a final order emerged last week. Applicants caught in the backlogs elsewhere at the FCC can only envy that kind of action.

The FCC was still characterizing its DBS proceeding as "interim" last week, and not without reason. The 500 mhz of spectrum space that the FCC set aside for DBS service is not the FCC's to give unless the U.S. succeeds in acquiring that much of the 12 ghz area at the Regional Administrative Radio Conference that begins in July 1983. Assuming, however, that the U.S. prevails in Geneva next year, "interim" will become obsolete. If DBS venturers make anything like the multibillion-dollar investments they have promised, no FCC is likely to call the game off and write new rules.

Will those multibillion-dollar investments bring back proportional returns? Obviously the DBS applicants think so and must believe they can persuade lenders and shareholders to go along. They have the advantage of entering the market with virtually no encumbrance of government regulation.

That brings up another question: Is it fair to introduce unfettered competition to terrestrial broadcasters who still must comply with bookshelves full of FCC rules? The answer must be obvious to everyone, including seven members of the FCC.

If the government is to open the marketplace, with practically no regulatory barriers, to such hugely capitalized ventures as DBS and, at the opposite extreme, to thousands of low-power terrestrial television stations, how can it continue to impose tight regulation on the traditional television system? How about a little fast FCC action on that?

Briefing needed

At any given moment in their tenures, modern Presidents of the United States have so many weighty matters on their minds that they may be forgiven for losing track of some details. Ronald Reagan is no exception, to say the least. Broadcasters and cable operators wish, however, that he could get one thing straight: The fairness doctrine, the equal-time law and the First Amendment are dissimilar concepts.

In a *TV Guide* interview last March, the President said he saw nothing wrong with the fairness doctrine (BROADCASTING, March 22).

A few weeks later, he signed a letter, displayed at the National Association of Broadcasters annual convention, advocating full First Amendment rights for radio and television (BROADCASTING, April 12).

Two weeks ago, receiving NAB directors at the White House

(BROADCASTING, June 21), the President was asked whether he thought broadcasters ought to be given the same First Amendment rights accorded to print media. "In other words," said the President, the politician coming out in him, "that you wouldn't have to give equal time." He then wandered off into a reference to Vice President Bush's committee on deregulation.

Everyone understands that the President used to be a broadcaster himself, in the days before most broadcasters thought much if anything about their First Amendment rights. Times have changed, and so have the roles and responsibilities of broadcasters. Perhaps a trusted aide can take the President aside to explain that when Ronald Reagan says he favors First Amendment parity for the electronic and the printed media, he means that the fairness doctrine and equal-time provision must be expunged from federal law.

Next time broadcasters or cable operators call on him, they will hope he is ready for a rerun of that question.

Out for an airing

The FCC took the only logical course in voting out last week a "content-neutral" rulemaking to decide whether to keep or discard its rules that took television networks out of most entertainment program ownership and domestic syndication back in 1970. Since word got out that the FCC was thinking of revisiting those rules, the agency has been besieged by delegations from opposing camps. Not since it talked of abandoning its prime-time access rule has it been under heavier pressure to go in opposite directions.

The outcome of its rulemaking on the financial-interest and network syndication rules will not be prejudged here. The issue divides the television business into approximately the same two camps that were arrayed against each other in the dispute over the prime-time access rule: the three commercial networks and admirers of deregulation against everybody else. Everybody else won on prime-time access, or at least persuaded the FCC to back away from that and go on to other things.

Casting the reconsideration of financial-interest and network syndication rules in a formal rulemaking takes it out in public where it ought to be. The FCC says it will study the conflicting comments with an open mind. That is preferable to receiving them behind closed doors.



Drawn for BROADCASTING by Jack Schry

"From now on, remove your earphone before you go running the set."



A Chorus of Thousands

A new Christmas tradition has begun in Michigan. Last year, WKZO Radio in Kalamazoo and WJFM in Grand Rapids organized citywide, outdoor Sing-Alongs. The stations broadcast invitations to church, school and civic groups to join the fun. And when the big night arrived, thousands of neighbors of all ages turned out to celebrate the season.

It was a cold December evening, but local merchants had plenty of coffee and hot chocolate for the people who came to sing and listen. And everyone seemed to enjoy the warm spirit of togetherness and community pride.

Because the Sing-Alongs were so successful, both WKZO and WJFM plan to make them annual events. Helping bring people a little closer is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island
WJFM Grand Rapids	WKJF Cadillac	WKJF-FM Cadillac	KMEG-TV Sioux City

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