

Broadcasting Jul 12

Alice

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TOP 20 PROGRAMS NTI 1981-82 SEASON

1. Dallas
2. 60 Minutes
3. **Three's Company**
4. **Jeffersons**
5. **Alice**
5. Dukes of Hazzard
5. **Too Close for Comfort**
8. **MASH**
9. NFL Monday Night Football
10. **One Day At A Time**
11. Falcon Crest
12. ABC Monday Night Movie
13. Hart to Hart
14. **Archie Bunker's Place**
14. Love Boat
14. Magnum, P.I.
14. Trapper John, M.D.
18. **Happy Days**
19. Dynasty
20. **Laverne & Shirley**

AVAILABLE 1982



Warner Bros. Television Distribution
A Warner Communications Company

Source: NTI season-to-date 9/20/81-5/2/82.
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more weeks; programs with more than one
time period have been weighted to arrive at a
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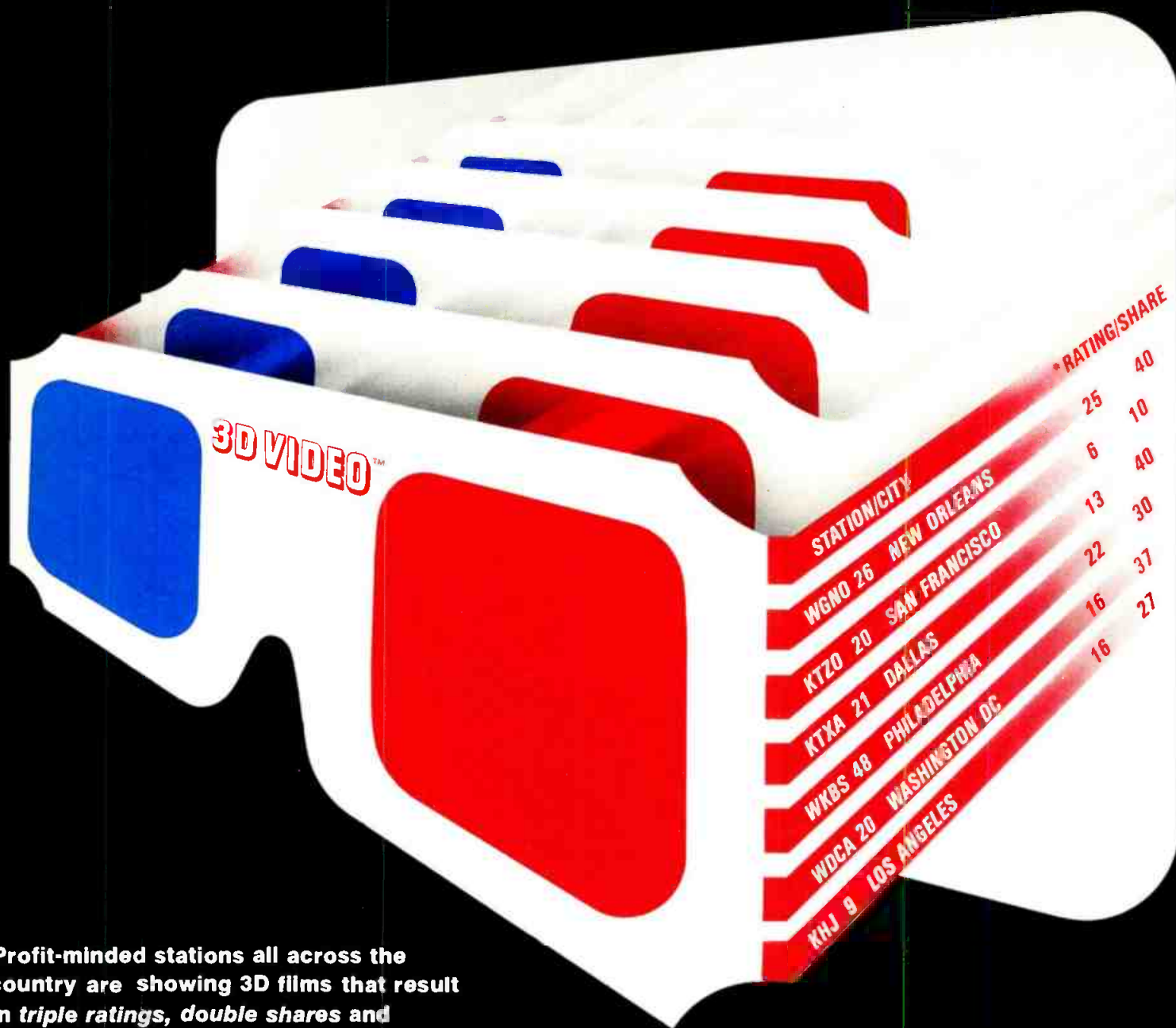
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Broadcasting Jul 2

Eddie Fritts throws his hat into NAB's ring □ ABC comes out on top in sweeps □ Quotations from Chairman Fowler □ Cable franchising action in the top 30 markets

PLOT THICKENS □ Decision of joint board chairman to seek presidency changes nature of contest, and adds new controversy over search process. There are now six names in race, but door's still open. **PAGE 27.**

NEWS ABOUT NEWS □ Networks and affiliates seem pleased with ABC and NBC early and late newscasts. CBS gears up for its October move. **PAGE 28.**

BUCKS AND BALLOTS □ Major parties begin media activity in preparation for fall elections. Republicans plan \$10 million in spending. Democrats uncertain about budget, hope for \$2 million. **PAGE 29.**

PROOF OF FOWLER'S PUDDING □ FCC chairman and aide Dan Brenner, in article for next month's *Texas Law Review*, spell out rationale for marketplace approach as opposed to public trusteeship. **PAGE 30.**

PRIME-TIME SLIPPAGE □ Arbitron's May local measurements give top count to ABC-TV, but analyses by all three networks show drop of at least 1.5% in total prime-time audience. **PAGE 32.**

CABLE FRANCHISING UPDATE □ This special report gives the status of service in the top 30 markets, from New York to Nashville. **PAGE 37.**

GOLDWATER'S REVISED CABLE BILL □ S. 2172 opposed by National League of Cities which claims measure would pre-empt authority of local regulators even more than original legislation. However, new version dispels NCTA reservations. **PAGE 48.**

REPRISE FOR ACT □ Action for Children's Television again takes aim at toy manufacturers with petition to FTC for ad guidelines to lessen "unfair and deceptive nature" of commercials. **PAGE 49.**

SUPPORT FOR MICROBAND □ CBS, Taft and NBMC among those seeing merit in FCC rulemaking that would give more spectrum to MDS. Present users of frequencies restate their opposition. **PAGE 50.**

SNIFFING FOR ANTITRUST VIOLATIONS □ Justice will examine cellular radio joint venture in top 30 markets to see whether telephone companies skirted law. **PAGE 52.**

ST. GEORGE AND THE DRAGGING OF TIME □ Application for improved facilities by AM outlet in that Utah community runs into complications. Case has gone on for nearly 10 years with no final resolution in sight. **PAGE 54.**

MEDIA GENERAL'S STRATEGY □ New York security analysts told company will rely on cash flow and debt capacity to fund expansion in communications. **PAGE 58.**

NO, NO AND NO □ Judge turns down three post-trial motions of AFTRA that sought to undo \$9.4-million antitrust ruling in favor of San Diego-based Tuesday Productions. **PAGE 63.**

NTIA CRITICISM □ It disagrees with report on alternate funding plan for public broadcasting, questions need for number of stations in view of growth of new media, takes shot at administrative overhead and station overlap. **PAGE 66.**

OPEN COURTROOM AFFIRMED □ Georgia supreme court reverses trial judge who thrice excluded press from pretrial proceedings in murder case. **PAGE 70.**

PLAYMAKER □ As administrative assistant to FCC's Mark Fowler, Randy Nichols implements chairman's policies with professionalism that belies his few years in government. **PAGE 95.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$1.75 except special issues \$2.50 (50th Anniversary Issue \$10). Subscriptions, U.S. and possessions: one year \$55, two years \$105, three years \$150. Canadian and other international subscribers add \$20 per year. U.S. and possessions add \$170 yearly for special delivery, \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* \$65, *Across the Dial* \$3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year \$27.50). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales Street, N.W. Washington, D.C. 20036.

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WFLD	Chicago	9:30AM	WESH	Orlando	12:00PM
WKBS	Philadelphia	10:30AM	WLOS	Greenville, SC	10:30AM
KBHK	San Francisco	10:30AM	WZZM	Grand Rapids	10:00AM
WLVI	Boston	12:00PM	WAVY	Norfolk	9:30AM
WKBD	Detroit	12:00PM	KFSN	Fresno	3:00PM
WDVM	Washington	11:30PM	KOB	Albuquerque	11:30PM
KMSP	Minneapolis	11:00AM	KMTV	Omaha	10:30AM
KWGN	Denver	9:30AM	KVVU	Las Vegas	TBA

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Waiting for break

Latest sign that cable is approaching maturity: Like many broadcasters, cable operators are beginning to report, and worry about, slowdown in advertising sales. Contradictory explanations are advanced, with recession at root of each. One is that as cable audience numbers have begun to appear, advertisers have lost some enthusiasm. Other is that advertisers are only holding back temporarily and will begin buying other media in earnest, including cable, when they finish up-front buying into TV networks' new seasons. Cabletelevision Advertising Bureau officials take positive outlook, subscribing to up-front theory.

If networks' up-front selling holds key, spot TV, national radio and cable may all have to wait at least another month. Networks, seeking hefty price increases (15% to 25%, by some estimates), and advertisers have been at what some call stalemate, though network sources resist that description. They say commitments are actually mite better than year ago at same time—and that up-front market potential is 20% higher, at about \$1.875 billion—and they see signs that logjam will break soon, perhaps this week. In spot TV, meanwhile, word is that "we're not hearing great things about the third quarter," while national radio has been having ups and downs. All around, there seems to be hope that network sources rightly predict up-front buying will be over by end of August.

Fast action

One place in federal government that can claim improved efficiency is renewal and transfer division of FCC's Broadcast Bureau. Average time from filing to grant of unchallenged station transfer has been reduced to 45 days. In 1974, when Roy Stewart, now chief of division, signed on as chief of transfers and started campaign to speed things up, transfer handling averaged nine months. Latest acceleration followed FCC adoption of simplified transfer application forms.

Push to shove

White House, which has shown little energy in moving Stephen Sharp's nomination as FCC member along legislative track, last week indicated it would do what it can to win Senate confirmation for Sharp, currently FCC's general counsel. Spokesperson, asked about nomination that has been gathering dust at Senate Commerce Committee for almost two months, stressed that White House support of Sharp isn't flagging.

"He's our man; there's no change in that," she said. What's more, she said White House aides "will work with Stevens and others to get [nomination] hearing on track."

Senator Ted Stevens (R-Alaska), whose own candidate for post, Marvin Weatherly, of Alaska Public Utility Commission, was passed over by White House, holds key to whether there will be hearing on Sharp. It's been more than month since White House has contacted him on matter.

In or out

Association of National Advertisers has its scouts out, exploring whether to get involved in dispute over retention of FCC rule restricting network ownership of programs. Representatives of ANA's TV committee and board of directors have been meeting quietly both with network officials, who fervently want rule removed, and with members of producers' Committee for Prudent Deregulation, who fervently want it kept.

Chief scouts are said to be Tom Ryan of Gillette and Marvin Koslow of Bristol-Myers. ANA participation, if it comes to that, presumably would be in behalf of maintaining availability of syndicated programming. Big, multibrand advertisers in particular regard that as important.

Mixups on Marti

Reported "tentative compromise" that Representatives Tim Wirth (D-Colo.) and Dante Fascell (D-Fla.) were said to have reached on Radio Marti legislation (BROADCASTING, July 5) appears in need of repair, at least in eyes of Fascell and staff of his Subcommittee on International Operations. Sticking point is key provision requiring FCC to pick up "by rule an appropriate frequency" for station that administration wants to establish to broadcast to Cuba. Fascell's people say rulemaking—with possible court appeals when it is completed—could consume years. State Department, National Telecommunications and Information Administration and FCC oppose provision, according to Fascell representative. All of which surprises Wirth's aides on Telecommunications Subcommittee. They say their information is that State Department and Fascell had accepted provision. In any case, Fascell staff has drafted new language for controversial provision and referred it to counterparts on Wirth subcommittee. Both sides are working against deadline on Tuesday, when Telecommunications panel's parent, Commerce Committee, goes to markup on Marti bill.

Meanwhile, idea is circulating that

would seem to satisfy Fascell's concern that AM frequency be used—to assure reception in Cuba—and Wirth's concern that Radio Marti broadcasts may trigger Cuban countermeasures that would adversely affect U.S. stations. Idea is to establish Radio Marti on 1610 khz, just beyond uppermost limit of band now set aside for AM broadcasting.

News as casualty

Death knell is sounding for some of public television's most ambitious local programming—its daily news shows. Reduced federal funding is forcing stations to cut out expensive news productions. Although most stations never aired daily newscasts, even fewer do now. KCET(TV) Los Angeles was first to cancel early this year followed by Connecticut public television network (Feb. 12), WLIV(TV) Garden City, N.Y. (June 25), KOCE-TV Huntington Beach, Calif., (July 3), KERA-TV Dallas (July 5), and WTVS(TV) Detroit (July 9).

KERA-TV also laid off 21 of its 120 full-time employees last week because of cancellation of its news show and two other local programs.

Ready but waiting

President Reagan, who has been accused of waffling on whether broadcasters should be given full First Amendment rights, had been primed for question on that issue when he appeared before publishers, editors and broadcasters from Western states, at lunch in Los Angeles two weeks ago. Staff had prepared briefing paper, outlining positions he has taken and including letter he wrote to National Association of Broadcasters convention in Dallas last April. In that letter, President said: "It is essential to extend to electronic journalism the same rights that newspapers and magazines enjoy" (BROADCASTING, April 12). But other things occupied minds of those at luncheon during question period. Question about President's position on broadcasters' First Amendment rights was never asked.

Finding home

What becomes of staffers with NAB Code Authority whose jobs are made extinct because Justice Department says television code violates antitrust laws? In case of four—Kittie Davenport, Bill Schulte, Ronald Angelone and Rita Erwin—all veterans of Code Authority's New York office, which is to be shut down Aug. 1, answer is to sign on with Cable Health Network's department of standards and practices.

Cable castings

CATA confab

The board of directors of the Community Antenna Television Association, meeting at CATA holiday (July 4-6) convention last week, called for the establishment of a "national signal leakage clearinghouse." The amorphous organization would handle complaints about interfering radio waves emanating from cable systems. Although the Federal Aviation Administration, concerned about aeronautical communications, has complained about signal leakage in the past, it is the ham radio operators with their super-sensitive receivers that are doing most of the griping now. Not only would the clearinghouse gather data on signal leakage, CATA Executive Director Steve Effros said, but it would also advise interfering systems on how to plug the leaks.

Signal leakage problems, Effros noted, are not always the cable operators' fault. Even if an operator exceeded the FCC technical standards by a factor of two, he said, some ham equipment is so sensitive it would still be affected. It's hoped that by setting up such a clearinghouse with the help and participation of the National Cable Television Association and the Society of Cable Television Engineers that signal-leakage problems can be resolved without involving the FCC.

Despite the fact that the CATA annual convention was forced to hold its convention over the Independence Day holiday because of "a series of moves last year by the NCTA," Effros said, it was an "extremely successful convention." Some 500 people showed up, he said, including—to the delight of the 75 exhibitors—175 owner-operators, "the guys who write the checks."

In addition to its clearinghouse action the board elected new officers: Peter Athanas, Richard Center, Wis., president; Carl Schmauder, Lincoln City, Ore., vice president, and Clarence Dow, Caribou, Me., secretary-treasurer.

Crossroads

It's the best of times and the worst of times for Black Entertainment Television. The advertiser-supported service, which delivers three hours of black-oriented programming to 9.8 million cable homes each Friday night over the USA Cable Network, moves to its own transponder on Westar V on Aug. 15 and, when it does, its audience will plummet to around three million homes. But the move allows BET to evolve into a full-fledged network. Its programming will expand to six hours (8 p.m. to 2 a.m. NYT) daily and Vivian Goodier, executive vice president, believes it is only a matter of time before BET reaches and surpasses the 9.8-million-home mark. The audience will have grown to five million by August 1983, she predicted, nine million by August 1984 and 12 million by August 1985. "We don't have to sell BET," said Goodier. The cable operators "know us and want us," she said. "Our problem is how fast can these systems put in



Johnson



Goodier

an earth station [aimed at Westar V] and find channel space."

Perhaps the best news BET has gotten as it prepared to venture out on its own is that Tele-Communications Inc., which owns a 20% interest in BET, agreed to include the network as part of its national basic service package. (It's TCI's goal to have the same programming line-up on each of its systems.) BET President Bob Johnson, who founded the service in 1979, will host a reception at BET's Washington headquarters this Wednesday (July 14) at which he will unveil five new shows produced exclusively for the network. The BET schedule now includes movies, sports and public affairs.

Going with the wind

When the cable industry blows into Chicago next week for CTAM's "Winds of Change" conference it will find "the most important marketing meeting in the cable industry to date," according to a CTAM spokesman. And if the figures CTAM has compiled are any indication, it's "back-to-basics" marketing concerns that are on the industry's collective mind. For example, over 200 persons have signed up for a session on using the telephone as a cable sales tool, and another 150 for a discussion of mass-media advertising. In contrast, the meeting's organizers were a little surprised by the slack interest in sessions devoted to multi-unit dwelling marketing. All told, 1,000 people have said they will be on hand for the Windy City meeting (coincidentally, CTAM also says it's just cracked the 1,000 mark in individual memberships). The conference starts Monday with a panel reviewing the customer-service techniques that have put three companies in the top ranks of their respective fields—Federal Express, Avon and National Car Rental. Wednesday's discussions of addressability and the "untouchables" who don't respond to the lures of cable marketing are also being heavily promoted.

Ad man out

"I am pleased to announce today on behalf of the National Cable Television Association and the Cabletelevision Advertising Bureau, the initiation of the first annual advertising awards for cable television," USA Cable Network President Kay Koplovitz told

a June 7 gathering of the Advertising Club of Los Angeles and the Southern California Cable Club. "These awards will be made as a part of the industry's ACE awards, which will be announced at the NCTA programming conference in Los Angeles in November."

Well, Koplovitz's announcement may have been true then, but it's not true now. According to an NCTA spokesman, Ed Dooley, some time in the last five weeks organizers of the November programming show decided that the ACE programming awards and the nationally televised (over superstation WTBS-TV Atlanta) presentation of them would be better off without advertising awards. Dooley said he believes CAB is now working with the American TV and Radio Commercials Festival Group to add a cable category of Clios, among the most prestigious awards for radio and television advertising. Robert Alter, CAB president, was on vacation last week and could not be reached for comment.

Music notes

Bonneville Broadcasting has entered the realm of cable. Its 24-hour-a-day beautiful music service designed for radio stations is now available to cable systems. Some cable operators have been carrying the satellite-delivered service on a trial basis for several months. But since June 28 Bonneville has been looking for paying customers. No contracts have been signed thus far, but a spokesman said there is strong interest in the service. Cable operators will be charged on a per-subscriber per month basis—one cent if the service is used for background music on a video channel and 10 cents if it's used as a distinct FM audio service. There's a minimum charge of \$40 per month. The service is accessible to most cable operators. It is distributed by United Video along with superstation WGN-TV Chicago and a number of other audio services on transponder 3 of Satcom III-R.

Cable Jazz Network, another 24-hour-a-day audio cable service, is scheduled to premiere Sept. 1. The cost to cable operators hasn't been set, but it will be less than eight cents per subscriber per month. CJN is a service of Telecast Corp., Richmond, Va., which hopes to distribute it via Satcom III-R.

Who's on first?

Help is here for C-SPAN viewers perplexed by the jargon and parliamentary procedures of the House of Representatives. It's *Gavel to Gavel: A Guide to the Televised Proceedings of Congress*, a 40-page booklet written by former BROADCASTING reporter Alan Green and Bill Hogan and published by the Benton Foundation, a Washington-based organization founded to improve communications. The booklet is a concise civics lesson, containing discussions of the House officers and daily schedule and an

explanation of how a bill becomes law. It includes a glossary and lists other sources of information for "keeping tabs on Capitol Hill." Copies are available free of charge from the Roosevelt Center for American Policy Studies, which picked up the cost of the first printing. The address: 316 Pennsylvania Avenue, S.E., Suite 500, Washington, D.C. 20003.

Bucs bonanza

The Pittsburgh Pirates have signed one-year, no-option contracts with both Warner Amex and a regional sports network owned by Tele-Communications Inc. and Total Communications Systems (a sports programming syndicator and producer), known as the Action Sports Cable TV Network. Warner will cablecast 17 live home games as part of its Qube lineup in Pittsburgh and Columbus, Ohio, and carry the games on its Qube-less Youngstown, Ohio, system. The games will be presented at no extra charge. The Action Sports Cable Network will carry 20 home games (on an advertiser-supported basis) to systems in the four-state area of Pennsylvania, Ohio, Maryland and West Virginia.

The two deals will make the home games available to about 400,000 cable subscribers, said Jack Schrom, vice president of the Pirates. Action Sports will provide prospective affiliates with six minutes of local advertising time as an incentive to carry the games. Schrom said that so far, the arrangements with both Warner Amex and Action Sports are "working out very well," and that

Circuit breaker

Hold the phone, ESPN's in town. If the experience of Carmel, Ind., is any guide, you'd better be prepared for busy signals if the cable sports network's traveling road show Sports Talk hits your town. ESPN says that when Sports Talk gave viewers a chance to chat with race drivers Mario Andretti, Rick Mears and Johnny Rutherford in advance of the Indianapolis 500 last May, the telephone exchange in suburban Carmel was jammed for two hours. With Sports Talk planning to drop into Washington July 18 for a similar show with baseball "old-timers" in advance of ESPN's delayed coverage of the Cracker Jack Old Timers Baseball Classic, should our nation's leaders worry about their communications capability?

he anticipates a renegotiation of both contracts for next year, probably with more games involved. However, he also indicated that there has been some talk among the Pirates and other professional sports teams in that market about possibly starting up their own cable sports network to serve subscribers in the area, which more than likely would be a pay service.

And some buy bagels

Cable "may be the best thing since sliced bread," says a new study by Shooshan and Jackson Inc. for National Cable Television Association, "but, some still will buy English muffins." The aphorism forms the basis for the study's conclusion that cable is not a "natural monopoly" and should not be regulated like one. Cable systems lack the economic and legal attributes of monopoly, it said. For one thing, there are competitive alternatives for every service cable offers. The study identified 16 services—from burglar alarms to videotext—that cable can offer and more than two dozen other media that can offer one or more of the services.

Educational experience

In another display of cross-media cooperation, noncommercial KPBS-TV San Diego has joined Cox Cable's Indax experiment in the southern California city. KPBS-TV is delivering its informational, broadcast series *Understanding Your Finances* to the 300 cable homes taking part in the experiment. While broadcast viewers get their course material through the mail, the select 300 get everything through the two-way cable. Using the Indax keypad, they are able to "turn their television sets into electronic textbooks." Upon completion of the 12-part course, the San Diego State University's Center for Communications will evaluate the project for potential future uses of videotext in education and the role of public broadcasting.

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Business Briefly

TV ONLY

Totes Inc. □ Footware. Begins in early October for 13 weeks in approximately 90 markets. Agency: Sive Associates, Cincinnati. All dayparts. Target: men and women, 25-54.

General Cigar Co. □ Gold River/Silver Creek snuff. Begins this week for four weeks in more than 70 markets. Agency: Stuart Ford Inc., Richmond, Va. All dayparts. Target: men, 18-49.

Land O' Lakes Inc. □ Four quart cheese. Begins July 26 for 10 weeks in 10 to 15 markets. Prime time only. Agency: Campbell-Mithun, Minneapolis. Target: adults, 25-54; children, 6-11.

Red Wing Shoe Co. □ Shoes. Begins Aug. 9 for seven weeks in 13 markets. News, early fringe and late fringe times. Agency: William L. Baxter Advertising Inc., Minneapolis. Target: men, 25-54.

Martha White Foods. □ Various products. Begins in early October for five weeks in about 35 markets, varying by product. Agency: Eric Ericson &

Associates, Nashville. All dayparts. Target: women, 25-49.

Friendly Ice Cream Corp. □ Children's promotion. Begins Aug. 1 for four weeks in 19 markets in Northeast and Midwest. Daytime and early fringe. Agency: Quinn & Johnson, Boston. Target: children, 6-11.

Kool Jazz Festival □ Concert in Chicago (Aug. 30-Sept. 5). Begins in late July for four weeks in five markets. All dayparts. Agency: London & Associates, Chicago. Target: adults, 18-54.

Chiquita Brands □ Bananas. Begins Aug. 15 for four weeks in Pittsburgh. Morning, afternoon and Saturday drive times. Agency: W.B. Doner & Co. Southfield, Mich. Target: women, 25-49.

S.C. Johnson & Son □ Raid flea killer.

Begins Aug. 9 for four weeks in 114 markets. Agency: Foote, Cone & Belding, Chicago. All dayparts. Target: women, 25-54.

Frigidaire Co. □ Appliances. Begins July 19 for three weeks in about 83 markets. Early fringe and late fringe times. Agency: Needham, Harper & Steers, New York. Target: women, 25-49; adults, 25-49.

Carnation Co. □ Chef's Blend (cat food). Begins Aug. 23 for three weeks in over 25 markets. Day, early fringe, prime access, late fringe and prime times. Agency: SSC&B, New York. Target: women, 25-54.

Uniroyal Inc. □ Event tires. Begins Aug. 21 for two weeks in about 20 markets. Early fringe, late fringe and sports times.

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Advantage

25 years later. Television Bureau of Advertising has issued 25th annual edition of *TvBasics*, compilation of data and background information on television. Comparing 1958 with 1981, bureau found television homes have increased from 44.5 million to 81.5 million; daily viewing per TV home has increased from one hour and 40 minutes to six hours and 45 minutes, and television advertising has climbed from \$1.4 billion a year to \$12.7 billion. Five of television's top 10 advertisers in 1958 also were among top 10 in 1981: Procter & Gamble, General Foods, American Home Products, General Motors Corp. and Lever Bros.

For better planning. Katz Radio has distributed to its represented stations "Katz Effective Reach/Frequency Planner," designed to simplify radio planning process by permitting advertisers and agencies to select media goals on basis of effectiveness. Nineteen-page planner, Katz says, makes it possible to set reach and frequency goals at maximum effectiveness. Planner was prepared under direction of Carol Mayberry, vice president, director of radio research. Agencies may obtain copies by writing to Katz Radio at One Dag Hammarskjold Plaza, New York, 10017.

\$30-million inventory. Lexington Broadcast Services Co., New York is offering clients \$30 million worth of advertising time in different dayparts in syndicated-barter television shows. Product includes two first-run series, *The Glen Campbell Show* and *Laugh Trax*, and other series including *Sha Na Na*, *Health Field* and *Doctor Snuggles*.

Sign on. RadioRadio, two-month-old young-adult network service of CBS Radio, announced addition of seven more sponsors, bringing total advertisers to 22. They include Buick (Deerfield Communications), Chrysler (Kenyon & Eckhardt), Jartran rental vans (Bozell & Jacobs), Jeffrey Martin cosmetic products (Dunn & Jeffrey), Revlon for Flex shampoo products (Grey Advertising), Shasta soft drinks (Needham, Harper & Steers) and U.S. Army (N W Ayer).

'I love Baltimore.' Answering need for campaign in Baltimore to boost awareness of tourism potential, advertising agency Richardson, Myers & Donofrio Inc. has created "Nice People" campaign for city. City expects over five million visitors to spend more than \$125 million this year, with conventions bringing in additional \$40 million. Campaign consists of television and radio spots, billboards and posters.

Sold out. MCA TV reports that Warner Lambert, S.C. Johnson & Son and American Cyanamid have combined to buy full sponsorship of *The Best Little Special in Texas* on 130 stations during week of July 24. First-run special will be transmitted by satellite on July 17 to be telecast following week coinciding with opening of Universal Pictures' major release, "The Best Little Whorehouse in Texas." Advertisers in special will receive two runs.

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DRAMA
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YOUNG WOMEN
YOUNG MEN
CHILDREN
TEENS

The Dukes of Hazzard

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Warner Bros. Television Distribution



A Warner Communications Company

Agency: Young & Rubicam, New York.
Target: men, 25-54.

Hanes Corp. □ Knitwear. Begins July 26 for one week in 18 markets. Daytime and prime time. Agency: Leber Katz & Partners, New York. Target: adults, 25-54.

RADIO ONLY

Blistex □ Blistex Foille (first-aid product). Begins July 26 for four weeks in six test markets. Agency: Benton & Bowles, Chicago. Target: adults, 18-49.

Pizza Inn □ Restaurants. Begins July 19 for three to four weeks in six to eight markets and again on Sept. 20 for three to four weeks in 60 markets. Agency: Stern/Monroe Advertising, Dallas. Target: adults 18-49, 18-34.

Michigan Apple Committee □ Summer and fall apples. Begins in early and mid-August for two weeks in 15 markets for summer apples and again in early October in 25 markets for two weeks for fall apples. Spot TV will be used in early 1983 for first time. Agency: Baker, Abbs, Cunningham & Klepinger, Birmingham, Mich. Target: women, 25-54.

Kowalski Sausage □ Varied sausage products. Begins for one week in late August-early September in Cleveland and Detroit. Agency: Desmond & Associates, Oak Park, Mich. Target: women, 25-54.

Gold Pin Fun Centers □ Bowling. Begins Aug. 9 for one week in about 75 markets. Agency: D'Arcy-MacManus & Masius, St. Louis. Target: adults, 25-54.

Business People Inc. □ Technical career job fair. Begins July 23 for one week in about 12 markets. Agency: Fischbein Advertising, Minneapolis. Target: men, 25-54.

RADIO AND TV

General Mills Inc. □ Red Lobster restaurants. Begins this week for five weeks in over 20 radio and 75 to 80 TV markets. Agency: D'Arcy-MacManus & Masius, St. Louis. Target: adults, 25-54.

Perkins Cake & Steak □ Restaurants. Begins July 26 for five weeks in about 50 markets. All dayparts. Agency: Chuck Ruhr Advertising, Minneapolis. Target: adults, 18-49.

Lyon's Restaurants □ Begins this week for five weeks in about 12 markets. All dayparts. Agency: Ketchum Communications, San Francisco. Target: adults, 25-54.

Kinder-Care Learning Centers □ Children's day care center. Begins Aug. 9 for two weeks in seven TV and 18 radio markets. Morning and afternoon drive times. Agency: Klein-Sieb Advertising and Public Relations, Atlanta. Target: women, 25-54.

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Sol Taishoff, editor.

Lawrence B. Taishoff, publisher.

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Donald V. West, managing editor.

Leonard Zeidenberg, chief correspondent.

Mark K. Miller, senior news editor.

Klra Greene, assistant to the managing editor.

Frederick M. Fitzgerald, senior editor.

Harry A. Jessell, associate editor.

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assistant editors.

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Pat Vance, secretary to the editor.

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Rufus Crater (New York)

BROADCASTING & CABLECASTING YEARBOOK

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Alfred T. Barnes, Mark W. Jeschke,
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Winfield R. Levi, general sales manager (New York).

John Andre, sales manager—equipment and
engineering (Washington).

Gene Edwards, Southern sales manager
(Washington).

David Berlyn, Eastern sales manager (New York).

Tim Thometz, Western sales manager (Hollywood).

Charles Mohr, account manager (New York).

Doris Kelly, sales service manager.

Christopher Mosley, classified advertising.

CIRCULATION

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Patricia Waldron, Sandra Jenkins,

Vanida Subpamong, Debra De Zarn.

PRODUCTION

Harry Stevens, production manager.

Don Gallo, production assistant.

ADMINISTRATION

Irving C. Miller, business manager.

Philippe E. Boucher.

Doris E. Lord

Debra Shapiro, secretary to the publisher.

BUREAUS

New York: 630 Third Avenue, 10017.

Phone: 212-599-2830.

Jay Rubin, senior correspondent—bureau chief.

Rocco Famighetti, senior editor.

Anthony Herring, Stephen McClellan,

assistant editors.

Marie Leonard, Mona Gartner,

advertising assistants.

Hollywood: 1660 North Vine Street, 90028.

Phone: 213-463-3148.

Richard Mahler, correspondent.

Tim Thometz, Western sales manager.

Sandra Klausner, editorial-advertising assistant.



Founded 1931. *Broadcasting-Telecasting* introduced in 1946. *Television* acquired in 1961. *Cablecasting* introduced in 1972 □ *Rep. U.S. Patent Office. □ Copyright 1982 by Broadcasting Publications Inc.

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ENTERTAINMENT
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Datebook

This week

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* seminar for MSO and cable system personnel, "Mining New Dollars: Advertising on the Local Cable System." Luncheon 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**—*National Academy of Television Arts and Sciences* drop-in luncheon. Speaker: Uri Evan, chairman, Kastel Communications/Israel, on "10 Surprising Predictions About the Future of Cable Television." Copacabana, New York.

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.

Also in July

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 19-20—*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.

tery, Calif.

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 21—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Michael Fuchs, executive vice president, programming, Home Box Office. Copacabana, New York.

July 21—*New England Cable Television Association* summer conference. Sheraton Tara, Nashua, N.H.

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

July 22-25—*Michigan Cable Television Association* annual convention. Grant Traverse Hilton, Traverse City, Mich.

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.

■ **July 28**—*National Academy of Television Arts and Sciences* drop-in luncheon. Speakers: Alvin Cooperman, television producer, and Arol Buntzman, builder/owner, Manhattan Studio Center, New York, on "Expanding Film and Video Production in New York." Copacabana, New York.

July 28—*Women in Cable, New England chapter*, meeting on "Aerial and Underground Construction." Marriott hotel, Long Wharf, Boston.

■ **July 28-29**—*Wisconsin Broadcasters Association* annual summer meeting. Radisson hotel, La Crosse, Wis.

■ **July 29-30**—*Arkansas Broadcasters Association* summer convention. Fairfield Bay Resort, Fairfield Bay, Ark.

■ **July 31-Aug. 3**—*National Gospel Radio* seminar. Holiday Inn, Estes Park, Colo. Information: Jim Black, (615) 244-1992.

August

Aug. 1-13—*National Association of Broadcasters* 13th management development seminar. Bedford Glen hotel and conference center near Boston.

Aug. 2-4—*Community Antenna Television Association* basic technical training seminar. Boisean hotel, Boise, Idaho.

Aug. 4—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Herb Granath, president, ABC Video Enterprises. Copacabana, New York.

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

Aug. 4-6—*Home Box Office* annual north central affiliates meeting for HBO: Cinemax and USA Network affiliates. Lincolnshire Marriott hotel, Lincolnshire, Ill.

Aug. 4-7—*Society for Private and Commercial Earth Stations* first convention and exhibition. Speakers: 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

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 Programing 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. MGM Grand hotel, 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. 29-Feb. 1, 1983—*Radio Advertising Bureau's* managing sales conference. Amfac hotel, Dallas-Fort Worth Airport.

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—*MIPTV* international TV program market. Palais des Festivals, Cannes, France.

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.

May 18-21, 1983—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va. Future meetings: March 11-15, 1984, Canyon, Palm Springs, Calif., and May 15-18, 1985, Greenbrier, White Sulphur Springs, W. Va.

June 12-15, 1983—*National Cable Television Association* annual convention. Houston. Future conventions: May 20-23, 1984, San Francisco; March 31-April 3, 1985, New Orleans; March 16-19, 1986, Dallas, and May 15-18, 1988, Las Vegas.

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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. 23-25**—*Michigan Cable Television Association* annual convention. Grand Traverse Hilton, Traverse City, Mich. Information: John Liskey, (517) 372-4811.

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

September

Sept. 1—Deadline for entries in 17th annual Gabriel Awards competition, presented by *Unda-USA* for television and radio programs that creatively treat issues concerning human values. Information: Charles Schisla, (317) 635-3586.

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

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

Sept. 9-11—*Southern Cable Television Association's* Cable 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—*Nevada Broadcasters Association* fall meeting. MGM Grand hotel, Reno.

Sept. 12-15—*National Radio Broadcasters Association* annual convention. MGM Grand, Reno.

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

■ **Sept. 14**—*Southern California Cable Club* dinner meeting. Speaker: Ted Turner, president, Turner Broadcasting System. Beverly Wilshire hotel, Los Angeles.

Sept. 14-15—*Bay Area Cable Club* advertising seminar co-sponsored by *Cabletelevision Advertising Bureau*. St. Francis hotel, San Francisco.

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. 16-18**—*American Women in Radio and Television* south central area conference. Driscoll hotel, Austin, Tex.

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 and 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. 20-21—*Arbitron Radio* workshop. Hyatt Regency, O'Hare Airport, Chicago.

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. Dunfee Hyannis hotel, Hyannis, Mass.

Sept. 21-23—Conference for journalists on "Politics: Who Will Win in 1982?" sponsored by *Washington Journalism Center*. Watergate hotel, Washington.

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. 22—*Association of National Advertisers* promotion management workshop. Waldorf-Astoria hotel, New York.

Sept. 22-24—*National Religious Broadcasters* Midwest convention. Holiday Inn O'Hare-Kennedy, Chicago.

■ **Sept. 23-26**—*American Women in Radio and Television* Western area conference. Hyatt Regency Phoenix at Civic Plaza, Phoenix.

Sept. 24—*Society of Broadcast Engineers*' central New York regional convention/equipment show. Sheraton Syracuse, Syracuse, N.Y. Information: Gary Hartman, WSTM-TV Syracuse, N.Y., (315) 474-5182.

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**—*Utah Broadcasters Association* fall convention. Ogden Hilton, Ogden, Utah.

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

Sept. 29-31—Ninth annual Spectrum Management Conference, sponsored by *George Washington Univer-*

sity's Center for Telecommunications Studies in cooperation with *FCC and National Telecommunications and Information Administration*. Conference title: "Radio Spectrum Management in a Period of Rapid Technological Change: The Government's Role." GW campus, Washington.

Sept. 29-Oct. 1—*National Religious Broadcasters* Southeastern convention, Biltmore hotel, Atlanta.

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. 2—Midwest Radio Theater Workshop cosponsored by *KOPN(FM) and Stephens College Warehouse Theater*, both Columbia, Mo. St. Stephens College campus, Columbia.

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.

October

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

Oct. 1-3—National Institute for Low Power Television'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, Gallinburg, Tenn.

Oct. 3-5—*New Jersey Broadcasters Association* 36th annual convention. Speaker: National Association of Broadcasters President Vince Wasilewski. Tamiment Resort and Country Club, Tamiment, Pa.

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

Oct. 4-6—"Videotex II, Implications for Marketing," conference sponsored by *Management Development Programs, College of Administrative Science, Ohio State University*, Columbus, Ohio.

Oct. 5—*Association of National Advertisers* corporate advertising workshop. Plaza hotel, New York.

Oct. 5-7—*University of Wisconsin-Extension* 28th annual broadcasters clinic. Sheraton Inn, Madison, Wis.

Oct. 6—*Radio-Television News Directors Association* region seven meeting. Lewis Faculty Center, University of Illinois, Champaign, Ill.

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

Oct. 6-8—*Indiana Broadcasters Association* fall conference. Marriott hotel, South Bend, Ind.

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

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

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

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

Oct. 10-12—*National Religious Broadcasters* Southwestern convention. Holiday Inn, Tulsa, Okla.

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

Errata

Omissions in list of **Daytime Emmy** winners in July 5 awards issue: **WTHR(TV) Indianapolis** won national award for community service for its program, **Klan. Bob Keeshan, CBS-TV's Captain Kangaroo**, was honored as outstanding performer in children's programming.

□

Proposal by National Radio Broadcasters Association to exchange radio deregulation and 50-year license contracts for one-percent spectrum fee **would eliminate all regulations on radio broadcasters except technical requirements and political broadcasting rules.** It would not simply codify FCC's deregulation of radio, as was reported in July 5 issue.

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**Syndicated Programs Nov. 1981 NSI REPORT

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Host-Narrator Leonard Nimoy



Name _____
Address _____
City _____ State _____
Phone Number _____

Oct. 10-12—University of Wisconsin-Extension Communication Programs and Cable Television Information Center of Arlington, Va., conference, "Upgrading Cable Systems: Renegotiation, Renewal, Rebuilding and Refranchising." Sheraton Inn and Conference Center, Madison, Wis.

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

■ **Oct. 13-14—Kentucky Broadcasters Association** annual fall convention. Hyatt Regency hotel, Lexington, Ky.

Oct. 13-14—Arbitron Radio workshop. Colony Square, Atlanta.

Oct. 14—Association of National Advertisers new product marketing workshop. Roosevelt hotel, New York.

Oct. 14-15—Society of Broadcast Engineers, Pittsburgh chapter, ninth regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

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

Oct. 15-16—National Religious Broadcasters Eastern convention. Parsippany Hilton, Parsippany, N.J.

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

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

■ **Oct. 18-20—Rocky Mountain Cable Television Association** convention. Hilton Inn, Albuquerque, N.M.

Oct. 19-20—Public Service Satellite Consortium seventh annual conference. Washington Hilton, Washington.

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

■ **Oct. 19-21—Washington Journalism Center's** Conference for Journalists, "Nuclear Freeze: World Arms Issues." Watergate hotel, Washington.

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

Oct. 20-22—Services by Satellite Inc. (SatServ), subsidiary of Public Service Satellite Consortium, annual conference, following PSSC conference. Washington Hilton, Washington.

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

Oct. 22-24—Massachusetts Broadcasters Association annual convention. Sheraton Lincoln, Worcester, Mass.

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

Oct. 22-23—Society of Broadcast Engineers, Tidewater chapter, first telecommunications show. Virginia Beach Dome, Virginia Beach, Va. Information: Jack Beck, WHRO-TV Hampton-Norfolk, Va., (804) 489-9476.

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

Oct. 25—Cable Television Administration and

Marketing Society Atlantic show "Track Day" Bally's Park Place, Atlantic City, N.J.

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

Oct. 27-Nov. 1—The Japan Electronics Show, sponsored by *Electronic Industries Association of Japan*. Tokyo International Trade Fair Grounds, Tokyo.

Nov. 1-3—National Translator Association Low-Power Television/Translator Group, 20th annual NTA convention and exposition. Aladdin hotel, Las Vegas.

November

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

Nov. 1-14—Seventh annual international exhibition of audio and video works, "Magnetic Image 7," sponsored by *Atlanta College of Art*. Atlanta College of Art Gallery 413, Atlanta.

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

Nov. 2-5—Eleventh General Assembly of Unda-USA (national association for Catholic broadcasters and allied communications). Palmer House, Chicago.

Nov. 3-5—International Film and TV Festival of New York. Sheraton Center hotel, New York. Information: Festival office, 251 West 57th Street, New York, 10019. Deadline for submissions is Sept. 12.

Nov. 4—Bay Area Cable Club meeting. San Francisco Press Club, San Francisco.

Open Mike

Thank you note

EDITOR: May I be allowed to thank through your pages all of those who have sent get-well messages. It's heartening to realize how many friends one has. On this, my 12th morning after surgery, I'm feeling fine and walking a mile.

And for the record, I asked for the *Washington Post* while in intensive care only because I was not allowed to use my radio.—*Vincent T. Wasilewski, president, National Association of Broadcasters, Washington.*

Editor's note. Wasilewski underwent double-bypass heart surgery on June 24. He is expected to return to work next month.

Daytime believer

EDITOR: The recent FCC action to make room for some new daytimers and allow some existing daytimers to increase power, by allowing them to file on the 25 Class 1A clears is likely to produce more second-class broadcast citizens. There are no daytime television stations, there are no daytime FM stations, and the only reason there are daytime AM stations is because the spectrum has been allocated these

many years under antiquated regulations, presuming that every AM station and every AM listener is utilizing pre-World War II vintage transmitters and receivers.

Of the 4,600-plus AM stations in the U.S.A., over 2,400 (51.9%) are daytimers. The millions of people who depend on these stations for service are shortchanged at sunset and before sunrise every day.

The least that the commission should do *immediately* is to allow *all daytimers* to broadcast from two hours before sunrise to two hours after sunset. That should be allowed pending the necessary steps to update the regulations to make all daytimers full-timers. The commission has regulations that do not allow stations to broadcast below a minimum power, supposedly because they could not offer a "substantial service." Well, take it from a daytimer—any local AM service is better than none. When are those "daytimers" who are not active in seeking expanded hours going to wake up and realize that if they don't do it, nobody will do it for them?

Hey daytimers—join the Task Force. Your listeners need your service after sundown and before sunset. You are a powerful force whether you realize it or not.—*Jim Wychor, chairman, More Time for Daytimers Task Force, c/o KWOA(AM) Worthington, Minn.*

Consider the source

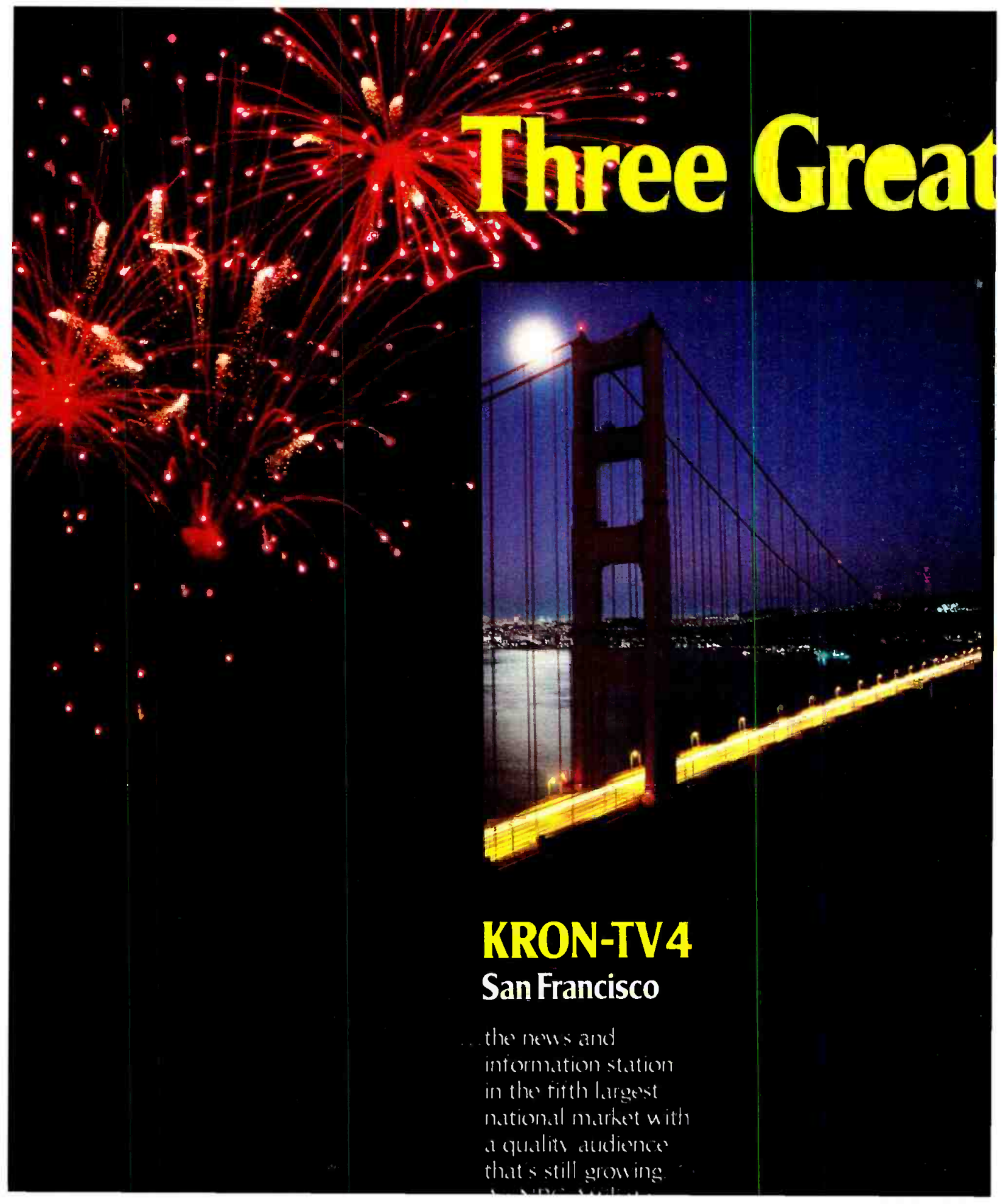
EDITOR: Your thorough and readable review of Richard M. Neustadt's new book, "The Birth of Electronic Publishing" (BROADCASTING, June 28), would have been even more thorough and certainly more objective had you not omitted one important fact about Mr. Neustadt. His law firm—Kirkland & Ellis—represents the American Newspaper Publishers Association, which, of course, has an important stake in the outcome of the government's current wrestle with the electronic publishing issue.

One of its major arguments is that AT&T, in the name of market diversity, should be kept out of the electronic publishing business until there is proven competition in the long distance telephone business. Mr. Neustadt argues precisely the same thing, and one can only assume it's because his client is who it is. Certainly, logic would not make him say what he says. Or is there some kind of logic in the thought that by closing the market to a major force in the technology of electronics the government will somehow encourage diversity in the supply of that technology? If there is, I don't see it.—*William P. Mullane Jr., assistant vice president, AT&T, New York.*



Bursting With Pride

Petry Television Now Represents
The Chronicle Broadcasting Co.



Three Great

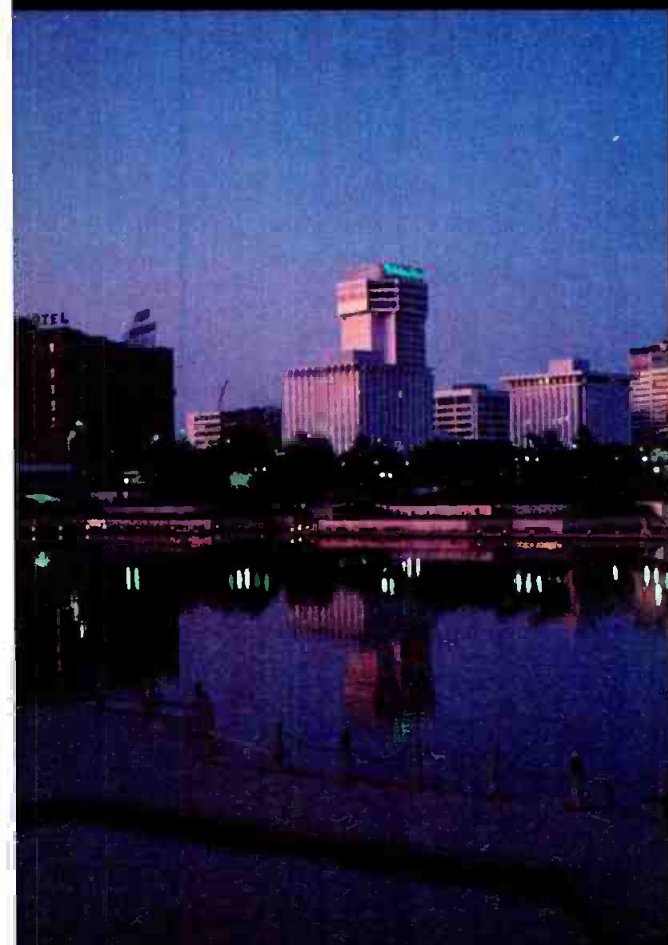


KRON-TV4 **San Francisco**

...the news and
information station
in the fifth largest
national market with
a quality audience
that's still growing.

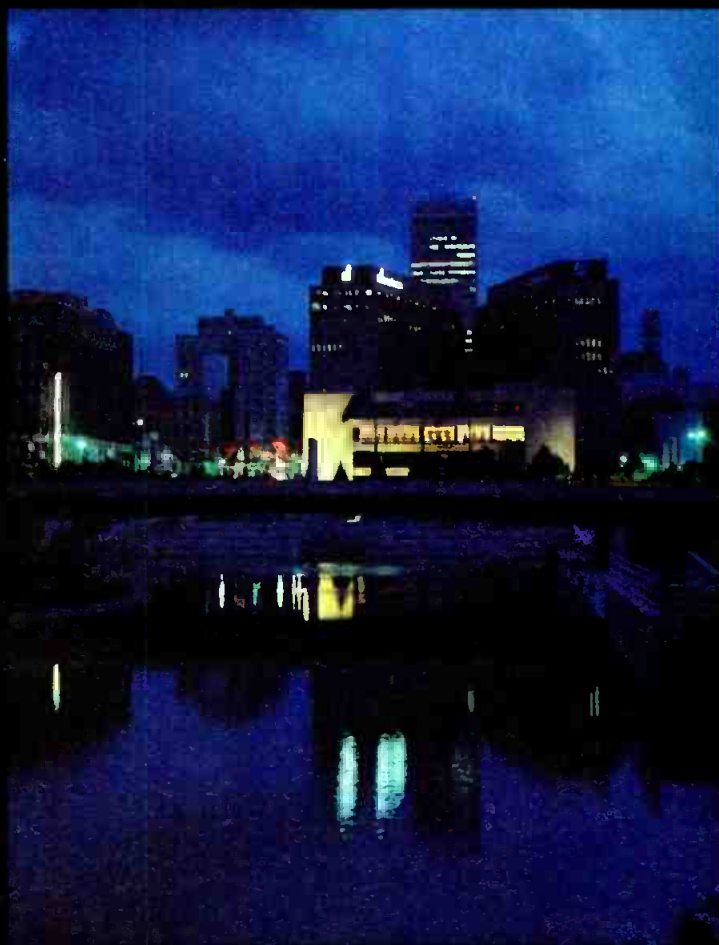
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Spots To Be In!



KAKE-TV 10 **Wichita-Hutchison**

the top station in the "Breadbasket of America," reaching nearly 400,000 television homes. An ABC Affiliate.



WOWT-6 **Omaha**

the leading station for news in the top agribusiness market and a principal test market, located in America's Heartland. A CBS Affiliate.





Together We'll Light Up The Sky!

Chronicle Broadcasting Co. Stations
KRON-TV 4, San Francisco
KAKE-TV 10, Wichita-Hutchinson
WOWT 6, Omaha

Now Represented Nationally by

PETRY

The Original Station Representative

A broadcast internship commentary from Lynne Schafer Gross, California State University, Fullerton.

Internships bridge the gap between academic and professional

A student told me recently that until she took her internship, she never realized how frantic a newsroom could be. Now she isn't so sure she wants to be a TV journalist. Another student told me that he had never really thought he had the talent to come up with advertising slogans, but after sitting in on several commercial brainstorming sessions during his internships, he felt he could work well in a group situation to develop unusual ideas.

Both these students discovered something during their internships that simply could not have been conveyed in the academic environment, and both discovered information that will have an important bearing on their future lives. This is the rule rather than the exception with internships. Students who have the academic knowledge learn those intangibles that can only be learned through real life experience.

And yet some college radio-TV departments have difficulty setting up internship programs, in part because of reluctance by broadcasting organizations to accept interns. This reluctance has a number of different origins. Some people feel they don't have the patience to deal with college-age students; some are afraid their methods of operation might be criticized by someone with an "academic" point of view; some are afraid interns will disrupt the flow of work. But most reluctance comes from a fear of the unknown—a reluctance to try something they haven't tried before.

And yet the establishment of an internship program can be of great value to broadcast-oriented companies as well as to students and universities. One primary advantage is that an internship allows the company to judge potential future employees in a nonthreatening situation. An internship is assumed to be a temporary situation so the company is under no obligation to hire any interns, but if one appears to be particularly able and cooperative and if the company has an opening, the intern can be considered. The intern's work will be a known quantity providing a much better barometer of future success than the usual job interview. By operating an internship program, a company can become aware of people who, at some future time, would make excellent employees.

Because most internships are unpaid, a company can gain some valuable services from interns. Although interns do not do enough actual work to replace a regular



Lynne Schafer Gross is an associate professor of communications at California State University, Fullerton. Previously she was director of programming at a cable system. She has developed internship programs at various colleges and written a textbook on the subject.

employee, they can undertake special projects that might not be done at all, or they can lend a helping hand to employees to complete tasks more thoroughly or efficiently. Interns can also provide new insight into old problems simply because of their youthful vigor and their academic studies. Interns sometimes raise morale within a shop because many people develop a sense of pride about themselves and their jobs when they discover that their work that is taken for granted by most people is appreciated with wide-eyed enthusiasm by an intern. Many people also feel good about themselves when they have had the opportunity to give direction to someone about to enter a profession.

If a company or an individual within a company is interested in hosting one or more interns, the process of establishing an internship program is usually fairly simple. Most colleges and universities with radio-TV curriculums have such programs, but interns can also be found in business schools, electronics and engineering departments, and liberal arts curriculums. Some schools even have internship coordinators within the administrative structure of the college. Local high schools, too, are often looking for internship opportunities for their students. A phone call to the campus and a bit of perseverance in finding the right person to talk to should be all that is needed to set up an internship procedure. In many instances, the company will be contacted by the college internship coordinator or by a student and all that is required is a "yes" answer.

Once a company has become involved with an intern program, several things will

be expected of it. The person who is to supervise the intern should genuinely like young people and be in a position to make initial decisions as to what the intern will do. This should be checked with the college internship coordinator to insure that the proposed work dovetails with the purpose of the program and with the general abilities of students trained by the department. For example, an advertising agency wanting an intern to help with page layouts would be unlikely to get a suitable intern from a department that specializes in training students for television advertising. Although the students would be bright and receptive, they would not possess the background needed. The supervisor should also interview potential interns to make sure they will fit into the organization.

Another obligation of the supervisor is to establish a work schedule for each student. The supervisor must realize that the interns are students with classes and other college-related responsibilities. They are usually not available on an "as needed" basis or on short notice. Some schools organize their internships on a full-time basis for a whole semester, but this is the exception rather than the rule. More common are internships that require about 10 hours a week of work.

The work that students do or are exposed to is to be primarily of a professional nature. A student will not get college-level internship credit if 90% of his or her time is spent stuffing envelopes. Students should be exposed to work that will enhance their career learning. This can, of course, include observing the overall process of an organization or attending meetings. It can also include minor chores such as picking up slides, duplicating rating analyses, distributing scripts to crew members, or adding up figures that help determine whether to use tape or film for a particular project.

A supervisor will also probably be asked to evaluate the student's work once or twice during the semester. Sometimes this evaluation is given over the phone to the internship coordinator and sometimes it will involve filling out a simple form.

The work and "bother" involved with having interns are well offset by the value they can provide to the company in the present and in the future. So if you do not presently have interns, give a thought to calling your local educational institution to see whether you can set up a program. Such a call will help students direct their futures and will help academic curriculums provide students with the much needed bridge between the academic life and the professional world.

Where Things Stand

A quarterly status report on the unfinished business of electronic communications

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□
Agent identities. President Reagan has signed into law controversial bill to criminalize disclosure of covert U.S. agents' identities, even if identities were learned from public documents (BROADCASTING, June 28). Law permits fines of up to \$50,000 and 10 years' imprisonment for government employees who disclose identities of covert agents and up to \$15,000 and three years' imprisonment for members of press who do so. Attempting to address complaints that law is unconstitutional, Congress stipulated in report accompanying it that penalties should not be imposed on legitimate activities of press but should instead be used against deliberate attempts to disrupt U.S. intelligence activities by disclosing agents' identities.

□
AM-FM allocations. FCC has approved plan that will reduce protection to clear-channel stations and allow addition of 125 more unlimited-time AM stations on clear and adjacent channels (BROADCASTING, May 29, 1980). As of June 21, 1982, 325 clear-channel applications had been filed with commission. Twenty-three of 25 clear-channel frequencies have been cut off. FCC also has amended rules to permit it to accept applications for new and improved daytime-only stations within nighttime service area of Class I-A stations on clear channels, action it expects to spur about 200 applications (BROADCASTING, June 14). FCC has reversed its decision of December 1979 and voted to recommend retention of AM channel spacing at 10 khz (BROADCASTING, Aug. 10, 1981). It had formerly proposed shrinkage to 9 khz. See "Region 2" below. Also, FCC has instituted rulemaking to open spectrum to additional commercial FM's. If adopted, there will be two new classes of stations as well as rules that would allow existing classes to operate in areas where they are now restricted (BROADCASTING, March 3, 1980). Commission expects to act on rulemaking proposal in third quarter of 1982. National Telecommunications and Information Administration has asked commission to include in rulemaking administration proposal for use of FM directional antennas, which could make more stations possible. National Telecommunications and Information Administration has petitioned FCC to ease restrictions under which daytime-only stations operate (BROADCASTING, Sept. 21, 1981). In petition for rulemaking, NTIA recommended that FCC increase presunrise and post-sunset operating hours of selected daytimers; give daytimers that provide only local service in their communities of license significant preference in comparative contests for new FM facilities in cases where daytimer filed original petition to amend table of assignments, and expedite processing of petitions to amend table and of applications for construction permits for new FM facilities when filed by daytimers that provide only local service in

their community. National Association of Broadcasters petitioned FCC to launch rulemaking easing restrictions under which all daytimers, "not just those that provide the only local service," operate (BROADCASTING, Dec. 7, 1981). NAB said FCC should consider modifying its application acceptance criteria (which it said have restricted some daytimers from applying for full-time operation) and change its diversification policy (which NAB said had been barrier to daytimers seeking full-time AM or FM operation in comparative proceedings). Commission expects to take action on petitions by third quarter of 1982.

□
AM stereo. After five years of deliberation, FCC decided not to decide which of five proposed systems should be standard for AM stereo broadcasting (BROADCASTING, March 8). Instead, FCC said broadcasters could begin broadcasting stereo programming using any system they desire. Marketplace forces—interplay of receiver manufacturers, broadcasters and consumers—FCC reasoned, would soon determine which of five systems or some other yet-to-be-developed system should be de facto standard. FCC's action was contrary to wishes of most broadcasters and receiver manufacturers who feared marketplace approach would kill AM stereo or at least delay its introduction. Four system proponents—Harris, Kahn/Hazeltine, Motorola and Magnavox—are waging all-out battle to win marketplace acceptance. Belar Electronics, fifth system proponent, is sitting on sidelines, hoping receiver manufacturers will eventually recognize merits of its system and adopt it. Kahn system will probably be first on air. It was first to file for FCC type acceptance and, according to Kahn, 14 stations are ready to commence Kahn stereo broadcast as soon as they receive FCC go ahead. FCC order authorizing stereo broadcasting featured evaluation matrix, which showed Magnavox and Harris systems to be superior to others, but it warned any decision based on its analysis would be "tenuous" (BROADCASTING, March 22).

□
Antitrust/TV code. U.S. District Court Judge Harold Greene has ruled National Association of Broadcasters' TV code prohibition on multiple product advertising in spots of less than one minute violated antitrust laws and set for trial two other issues—standards restricting time for commercials per hour and per program (BROADCASTING, March 8). NAB suspended enforcement of all advertising provisions in radio and TV codes and appealed Greene's ruling (BROADCASTING, March 15). Since then, it has been attempting to settle suit, which was filed by Justice Department in June 1979 in U.S. District Court in Washington. Now under consideration at Justice Department is proposal settlement that would require NAB to drop all three advertising standards at issue in case, that is, section 9, article five, articles one through five of section 14 and all of section 15

of advertising standards of TV code.

□
Automatic transmission systems. FCC has authorized automatic transmission service for nondirectional AM and FM stations (BROADCASTING, Jan. 3, 1977). Commission expects also to permit ATS at AM directional and TV stations, but that proceeding is low on list of Broadcast Bureau priorities.

□
Cable copyright. Highly delicate compromise between National Association of Broadcasters, National Cable Television Association and Motion Picture Association of America has been passed by House Judiciary Committee as part of bill to amend cable copyright law and is now pending in House Telecommunications Subcommittee, which must review its impact on Communications Act. Bill (H.R. 5949) would continue compulsory licensing at present rate structure but would codify FCC's former syndicated exclusivity rules after staggered transition period ending after two years for most cable systems. Bill would also reverse recent decision by New York District Court that satellite resale carriers are fully liable under copyright laws. Telecommunications Subcommittee members showed little inclination to amend bill during hearing, but since then, have shown broad support for amendment to require carriage of local religious stations. NCTA has threatened to withdraw support for bill if amendment passes and NAB, attempting to preserve compromise, is conducting research to determine impact of amendment on cable systems in effort to find grounds for possible compromise between NCTA and National Religious Broadcasters. Senate Judiciary Committee plans no action on cable copyright until after bill has left Energy and Commerce Committee and appears headed for floor action in House. Reagan administration opposes bill in favor of full liability for cable systems, its most recent attack having come from Justice Department on eve of House Judiciary Committee passage (BROADCASTING March 29, April 5). In spite of administration's opposition, leaders of Senate Commerce and Judiciary Committees have agreed to support compromise and to bring bill quickly to Senate floor for final action.

□
Cable deregulation. FCC on July 24, 1980, lifted its rules on distant signals and syndicated exclusivity—last regulations cable industry considered restrictive. In doing so, agency also turned down concept of retransmission consent, which broadcasters had been pushing as means of righting what they see as marketplace inequity. Malrite Broadcasting, backed by large contingent of broadcasters, went to U.S. Court of Appeals in New York seeking to block action (BROADCASTING, July 28, 1980). But court affirmed FCC's order (BROADCASTING, June 22, 1981). National Association of Broadcasters and National

Football League have appealed to Supreme Court. In another development, Ted Turner has asked commission to repeal "must-carry" rules for local stations (BROADCASTING, Oct. 20, 1980). Senate Commerce Committee hopes to mark up by end of this month bill to set national policy toward cable regulation. Primary vehicle is S. 2172, introduced by Communications Subcommittee Chairman Barry Goldwater (R-Ariz.), which would move primary jurisdiction over cable regulation from cities and states to FCC. It would permit cities to regulate basic rates, codify FCC's right to cap franchise fees, allow municipal ownership of cable systems as long as cities have no control over programming and require systems with 20 channels or more to set aside 10% of their capacity for public access and 10% for leased access, with rates for leased channels to be set by cable operator. Also being considered is bill (S. 2445), introduced by Senators Howard Cannon (D-Nev.) and Ernest F. Hollings (D-S.C.), that would subject definition of "basic" service to negotiations between cable operators and franchising authorities, permit FCC ceilings on franchise fees, permit cities to regulate basic rates and permit cable operators to offer telecommunications facilities without regulation of rates, access or interconnection by states or cities. Bill would grandfather existing franchise agreements for five years after enactment or expiration of agreement, whichever comes first. It would not require channel set-aside for leased or public access. Both bills have attracted stiff criticism from cities and cable operators.

□

Canadian border problems. Senate Finance Committee plans to mark up in next few weeks bill (S. 2051) mirroring Canadian law that denies tax deduction for Canadian advertising placed on U.S. border stations. Controversial amendment to deny U.S. companies tax deduction for cost of Canadian Telidon teletext/videotext system may be added to bill but could draw opposition from Senate Commerce Committee, which has asked to review bill.

□

Children's television. FCC's formal rulemaking on children's television, with wide range of options including imposition of mandatory program requirements to alleviate what FCC children's task force saw as insufficient volume of children's instructional and educational programming on commercial television (BROADCASTING, Dec. 24, 1979), is not priority item for commission. Chairman Mark Fowler has frequently maintained that FCC won't involve itself with program content regulation. And although Larry Harris, Broadcast Bureau chief, has stated that commission hopes broadcasters would pay attention to children's programming, "we will not get into content regulation," he said (BROADCASTING, March 29). Action for Children's Television in May filed suit against commission and seven commissioners for "failing and refusing to take final action in the commission's 12-year old children's television proceeding" (BROADCASTING, May 24). Suit was filed in federal district court.

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Closed captioning. Under direction of National Captioning Institute, ABC-TV, NBC-TV and Public Broadcasting Service have been broadcasting closed-captioned programming for hearing impaired since March 1980. However, NBC has had second thoughts and has considered canceling four-and-one-half hours of

programming it has captioned each week. Final decision is expected shortly. Reasons for NBC's waning enthusiasm were sagging caption decoder sales and possibility present captioning method will become obsolete. In more than two years since service's introduction, some 55,000 decoders have been sold. Neither ABC nor PBS has indicated desire to discontinue service. NCI currently captions more than 40 hours of programming each week and captions commercials for 170 advertisers and advertising agencies. CBS has steadfastly refused to participate in NCI's captioning program, choosing instead to develop closed captioning of just one element of teletext system (see "Teletext," page 73).

□

Communications Act. Senate passed by unanimous consent bill to abolish comparative renewal proceedings, codify FCC's radio deregulation order and direct FCC to encourage development of new, diverse and competitive services. Floor amendment to bill would permit FCC to collect license fees to cover cost of regulating most telecommunications services. Fees, proposed last year in separate proposal (S. 821), would include annual fees for broadcasters ranging from \$150 for AM stations with low power to \$7,500 for commercial TV stations in top 20 markets. Second floor amendment, added after compromise with Senator Bill Bradley (D-N.J.), would permit FCC to transfer license of nearby VHF station to New Jersey, upon request of nearby licensee. Bill (S. 1629), contains provisions previously passed by Senate in budget reconciliation bill (BROADCASTING, Aug. 3, 1981), but later stricken from measure in conference with House. Measures that survived that conference and became law: license terms lengthened from three to seven years for radio stations and from three to five years for TV stations, as well as permission for FCC to use lotteries in choosing among mutually exclusive license applicants. Budget bill also authorized up to \$130 million for Corporation for Public Broadcasting during each of fiscal years 1984, 1985 and 1986 and for funding for facilities planning, construction and upgrading at levels not to exceed \$20 million, \$15 million and \$12 million during FY 1982, 1983 and 1984. Experiment in institutional advertising by limited number of public stations and under FCC guidance has been authorized by budget bill, which requires CPB to allocate 75% of funding after operating expenses to unrestricted stations grants beginning in FY 1984 and 25% to national programming. CPB's board of directors must be reduced by attrition from 15 members to 11 and membership must include one TV and one radio station representative. House Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.) has promised action on broadcast deregulation during 97th Congress and has held hearing on legislation introduced by subcommittee members (BROADCASTING, Dec. 14, 1981). Three major proposals for broadcast deregulation are pending in subcommittee, most sweeping of which is sponsored by Representative James Broyhill (R-N.C.) to eliminate all content regulations on broadcasters, including political broadcasting rules. Two-bill package (H.R. 5584-5585), which contains many of controversial legislative proposals submitted last year by FCC (BROADCASTING, Sept. 21, 28, 1981), would also codify FCC's deregulation of radio and extend it to TV, eliminate comparative renewals and end FCC's authority to revoke or suspend licenses, or impose sanctions for broadcast of

lottery information, or obscenities. In provisions broadcasters are not expected to support, proposal would remove FCC's mandate to allocate frequencies in fair, efficient and equitable manner and would raise fines for violations of Communications Act from \$2,000 to \$100,000 (BROADCASTING, March 1). Second major deregulation bill (H.R. 5242) would codify FCC's deregulation of radio and extend it to TV, eliminate comparative renewals and permit FCC to dismiss petitions to deny license renewals without receiving reply to petition from licensee. Bill replaces package introduced earlier by its author, Representative James Collins (R-Tex.), that would have added to package repeal of equal time and narrowing of fairness doctrine (BROADCASTING, Nov. 2, 1981). Collins withdrew those proposals after promise that he'd have more sponsors without provisions on political broadcasting rules (BROADCASTING, Dec. 21, 1981). Third deregulation proposal is sponsored by Representative Al Swift (D-Wash.) and would simply eliminate comparative renewals in favor of two-step process also contained in Senate bill (S. 1629). Swift bill (H.R. 5752) replaces previous Swift proposals to codify FCC's crossownership rules and prohibit FCC from considering crossownership or on-site management in renewal proceedings. Swift has also abandoned proposal to deregulate radio and TV and expand news exemptions from equal-time rules in exchange for new public interest requirements to be quantified by FCC in point system broadcasters would have to meet to earn license renewal. Bill to make minor changes in Communications Act (H.R. 5008) has passed House Energy and Commerce Committee and is awaiting action on floor. It includes recommendations made last fall in non-controversial "Track One" portion of FCC's legislative proposals, and in late amendment, would rewrite lottery provisions passed last year in budget reconciliation bill but rejected by FCC as unworkable. Instead of requiring FCC to attach preferences during lottery to minorities, women, labor unions and other groups underrepresented in broadcast ownership, amendment would require preferences only for nationally-recognized ethnic minorities. It would also permit FCC to hold lottery first, then determine if winner is qualified to be licensee, instead of requiring it to compare all candidates and use lottery only to choose among finalists, as originally required. Senate Commerce Committee has considered Track One bill of its own (S. 1791), but is expected to accept House version. Landmark antitrust settlement between Justice Department and AT&T has complicated efforts by Congress to rewrite common carrier sections of act (BROADCASTING, Jan. 18). Senate-passed rewrite (S. 898) would permit AT&T to compete, through unregulated subsidiaries, in enhanced services, forbidden by 1956 consent decree (BROADCASTING, Oct. 12, 1981). House Telecommunications Subcommittee has unanimously passed proposal advanced by Wirth (H.R. 5158) that would modify proposed new consent decree by changing way 22 Bell operating companies are to be divested from parent AT&T, restricting surviving company's entry into information and other enhanced services and requiring parent to create fully separate subsidiary for its Long Lines division (BROADCASTING, March 29). Markup of bill by House Energy and Commerce Committee began prior to July 4 recess and is expected to continue in next few weeks. Administration opposes bill and AT&T

Continues on page 71.



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Fritts candidacy electrifies NAB race

Joint board chairman surprises search committee with 11th hour declaration of availability; he made move with strong support, but controversy is growing; some say search process has been compromised; field now stands at six, with door ajar

The ongoing contest for the presidency of the National Association of Broadcasters escalated sharply and dramatically last week with the sudden—and under the circumstances surprising—announcement by Joint Board Chairman Eddie O. Fritts that he was a candidate for the post, which may command as much as \$250,000 a year. Fritts made his announcement shortly after noon Thursday (July 8), just as the search committee which he chaired was convening to interview five candidates who had been considered the front runners for the job. As a consequence of his decision, Fritts (a) resigned the search committee chairmanship, (b) absented himself from the interviews of the other five and (c) was himself interviewed by the search committee at day's end.

This action and others took place in Washington's Canterbury House hotel, in the same block with NAB's headquarters, to which the search committee had withdrawn in search of privacy. Later that night, after a dinner meeting, the new search committee co-chairmen (radio board chairman William Stakelin and TV board chairman Gert Schmidt) issued a formal statement saying in part:

"The committee has interviewed six candidates: Howard Bell, John Summers, Robert Wells, Tom Sawyer, Don Thurston and Eddie Fritts. We feel the association should be extremely pleased with the quality of the candidates before it. We have a difficult task before us and we plan to have one or more further meetings to review these and other candidates."

Although the search committee took pains to keep the door open to other candidacies, it also was clear that, at the moment, no serious contenders are on the horizon. Those who want the job "will have to step forward and fight for it," in the words of one search committee member. And although no one would stand still for a vote count at this stage of the game, it was equally clear that Fritts's candidacy had become the one to beat.

Not that there is unanimity behind naming the incumbent chairman to the president's post. Indeed, a surprising amount of negative reaction had begun to surface

by late Friday. One TV board member—William Dunnaway of WTHR(TV) Indianapolis—was angered enough to tell BROADCASTING: "I'm very upset. I voted for Fritts [for the joint board chairmanship] because he said he was not interested" in the presidency. "The man's word is no good," said Dunnaway. "I am reevaluating my position on the board and my station's membership in NAB."

A still stronger sentiment came from a prominent search committee member who felt that the integrity of the search process itself had been compromised by Fritts's joining the race. "I'm very concerned that it will have an ugly cloud over it. This has nothing to do with the merits of Eddie's candidacy. I am seriously considering resigning from the search committee and



Fritts

there are some suggestions that the committee itself disband and the process start all over."

The Fritts announcement sent shock waves through NAB's staff in Washington. "We're holding our breath," said one staffer. "There are a number of people here who think [Fritts] doesn't understand or appreciate what they do." If Fritts is chosen president, that staffer and several others predicted "enormous changes in the NAB staff," either because "Fritts would want to bring in his own people" or because senior staffers would find it difficult to work for Fritts and would seek employment elsewhere.

In apparent anticipation of staff uneasiness, Fritts said he met with as many

senior staffers as possible after his announcement and assured them he plans "no changes" in the NAB staff and would hope Summers would remain as the association's number-two man.

Fritts also sent a mailgram ("not at NAB's expense") to all board members advising them of the week's events and saying that the lateness of his decision to run was attributable to the "limited field" of candidates and his family's careful consideration of a major relocation. ("Martha Dale made the final decision only last weekend.") He invited comments or questions to be phoned to him at 601-887-5246.

Fritts told BROADCASTING Thursday night that he had been thinking about throwing his hat in the ring "for quite some time." He decided to do so, he said, after being "persuaded by a number of people on the search committee and the NAB board," and after none of the candidates before the committee emerged as a "white knight" or a "10."

At least some members of the NAB board have considered Fritts a viable candidate since shortly after NAB President Vincent T. Wasilewski announced in April that he would be leaving the association before the end of this year ("Closed Circuit," May 31). A "draft Fritts" movement began to develop just before the NAB board's recent summer meeting in Washington (BROADCASTING, June 21) but appeared to dissipate somewhat after Fritts's repeated assertions he was not a candidate.

Fritts decided to move last week, he said, because he wanted to remove himself from the search committee before it began interviewing candidates and wanted his name in contention at the same time that the other five candidates who were interviewed last week—and who had been acknowledged to be the leading contenders—were being considered.

If Fritts is chosen as president, the NAB executive committee would appoint a new joint board chairman who, according to the association's bylaws, would be likely to be chosen from the NAB radio board, to continue the practice of alternating between radio and TV leadership every two years. Fritts, a radio representative, has been joint board chairman since June 1980. Said to be likely candidates to replace him as joint board chief are Cullie M. Tarleton, senior vice president, Jefferson Pilot Broadcasting, Charlotte, N.C., the immediate past chairman of the NAB radio board, or William L. Stakelin, execu-

Close to resolution. Assistant Attorney General for Antitrust William Baxter has approved and is expected to sign this week the settlement of the antitrust suit against the National Association of Broadcasters' TV code. Terms of the settlement are as previously reported, that is, elimination of three sections of the advertising standards at issue in the suit: prohibition on advertising more than one product in a spot of less than 60 seconds, and limitations on the number of commercial announcements aired in a broadcast hour and single program (BROADCASTING, July 5). The settlement is to be filed with U.S. District Court Judge Harold Greene, who will hear public comments on it for 60 days and then either accept or reject it. Not until Greene has made a decision will the NAB code board meet to decide what kind of code NAB can have in the future, according to NAB Joint Board Chairman Edward O. Fritts. As word of the pending settlement surfaced in Washington last week, the NAB executive committee, meeting there Wednesday and Thursday, agreed to further dismantle the code staff, which has been reduced from 33 to 16 since Greene ruled in March that the multiple product code violates antitrust law and designated for trial the other two standards at issue in the suit. The Code Authority office in New York is to be closed Aug. 1.

tive vice president, Bluegrass Broadcasting Co., Orlando, Fla., the present radio board chairman.

Fritts, who owns eight radio stations in Mississippi, Kentucky, Louisiana and Arkansas, said he did not discuss with the search committee what he would do with his company, headquartered in Indianola, Miss., if he moved to Washington as president of the NAB. "I'd sell the stations, probably to their present managers, if the board wanted me to," he said. Another

option would be to put the company into a blind trust, if the board decided a separation was necessary. Fritts said he'd be willing to serve as NAB president "for a minimum of five years, and longer if the board wanted me to."

If Fritts fails to win the presidency, he plans to finish his term as joint board chairman. "I could work with any of the present candidates," he said.

Along with Fritts, the search committee interviewed Thomas C. Sawyer, executive

vice president, Ohio Association of Broadcasters; former NAB joint board chairman Donald A. Thurston, president, Berkshire Broadcasting Co., North Adams, Mass.; John Summers, NAB executive vice president and general manager; former FCC Commissioner Robert Wells, operating head of the Harris station group based in Garden City, Kan., and chairman, Broadcast Music Inc., and Howard Bell, president of the American Advertising Federation.

Although the search committee said it plans to have "one or more further meetings to review these and other candidates," committee spokesmen said, however, that they have no other prospects. The group canceled a meeting tentatively scheduled for this Thursday.

The search committee has not yet decided whether to recommend a single candidate or slate of finalists to the joint board when it meets Aug. 9 in Chicago.

In addition to Fritts, Thurston and (to a lesser degree) Summers appear to be the strongest contenders. Members of the search committee and board credit Sawyer with having run a highly effective campaign, but say he faces a coming-from-behind problem in capturing the recommendation of the search committee. □

Optimism after week one of more news

Networks and affiliates seemed pleased with ABC and NBC early and late newscasts; CBS gears up for October launch

The latest battle to carve out news franchises began on two fronts last week, with NBC and ABC—soon to be joined by CBS—competing for viewers during early morning and late night hours hitherto unexplored by network news broadcasters.

The degree of success remains to be seen, but for now optimism generally reigns among broadcasters regarding the chances of building news followings.

Jack Harris, at KPRC-TV Houston, a prominent NBC affiliate, summed up the early reaction, saying: "I think there's an audience there that can be developed." Furthermore, he added, given the opportunity to "extend the reach of television, it's a plus."

Last Monday (July 5), NBC News launched both its *Early Today*, available to affiliates either at 6-6:30 or 6:30-7 a.m. NYT, and *Overnight*, 1:30-2:30 a.m. Monday-Thursday and 2-3 a.m. Friday. The network also began A-News, a beefed-up version of its News Programming Service affiliates use for their local broadcasts. Also on Monday, *ABC News This Morning* debuted at 6-7 a.m. (BROADCASTING, July 5).

Come Oct. 4, CBS plans to begin offering a half-hour news broadcast prior to the *CBS Morning News*, with feeds at 6 a.m. and 6:30 a.m., as well as *Nightwatch*, 2-6 a.m. And on Oct. 5 ABC is set to start an as yet untitled midnight to 1 a.m. news

and interview show.

Especially during a heavy news year already stretching the \$150 million each network is understood to spend on news, the new services represent a major capital commitment. For the ABC and NBC early morning news shows alone, one source estimated "probably a minimum of \$4 million to \$5 million per show per year." The executive believes that "the half-hour show NBC is doing won't cost appreciably less than ABC's hour." At CBS, *Nightwatch* alone reportedly has a \$10 million budget.

Affiliates too, as demonstrated by the 80% or greater clearance levels for the three new shows, generally are willing to make a financial commitment. That can range from the additional costs of running a station with a longer broadcast day to increasing local efforts to match those of the network. Should a major-market affiliate produce a local show before, after or between the early morning feeds, one estimate of costs runs about \$250,000 to \$300,000.

Not all the broadcast expansion efforts, however, are network. At KSTP-TV Minneapolis-St. Paul, the station has had a local news show at 6:30-7 a.m. for the past 10 months. Ralph Dolan, vice president and general manager, said KSTP-TV isn't carrying *ABC News This Morning* because "we think we can do it better locally."

The expansion of early morning news comes during a time period when TV usage is small but increasing. According to A.C. Nielsen, 5.7% of TV households were watching at 6-7 a.m. Monday-Friday

on a per average minute basis during the second quarter this year. That's about 4,650,000 homes. Usage was 4.8% during the same quarter 1981, 3.8% during the comparable 1980 period and 3.3% in 1979.

Interestingly, approval of the broadcast expansion has come from the cable news ranks. Ed Turner, Cable News Network senior vice president, found it encouraging. "Anything that enhances the public awareness or cognizance of news helps us," he said. "Whatever they do increases the appetite for our service."

That's because, Turner maintained, the broadcast networks are principally in the entertainment business whereas CNN's "sole product is news." "If Dan Rather comes on with a bulletin . . .," Turner suggested, "those interested in learning more are going to tune in our prime news at 8 p.m."

Turner agreed with those who have suggested that the expansion efforts of the networks are a direct reflection of the competition CNN and CNN2 afford. "We've forced them to realize that there's an appetite for more news than they've been providing," he said.

Indeed, network broadcasters do acknowledge various levels of competition from cable and from other broadcasters.

Herb Dudnick, NBC *Overnight* executive producer, doesn't say competition spawned his new late night show but he believes it speeded up its entry. "I don't think there's any question" that if CNN wasn't there, he said, "we wouldn't have done it as fast." Dudnick added, however, that he has been told NBC was considering

the idea of instituting a late night show since 1978.

Richard Wald, ABC News senior vice president, also denied that its early morning expansion itself was a direct reaction to a competitive bandwagon. While ABC pushed up the launch date of *ABC News This Morning* so it could start head-on with *Early Today*, Wald said that his network had been looking into expanding there for the past two years.

As for the reason that all three networks are getting involved in expanded early morning around the same time, Wald explained that once one has established a strong presence, "it's hard for someone else to come in and do the same thing."

NBC News President Reuven Frank noted that the reaction of viewers to the proliferation of news still is a question mark. Now, he said, "it's too early to tell ... but we'll find out over the next few months."

Wald added that any built-in viewer limit for network news is "at the moment unknown." But he did stress that there is a "clear appetite for news in the morning." He said that ABC is "investing in the future."

From the station side, Fred Paxton, NBC affiliates chairman, said "I don't think the public has had enough news yet." But he said that the degree of acceptance for late night, in particular, should vary depending on the market.

Paxton also believes that affiliates might be more willing to take a chance on network expansion in the early morning and late night because it's in the news area. He said a station generally is a "little more reluctant to turn down a newscast than it would an entertainment program" because news is seen as having "more social value."

Regarding the new programs, network executives claimed that their entrance went smoothly. NBC's Frank said that during the first days there were fewer problems than expected and the enthusiasm of the staff was extremely high, considering their working hours.

Those on-line didn't see any problem with the hours. Jane Pauley, now of both *Today* and *Early Today*, said that it has meant her getting up about a half hour earlier, between 3:30 and 4 a.m. Pauley said that Monday and Tuesday were "somewhat hectic" but then "everything went smooth as silk."

Steve Friedman, executive producer of both NBC early morning shows, joked that the new show has a salutary effect on the veteran broadcast. "It will get a lot of the staffers awake before they do *Today*."

Bob Frye, executive producer of *ABC News This Morning* and news on *Good Morning America*, mused that the early morning hours haven't affected staff members because they are "professionals" and "insomniacs." In a more serious vein, he claimed that hours no longer seem to matter because with continuous news gathering "this business has become so divorced from the clock."

Battle of the bucks

Democrats and Republicans begin media activity in preparation for fall elections

Democratic party officials in Washington last week used a lot of if's and hopefully's when they talked about a media campaign to aid their Senate and House candidates in November. Their Republican counterparts, on the other hand, talked with pleasure about a commercial now running that is driving Democrats up the wall, and said there would be more of the same in the months ahead.

It all comes down to money. The Republicans have it and the Democrats don't.

William Greener, director of communications for the Republican National Committee, said "the party and its entities will spend \$10 million in helping candidates with institutional ads that promote the party."

Bob Neuman, director of communications for the Democratic National Committee, said, "We hope to have \$2 million. We're still raising it." A spokesman for the Democratic Congressional Committee, Evan Zeppos, said that group has something less than \$250,000 to spend, but is hoping to raise more. And an official of the Democratic Senate Campaign Committee answered with a single word—"none"—when asked how much that organization planned to spend on media to aid candidates.

Individual candidates, of course, are raising and spending their own campaign funds, but with the hope or expectation the national party will supplement their efforts.

In the case of the Democrats, the operative word is hope. Neuman talked of plans premised on the existence of what would be at best a tight budget. He said a spot buy is being designed that would avoid the networks and "draining, big-market" purchases of time.

The best estimate he could give as to the size of the effort to be made was that the party will buy time for television spots in "between 20 and 35 markets." The final decision depends not only on finances available but also on targeting decisions—where could the party get "the best bang for a buck," in terms of vulnerability of a Republican incumbent or the availability of a vacant seat. The Democrats do not yet have a commercial ready to roll; but it would be institutional in nature, boosting the party, and, Neuman said, designed "to reinforce individual campaigns, not interfere with them."

Zeppos said the question of whether the Democratic congressional committee produces and places ads to help congressional candidates "depends on money." If sufficient funds above the present \$200,000-\$250,000 are raised in the next few weeks, the party will buy time on a regional basis. Participation in 80 races—out of 435—is the committee's goal. Zeppos

said if the committee does produce commercials, they would be of the institutional variety, but with 10 seconds left open for a "wraparound" piece by individual candidates—a device the Republicans have used.

The Democrats, incidentally, did not do as well as they had hoped in their use of Ted Turner's superstation, WTBS(TV) Atlanta, to reach cable systems around the country with a partisan program combined with an appeal for funds (BROADCASTING, May 31). Neuman said \$60,000 was raised and 1,100 new names added to the list of potential contributors. "I thought we'd do better," Neuman said.

The Republicans will get a free ride on Turner's station in August, not that they seem to need it. Greener said \$1 million is being spent to run the commercial the Democrats find so objectionable, one that credits President Reagan with a Social Security benefit increase that was granted in accordance with established law.

Greener said the spot is running in 58 markets and will soon be shown in another 32. The ad, the idea of Representative Carroll A. Campbell Jr. (R-S.C.), shows a grandfatherly-looking postman making his rounds and claiming to be "one of the most popular people in town" because he is delivering Social Security checks that "contain the 7.4% cost of living raise that President Reagan promised."

A number of Democrats denounced the ad as misleading and inaccurate, since the increase was mandated by law to take effect on July 1. Representative Claude Pepper (D-Fla.), chairman of the House Committee on Aging, said Reagan actually tried to delay the increase. And deputy White House news secretary Larry Speakes on Thursday acknowledged that the President on three separate occasions did propose a delay of up to three months.

Still, the Republicans were unimpressed with the complaints. "Claude Pepper," Greener said, "never told the truth."

Pepper complained of the ad in letters to the three networks asking them not to run it. However, Greener said it is not being offered to them. He said it is "easier" to place the ad on a spot basis.

The ad replaces one in which actors portrayed former President Carter and House Speaker Thomas P. O'Neill (D-Mass.) and sought to make the point past Democratic policy is responsible for the country's present economic woes (BROADCASTING, May 24). According to some reports, the ad was pulled because top Republican officials found it objectionable. Greener, however, said the ad "ran its course."

And once the postman ad runs its, Greener indicated, there will be additional ads coming out to promote the Republican cause and knock the Democratic. "We'll have all kinds of stuff out there before election," Greener said.

With \$10 million in the bank, his concern was where to spend the money, not, as in the case of the Democrats, how to raise it. □

Quotations from the chairman

In an article for the 'Texas Law Review,' Mark Fowler and aide Dan Brenner spell out the philosophical rationale for the marketplace approach and against a public trusteeship

For the 14 months that he has been chairman of the FCC, Mark S. Fowler, in speeches, in congressional testimony and in written opinions, has been making a case for a new direction for government regulation of broadcasting—for replacing the trusteeship model now in effect with a marketplace approach. In a 50-page article in an issue of the *Texas Law Review* due out next month, Fowler and his legal assistant, Daniel L. Brenner, offer what is intended as the basic intellectual and legal undergirding for that argument.

They contend that the marketplace approach, virtually by definition, assures that the public interest will be served, as commanded by the Communications Act, and that broadcasters' First Amendment rights will be observed. Such an approach, they say, is long overdue in light of the competitive challenges from cable television and other providers of video service.

And in the process, they discuss the arguments for and against a spectrum fee—without taking a position on the issue—and a proposal that public broadcasting be assigned the kind of programing responsibilities they say the First Amendment forbids government from imposing on commercial broadcasters.

The basic argument they make in the article is that "Communications policy should be directed toward maximizing the services the public desires. Instead of defining public demand and categories of programing to serve this demand, the commission should rely on broadcasters' ability to determine the wants of their audiences through the normal mechanisms of the marketplace. The public's interest, then, defines the public interest. And in light of the First Amendment's heavy presumption against content control, the commission should refrain from insinuating itself in program decisions made by licensees."

The authors must buck a considerable amount of law and policy accumulated over the years, at least since the Radio Act of 1927, predecessor to the Communications Act of 1934, was enacted. As they note, Congress from the beginning chose to ignore market forces in determining grants of exclusivity to the spectrum. And in reserving a portion of the spectrum for radio and later television, they add, Congress committed "the original electromagnetic sin." Broadcasting was to be entitled, as a matter of right, to a number of channels, regardless of what the marketplace would have mandated.

The authors note also that the public trustee concept—under which broadcasters are licensed to serve in the public

interest—goes back to the earliest days of radio regulation, in the early part of the 20th century. And the consequence of abandoning marketplace arrangements, they say, has been "a tension, both in First Amendment and economic terms, that haunts communications policy to this day."

They cite the programing obligations the commission over the years has imposed on broadcasters—obligations the courts have upheld. (The commission is more than "a traffic officer, policing the wavelengths to prevent stations from interfering with each other," Justice Felix Frankfurter wrote in *NBC v. United States*, in 1943. The Communications Act "puts upon the commission the burden of determining the composition of that traffic.")



Fowler



Brenner

"In short, by abandoning a marketplace approach in the determination of spectrum utilization, the government created a tension, both in First Amendment and economic terms, that haunts communications policy to this day."

And they cite as well the policies the commission has adopted to protect broadcasters from competition, from new applicants as well as new technologies, such as cable television, and the rules requiring commission approval of station sales.

In the authors' view, the arguments advanced over the years for ignoring the marketplace approach in broadcast regulation have no logical basis. Spectrum scarcity has always been cited as the principal justification for restricting broadcasters' First Amendment rights. But, the authors say, "scarcity is a relative concept even in the context of the limited spectrum earmarked for broadcast use." They note that additional channels can be added simply by reducing the bandwidth of each channel, and add: "Technology is an independent variable that makes scarcity a relative concept."

They also reject two other theories the high court has used—"prior grant" and "impact." And in dealing with both, they invoke the marketplace approach as part of their rebuttal.

The first holds that since the government has benefited incumbent licensees with a "prior grant" of a license to broadcast, it may regulate some aspects of the conduct of those licensees in order to guarantee the best service to the public. But, the authors say, "this reasoning leads equally well to a market approach to broadcasting as to the trustee model, because it does not follow that the government must affirmatively regulate licensee conduct."

The second was used in the opinion affirming the commission decision, in the *Pacifica* case, in 1978, that broadcasters' use of indecent language on the air at a time when children might be listening could be cause for punishment. "In a free marketplace," the authors say, "whether broadcast or print, advertisers or subscribers will not eagerly support materials delivered on the air or on the doorstep that are as likely to offend as to attract potential customers. Similarly, there is no reason to assume that the commission is a better clearinghouse for passing judgment on programs than the advertisers or subscribers who support them."

Fowler and Brenner did not find it necessary to attempt to counter every decision issued by the Supreme Court. A recent one, *WNCN Listeners Guild*, is said to provide support for their basic argument. For in that opinion, issued last year, the court affirmed the commission's determination to let the marketplace govern radio broadcasters' choice of entertainment format. "The court found no inconsistency between the First Amendment and the commission's format policy statement, which concluded that the public interest in radio is best served by promoting diversity in entertainment formats through market forces and competition among broadcasters," the authors say.

The authors find support in *WNCN*, also, for their effort to cast in a new light one of the Supreme Court decisions that appears most at odds with the marketplace approach they favor—the *Red Lion* decision, issued in 1969, which affirmed the commission's fairness doctrine. Its assertion that "the right of the viewers and listeners, not the right of the broadcasters... is paramount" ever since has served as a rallying cry for citizen groups seeking access to broadcasters' facilities.

The authors' initial attack on that portion of the decision is frontal. "It should be noted that the language of the First Amendment protects the right of speech, not the right of access to ideas or even the right to listen," they say. Even assuming a protected right of access to ideas, they add, "it is illogical to assume that broadcasting, and broadcasting alone, is the exclusive area for the exercise of this right, as the

language of *Red Lion* might suggest."

Then, they look to *WNCN*. For even assuming that the right of access to ideas is more pronounced in broadcasting than in other media, the authors say, the court in the format case "rejected the claim that the commission's laissez-faire policy toward radio format changes conflicted with the First Amendment rights of listeners under *Red Lion*." The court, they say, "found that a station's format choice generally would reflect listeners' interest in a market and, therefore, would be consistent with the First Amendment hierarchy in broadcasting."

The marketplace approach does more, in the authors' view, than "enforce the paramount interests of listeners." It is crucial to bringing to life the authors' vision of broadcasters' First Amendment rights. That interest, they say, is, "or should be, coextensive with the First Amendment right of the print media, regardless of whether the public is best served by its uninhibited exercise."

How does the government get from here (the trusteeship model) to there (the marketplace approach)?

To some degree, steps listed in the article have been taken, at least in radio—elimination of content and advertising restrictions. The authors also propose congressional repeal of the fairness doctrine and equal time law (as the commission has urged) and the commission's abandonment of the antitrafficking rule, as seems likely this summer. And, as Fowler has promised will occur, the authors say the commission should consider abolishing rules limiting entry, or restricting growth by existing or new players, in the video fields.

But the most expeditious manner of introducing the market approach to broadcasting, the authors say, would be to grant existing licensees "squatter's rights" to their frequencies. Those rights, they add, flow "from the reasonable expectation of renewal that licensees presently enjoy for satisfactory past performance." They say the next step would be "to fully deregulate the sale of licenses."

One dilemma the authors face in making their argument for a marketplace approach is that it leads to consideration of a spectrum fee, an issue on which the broadcasting industry is divided. The National Association of Broadcasters is firmly opposed while the National Radio Broadcasters Association is in favor, provided the fee, in effect, buys deregulation and a 50-year license (*BROADCASTING*, July 5).

Fowler and Brenner do not take a position on the issue. They say that, under deregulation, the question of the broadcast license's value as a property right "becomes inescapable." So do the questions of who should receive the value and through what mechanism it should be distributed. And they say "a spectrum fee is economically attractive because it puts a price on a major input of doing business in broadcasting, the method of distribution." But they also say any fee in excess of the

"The market approach could be most expeditiously introduced to broadcasting by granting existing licensees 'squatter's rights' to their frequencies. These rights follow from the reasonable expectation that licensees presently enjoy for satisfactory performance."

services rendered by the FCC is "bound to be somewhat arbitrary and lead to new distortions in the market."

Thus, they say, justification of a spectrum fee depends "less on its economic merit and more on how one views the relative equities of a deregulated broadcast environment against a spectrum fee that is likely to be somewhat arbitrary." In any case, they say that deregulation "does not necessitate a spectrum fee, nor does it exclude it" and add: "Ultimately, Congress must decide whether to impose a fee based on its perception of what rights are involved by the grant of exclusivity."

Public broadcasting poses additional problems for those urging a marketplace approach to broadcasting. The authors say that reserving frequencies, "including valuable VHF frequencies, for noncommercial activity distorts the marketplace and deprives noncommercial operators of even the indirect reverberations of consumer demand that advertisers provide." And they ask whether—as some have urged—revenues from a spectrum fee should be used to finance public broadcasting. The authors say it may seem "incongruous to require broadcasters to finance a government-sanctioned competitor."

In the authors' view, the preservation of

"Instead of defining public demand and categories of programming to serve this demand, the commission should rely on the broadcasters' ability to determine the wants of their audiences through the normal mechanisms of the marketplace. The public's interest, then, defines the public interest."

public broadcasting is not a given. They say Congress should clarify the purpose of the system's licensing function—"either ratify the mission of public broadcasting in the overall scheme for the reserved broadcast spectrum or return its frequencies for reassignment to face the rigors of the marketplace."

But, the authors suggest, there could be a payoff for commercial broadcasters in the preservation and financial health of public broadcasting. They say that since the FCC decided initially "to distort" the market by reserving a number of channels for broadcasting, "it follows that Congress can make some provision for programs that might not find their way on the air through market mechanisms." The authors refer specifically to locally originated programming, "experimental programming," "age-specific" programming and programs available for those seeking access to the airwaves. Thus, the authors say, commercial broadcasters would be free to pursue commercial objectives, "without lingering trusteeship obligations," while "noncommercial broadcasters would have a clear mandate to provide services alternative to, not duplicative of, the types of programming available over commercial channels."

And where the authors cite the First Amendment as reason for barring government from interfering in the content of commercial broadcasting, they suggest that the same amendment would support interference in the programming of noncommercial broadcasting. "Because public broadcasters are government funded," they say, "it is more likely that their denial of access to individuals would constitute state action for First Amendment purposes. (The authors recall in a footnote that Justice William O. Douglas, in a concurring opinion in a 1973 case involving CBS, said that editorial activities by public broadcasters constitute state action and that a denial of access would involve a violation of the First Amendment.)"

But "the most significant point about fees and public television, in economic terms" the authors maintain, "is that there should be no quid pro quo in exchange for adoption of a marketplace approach." That approach, they insist, does not depend for its validity of effectiveness on the existence of a fee or of a protected public broadcasting system. Congress, they say, "should separate the fate of the marketplace approach to broadcast regulation" from such questions.

But for all of their concern about the trusteeship model of regulation, the authors concede the results have not been disastrous. They say that "the American system of broadcast service generally compares well with" systems in other countries. And, despite content-oriented rules and protests lodged against commission actions, "the commission's actual impact on programming has probably been slight." And while there have been "some close calls, . . . the commission's bark has been worse than its bite." □

Arbitron's May tally: ABC wins the sweeps

Second place a toss-up between CBS and NBC, depending on network calculations; total prime-time network audience is in decline

Overall prime-time network television viewing slipped during Arbitron's May 1982 local market measurement sweep, with CBS primarily responsible for the loss.

ABC, which improved over the comparable period a year earlier, won the sweep. Second place went to either NBC or CBS, depending on different network compilations.

According to CBS research based on Arbitron's market-by-market reports, the three networks' affiliates reached 35,790,000 homes per average quarter hour of prime time. That was down 1.5% from 36,341,000 homes in May 1981.

CBS had ABC affiliates up 1.5% to an average of 11,974,000 homes. NBC just

missed breaking even, off 0.1% with 11,875,000 homes. CBS fell 5.6% to 11,951,000.

It was close competition in May 1982. The CBS calculations show only a 99,000-home difference between first place ABC and third place NBC.

NBC research also counted a 1.5% three-network audience decline. However, NBC put its affiliates in second: ABC 11,958,000 (up 1.4%); NBC 11,930,000 (up 0.4%), and CBS 11,878,000 (down 5.9%). Here the difference between first and third was just 80,000 homes.

While CBS and NBC count both network and local programming offered by affiliates during the sweep period, ABC limits its compilation to network fare. ABC's totals, in order, were 12,013,000 homes for itself (up 2.3%); 11,849,000 for NBC (down 1.4%) and 11,789,000 for CBS (down 5.3%). Overall, ABC's numbers showed prime-time viewing off 1.6%.

Of 142 markets where each network has an affiliate, CBS said ABC had the most stations with first-place finishes. ABC stations had 51.5 firsts to NBC's 47.5 and CBS's 43.0.

(Fractions result from ties; two-way ties gave each network .5 and three-way ties .3. Networks tying for first also were credited with second place and those tying for second also were credited with third.)

CBS had 53.5 second-place finishes; NBC 53.0, and ABC 35.5. ABC had 55.0 thirds to CBS's 45.5 and NBC's 41.5.

ABC affiliates were said to have registered gains in prime-time homes delivery in 96 markets, declines in 63 and remained even in 17. NBC stations improved delivery in 80, lost ground in 77 and remained stable in 16. CBS's respective numbers were 46, 112, and 22.

CBS also provided 9 a.m.-to-midnight rankings for the same three-or-more-station markets. CBS said its stations finished

first in 66.3 markets to ABC's 51.3 and NBC's 24.3. NBC finished second in 56.8 to CBS's 46.8 and ABC's 38.3. NBC finished third in 60.8 to ABC's 52.3 and CBS's 28.8.

The chart below was developed by BROADCASTING from CBS researchers' compilations of Arbitron's May 1981 and 1982 reports. Household numbers are in thousands (add 000) per average prime-time quarter hour (Monday-Saturday, 8-11 p.m., and Sunday, 7-11 p.m.) and include whatever programming was broadcast by affiliates. Percent change shows household gain or loss from May 1981. A dash (-) indicates no primary affiliate in the market.

An asterisk denotes an affiliation change between the May 1981 and 1982 sweeps. The 1982 sweep period was April 28-May 25.

Not included are markets that Arbitron did not measure, including those in Hawaii, Alaska and St. Thomas. □

ADI	ABC			CBS			NBC		
	1981	1982	% change	1981	1982	% change	1981	1982	% change
Abilene-Sweetwater, Tex.	10	12	+ 20.0	12	12	—	27	29	+ 7.4
Albany, Ga.	—	—	—	—	—	—	51	53	+ 3.9
Albany-Schenectady-Troy, N.Y.	71	72	+ 1.4	57	82	+ 43.8	79	63	- 20.3
Albuquerque, N.M.	57	61	+ 7.0	42	40	- 4.8	43	47	+ 9.3
Alexandria, La.	—	—	—	—	—	—	29	35	+ 20.6
Alexandria, Minn.	—	—	—	—	—	—	36	31	- 13.9
Alpena, Mich.	—	—	—	7	5	- 28.6	—	—	—
Amarillo, Tex.	29	32	+ 10.3	21	23	+ 9.5	28	27	- 3.6
Anchorage, Alaska	—	—	—	15	11	- 26.7	—	—	—
Ardmore-Ada, Okla.	9	11	+ 22.2	24	18	- 25.0	143	135	- 5.6
Atlanta	158	176	+ 11.3	162	158	- 2.5	16	20	+ 25.0
Augusta, Ga.	43	42	- 2.3	41	37	- 9.8	34	33	- 3.0
Austin, Tex.	35	35	—	51	49	- 3.9	21	18	- 14.3
Bakersfield, Calif.	20	19	- 5.0	14	14	—	136	133	- 2.3
Baltimore	158	153	- 3.2	148	122	- 17.6	18	21	+ 16.6
Bangor, Me.	14	18	+ 28.5	22	23	+ 4.5	28	28	—
Baton Rouge, La.	50	57	+ 14.0	50	48	- 4.0	35	41	+ 17.1
Beaumont-Port Arthur, Tex.	26	25	- 3.9	41	43	+ 4.8	—	—	—
Bend, Ore.	—	—	—	3	5	+ 66.6	—	—	—
Billings, Mont.	12	12	—	15	12	- 20.0	3	6	+ 100.0
Biloxi-Gulfport, Miss.	27	28	+ 3.7	—	—	—	—	—	—
Fort Wayne, Ind.	40	36	- 10.0	36	32	- 11.1	30	31	+ 3.3
Fresno, Calif.	47	48	+ 2.1	52	47	- 9.6	46	43	- 6.5
Gainesville, Fla.	13	14	+ 7.7	—	—	—	—	—	—
Grand Junction, Colo.	6	4	- 33.3	14	12	- 14.3	—	—	—
Grand Rapids	57	57	—	89	74	- 16.9	86	79	- 8.1
Kalamazoo, Mich.	32	31	- 3.1	—	—	—	—	—	—
Extra ABC affiliate	12	11	- 8.3	13	11	- 15.4	—	—	—
Great Falls, Mont.	55	53	- 3.6	60	55	- 8.3	65	63	- 3.1
Green Bay, Wis.	79	70	- 11.4	93	89	- 4.3	84	74	- 11.9
Greensboro-Winston Salem, N.C.	26	25	- 3.8	47	45	- 4.3	61	55	- 9.8
Greenville-New Bern, N.C.	76	81	+ 6.6	97	94	- 3.1	113	106	- 6.2
Greenville	16	19	+ 18.8	5	8	+ 60.0	—	—	—
Spartanburg, S.C.	54	58	+ 7.4	39	40	+ 2.6	—	—	—
Greenwood-Greenville, Miss.	—	—	—	22	19	- 13.6	89	90	+ 1.1
Harrisburg-Lancaster-Lebanon York, Pa.	—	—	—	11	9	- 18.2	—	—	—
Harrisonburg, Va.	15	15	—	—	—	—	—	—	—
Hartford-New Haven, Conn.	133	125	- 6.0	140	141	+ 0.7	48	52	+ 8.3
Extra NBC affiliate	—	—	—	—	—	—	10	—	—
Helena, Mont.	—	—	—	—	—	—	3	4	+ 33.3

Binghamton, N.Y.	10	9	-	10.0	43	41	-	4.7	18	17	-	5.6	178	187	+	5.1	202	172	-	14.9	203	169	-	16.7
Birmingham, Ala.	100	93	-	7.0	42	27	-	35.8	101	93	-	8.0	36	39	+	8.3	46	49	+	6.5	32	35	+	9.4
Bluefield-Beckley-Oak Hill, W. Va.	24	25	+	4.1	-	-	-	-	26	26	-	-	10	12	+	20.0	15	15	-	-	7	5	-	28.6
Boise, Idaho	21	17	-	19.1	21	18	-	14.3	25	24	-	4.0	120	124	+	3.3	127	110	-	13.4	14	16	+	14.3
Boston	271	293	+	8.1	300	260	-	13.3	230	252	+	9.6	22	26	+	18.2	47	50	+	6.4	60	64	+	6.7
Extra ABC affiliate	15	15	-	-	-	-	-	-	-	-	-	-	20	23	+	15.0	-	-	-	-	-	-	-	-
Bowling Green, Ky.	21	21	-	-	-	-	-	-	-	-	-	-	47	47	-	-	70	72	+	2.9	39	42	+	7.7
Bristol-Kingsport-	18	19	+	5.6	54	44	-	18.5	75	67	-	10.7	0	0	-	-	61	51	-	16.4	73	67	-	8.2
Johnson City, Tenn.	94	97	+	3.2	91	81	-	11.0	73	78	+	6.8	22	24	+	9.1	-	-	-	-	-	-	-	-
Buffalo, N.Y.	15	15	-	-	-	-	-	-	-	-	-	-	29	28	-	3.4	18	19	+	5.6	40	42	+	5.0
Burlington, Vt.-	14	13	-	7.1	5	4	-	20.0	2	4	+	100.0	102	103	+	1.0	103	102	-	1.0	111	110	-	0.9
Plattsburgh, N.Y.	43	45	+	4.7	44	44	-	-	50	52	+	4.0	64	68	+	6.3	82	80	-	2.4	42	38	-	9.5
Extra NBC Affiliate	4	5	+	25.0	36	38	+	5.6	29	34	+	17.2	13	15	+	15.4	30	30	-	-	38	37	-	2.6
Casper-Riverton, Wyo.	27	31	+	14.8	36	38	+	5.6	29	34	+	17.2	-	35	40	+	14.3	49	48	-	2.0	-	-	-
Cedar Rapids-	65	67	+	3.1	90	80	-	11.1	119	109	-	8.4	-	-	-	-	-	-	-	-	32	34	+	6.3
Huntington, W.Va.	87	97	+	11.5	118	114	-	3.4	44	40	-	9.1	-	-	-	-	54	55	+	1.9	38	31	-	18.4
Charlotte, N.C.	43	47	+	9.3	53	45	-	15.1	62	51	-	17.7	-	-	-	-	4	3	-	25.0	5	4	-	20.0
Chattanooga, Tenn.	45	47	+	9.3	53	45	-	15.1	62	51	-	17.7	-	-	-	-	-	-	-	-	20	26	-	10.3
Cheyenne, Wyo.	457	428	-	6.3	439	381	-	13.2	422	415	-	1.7	28	31	+	10.7	28	28	-	-	29	26	-	10.3
Chicago	26	24	-	7.7	22	22	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28	25	-	10.7
Chico-Redding, Calif.	101	107	+	5.9	117	103	-	12.0	103	114	+	10.7	36	38	+	5.6	54	49	-	9.3	51	42	-	17.6
Cincinnati	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11	15	+	36.4
Clarksburg-Weston, W.Va.	248	236	-	4.8	219	192	-	12.3	209	211	+	1.0	28	24	-	14.3	48	49	+	2.1	17	15	-	11.8
Cleveland	12	10	-	16.7	-	-	-	-	-	-	-	-	77	80	+	3.9	73	63	-	13.7	86	82	-	4.7
Extra ABC affiliate	38	40	+	5.3	31	33	+	6.5	32	33	+	3.1	515	579	+	12.4	448	461	+	2.9	490	532	-	8.6
Colorado Springs-	22	28	+	27.3	25	27	+	8.0	63	71	+	12.7	65	60	-	7.7	90	75	-	16.7	92	85	-	7.6
Pueblo	14	13	-	7.1	26	23	-	11.5	26	31	+	19.2	20	18	-	10.0	25	21	-	16.0	28	32	+	14.3
Columbia, S.C.	38	47	+	23.7	44	43	-	2.3	14	17	+	21.4	-	7	-	-	40	30	-	25.0	16	16	-	8.6
Columbia-Jefferson City, Mo.	91	103	+	13.2	123	100	-	18.7	93	86	-	7.5	31	25	-	19.4	47	40	-	14.9	35	32	-	8.6
Columbus, Ga.	23	26	+	13.0	22	24	+	9.1	22	26	+	18.2	26	29	-	-	33	22	-	33.3	-	8	-	-
Columbus, Ohio	200	203	+	1.5	229	218	-	3.9	199	197	-	1.0	29	29	-	-	18	24	+	33.3	-	-	-	-
Columbus-Tupelo, Miss.	48	47	-	2.1	54	50	-	7.4	52	54	+	3.8	16	20	+	25.0	9	9	-	-	106	101	-	4.7
Corpus Christi, Tex.	77	67	-	13.0	94	86	-	8.5	61	57	-	6.6	144	157	+	9.0	173	162	-	6.4	153	148	-	3.3
Dallas-Fort Worth	136	140	+	2.9	122	121	-	0.9	127	135	+	6.3	-	-	-	-	1	1	-	-	0	0	-	-
Davenport-Rock Is.-	47	53	+	12.8	64	64	-	5.8	54	59	+	9.3	119	101	-	15.1	111	99	-	10.8	105	94	-	10.5
Moline, Ill.	316	305	-	3.5	280	263	-	6.1	267	262	-	1.9	147	171	+	16.3	169	168	-	0.6	102	117	-	14.7
Dayton, Ohio	8	9	+	12.5	36	35	-	2.8	-	-	-	-	-	-	-	-	24	23	-	4.2	29	30	+	3.4
Denver	25	28	+	12.0	32	29	-	9.4	24	23	-	4.2	24	22	-	8.3	-	-	-	-	22	20	-	9.1
Des Moines, Iowa	-	5	-	-	4	-	-	-	5	6	+	20.0	62	53	-	14.5	86	71	-	17.4	61	59	-	3.3
Detroit	22	27	-	22.7	23	23	-	-	24	28	+	16.7	23	10	-	56.5	55	57	+	3.6	8	21	+	162.5
Dothan, Ala.	11	10	-	9.1	-	-	-	-	13	12	-	7.7	Ark.	13	13	-	-	17	-	22.7	57	63	+	10.5
Duluth, Minn.-Superior, Wis.	29	26	+	13.0	22	22	-	-	33	31	-	6.1	76	82	+	7.9	130	124	-	4.6	112	114	+	1.8
El Centro, Calif.-Yuma, Ariz.*	8	8	-	-	10	10	-	-	-	-	-	-	84	82	-	2.4	121	110	-	9.1	91	89	-	2.2
El Paso, Tex.	47	50	+	6.4	36	34	-	5.6	38	38	-	-	917	912	-	0.5	853	860	+	0.8	883	859	-	2.7
Elmira, N.Y.	20	23	+	15.0	25	30	+	20.0	30	36	+	20.0	70	62	-	11.4	81	71	-	12.3	72	68	-	5.6
Erie, Pa.	-	-	-	-	-	-	-	-	5	3	-	40.0	-	-	-	-	-	-	-	-	6	6	-	-
Eugene, Ore.*	85	79	-	7.1	41	40	-	2.4	79	83	+	5.1	-	-	-	-	-	-	-	-	21	22	+	4.8
Eureka, Calif.	11	19	+	72.7	46	49	+	6.5	-	83	-	-	8	15	-	87.5	23	23	-	-	74	80	+	8.0
Evansville, Ind.	15	15	-	-	28	30	+	7.1	25	26	+	4.0	63	65	+	3.2	75	74	-	1.3	60	64	+	6.7
Fargo, N.D.	11	13	+	18.2	28	26	-	7.1	14	13	-	7.1	99	107	+	8.1	87	90	+	3.4	95	103	+	8.4
Flint-Saginaw-Bay City, Mich.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Florence, S.C.	85	79	-	7.1	41	40	-	2.4	79	83	+	5.1	-	-	-	-	-	-	-	-	6	6	-	-
Fort Myers-Naples, Fla.	15	15	-	-	28	30	+	7.1	25	26	+	4.0	63	67	+	6.3	57	56	-	1.6	60	64	+	6.7
Fort Smith, Ark.	11	13	+	18.2	28	26	-	7.1	14	13	-	7.1	99	107	+	8.1	87	90	+	3.4	95	103	+	8.4

ADI	ABC			CBS			NBC		
	1981	1982	% change	1981	1982	% change	1981	1982	% change
Ottumwa, Iowa-Kirkville, Mo.	17	16	-5.9	-	-	-	-	-	-
Paducah, Ky-Cape Girardeau, Mo.	29	29	-	68	67	-1.5	58	54	-6.9
Palm Springs	6	6	-	-	-	-	5	6	+20.0
Panama City, Fla.	17	15	-11.8	-	-	-	21	24	+14.3
Parkersburg, W. Va.	-	-	-	-	-	-	5	6	+20.0
Peoria, Ill.	35	30	-14.3	35	32	-8.6	38	37	-2.6
Philadelphia	435	421	-3.2	354	342	-3.4	308	334	+8.4
Phoenix	90	102	+13.3	93	92	-1.1	93	87	-6.5
Extra NBC affiliate	-	-	-	-	-	-	5	6	+20.0
Pittsburgh	244	218	-10.7	218	212	-2.8	146	149	+2.1
Portland, Ore.	122	121	-0.8	112	112	-	104	117	+12.5
Portland-Poland	-	-	-	-	-	-	-	-	-
Spring, Me.	45	45	-	40	39	-2.5	43	52	+20.9
Presque Isle, Me.	-	-	-	6	8	+33.3	-	-	-
Providence, R.I.-New Bedford, Mass.	-	-	-	-	-	-	-	-	-
Quincy, Ill.-Hannibal, Mo.	96	104	+8.3	75	77	+2.7	105	105	-
Raleigh-Durham, N.C.	-	-	-	30	26	-13.3	33	28	-15.2
Rapid City, S.D.	93	97	+4.3	97	77	-20.6	29	30	+3.4
Reno	13	11	-15.4	-	-	-	26	27	+3.8
Richmond, Va.	23	25	+8.7	18	18	-	17	19	+11.8
Roanoke-Lynchburg, Va.	63	57	-9.5	83	69	-16.9	65	53	-18.5
Extra NBC affiliate	-	-	-	11	11	-	3	5	+66.7
Rochester, N.Y.	28	37	+32.1	78	65	-16.7	64	54	-15.6
Rochester, Minn.-Rapid City, S.D.	53	53	-	45	46	+2.2	42	49	+16.7
Mason City, Iowa	21	25	+19.0	20	18	-10.0	24	23	-4.2
Rockford, Ill.	28	29	+3.6	25	24	-4.0	23	23	-
Roswell, N.M.	-	-	-	11	11	-	-	-	-
Sacramento-Stockton, Calif.	123	125	+1.6	101	103	+2.0	116	115	-0.8
St. Joseph, Mo.	16	14	-14.3	-	-	-	-	-	-
St. Louis	151	154	+2.0	169	147	-13.0	156	161	+3.2
Salinas-Monterey, Calif.	45	43	-4.4	21	17	-19.0	24	26	+8.3
Salisbury, Md.	10	10	+	18	18	-	-	-	-
Salt Lake City	70	70	-	87	76	-12.6	70	83	+18.6
San Angelo, Tex.	-	-	-	7	8	+14.3	-	-	-
San Antonio	74	71	-4.1	80	74	-7.5	70	68	-2.9
San Diego	92	98	+6.5	88	90	+2.3	64	67	+4.7
San Francisco	257	249	-3.1	240	216	-10.0	203	222	+9.4
Santa Barbara-Santa Maria, Calif.	22	25	+13.6	14	17	+21.4	14	16	+14.3
Sarasota, Fla.	18	19	+5.6	-	-	-	-	-	-
Savannah, Ga.	17	19	+11.8	39	38	-2.6	34	35	+2.9
Seattle-Tacoma-Bellingham, Wash.	154	148	-3.9	110	116	+5.5	137	147	+7.3
-	-	-	-	5	8	+60.0	-	-	-

Notes: Household numbers are in thousands (add 000).

Dash indicates no primary affiliate in market.

Asterisk indicates affiliation change between May 1981 and 1982.

Hawaii, Alaska and St. Thomas markets are not included in Arbitron reports.

ADI	ABC			CBS			NBC		
	1981	1982	% change	1981	1982	% change	1981	1982	% change
Selma, Ala.	-	-	-	-	-	-	-	-	-
Shreveport, La.-Texarkana, Tex.	60	64	+6.7	83	80	-3.6	67	65	-3.0
Sioux City, Iowa	29	27	-6.9	11	10	-9.1	26	26	-
Sioux Falls-Mitchell, S.D.	11	13	+18.2	52	54	+3.8	35	34	-2.9
South Bend-Elkhart, Ind.	46	41	-10.9	50	46	-8.0	52	52	-
Spokane, Wash.	45	48	+6.7	48	46	-4.2	51	49	-3.9
Springfield, Mass.	48	45	-6.3	-	-	-	40	44	+10.0
Springfield, Mo.	18	20	+11.1	55	52	-5.5	62	55	-11.3
Springfield-Decatur-Champaign, Ill.	48	42	-12.5	58	46	-20.7	58	48	-17.2
Syracuse, N.Y.	50	51	+2.0	62	66	+6.5	68	68	-
Tallahassee, Fla.	10	11	+10.0	50	44	-12.0	-	-	-
Extra ABC affiliate	5	7	+40.0	-	-	-	-	-	-
Tampa-St. Petersburg, Fla.	126	121	-4.0	199	156	-16.6	158	161	+1.9
Terre Haute, Ind.	12	10	-16.7	37	34	-8.1	40	36	-10.0
Toledo, Ohio	61	53	-13.1	75	75	-	78	73	-6.4
Topeka, Kan.	-	-	-	31	29	-6.5	20	23	+15.0
Traverse City-Cadillac, Mich.	14	14	-	39	40	+2.6	31	20	-6.5
Tucson, Ariz.	37	39	+5.4	32	32	-	39	42	+7.7
Tulsa	62	72	+16.1	63	63	-	59	48	-15.5
Tuscaloosa, Ala.	-	-	-	9	8	-11.1	-	-	-
Twin Falls, Idaho	-	-	-	-	-	-	9	10	+11.1
Tyler, Tex.	31	37	+19.4	-	-	-	-	-	-
Utica, N.Y.	12	14	+16.7	-	-	-	23	27	+17.4
Victoria, Tex.	3	4	+33.3	-	-	-	-	-	-
Waco-Temple, Tex.	37	51	+37.8	-	-	-	31	38	+22.6
Washington	205	201	-2.0	228	197	-13.6	198	202	+2.0
Extra NBC affiliate	-	-	-	-	-	-	11	13	+18.2
Watertown-Carthage, N.Y.	-	-	-	20	15	-25.0	-	-	-
Wausau-Rhinelandert, Wis.	21	22	+4.8	31	32	+3.2	11	10	-9.1
West Palm Beach (Ft. Pierce), Fla.	39	39	-	12	17	+41.7	51	57	+11.8
Wheeling, W. Va.-Steubenville, Ohio	-	-	-	55	44	-20.0	42	38	-9.5
Wichita-Hutchinson, Kan.	52	53	+1.9	60	52	-13.3	63	53	-15.9
Wichita Falls, Tex.-Lawton, Okla.	21	22	+4.8	27	23	-14.8	26	26	-
Wilkes Barre-Scranton, Pa.	86	87	+1.2	52	55	+5.8	75	72	-4.0
Wilmington, Del.	13	11	-15.4	-	-	-	54	55	+1.9
Yakima, Wash.	21	20	-4.8	26	25	-3.8	21	25	+19.0
Youngstown, Ohio	43	44	+2.3	48	51	+6.3	42	42	-
Zanesville, Ohio	-	-	-	-	-	-	9	8	-11.1

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AM Stereo System	Linear - Same Bandwidth as Mono	Upper Frequency Stereo Limit	Compatibility with Synchronous Detector	Difference Tone IM Distortion	Distortion or noise pops at 100% Negative Peak Modulation	Suitable for Low Cost Receivers	Pre-emphasis Compatible	Well Suited to Directional Arrays
Harris	Yes	15 kHz	Total	Very Low	No	Yes	Yes	Yes
Belar	No	7.5 kHz	None	High	Yes	Yes	No	No
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A joint committee of the two Schools is conducting a search for staff including the head of the program, a director of professional studies, and other positions still to be designated. The allocation of responsibilities to these positions is still somewhat flexible, depending on the combination of skills of the persons filling the positions.

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The director of professional studies (tentative title) will work with representatives from government and business in designing workshops, institutes, and other activities for professional development. Advanced academic qualifications and professional experience in communications policy roles are required.

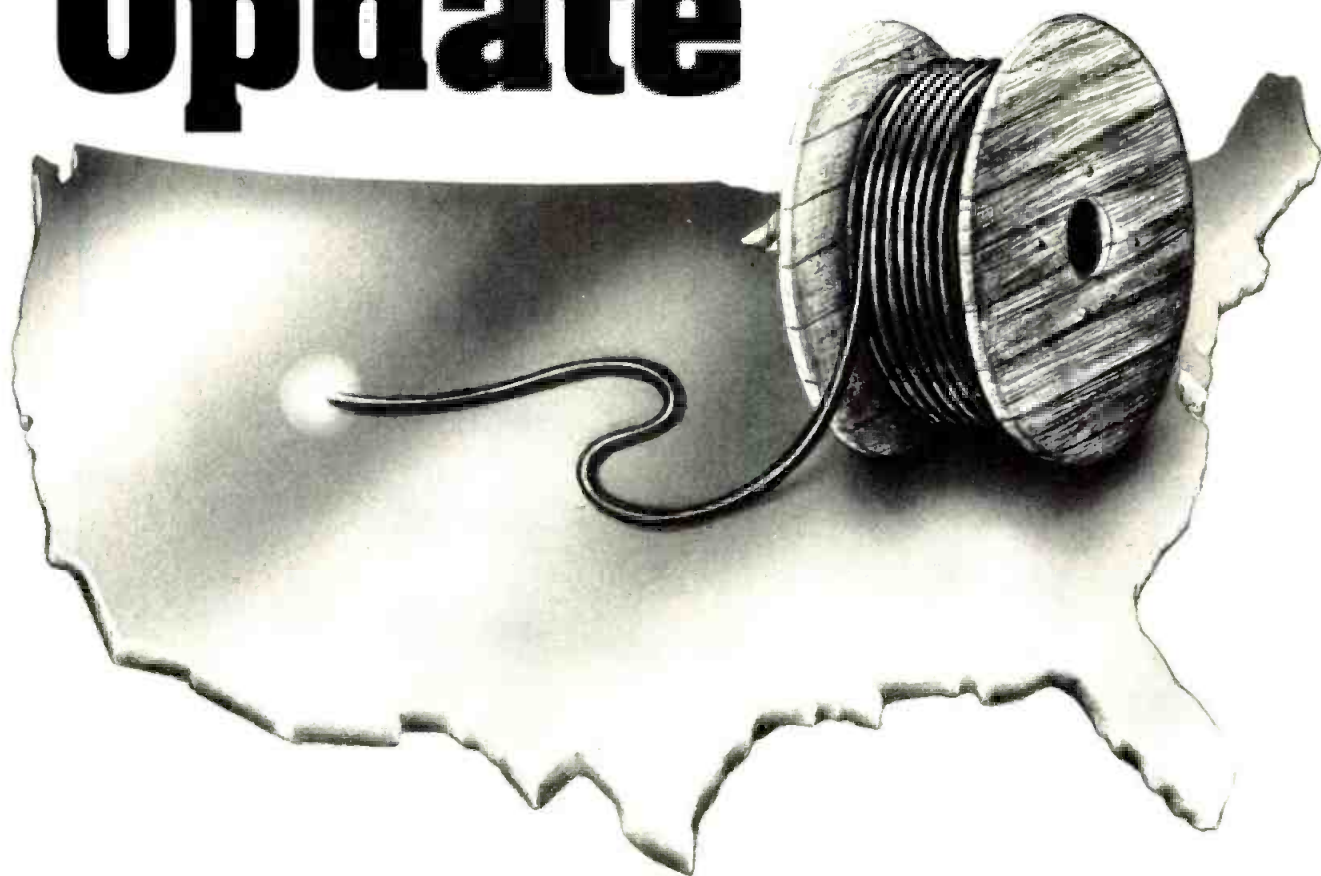
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Cable Franchising Update



A look at cable franchising in the top 30 markets in the summer of 1982 shows a diverse pattern of progress. In the past six months, Denver (Mile Hi) and Milwaukee (Warner Amex) have granted franchises and awards in Chicago, Sacramento, Tampa and the suburbs of Los Angeles and Washington are expected by year's end. But marked progress is not universal. Cleveland, St. Louis and the city of Washington trudge along, still in pre-RFP stages. New York is virtually at a standstill and St. Paul and parts of Los Angeles are taking a step forward by first taking two steps back. Everywhere else cable is busy building, rebuilding, upgrading and otherwise wiring America. A report on what's happening nationwide begins on page 38.

1. New York □ After the initial targeting of applicants for franchises in New York's four outer boroughs last December, contract negotiators for the city had hoped to have the entire process wrapped up by early spring. But with initial demands set forth by the city that have been perceived largely as unrealistic by the cable companies involved, and with Cablevision Systems' refusal so far to take all of the Bronx and a portion of Brooklyn while being excluded from the more affluent boroughs of Queens and Staten Island, the city is no closer to consummating the process than it was six months ago. "The goal has always been 'tomorrow,'" said one city official involved in the process, but at this point, "nobody knows when 'tomorrow' [will arrive]." The talks are simply at a "standstill," he said.

In addition to Cablevision, five other cable companies have been targeted for one or more franchises.

- Warner Amex—Brooklyn, Queens and Staten Island

- American Television & Communications—Queens

- Cox—Staten Island

- Vision Cable—Staten Island

- Queens Inner Unity Cable—Queens

In recent months, the city repeatedly has made clear it is determined to see that all of the boroughs are franchised during this round and has even suggested the possibility of a consortium of targeted bidders to wire the Bronx, in the event Cablevision withdraws from the process, or perhaps as part of a deal to keep Cablevision from bowing out, as Teleprompter did out of dissatisfaction with the franchise areas initially targeted to it (BROADCASTING, Dec. 7, 1981).

□

In suburban Connecticut, the state Department of Public Utility Control awarded the Fairfield county franchise to Cablevision of Connecticut about a year ago. That company is owned by Chuck Dolan (chairman of Cablevision Systems), Scripps-Howard Cablevision Corp., and several local entities. Still pending are four court appeals challenging the award by losing bidders including Selkirk Communications (subsidiary of a Canadian-based MSO), Fairfield County Cable Communications (Storer), and two locally controlled groups, Sunshine Cable Services and Community Cable Services. Among the charges are that DPUC violated its own guidelines by allowing Cablevision to amend its application repeatedly after the imposed Aug. 24, 1979, deadline while other applicants were prohibited from doing so. The overall superiority of Cablevision's proposal also is being challenged.

Nevertheless, the DPUC and Cablevision of Connecticut are proceeding with plans to build the proposed 400-mhz, 52-channel cable system. Inaugural service will begin later this summer in Norwalk, Conn., after construction of the first 100 miles of what will be a 1,740-mile system, scheduled to be completed by the end of 1983.

2. Los Angeles □ Los Angeles remains a mixed market in cable penetration, with some neighborhoods now entering their second

decade with cable service, others just beginning to build and most still unwired. City hall has toughened its stand on several key cable issues in recent months, imposing fines on two companies that have failed to meet construction deadlines ("Cablecastings," July 5) and establishing a policy under which new franchise holders will be assessed daily fines if they fail to meet timetables. The city's Industrial and Economic Development Commission formed a special task force last fall to review its franchising process and in April hired Howard Gan of the Washington-based Cable Television Information Center (CTIC) to make recommendations on possible changes in existing policies. The consultant's report is expected to be completed by the end of 1982. Several Los Angeles city council members have proposed rewriting the 1927 ordinance under which the city's cable systems are currently regulated, in anticipation of the January 1987 expiration of all Los Angeles franchise agreements.

The city council has awarded two of four remaining franchises since the first of this year. In January, Buena Vista Telecommunications, a local, Latino-owned company, was awarded the 24,000-home Boyle Heights franchise. Buena Vista, which holds smaller franchises in several Los Angeles suburbs, won the right to build a 54-channel system on the condition that it submit assurances that it can raise the \$3.85 million city officials estimate it will take to build the system.

In April, the council assigned the 27,000-home Harbor-Wilmington franchise to Colony-Harbor Cablevision Inc., 80% owned by the Providence Journal Newspaper Co. of Rhode Island. Eight local partners own 20% of the company, which predicts it will build a 116-channel system by early 1984.

During mid-May, the council rejected the bids of two companies vying to build the 210,000-home south central franchise. Council members voted 9-4 to reject proposals submitted by Community Telecommunications Inc. and South Central CATV Associates. The council set a nine-month deadline for receipt of new bids, arguing that neither firm had convinced the council it had the estimated \$24 million needed to build the system. Both companies are controlled by groups of local black investors. (The district contains a large black population.)

The city tossed out bids to build the 160,000-home East San Fernando Valley franchise in December 1980, and rescinded its December 1981 award to Teleprompter (now Group W Cable) after questions surfaced over the involvement of a local magazine publisher and Teleprompter. Group W is now competing against United Cable, East Valley Community Cable Inc. (72% controlled by Canadian-owned Cable America), ATC Cablevision of East San Fernando Valley (80% controlled by Time Inc.), Los Angeles Entertainment & Information Inc. (60% held by Harte-Hanks Communications Inc.), Storer Cable TV and Tribune Cable Communications of Los Angeles. A city consultant has ranked Valley Cable, which already holds the West San Fernando Valley franchise, as its first choice in the bidding. A city council decision on the award is expected

by the end of the year.

Valley Cable and CommuniCom, former Six Star Nielson Cablevision, were fined a total of \$152,000 in June for failure to complete construction of their franchises on schedule. CommuniCom is building the 300,000-home Hollywood-Wilshire franchise and Valley Cable has about 160,000 homes in the West Valley franchise. Construction of both systems was held up this spring when the city-owned Department of Water and Power placed a moratorium on hook-ups to its poles, after inspectors alleged numerous infractions of local regulations. The four-month moratorium was lifted in April.

Several area suburbs have been the scene of other franchise activity. In June, the Long Beach city council approved assignment of that city's franchise to a joint between Times Mirror Cable and Knight-Ridder Newspapers. The proposed 90-channel system will serve 160,000 homes. Both companies have smaller franchises in the Long Beach area.

Also in June, the city of San Fernando granted its 5,600-home, 54-channel franchise to Valley Cable TV. The city is an enclave, adjacent to the East San Fernando Valley franchise to Los Angeles.

In Pasadena, city officials plan to award the 42,000-home franchise in October to one of three bidders. Group W Cable, Tribune Cable and locally-owned Falcon Cable TV are competing for the city. A local citizen group is pushing for a cooperatively-owned system.

Group W Cable has recently been awarded the city franchise for Torrance, with 16,000 homes, and Santa Ana, with 66,000 homes. In Santa Monica (Group W Cable [formerly known as Theta Cable] has the system in that city) the city attorney's office is protesting the FCC's approval of Teleprompter's purchase by Westinghouse and investigating the possibility that the city's franchise agreement with Theta, negotiated in 1977, was breached by the sale. The franchise granted by Santa Monica is set to expire in 1987. Group W Cable also has been awarded city franchises for smaller Los Angeles-area suburbs of South Gate, Hawthorne, El Monte and Gardena.

3. Chicago □ The request for proposal (RFP) is out and by Aug. 31, it will be known what companies are vying for the five franchises the city has set up. An indication of applicants may be found in the city register, in which companies operating in the city are required to register. Seven MSO's and two local companies are on the list: TCI, Continental, Cox, Cablevision Systems, Group W, Multimedia, Cross Country, Satellite Communications Inc., and Chicago Community Cable Co-op. Malarkey Taylor & Associates will evaluate the bids by 33 criteria but will make no formal rankings or recommendations. The companies will be allowed to respond to the consultant's report. The city's cable office also will present an evaluation, public hearings will be held and the cable TV subcommittee, chaired by alderman Edward Vrdolyak, will make the final recommendation to the 50-member city council. The council is expected to act on the

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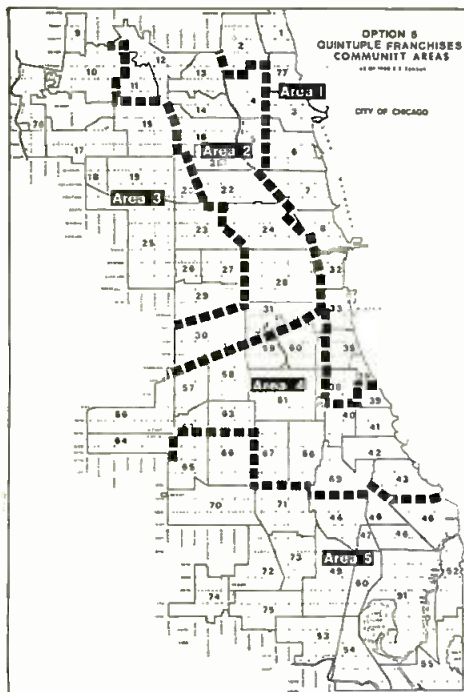


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Chicago's five franchise areas

franchises by the end of this year.

The city is divided into "individually economically viable areas," according to city cable administrator John McGuire, a move that was taken in response to the multiple franchise situation in New York, where Cablevision Systems, saddled with less affluent boroughs and excluded from more affluent areas, has threatened to pull out of contention. For cable to thrive in Chicago, McGuire said, it "needs profitable franchises." The five franchise areas range in size from 188,000 homes to 271,000. In the suburbs, Cablevision Systems (173,000 homes, 26,200 subscribers), Cablenet (135,000 homes), Metrovision, Warner and Centel are among the MSO's with large portions of homes under franchise.

4. Philadelphia □ Four to one to four. Philadelphia has come full circle in its cable decision making. The city had divided itself into four cable franchises and had accepted bids for them from several companies. But in the summer of 1981, Mayor William Green threw out the bids, deciding that none was state-of-the-art and that there should only be one franchise. He submitted enabling legislation to the council specifying one franchise, despite strong opinion in favor of the four-franchise approach among the councilmen. According to Joseph Hartigan, an aide of Councilman Francis Rafferty, chairman of the council committee charged with cable, the councilmen felt that four smaller, more manageable franchises would attract more bidders and give minority-controlled companies a chance to compete. (A single franchise would include some 600,000 homes.) The councilmen prevailed, amending the legislation last May to allow for four franchises. Because there has been some dispute about the original boundaries between the franchises, Hartigan said, the lines have been redrawn so that each franchise has about

150,000 homes. The council is expected to adopt the revised bill July 29. An RFP should go out within two weeks, he said, with bids due four months later.

5. San Francisco □ Viacom continues with its system upgrade and new build, scheduled to be completed in 1988. By then all of the city will receive 54-channel service (currently it gets 35 channels). Viacom reports 64,000 subscribers, and 180,000 homes passed. The city contains 315,000 homes. Across the bay, Group W Cable operates a system in Oakland (23,000 subscribers) but has to divest itself of that system to meet FCC crossownership requirements after buying Teleprompter last year.

6. Boston □ In March the city completed contract negotiations with Cablevision Systems, which was targeted for the Boston franchise award in August 1981. The company was issued a "provisional license," under which it is completing the necessary engineering work (strand mapping, etc.) and is required to get all of the other essential components in place to construct the system as specified in the franchise contract. The provisional license expires on Dec. 31 at which time Cablevision is required to have those components in place. Then the company would be issued a final license and construction would begin, with first service starting about six months later. The initial franchise period for the 250,000-home area is 15 years.

Peggy Charren, head of the Boston-based Action for Children's Television, has been appointed co-chairman of the board that will oversee the Boston Community Access and Program Foundation, established in accordance with provisions in the franchise agreement and to which Cablevision will allocate 5% of its annual gross revenues from Boston operations.

Cablevision and Abetta Corp., parent company of a Boston franchise bidder which was disqualified in the early going due to state-prohibited newspaper crossownership interests, are currently negotiating an out-of-court settlement. If the two can come to terms, Abetta will not challenge its disqualification in court or otherwise stall the Boston cable process.

7. Detroit □ The Motor City expects to release an RFP next month. A seven-member cable commission has replaced a cable advisory commission and is fine-tuning the draft RFP and ordinance. The chairman of the new commission is the Rev. James Robinson, a priest picked to avoid potential political problems involved in the franchise process. The city will take about six months to study the bids (a single city system has been recommended in the present RFP) along with its consultant, probably CTIC, which has done most of the city's work to date. The cable commission will present a recommendation to the mayor who in turn will make a recommendation to the city council, which will award the franchise. The city has 460,000 homes and contains 2,700 street miles. Reports of one bidder in the city have surfaced—a minority controlled group

headlining some big names: former FCC commissioner and NAACP Director Benjamin Hooks, former National Basketball Association star Dave Bing and Coretta King, widow of the Rev. Martin Luther King Jr.

In the suburbs, a joint venture between Tribune Cable and United won the franchise rights for the 100,000 homes in Oakland county. Other major MSO's with systems won or in operation in the suburbs include Maclean-Hunter, Comcast, Booth, Continental, Cox and Group W.

8. Washington □ The city has passed a cable ordinance bill, which is now awaiting the signature of Mayor Marion Barry. The measure then goes to Congress, which has 30 days to act. At that point a design commission would be set up to release an RFP within 90 days. That would place an RFP release by the city at late 1982, at the earliest. To date, one bidder has voiced interest in the Washington franchise, Black Entertainment Television President Robert Johnson. Johnson has lined up financial backing from two of the country's largest MSO's—TCI and Cox—to vie for the franchise.

The suburbs of the capital city, meanwhile, are rolling along at a faster clip. Prince George's county, Md., awarded franchises to Storer (for the county's northern half) and Metrovision (for the county's southern half). Each area has about 100,000 homes. Eight companies have applied for the 200,000-home franchise in Montgomery county, Md. Consultant Carl Pilnick's final rankings showed Times Mirror, Tribune-United, Viacom and TCI closely bunched as the top four bidders, followed by Warner, First County Cable, Cablevision Systems and Montgomery Community, the final two tied for last. County executive Charles Gilchrist will make the final selection following recommendations by a county cable committee and cable coordinator. The award is expected this summer.

In Virginia, the contest for Fairfax county has heated up, with the county supervisors postponing a decision between the two applicants for the county's 200,000 homes—Media General and TCI. Both companies have hired local lobbyists, and the political pressure that has been brought to bear contributed to the postponement of the vote, now scheduled for the last week of this month. Arlington Telecommunications Corp. operates a cable system in Arlington, Tribune Cable recently acquired the Alexandria system and Warner Amex operates a system in Reston.

9. Cleveland □ The city "is seriously exploring municipal ownership" or at least the mayor and his administration are, according to one of his assistants. (The 21-member city council is said not to be that anxious.) Overall, the city remains in the preliminary discussion phase for cable. Reports by CTIC and an accounting firm outlining the options the city faces, including municipal ownership, have been completed. Among the MSO's in the suburbs are Viacom, Cox, Warner and Group W.

10. Dallas □ The city is 22% wired by Warner

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Amex, which reports 6,500 subscribers. Initial building occurred in the downtown and problems with meeting construction deadlines plus two lawsuits brought by satellite master antenna television operators (one has since been dropped) have complicated the situation (BROADCASTING, April 19). Warner is building a 54-channel system for Dallas's 400,000 homes. In Fort Worth, Sammons is building a 60-channel system for that city's 160,000 homes.

11. Houston □ Despite the unusual circumstances surrounding the award of its five cable franchises in January 1979 and a pending antitrust law suit brought by a losing applicant, the nation's fifth largest city is well on its way to joining the universe. During 1978 five companies—four local firms and Storer Cable—simply divvied up the city among themselves and got a rubber stamp from the city council. Affiliated Capital, a losing applicant, sued the city, the mayor and one of the franchisees on antitrust grounds. A jury awarded Affiliated \$6.3 million in damages, but the judge in the case set aside the decision. Affiliated has appealed the judge's action.

Soon after the awards were made, Storer acquired control of one of the local companies giving it a total of more than 212,000 homes in two franchise areas, and Warner Amex Cable Communications bought control of another franchisee with nearly 170,000 homes. The other two companies—Gulf Coast Cable (273,000 homes) and Westland CATV Ltd. (18,000 homes)—have so far retained control

franchises. It only seems a matter of time, however, before Gulf Coast comes officially under the Warner Amex banner. Warner financed much of the construction of the Gulf Coast system and now operates the system. Indeed, the Warner Amex and Gulf Coast systems are essentially one. They are interconnected and each features Warner Amex's Qube service.

The only one of the franchisees to finish construction is the smallest one. Westland CATV Ltd., which does business as Columbia Cable TV, reports that its system passes all 18,000 homes in its franchise area and serves about 7,000.

The other systems are in various stages of completion. Warner Amex has finished 90% of a system that covers the 170,000 homes of the city franchises and another 45,000 homes in the contiguous suburbs. Although there is a more marketing to do, Warner said the system now serves 50,000 homes. Storer has its system serving its two city franchises about half built. Gulf Coast's system is 80% completed and serves 65,000 subscribers.

12. Pittsburgh □ The city of Pittsburgh is Warner Amex Cable Communications territory, but outside the city limits, it's mostly Tele-Communications country. Warner Amex won the city franchise in January 1980 and as of May 30, according to the city, it had activated 381 miles of cable or nearly 44% of the total system. The company's marketing department, working hard to keep up with the builders, has signed up 22,000 subscribers. (When the

system is complete, it will pass about 170,000 homes.) Warner Amex is building an 80-channel, two-way (Qube) system that is scheduled for completion in August 1984.

TCI reports that it serves around 170,000 subscribers in the many boroughs and townships that make up the Pittsburgh metropolitan area. Most are served by classic, low-capacity systems. Microwave links interconnect all but one of the systems.

13. Miami □ Things are going smoothly in Miami, according to cable officer, Clark Merrill. Miami Cablevision, a joint venture of TCI and locally owned Americable, has just begun construction, stranding two of the 800 miles it eventually will have in Miami. Americable is renovating a building for its headend and local office. The dual 54-channel system, plus institutional loop, is scheduled to be completed by November 1984, although Americable, which is principally handling the construction, believes it will finish the build by March 1984. The company expects its first subs on line by late August. Last July's franchise decision initially caused a furor, since Americable was ranked last among five bidders by the consultant. A compromise was struck between the top-ranked bidder, TCI, and Americable that produced the joint venture.

14. Minneapolis-St. Paul □ The long-standing franchise war in Minneapolis between Rogers-UA Cablesystems and Storer reached an end when the state cable board approved a city ordinance that included provisions for the two companies to split the city in two, with each company's half running adjacent to systems each has in the suburbs. The city began the franchise process three years ago, and, in that time, saw a number of lawsuits, allegations of impropriety and decisions by the city council and mayor that were vetoed or overruled (BROADCASTING, March 3, 1980).

In St. Paul, the franchise process has been only a bit less tempestuous. The city originally received seven bids—from Viacom, Warner, Group W, Capcities, Cablevision Systems, an ATC-Heritage joint venture and St. Paul Cable Co-op, a local group. The city eventually threw out all the bids and pursued municipal ownership of the system. But a referendum on the issue, which drew a heavy media campaign from the cable industry opposing it, was soundly defeated in April. It has left the city back at square one, starting with developing a new RFP.

15. Seattle-Tacoma, Wash. □ Viacom and Group W Cable have operated systems in Seattle since 1952 and 1961, respectively. Viacom also has the franchise rights for several suburbs of Seattle. Group W Cable has operated a system in Tacoma since 1971.

16. Atlanta □ Cable America, which bought the city cable system from Cox two years ago, has completed two-thirds of its construction and reports 35,000 subscribers. The company has been building much of the system from scratch and has upgraded parts of the system built earlier from 36 channels to 54. The upgrade is scheduled to be completed by September. Part of the franchise agreement

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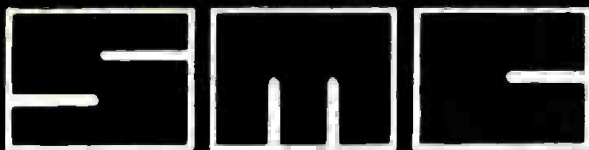
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calls for it to be renegotiated every two years. Cable America is approaching its first renegotiation. The company also has substantial cable interests in the suburbs, with 30,000 subscribers among 78,000 homes passed in an area with about 130,000 homes. The company is still building that system.

17. St. Louis □ The city is still in the preliminary phases of franchising, having passed legislation it will use to award the franchise. It now is advertising for bids for a consultant to help the city develop and issue an RFP; it is hoped, by year's end.

18. Tampa-St. Petersburg, Fla. □ Four cable companies—Knight-Ridder, Cox, Storer and Tribune Cable—bid for the city (BROADCASTING, July 5). A recommendation will be made to the mayor with the city council having final approval, a move expected by the end of the year. Group W has about 40,000 subscribers in the system it operates in St. Petersburg.

19. Denver □ Mile Hi Cablevision, a venture of ATC, Daniels & Associates (each with 42.5%) and local investors, is busy doing strand mapping and construction walk-throughs before actual work begins. That date has not been set, pending negotiations between the city and Mile Hi. One of the major factors in those negotiations will be the status of challenges to the award. One petition has been filed already with the city's election commission and more may be on their way. Should any petitions be accepted, the issue could go on the fall ballot. The challenges by Mile Hi opponents may help the company. The longer the wait for a commencement date, the more pre-construction paperwork Mile Hi can get out of the way. It has 42 months to build the 110-channel system once a date has been set.

20. Baltimore □ The city is "on the brink" of issuing an RFP, according to the cable office. Cox, United, TCI and Maclean-Hunter have staffed offices in the city since the process began; Times Mirror has left town. Another possible contender for the city's franchise is Calvert Telecommunications. It holds the franchise for Baltimore county, which all but surrounds the city. Calvert has 220,000 homes in its franchise area. It has already passed 133,000 and has 60,000 subscribers on line. Most of that system's aerial construction will be completed by Jan. 1, 1983. The company is owned completely by local investors and, after being awarded a franchise in 1973, has won a 10-year extension to its original 15-year franchise, giving it rights until 1998. Interconnection of the four headends of the 35-channel system is expected by fall.

21. Sacramento, Calif. □ The city and county, working together on a cable franchise agreement, found four companies responding to their RFP—Cablevision Systems, Warner Amex, Maclean-Hunter and a joint venture between United and Tribune Cable (BROADCASTING, March 22). Three days of hearings on the proposals have been held, and the first of two CTIC reports is due July 16, the second three weeks later. The latter will rank the company's proposals. Selection hearings for the final award will begin in September.

22. Indianapolis □ ATC's subsidiary, American Cablevision, has completed 220 miles of 1,100 miles of plant it plans to lay in Indianapolis. The city has 140,000 homes and AC reports passing 24,000. The first subscribers for the 40-channel system went on line last December. Construction is scheduled to be completed in February 1984.

In what was formerly Marion county, but is now a part of the city, Indianapolis Cablevision has completed construction of 80% of its system. IC, which is 100% locally owned, reports 37,000 subscribers among the 100,000 homes it has passed with its 35-channel system. IC bought the franchise rights for its portion of the city from the original franchisee that won the system in 1966.

23. Portland, Ore. □ Rogers Cablesystems has completed construction of 17% of its system in Portland: 160 miles out of a total of 940 miles that will be built. To date, Rogers reports 8,300 subscribers among 20,750 homes passed, for an initial penetration of 40%. The city has a total of 126,000 homes. Most of Rogers's plant is aerial construction and the company expects to finish the build before its May 1984 construction deadline. Liberty Communications, which has the franchise rights for western Portland, counts 12,302 subscribers among 32,329 homes passed.

24. Hartford-New Haven, Conn. □ The big story in the Hartford-New Haven market isn't franchising—both cities have had operating cable systems for some time. Hartford CATV, a Times Mirror subsidiary, serves about 45,000 subscribers and Storer's New Haven operation serves close to 25,000 subscribers. However, after Times Mirror acquired the *The Hartford Courant*, Connecticut's Division of Public Utilities Control ordered the company to divest itself of either the newspaper or the cable system on media concentration grounds. Litigation over that issue continues.

25. Phoenix □ The cable news in Phoenix is the construction race between Storer's subsidiary, Camelback Cablevision, and American Cable TV, owned jointly by Times Mirror (50%) and Bruce Merrill (50%), the original winner of the franchise. The city awarded four franchises, whereby the companies would apply for an engineering permit to build quarter-sections of the city. One company, Cross Country, sold the 75 miles it laid to Camelback. Western Cablevision is licensed to serve 26 square miles of the city and has laid 143 miles to date. The remaining 304 square miles are left to Camelback and American Cable TV. The city has about 300,000 homes.

Camelback reports 448 miles of plant laid and 1,500 subscribers among the 3,700 homes it initially has marketed. It plans to build 1,000 miles, passing at least 100,000 homes by March 1984, when it is required to have construction completed on its permits. In addition to the city, Camelback has the franchise rights for the suburbs of Mesa (65,000 homes), Glendale (35,000 homes) and Sun City (25,000 homes), in addition to smaller towns.

American Cable has laid 510 miles of cable and reports 7,000 subscribers on line.

American is building from five hubs and has until December 1984 to complete its construction. American reports more overbuilding in Western territory to date than Camelback. The licenses for Western and American overlap; the company that gets there first is, in effect, the winner. Both can wire aerially or on the other side of the street if a neighborhood is already wired, but as an American Cable spokesman said, when overbuilding occurs "as a rule, both companies lose." With 3,000 miles in Phoenix to build, American says it wants to build as much as possible. It is finishing its suburban builds in Tempe, Paradise Valley and Chandler, where it passes 54,000 homes.

26. Cincinnati □ The city and suburbs are almost all Warner Amex territory. With 42 communities and most of Hamilton county, plus the city, Warner is viewing the area as one giant system which will be interconnected when all construction is completed. Warner reports 46,000 subscribers in the city and county to date. Each has about 160,000 homes. The city is about 25% wired and the suburban system 80%. Construction in the city is scheduled to be completed in February 1984.

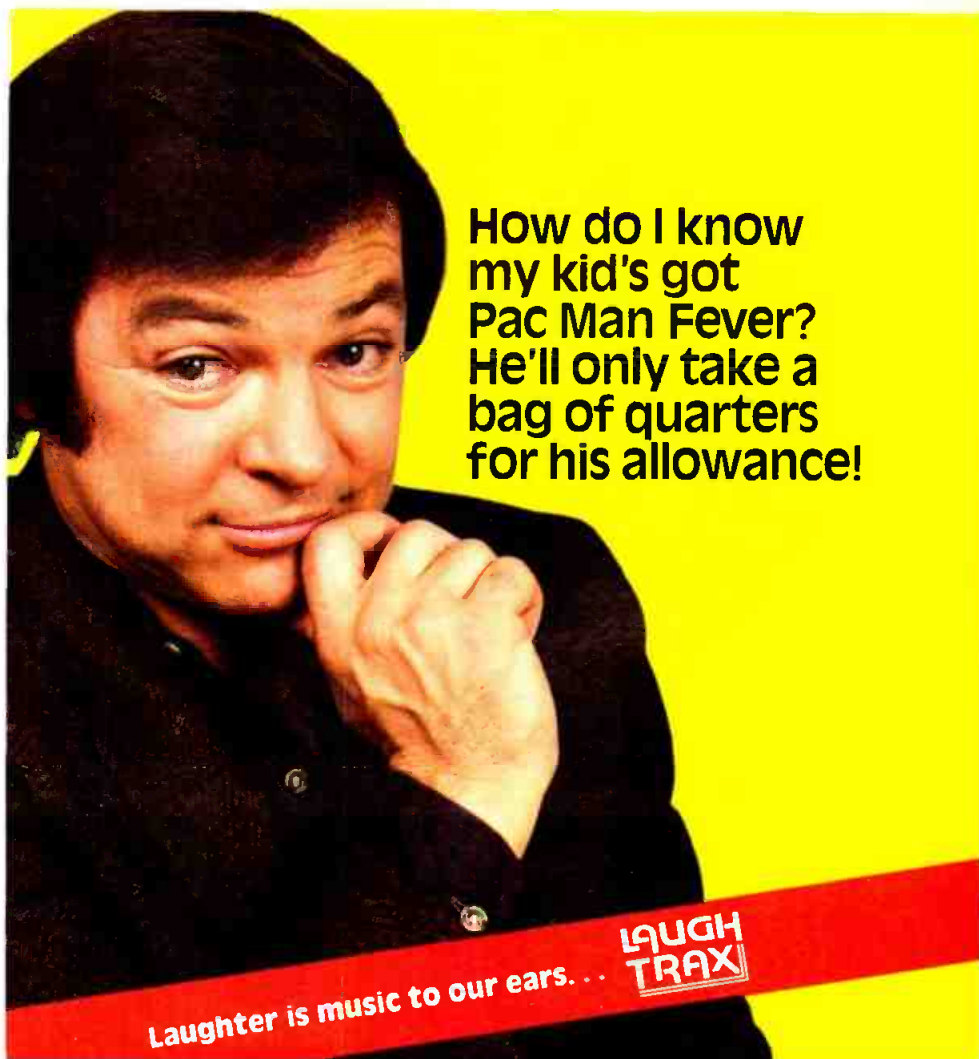
27. San Diego □ Cox continues with its upgrade of its system in San Diego, the largest single cable system in the country with some 210,000 subscribers. In addition to the upgrade to 54 channels, it has instituted a 300-home pilot program of its two-way interactive

service, Indax. It offers home banking, shopping, information services and video games. The six-month pilot is being monitored by A.C. Nielsen.

27. Kansas City, Mo. □ ATC's subsidiary, American Cablevision, is nearing completion of its 35-channel build there. Bob McGill, system manager, reports 1,080 miles of 1,336 miles of plant has been laid. That represents 125,000 homes passed, which will rise to 160,000 homes when construction is completed by August. McGill reports about 40% penetration or about 38,000 subscribers for Kansas City, Mo., plus 13 other smaller systems in the area. Communications Services and Wyandotte Cablevision have franchise rights for the smaller portion of Kansas City located across the river in Kansas.

29. Milwaukee □ Warner Amex won the cable franchise for Milwaukee last month, defeating a city utility committee recommendation of Viacom in the process. The mayor has cleared the way for negotiations to begin between the city and Warner. The MSO will build a 108-channel system passing 252,000 homes.

30. Nashville □ Viacom Communications is nearing the half-way point in its construction of its 35-channel system in Nashville (187,000 homes). Joe Foster, director of the city's telecommunications department, reports penetration is about 46%, putting subscribers at around 40,000. The system is scheduled to be completed in November 1984.



**How do I know
my kid's got
Pac Man Fever?
He'll only take a
bag of quarters
for his allowance!**

**LAUGH
TRAX!**

Laughter is music to our ears. . .

Goldwater presents revised version of cable bill

Substitute for S. 2172 draws ire of National League of Cities, endorsement of cable industry

The National League of Cities has opposed the revised version of a bill to reform regulation of the cable TV industry (S. 2172) on the grounds it would preempt far more of the authority of local regulators than would the original version, which the NLC also opposed. At the same time, the National Cable Television Association, which had expressed serious reservations about the original bill, has endorsed the new version and pledged to "strongly support it."

The revised bill, made public a little over a week ago (BROADCASTING, July 5), is to be offered as a substitute for the original when the legislation goes to the Senate Commerce Committee for markup, probably in the next few weeks. Communications Subcommittee Chairman Barry Goldwater (R-Ariz.), who introduced the original bill, will offer the substitute amendment and is so far the only member of the Commerce Committee known to have endorsed its provisions.

Republican and Democratic staffs of the Commerce Committee had tried for several weeks to draft a bipartisan substitute to S. 2172, but negotiations failed.

A spokesman for Democratic leaders of the committee, who had introduced their own cable bill (S. 2445) shortly after Goldwater introduced his original bill, called the revised version "entirely Senator Goldwater's." The authors of S. 2445, Senators Howard Cannon (D-Nev.) and Ernest F. Hollings (D-S.C.), are ranking minority members of, respectively, the Commerce Committee and Communications Subcommittee.

In what may be its most important change, the revised Goldwater bill would require a city or state to renew a cable operator's franchise if it finds that the operator "has substantially complied" with the terms of the existing agreement and applicable laws, that there has been no "material change in the legal, technical or financial qualifications" of the operator that would "substantially impair" its continued service and that if the services and facilities to be offered in the future are "reasonable in light of the size, nature, needs and interests of the community to be served, the age and status of the existing system, the current availability of facilities and services in communities of comparable size and characteristics and the costs of construction and operation of cable facilities."

Competing applications for renewal of a

franchise would be permitted under the revised bill, and cities or states could award multiple franchises if they wanted to.

As did the original S. 2172, the revised bill would give the FCC exclusive regulation of cable TV. Cities and states could create no new regulations unless they complied with terms in the bill. Except for certain grandfathered provisions, states or cities would have to renegotiate existing franchise provisions in conflict with the bill within 60 days of its enactment into law.

Except for new provisions on crossownership and subscriber privacy, the Cannon-Hollings alternative would grandfather existing franchises until their expiration or for five years, whichever came first.

Ownership controls in the revised Goldwater bill would be limited to reciprocity provisions governing foreign ownership



Goldwater

and to restrictions on municipal ownership. The FCC would have the authority to develop reciprocity rules, which would apply only to future franchises, not to any existing agreements or franchise proceedings already under way. Furthermore, the reciprocity provisions would not affect the renewal of a franchise to a foreign-owned company. As in the original bill, cities could not acquire cable systems unless they did so at fair market value and relinquished all control of programming to be transmitted.

The revised bill would prohibit any federal, state or municipal agency from restricting the ownership of cable systems on the grounds of crossownership "of any media interests, including broadcast, cable, newspaper, programming service or other printed or electronic information service." The bill does not address telephone-cable crossownership, leaving

that issue to the FCC.

The Cannon-Hollings alternative would permit local broadcast-cable crossownership if the operator carried all local broadcast signals with grade B contours that overlap the cable system's service area. It would prohibit telephone-cable crossownership except under permit from the FCC and except in rural areas. It does not address municipal or foreign ownership.

Access requirements under the revised Goldwater bill would apply, as in the original bill, to systems with 20 channels or more, but would be determined as a percentage of channels that are available and not subject to other FCC use requirements, instead of as a percentage of a system's total activated capacity. Ten percent of a system's available channels would be set aside for public, government and educational access and another 10% for leased access. Cities or states would regulate the rates and services to be offered on public channels while cable operators would determine the rates and terms for leased channels. Cable operators would not have to lease their access channels on a first-come first-served basis, as provided in the original bill, but could choose their own lessees. They could not lease an access channel to any company with which they are affiliated.

If there is insufficient demand to fill all of an operator's public and leased access channels, an operator may combine services to fill channels and may program the unused access channels himself until there is demand for more access. The FCC could eliminate public and leased access requirements if it finds reasonable alternatives to the cable system exist for transmitting services in the market. Present access agreements between cities and cable operators would be grandfathered until renewal of the existing franchise.

The Cannon-Hollings alternative would permit cities to regulate the rates of access channels and to negotiate with cable operators to determine the extent and nature of public access service. There would be no set-aside for leased access, but programmers that had been denied access unfairly could petition the FCC for relief.

Under the revised Goldwater bill, cities and states could regulate only the rates for basic service, which would be defined as retransmitted broadcast signals, whether local or imported, and public access channels. There could be no federal, state or municipal regulation of the rates or nature of any kind of cable service, either programming of telecommunications. The FCC would be required to set ceilings on

franchise fees and those ceilings would have to be based on the cost of regulating cable systems.

The league of cities fears the revised rate regulation provisions and definition of basic service would force many cities to renegotiate existing franchise agreements within 60 days of the bill's enactment. It also fears the bill's prohibition of any regulation of the rates and nature of services other than basic would prohibit cities from requiring an institutional loop as a condition of franchise.

The Cannon-Hollings bill would permit cities to regulate basic service, prohibit state or municipal regulation of telecommunications services or facilities and permit the FCC to continue setting ceilings on franchise fees, but would not require those ceilings to be based on the cost of regulation.

The revised Goldwater bill would eliminate a requirement in the original bill that the FCC set national technical standards for cable operators, to insure the compatibility of receiving equipment and other terminal equipment attached by subscribers and to prevent interference to broadcast signals. It also would eliminate authority for the FCC to require cable operators to keep and file records and other information and a requirement that the FCC promote equal employment opportunity by cable operators.

The revised bill also would eliminate controversial provisions that would prohibit cable systems from retransmitting sporting events broadcast on distant stations into an area within 50 miles of the home stadium of a team that is in the same league as the home team. A similar provision was rejected by the House Judiciary Committee on cable copyright legislation (H.R. 5949).

In a key amendment for broadcasters, the revised bill contains no provisions for mandated carriage of local signals. The original bill left regulation of mandated carriage to the FCC, in a provision that would have contradicted provisions in H.R. 5949 to codify a modified version of the present rules drafted in a compromise between the NCTA and the National Association of Broadcasters.

The Cannon-Hollings bill contains no provisions for technical standards, record keeping or sports blackout. It would, however, require the FCC to establish rules to insure the reception of local broadcast signals is not impaired when a consumer subscribes to a cable system. Such a provision could allow the FCC to require use of a switch to permit television sets to receive both broadcast and cable signals instead of requiring carriage of local signals as it now does.

The fairness doctrine, equal-time provisions and reasonable access rules would not apply to cable systems under both the original and revised Goldwater bills. Democratic leaders of the Commerce Committee are sure to strongly oppose this provision, according to a spokesman.

The revised Goldwater bill contains provisions for the protection of subscriber privacy that are almost identical to those in

the Cannon-Hollings alternative. They would prohibit cable operators from using their systems to collect "personally identifiable" information about subscribers without prior written permission from the subscribers except where the information is needed for billing purposes or to determine signal piracy. Once permission to gather information has been granted, it would have to be obtained again, in writing, before the operator could disclose the information to another entity.

Upon court order for disclosure of personally-identifiable information, the cable operator would have to notify the subscriber at least 14 days before releasing the information. Cable operators would be required periodically to inform subscribers of their privacy rights and the kind of information kept on file about them by the cable operator. Any information kept by the cable operator, channel programmer or telecommunications service provider would be available to subscribers at reasonable locations.

Signal piracy, whether for commercial advantage or "private financial gain" would be subject to higher statutory fines under the revised Goldwater bill. A victim of piracy could sue for actual damages, and if he won, could receive those damages as well as any profits accruing from the violation. A victim could decide at any time to drop criminal proceedings and ask for civil damages of between \$1,000 and \$50,000. If a violation were committed unwittingly,

penalties could not exceed \$100. Willful violations could bring penalties of up to \$25,000 and/or one year's imprisonment for first offenses and up to \$50,000 and/or two year's imprisonment for each subsequent offense.

The Cannon-Hollings bill contains statutory penalties for signal piracy similar to those in the original Goldwater bill, between \$250 and \$10,000.

ACT wants guidelines for toy advertising

It petitions FTC for rules regarding multiple-product spots aimed at children

Action for Children's Television is taking aim at toy manufacturers again. Last week the Boston-based citizen group petitioned the Federal Trade Commission to "issue an industry guide for toy manufacturers that would reduce the unfair and deceptive nature of toy commercials aimed at children." ACT claimed the guide would "encourage toy manufacturers who advertise more than one product in a single television advertisement to clearly indicate which toys compose a set and which are sold separately."

ACT said that it is concerned about confusion that may occur when some toy companies "advertise multiple products with-



I think
Nancy Reagan
is absolutely
right. The poor
should dress
better!

Light up the new season... **LAUGH TRAX**

out sufficient disclosures." ACT said it is filing the petition well in advance of the Christmas advertising season because, ACT Chairman Peggy Charren noted, the group wants the commission to "focus on Christmas in July and let the toy industry know that these deceptive advertising practices will no longer be tolerated."

The petition argued that multiple-toy ads are "particularly unfair, deceptive and misleading," because they give the impression that "all the products shown are part of a set." ACT also cited research which indicates that a disclaimer stating that products are "each sold separately" does not suffice because "what children see on the screen has a far greater impact than what they hear."

The petition listed television commercials broadcast during children's programming which ACT said are examples of "multiproduct advertisements in which either no disclosure is made or the disclosure is ambiguous." They include: Kenner's Star Wars At-At, Lego's Legoland Public Works Center, Mattel's Barbie's Dream Furniture Collection and Mego's Princess Play Cosmetics. ACT also cited a television commercial for Knickerbocker's Dukes of Hazzard Wrist Racers. ACT said the ad states that the toys "come with everything you see—sold separately."

ACT noted that an industry guide would keep children informed "both through clear narration, unimpeded by music, and through simple, easy-to-read lettering, identifying which items are sold as a set

and which are sold individually."

In addition, the petition said that an industry guide would be based on the agency's own policy guidelines. The FTC and Tomy Corp. in January 1982 agreed on advertising requirements after ACT filed a complaint charging the manufacturer with failing to disclose that the dollhouse furniture advertised for the Smaller Home and Garden Deluxe Set was sold separately. ACT is asking the commission to "extend to the entire toy industry" the advertising requirements agreed upon in that case. □

Views mixed on Microband MDS rulemaking plan

Present users object to proposal to divert spectrum; CBS, Taft and MDS operators support it

Microband Corp. of America's proposal to create a multichannel multipoint distribution system drew mostly predictable reviews last week. In comments filed at the FCC, MDS operators lauded the plan, but the spectrum users that could only lose from its implementation—the current occupants of spectrum allocated to the instructional television fixed service (ITFS) and the private operational fixed

microwave service (OFS)—found little nice to say about it. Coming as something of a surprise, however, both CBS and Taft Broadcasting gave the general thrust of the proposal their endorsements.

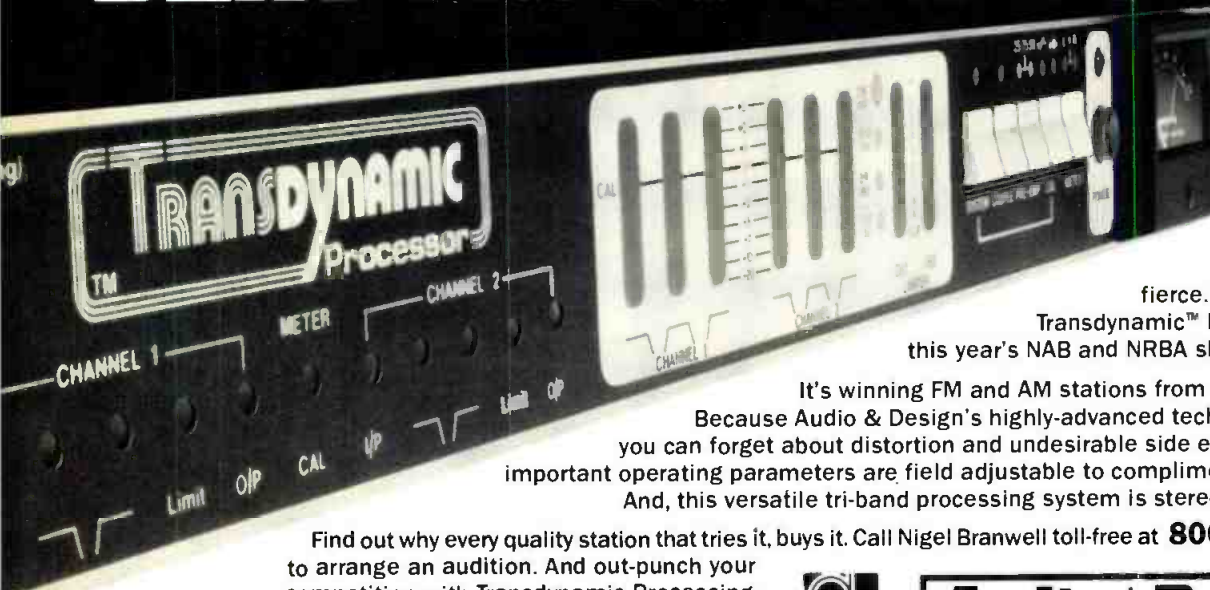
Under the proposal, which Microband said would allow MDS operators to compete with cable, the FCC would transform the MDS service into a "wireless cable system" by reallocating three groups of four channels from ITFS and OFS in the 50 largest markets (BROADCASTING, Feb. 15). According to the plan, the 14 channels that then would be available for MDS in those markets would be controlled by three MDS operators acting as common carriers. The two MDS operators already serving each market with the sole channels currently allocated would receive five channels apiece; a newcomer would get the remaining four.

The FCC obliged Microband by including its plan in two FCC rulemakings proposing reallocation of the 2500-2690 mhz band for shared use by MDS, ITFS and OFS (BROADCASTING, May 3).

Currently, 28 of the 31 video channels in the 2500-2690 mhz band are reserved for ITFS; the remaining three are allocated to OFS. Two channels in the 2150-2162 mhz band are allocated to MDS. In its proceedings, however, the FCC has suggested reshuffling the allocations in the 2500-2690 mhz band, proposing to allocate 11 channels to ITFS, 10 to MDS and 10 to OFS.

In its comments, Microband reiterated

Here's what Programmers and Engineers know about ratings: BEAT'EM TO THE PUNCH



Let's face it, competition is fierce. That's why the Transdynamic™ Processor took this year's NAB and NRBA shows by storm.

It's winning FM and AM stations from coast to coast. Because Audio & Design's highly-advanced technology means you can forget about distortion and undesirable side effects. Plus, all important operating parameters are field adjustable to compliment any format. And, this versatile tri-band processing system is stereo-ready for AM.

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what it said was the need for rapid action. "Delay . . . could significantly hamper the efforts of the MDS industry to meet the growing demand for premium programming at the lowest possible cost to the public and provide marketplace competition to other broadband services," Microband said. "The marketplace cries out for multiple-channel MDS; only the special interests oppose it."

The Ad Hoc Committee for Wireless Cable, a group of MDS operators, agreed. It said multiple channels were "essential for the growth and survival of the MDS industry."

Nevada Pay Television Inc., another MDS operator, said it "heartily" endorsed the Microband plan. "However, the benefits of such expansion and competition must not be restricted to only the largest markets, nor should existing MDS carriers, including the largest carrier, be insulated and protected from competition," it said.

The National Association of MDS Service Companies agreed that the FCC should allocate additional frequencies to provide for more MDS channels, but criticized Microband's proposal to award five channels apiece to the MDS operators already in place. "Instead, the commission's initial proposal should be followed, which would not prejudice the eligibility of other entities for grants of the newly authorized channels," NAMSCO said.

CBS said it supported the creation of the multichannel, pay video program service, "and supports the allocation of some ITFS frequencies to achieve that goal."

Nonetheless, CBS said, "to permit the proposed new service flexibility, CBS believes that the commission should adopt a market-responsive regulatory approach, based upon the view that minimum regulation will ease entry of the new service."

Taft Broadcasting said Microband's proposal offered the commission "the opportunity to add an element of healthy competition to a monopolistic industry." Nonetheless, Taft said Microband's proposal should be modified in several key respects. Among other things, Taft said, MDS should not continue to be classified as a common carrier; only two blocks of four channels should be made available to two operators in each market; one of the channels available to each of the two MDS operators should be required to be made available on a nonprofit basis to those eligible for ITFS operations; another channel would be made available to the public on a leased basis, and the remaining channels could be programed or leased, Taft said.

The National Black Media Coalition said it generally supported Microband's proposal. "Adoption of this proposal will open up new channels of communication in the 50 largest markets, which is where minority populations are most concentrated," NBMC said.

Like most of the commenters representing the educational community, however, the University of California, Berkeley, urged the commission to retain the ITFS

spectrum for educational purposes, "giving us the opportunity to continue to respond to the new and challenging needs of audiences of students at home, in schools or in their places of work."

The Corporation for Public Broadcasting charged that Microband's "utilization study," which Microband used to demonstrate that much ITFS spectrum was lying fallow, was "dated" and based on "flawed" assumptions. "If Microband is permitted to operate a five-channel wireless MDS system, the system should not operate at the expense of ITFS," CPB said. "Unlike the Microband proposal, ITFS is an existing service for which no substitute exists. Therefore, any limitation on a unique service, the potential of which is only now being fully developed, is contrary to the public interest," CPB said.

The Public Broadcasting Service, which has applied for ITFS service in more than 100 markets for its proposed National Narrowcast Network (BROADCASTING, Dec. 14, 1981), agreed that the commission shouldn't make more spectrum available to MDS at the expense of ITFS.

"While the sheer weight of [Microband's proposal] is impressive, closer inspection reveals nothing to justify reallocation," PBS said. "Stripped of its lofty rhetoric, the proposal is but a self-serving attempt by Microband to expand its existing single-channel MDS systems to five-channel systems, in order to improve its competitive position vis-a-vis

other mass entertainment technologies," PBS said.

The National Association of Public Television Stations said the FCC should "follow the recommendations of the Temporary Commission on Alternative Financing for Public Telecommunications, and rather than shift frequencies away from public telecommunications use, seek ways to spur ITFS utilization by public broadcasters and other non-profit educational entities."

The Central Committee on Telecommunications of the American Petroleum Institute said that Microband's proposal to leave only 17 wideband channels to both ITFS and OFS was not in the public interest. "OFS users often have no other alternative to meet their telecommunications requirements," the committee said. "The commission is urged to look beyond the narrow, self-serving arguments offered in support of the proposal and provide for the legitimate spectrum requirements of persons eligible for the use of frequency assignments in the OFS," the committee said.

The National Cable Television Association said it welcomed competition from MDS "and other alternative delivery systems" but only in a marketplace free of unequal regulatory restraints. "If the commission takes the further step of encouraging competition between MDS and cable by accepting and implementing Microband's proposal, it should insure



How many punk rockers does it take to change a light bulb?
Two—one to change it and one to eat the old one!

LAUGH TRAX

Laughter from music's fast lane...

If you want to get into radio or television



Come to work at our studios first

You don't get anywhere in this business without experience. And that's where we come in.

We give you solid experience on all sides of radio or TV... performing, producing, behind the camera and on the technical side.

We live through your mistakes. Suffer through those first scripts. Take you step-by-step from a simulated studio to internal broadcasting, on to public broadcasting. You'll also produce and direct your own 30-minute program before you leave here.

Then you're ready. And when a possible employer asks you about experience, you've got some good answers. Because you've had some good experience, and you're ready for action.

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that the marketplace is truly competitive by pre-empting state and local regulation of cable to the same extent that it has already pre-empted regulation of MDS. State and local governments should not be permitted to impose programming and service obligations on cable systems that are not or cannot be imposed on MDS, MATV and SMATV systems. Franchise fees that, in effect, tax cable systems but not cable's competitors should also be pre-empted," NCTA said.

Turner Broadcasting System used the occasion as another platform to urge the FCC to drop its must-carry rules. "Regardless of whether the commission adopts Microband's proposal and authorizes MDS to offer five channels of premium television and information services, it should delete the cable television must-carry rules," Turner said. "If Microband's proposal is accepted, the case against must-carry rules is even more compelling," Turner said. □

Justice Dept. to examine cellular radio joint ventures

**It wants to see if wireline
applicants in top 30 markets
are violating antitrust laws**

The Department of Justice has launched a preliminary investigation to determine whether several telephone companies violated the antitrust laws in striking deals to avoid comparative hearings for cellular radio licenses in the top 30 markets.

Under the agreements, which were announced shortly after the companies filed their cellular applications June 7 (BROADCASTING, June 14), AT&T would control and operate systems in 23 markets, while General Telephone & Electronics Corp., AT&T's major competitor for wireline franchises, would control and operate systems in the remaining seven markets. Other wireline applicants would hold minority interests in the cellular operations in some of those markets.

The deals, which apparently would make comparative hearings unnecessary for the wireline companies, have been criticized by applicants for the nonwireline allocations, who fear the wireline companies will get a substantial leg up by being

able to offer their services first.

Although the FCC's order encouraged cellular applicants to form joint ventures to avoid comparative hearings, the applicants for nonwireline franchises have not announced those sorts of agreements. With anywhere from three to 13 competitors vying for the nonwireline franchises in each market, the nonwireline applicants' comparative hearings could stretch on for several years.

A spokesman for GTE acknowledged that the Department of Justice had subpoenaed information on the deals, but the company felt the investigation was "very routine." GTE, the spokesman said, had only done what the FCC had recommended and felt "very confident" that Justice would conclude that its actions hadn't violated the antitrust laws.

A spokesman for AT&T said the inquiry hadn't come as a surprise, considering that Justice already has appealed the FCC order. The Department of Justice has asked the Court of Appeals in Washington to review the FCC order, contending that the "set aside"—which reserves half of the cellular spectrum in each market for the exclusive use of telephone companies—is anticompetitive.

To meet several petitioners' requests—and to ease the burden of processing more cellular applications—the FCC last week revised its schedule for accepting applications for the rest of the cellular markets.

Although the FCC had planned to accept applications for the remaining markets starting on Sept. 7, it will now accept applications for markets 31-60 on one day only, Nov. 8. It will accept applications for markets 61-90 for one day only as well, Jan. 7, 1983; it will accept applications for all other remaining markets starting March 8, 1983. □

Sony is target of another suit by Universal over videotaping

Universal Studios has filed a second lawsuit against Sony Corp., its advertising agencies and four of its retailers over allegedly illegal home videotaping. The MCA Inc. subsidiary filed the suit July 1 in the U.S. District Court in Los Angeles. The action covers recording that took place after 1979 federal court trial and involves about 6,000 Universal mo-

CRT suggestions. Copyright Royalty Tribunal should set compulsory license fees paid by cable systems for distant signals picked up after FCC repealed signal importation rules at rate between 14.25 and 22.5 times present rate, according to National Association of Broadcasters. Testifying before CRT last Wednesday (July 7) Larry Patrick, NAB senior vice president, research, also urged that rates for all cable systems are multiplied by five times current rate to recognize changing market conditions since FCC eliminated syndicated exclusivity rules. Unveiling new NAB study of 200 cable markets, Patrick said independent TV station operators pay average of six times amount local cable operators pay for programming per household per year. Network affiliates, he said, pay average of 39 times amount cable operators in same markets pay for programming. Study used financial data from 1979 and 1980, according to Patrick.

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"LAUGH TRAX!"

LAUGH TRAX!

The Hot New Weekly Hour of Comedy and Rock & Roll.

It's young...It's fun...It's entertainment in the fast lane
starring Jim Staahl of "Second City" and "Mork & Mindy."

Plus "Saturday Night Live's" Gail Matthius and
"Pvt. Benjamin's" Lucy Webb teamed with
Howie Mandel and Frank Welker. And leading
rock stars and guest stars...The Doobie
Brothers, Kool & the Gang, Bonnie Franklin,
and Sally Struthers. Hitch up with a hit
that *will attract young hip audiences
in any time period.*

Reach out for "LAUGH TRAX" for the
hottest show of the new season with
excellent production values you
would expect from producer/dir.
Carolyn Raskin (Laugh-In)
and executive producer
Toby Martin (Osmonds).

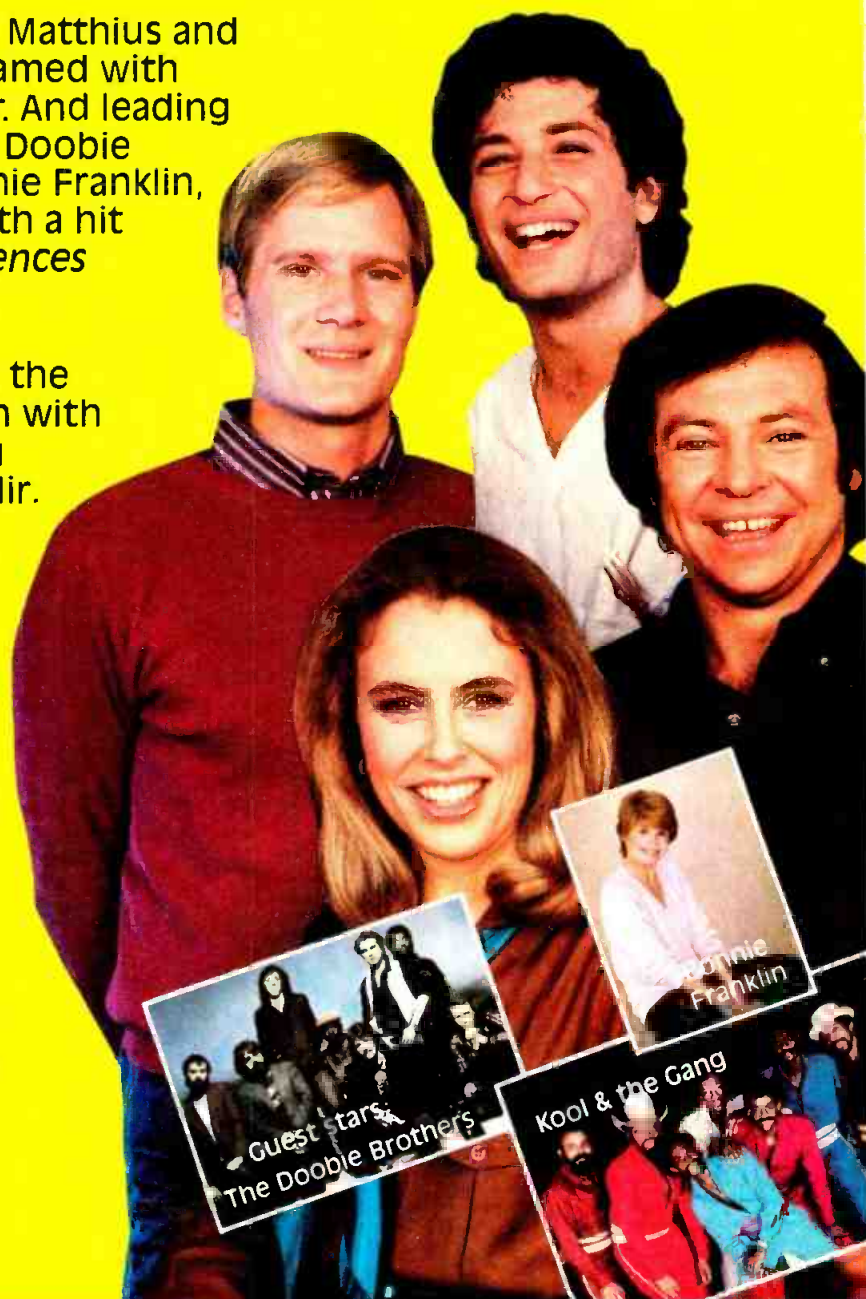
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tion pictures that have been televised since then. Universal seeks unspecified damages from the companies named "based on their manufacture, advertising, and sale of home off-the-air videotape recorders" and is similar to a previous lawsuit brought by Universal, later joined by Walt Disney Productions, against the same defendants.

In the prior suit, one private citizen, William Griffiths, was also named as a defendant. Griffiths was not included in the latest action and Universal emphasized that it "does not seek relief against any homeowners who have purchased videotape recorders and used them only in their own homes to make off-the-air recordings of televised motion pictures for private noncommercial playback in their own homes."

Universal's original suit, filed in 1976, resulted in a ruling against the studio and Disney in 1979. But that Los Angeles district court decision was overturned by the U.S. Court of Appeals in San Francisco in 1981, which found that Sony's activities violated Universal's rights and constituted copyright infringement. The U.S. Supreme Court has agreed to review the legality of the lower court's decision, but a decision is not expected until next year. Universal said it filed the latest action "in order to preserve its rights while the earlier case remains under review."

Besides Sony, other defendants in the newest suit are: Carter Hawley Hale Stores Inc., Associated Dry Goods Corp., Federated Department Stores Inc., Henry's Camera Corp., and Doyle Dane Bernbach Inc. □

The FCC clock ticks slowly for Utah AM

Request to switch frequency and raise power has been in the works since 1973

Nobody expects the FCC to grant an application to upgrade an AM station overnight. That's a process that can take time. In fact, with complications, as Julie P. Miner, owner of KDXU(AM) St. George Utah, could testify, the process can go on for nearly 10 years—and even then there may be no final resolution in sight.

Miner's tale began in 1973, when she, also the owner of KZEZ(FM) St. George, decided to try to upgrade her AM. She proposed moving KDXU, which operates on 1450 khz with 1 kw day and 250 w night, to 890 khz. She also proposed to increase power to 10 kw day and night. Before her application had completed its run through the FCC, however, Albert Crain submitted his own application for an AM station on 890 khz that would operate with 50 kw night and 10 kw day. At the time of the application, Crain lived in Collierville, Tenn., and operated WMSO(AM) there and

Washington Watch

'Kangaroo' telegram. More than 40 associations and citizen groups have joined forces to protest CBS-TV decision to cancel *Captain Kangaroo*, Monday through Friday (BROADCASTING, June 28, July 5). Telegram was sent last week to FCC by organizations asking commission to "take prompt action on behalf of children in the children's television proceeding to remind broadcasters of their obligation to serve America's 40 million children." Telegram also said cancellation proves that "marketplace forces alone don't work for children." Signers of telegram include: Action for Children's Television, American Academy of Psychiatry, American Nurses Association, Children's Defense Fund, Citizens Communications Center, Consumers Union, Media Access Project and National Black Media Coalition. □

Private look. To speed processing of uncontested broadcast applications, FCC should send those applications out to private-sector engineers for approval. That's idea that Cliff Gill, National Association of Broadcasters radio board member and principal owner and chairman of KWVE(FM) San Clemente, Calif., has been peddling around FCC. And, according to Gill, FCC has given idea, which Gill says could save applicants an average of one or two years, warm reception. Under proposal, which Gill plans to submit formally as petition for rulemaking this month, applicant would submit application to FCC. But instead of checking application with its own overburdened staff, FCC would delegate it to private-sector engineer it had accredited to do such checking. With applicant picking up costs of check, proposal would free commission staff to work on more pressing matters and would spare public from having to pay for action that doesn't benefit it directly, Gill says. □

Multiple hook. FCC has proposed amending rules to allow broadcasters to use dual-city identification if they first certify they are providing required signal coverage to additional city and notify FCC of when they plan to begin multi-city identification. Although commission has granted majority of requests for multi-city identification in past, FCC said proposed change would ease processing burdens, allowing broadcasters to use multi-city identifications without first having to file applications for permission to do so. □

Rulemaking petition. National Public Radio has petitioned FCC for rulemaking to permit unrestricted full-time SCA operations at FM broadcast stations. NPR is asking commission to amend rules that prohibit licensees from operating their subcarriers when main channel is not programed. Radio network says that if FCC doesn't allow use of SCA for commercial purposes by noncommercial FM's, public radio stations "will want to provide certain specific kinds of services (overnight distribution of business data) which will only be feasible if service can be provided 24 hours per day." NPR contends that "most stations would have to incur the additional expense of programing the main channel during hours when it is presently off the air." □

Bellcap. AT&T filed capitalization plan with FCC outlining proposal for offering customer premises equipment through American Bell Inc., its fully separated subsidiary that also will offer enhanced services (BROADCASTING, June 21). According to plan, AT&T will provide subsidiary with \$440 million in assets by July 1, 1984, and subsidiary will require about \$440 billion in capital to see it through 1985. Action comes in response to FCC's Computer II decision, which deregulated enhanced telecommunications services and CPE, but held that AT&T would have to offer both through separate subsidiary. Under order, AT&T must provide new CPE through separate subsidiary after Jan. 1, 1983. □

Combo appeal. National Association for Advancement of Colored People has asked Court of Appeals in Washington to review FCC's decision to dismiss petition for rulemaking that would have made AM-FM combinations illegal and required divestiture of existing ones. FCC dismissed petition last March, contending NAACP hadn't presented adequate "case" for launching rulemaking (BROADCASTING, March 8). □

Mhz shift. In effort to alleviate frequency saturation in major markets, FCC has proposed to reallocate 2130-2150 and 2180-2200 mhz bands from Private Operational-Fixed Microwave Service to make more spectrum available for aural broadcast studio-to-transmitter links and Intercity relay stations. At same time, FCC rejected National Association of Broadcasters request to reallocate 942-947 mhz from land mobile reserve, contending that needs for reserve are still evolving. FCC deferred action on request to permit STL and ICR operation on unassigned UHF-TV channels on secondary, non-interference basis. □

Having an impact. FCC has renewed licenses of Northern Television Inc. for KTVA(TV), KBYR(AM) and KNIK(FM), all Anchorage, and KTVF(TV) and KCBF(AM), both Fairbanks, Alaska, dismissing objections filed by Alaskans for Better Media Inc. Nonetheless, finding that Northern's equal employment opportunity programs and performance had been "poor" at all stations, FCC ordered Northern to submit detailed recruiting and employment reports with next renewal applications for each station.

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"Since joining Satellite Music Network's Star-Station line-up on October 29, 1981, our sales have skyrocketed! November '81 — up 15%, December — up 23%, January '82 — up 92%, February — up 67%, March — up 72%, April — up 80%, and May — up 66% with two weeks left! All compared to the same month a year ago." — **KTXY-FM, Jefferson City, MO**

"Two agencies who had not used the station in years placed orders on our station after listening to us. It will take time and an improvement in local economic conditions to realize a complete turnaround, but in the meantime, we will have reduced our costs." — **WRCL, Midland, Michigan**

"WANC is a brand new station, having signed on with Satellite Music Network in January of 1982. You may be interested to know that we

expect to break even in this, our fourth full month of operation!" — **WANC, Aberdeen, N.C.**

"Although my sales department insists that all the credit is theirs, we had a 13% increase in March, a 12% in April and a projected 12% in May.

"To say how well your programming is being accepted is best illustrated by a recent phone call from a listener. (The local paper took its shot in February with the headline 'MOH goes to Chicago for its music') A lady called in mid April to ask 'When are you people going on that satellite?' Nuf said." — **WMOH, Hamilton, Ohio**

"Since our affiliation began, we have experienced about a 20% increase in sales. We're very pleased with our progress thus far and feel the big victories are yet to come. Especially when the new ratings come out in July." — **WPCX-FM, Auburn, New York**

"We are very pleased, our sales are up and we feel that Satellite Music Network has given us a better product to sell." — **WHRT, Hartselle, Ala.**

As more stations consider the advantages of satellite affiliation, more are turning to Satellite Music Network. As a pioneer of space station broadcasting, we offer more formats, more experience and more ways to profit from radio ... today.

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Crain's application was preferred by both the administrative law judge who presided at the comparative hearing and the Review Board. The full commission declined to review the decision.

Both the ALJ and the Review Board gave Miner a preference for integration of ownership and management. But both also said the FCC's policy goal of promoting diversification of media interests overrode Miner's preferences: they said Crain would bring a new voice to the community and provide what the Review Board said was "the only competition to a two-station local monopoly."

In 1980, however, the U.S. Court of Appeals in Washington reversed the FCC decision, contending that the commission had erred in engaging in "assumptions" instead of making findings on fact (BROADCASTING, Dec. 8, 1980). The court said the FCC had simply assumed that if Crain's application were granted, Miner would continue to operate her AM on 1450 khz, but that if her application were granted, it was unlikely that a newcomer, such as Crain, in the face of competition from a high-power station, would start a new service on the vacated 1450 khz.

The court added that although diversification might be of primary importance in comparative hearings, diversification must be achieved "in a way that is fair and does not automatically disadvantage existing licensees who have a record of service in favor of untried newcomers." According to the court, it was "patently unfair" to resolve a comparative hearing on the issue of desired competition without investigating "the factual realities of whether increased competition will actually result."

In the wake of the reversal, the FCC asked for comments from both Crain and Miner on how the FCC should proceed. Although the FCC suggested further hearings, both parties rejected that, contending that the issues already had been adequately addressed.

The next move is still up to the commission, which, according to an FCC source, must decide whether to offer new justification for awarding the frequency to Crain, or to grant KDXU's application.

The chances of the commission making that move soon seem slight, however. The case already has been awaiting action in the FCC General Counsel's Office for more

than a year. John Riffer, associate general counsel for that office's adjudication division, said the case's "complexity" and office backlogs were "unfortunately" to blame for the inaction. Also "unfortunately," Riffer said he couldn't predict when the case would finally make it onto the commission's agenda.

L. John Miner, KDXU general manager (Julie Miner's husband), meanwhile, told BROADCASTING that KDXU still wants the new frequency and the power boost. Since the station originally made its application, the St. George market had become more competitive, "so the commission can't use diversity as an argument as far as I'm concerned," Miner said.

Miner noted that while KDXU and KZEZ (formerly KDXU-FM) were once the only stations in town, they now have company. KCLG(AM), which went on the air last month, is licensed to Washington, Utah, just outside St. George, and has been authorized to operate on 1210 khz at 10 kw day and 250 w night, Miner said.

According to Miner, KSUB-AM-FM and KBRE-AM-FM, both licensed to Cedar City, Utah, now have translators in St. George, (Dixie College, based in St. George, operates noncommercial KRDC-FM.)

As a result, KDXU needs the improved facilities "now more than ever to compete with the new stations," Miner said. □

Busy times for LPTV'ers

Low power operators have three associations and shows to choose from; NILPTV is latest to join convention fray

The few low-power TV broadcasters and the hundreds of would-be LPTV broadcasters now have three trade shows they can attend in the next seven months. The National Translator Association holds its annual convention Nov. 1-3 at the Aladdin hotel in Las Vegas. The newly formed National Institute for Low Power Television will sponsor LPTV East Oct. 1-3 at the Shoreham hotel in Washington and LPTV West Jan. 23-24, 1983, at the Disneyland hotel in Anaheim, Calif.

The NTA is a Salt Lake City-based trade association established to represent the interests of the nation's 4,500 translators (mini television stations that simply rebroadcast full-service television signals). But it is now seeking to encompass the technically similar LPTV stations that are permitted by FCC rules to originate their own programming. "Our goal is to incorporate the two because the FCC did," said Paul Evans, NTA executive secretary. "We found that if we wanted to fight for translators, we had to fight for LPTV."

The NILPTV is a 50-50 joint venture of Global Village, New York, a company that sponsors video seminars, and Conference Management Corp., Norwalk, Conn., an organizer of trade shows. The two sponsored last winter's LPTV '82 in Washington (BROADCASTING, Feb. 1).

John Reilly, director of NILPTV and executive director of Global Village, said the purpose of the organization is to meet the demands for information on LPTV by sponsoring trade shows and publishing a monthly newsletter, *LPTV Currents*. Membership in NILPTV, which includes a year's subscription to the newsletter and a 10% discount to all seminars, costs \$48.

That there are two groups vying to attract the crowds and, more important, the exhibitors that pay the bills, is a result of the groups' failure to get together last February. Global Village and CMC had planned a new trade association, the National Association for Low Power Television, for which it recruited directors and members at LPTV '82. Following the show, Reilly and representatives of CMC met with the officers of the NTA in New York about the possibility of a merger of the incipient and established associations.

The NTA, feeling it had nothing to gain from the alliance, nixed the merger. Global Village and CMC subsequently dropped their plans for a trade association and set up the NILPTV. Reilly sees the roles of the two groups as complementary. "They are performing one function and we are performing another," he said. Although the NTA now has some LPTV broadcasters on its board of directors, he said, it is still overwhelmingly devoted to translators, whose operators have different needs than the LPTV broadcasters.

The officers of the NTA held seminars on LPTV simultaneously in Los Angeles, St. Louis and Washington early last month, he noted. Although the seminars did not draw as well as expected, he said, a "fair" crowd of about 40 turned out for each.

The next show on the calendar is NILPTV's LPTV East. According to Reilly, two areas—programming and mutually exclusive applications—have been targeted for special attention at the show. "Now that some have been granted construction permits," he said, "we need to explore the whole area of programming."

Can all three shows be successful? "That's a big question," said Evans, who's hoping for 1,000 people and 150 exhibitors in Las Vegas. "I don't know if we are going to get all the attendance we want." □

Damage estimates. KOKI(TV) Tulsa, Okla., an independent UHF station in a market where cable penetration has topped 50%, has lost up to \$1.5 million in revenues since the syndicated exclusivity and distant signal importation rules were lifted a year ago, according to the station's general manager, James U. Lavenstein, who testified before the Copyright Royalty Tribunal in Washington. Appearing as a witness for the Motion Picture Association of America in the proceeding to determine if compulsory license rates for cable carriage of distant signals should be increased as a result of deregulation, Lavenstein said advertisers in his market have already begun to avoid sponsoring programs duplicated on imported signals and that ratings for programs duplicated by distant signals have declined. MPAA is asking the CRT to raise compulsory rates for signals added after the deletion of the importation rules by 10 to 12 times the present rates and to increase rates for all signals carried in the top 100 markets by two to three times the present rates. The CRT, which hopes to make a decision by October, also heard testimony from ASCAP and BMI, which maintained that net losses to music interests due to compulsory licenses in 1980 alone totaled \$3 million.

How to get around, or overcome, Cuban interference hassle

Diplomacy is the favored solution, but military attack isn't beyond imagining, say commenters to FCC

A long-term solution to Cuban interference with U.S. AM stations must be arrived at diplomatically, and the U.S. must use every possible means to get the Cubans to the negotiating table, according to most of the comments filed at the FCC. Nonetheless, the commenters said, the FCC shouldn't abandon efforts to seek short-term solutions.

The comments came in response to a notice of inquiry on implementation of the final acts of the Region II Administrative Radio Conference for AM Broadcasting, from which Cuba withdrew (BROADCASTING, Dec. 21, 1981). Although the notice addressed other issues as well, most of the commenters focused on the Cuban situation.

The National Association of Broadcasters reiterated that the FCC should continue offering affected U.S. licensees special temporary authority for power increases to contend with the interference, but stressed that the only long-term solution would be through "meaningful diplomatic discussions with Cuba."

The Association for Broadcast Engineering Standards Inc. said that "every possible diplomatic effort should be considered in an effort to resolve the devastating interference problems" that are anticipated. "If bilateral negotiations are not possible, we would urge that consideration be given to multilateral discussions which would include representatives of the various countries affected by Cuban interference," ABES said.

Cox Broadcasting Corp. said the commission should continue to authorize power increases to whatever level is necessary to recoup lost service, as long as other domestic and foreign stations are protected. According to Cox, the FCC should also undertake studies of possible technical solutions and actively support bills like H.R. 5427, which would authorize Radio Marti and give the Board for International Broadcasting authority to compensate broadcast licensees for expenses and costs related to foreign interference. "Such compensation should be retroactive and cover not only out-of-pocket expenses for capital changes such as construction, but all costs related to the interference problem, such as legal and engineering fees, advertising costs and lowered rates," Cox said.

The Florida Association of Broadcasters and the South Florida Radio Broadcasters

Association agreed that any long-term solution would have to come on the diplomatic front, but that no solution should come at the expense of having to "substantially modify" or eliminate any existing U.S. stations.

For the short term, the groups said, the FCC should continue its policy of granting STA's and conditional licenses. But it also should remember that its first priority is to protect U.S. stations, refusing to provide protection for any Cuban radio stations "until the overall problem is resolved," the groups said.

Ronald Schatz, who identified himself as a "technical consultant," agreed that diplomacy must produce the ultimate solution. But if the Cubans can't be persuaded to sit down at the negotiating table through "reasonable" or legal means, Schatz said electronic countermeasures—such as the

use of jamming devices mounted on ships or located in the Florida Keys—"will be able to pressure the Cubans into seeking relief from their own interference."

As a last resort, Schatz said, the U.S. should even consider military action. "Air strikes against the Cuban facilities responsible for interference to our stations would definitely stop the interference... but the potential consequences must be weighed against the value of the original cause," Schatz said.

"We must face the fact that we are presently engaged in a radio war with Cuba," Schatz said. "If we choose to back down in fear rather than take the initiative and convince Cuba that its present policies are not in its own best interests, we had best prepare to accept the rapid deterioration of our AM broadcast services as normal and inevitable," Schatz said. □

InSync

Going continental. Direct Broadcast Satellite Corp., one of direct broadcast satellite applicants eagerly awaiting grant of construction permit by FCC, will launch its first two satellites aboard French Ariane rocket. Washington-based firm "arranged for the payment" of \$200,000 to Arianespace Corp. to reserve launch dates in spring and fall of 1986, DBSC said. Satellites will possess six 200-watt transponders and eight 20-watt transponders, but initially only one will be operational. Other will be used as in-orbit spare. Satellites will be launched from Kourou, French New Guinea. □

Videotext marriage. Videotex America, joint venture of Times Mirror Videotext Services and Infomart, has entered agreement with Phoenix Newspapers Inc. to study videotext opportunities in Phoenix. Specific plans for venture will not be announced until completion of Times Mirror's current videotext field test in southern California near end of this year. □

Fireworks pact. Telesat Canada, Canada's domestic satellite carrier, has hired National Aeronautics and Space Administration to launch five satellites over next three years. NASA will get \$75 million for job. Schedule: Anik D-I, Aug. 12, 1982; Anik C-III, Nov. 11, 1982; Anik C-II, April 20, 1983; Anik C-I, April 18, 1984 (tentative), and Anik D-II, Oct. 10, 1985 (tentative). Anik D-I will be sent into space atop souped-up Delta 3920 rocket at cost of \$25 million. Others will be carried aboard space shuttle. Telesat will pay \$9 million to \$10 million for each Anik C taking space shuttle ride and, reflecting new NASA price schedule that goes into effect in fall 1985, \$19 million for Anik D-II's trip aboard reusable craft. Each Anik D is 24-transponder, C-band satellite; each Anik C is 16-transponder, K-band satellite.

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Media General vows to expand position in communications

Company executives outline plan for increasing its broadcast and cable holdings in 1980's

Top executives of Media General have told security analysts in New York plans of a radical change in strategy as it moves into the 1980's. In the past decade, the analysts were told, Media General had concentrated on a heavy reinvestment of retained earnings (with the effect that assets per share and return on assets doubled, and earnings per share quadrupled). However, Vice Chairman Alan S. Donnahoe said in the 1980's Media General will use its cash flow and debt capacity to fund acquisitions and growth in communications. It's a process that has already begun, and that will expand Media General's position in the broadcasting and cable television arenas. The only major capital program remaining on Media General's reinvestment slate is the addition of presses and plant at newspaper facilities, a program totaling \$20 million.

Donnahoe reviewed the steps Media General is currently taking in pursuit of those goals—among them the swap arrangements in Florida under which Media General's radio stations in Orlando will be sold to John Blair & Co., with Media General at the same time buying the Ziff-Davis television property in Jacksonville. The net result of those transfers will be a \$4 million cash cost to Media General (Blair is paying \$14 million for the radio stations, Media General \$18 million for the TV station), but the swap structure will mean that Media General will not have to pay capital gains tax, nor is there any goodwill to amortize.

Media General has its own cable plans, of course. Aside from its present holding of three Fredericksburg, Va., area franchises, it is one of two applicants for the Fairfax county, Va., franchise and, Donnahoe emphasized, it is the one that has been recommended by the review staff. If the 200,000-home franchise is awarded to Media General, the company would have to spend \$85 million over the first five years of the franchise, Donnahoe said. That will mean "slight dilution" of earnings in the first year, but by the third year, Media General would expect the system to be "a significant earnings contributor." If Media General doesn't win the franchise it will "look at something else" in the cable field.

Detailing what those various acquisitions and expansions would do to the Media General balance sheet, Donnahoe said the company would at most require

\$45 million of new debt at the end of 1983. The company has a current revolving credit line of \$145 million, plus \$30 million in bank lines. By the end of 1986, Donnahoe predicted, Media General's three divisions—newspapers, newsprint operations and broadcast/cable—would be roughly equal in size, with the new operations adding \$20 million in pre-tax income. By that time, Donnahoe would expect the company to have paid off all new debts, leaving \$9 million in debt against \$725 million assets. The net result, as he sees it, is \$35 million a year in "free cash flow." □

Predicting profits for videotext

New York research company charts estimated potential revenue and service for mass-market and residential two-way videotext

"Profitable operation of videotext systems is well within the range of practical possibility: Real rates of return in the region of 10% to 20% (corresponding to an accounting rate of return of 20% to 30% if inflation runs at 10%) appear attainable.

Even allowing for the high degree of risk involved (since the cost and revenue estimates are untested in practice and there are heavy negative cash flows in the early years), it is likely that this would be acceptable to many potential corporate investors ..."

That's the conclusion of the latest in-Context report from New York-based Communications Studies and Planning International, which examined various assumptions and models for revenues and service for mass-market, residential, two-way videotext service. Two models were analyzed in the in-Context report, one cable-based, one telephone-based, and both assuming the system operator is not involved in the information or service provision end of the business to any great degree. A principal difference in the two system models was the assumption that in the cable operation, the system would own the terminals used for the text service, while under the telephone-based service, the user would be paying for the terminal, be it a personal computer or text converter.

CSP posited optimistic and conservative revenue projections per home that could be generated from six different sources: advertising, subscriber payments, fees from financial transaction services (home banking, etc.), fees from retail transac-

Bottom Line

Reaccredited. Heritage Communications subsidiary, Heritage Cablevision, has secured new \$30-million credit facility from four-bank group led by Citibank N.A. Credit agreement replaces existing \$20-million facility. Funds are to be used for cable system acquisition and construction. Borrowings are to be either at prime rate or rate tied to CD's; package is revolving credit through 1985, convertible into term loan payable to 1986 to 1991. Separate \$5-million revolving credit/term loan agreement for parent corporation has been secured from Union Commerce Bank of Cleveland and United Central Bank of Des Moines. □

FCC approves MCI buy. FCC has approved MCI Telecommunications Corp.'s \$185-million acquisition of Western Union International Inc. from Xerox Corp. WUI is major international record carrier with two subsidiaries: Airtel International Inc., which offers radio common carrier services, and TAS Inc., national telephone answering service. □

Leasing option. National Association of Broadcasters has released report exploring profit potential in leasing cable channels. Entitled "Opportunities for Channel Leasing: Strategic Considerations for Broadcasters," seven-page report was prepared by Communication Strategies Inc., research, planning and venture development firm in Cambridge, Mass. Report examines sources of revenue, costs, existing leasing arrangements in newspaper- and broadcast-related ventures, negotiating terms for lease arrangements and joint ventures. It is available to NAB members for \$5 and to non-members for \$15. □

IRS rethink. Internal Revenue Service has proposed sharpening of definition of movies for television that are eligible for tax shelter status as decreed by Congress in 1968. At that time, Congress decided people might be encouraged to make such investments if given income tax credits. Current IRS proposal is latest in series of attempts to be more specific about type of investments that qualify. Noting Congress said tax credit on films should not be given for those "primarily topical or otherwise transitory in nature," IRS said films that present entertainers or characters in dramatizations qualify for credit, but news shows, game shows and variety shows do not. Neither do "serialized daytime television dramas," since the IRS feels they are "essentially transitory in nature" and usually shown but once.

"Midwest and Ikegami put us on top of the world."

Bill Garrison
Vice President, Engineering
Multimedia Broadcasting Inc.

Jim Hart
Vice President, General Manager
WBIR-TV
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Hart:

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Garrison: "That's why we chose Midwest for our mobile unit and Ikegami cameras. Midwest had recently installed the new master control room at our Cincinnati station, WLWT, complete with six Ikegami studio cameras, without a major hitch. We knew they could deliver the quality products we wanted. And we knew their systems would work ... right!"

Hart:

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Garrison: "World's Fair coverage will be a pleasure with our new Midwest M22 Mobile Unit equipped with Ikegami cameras."

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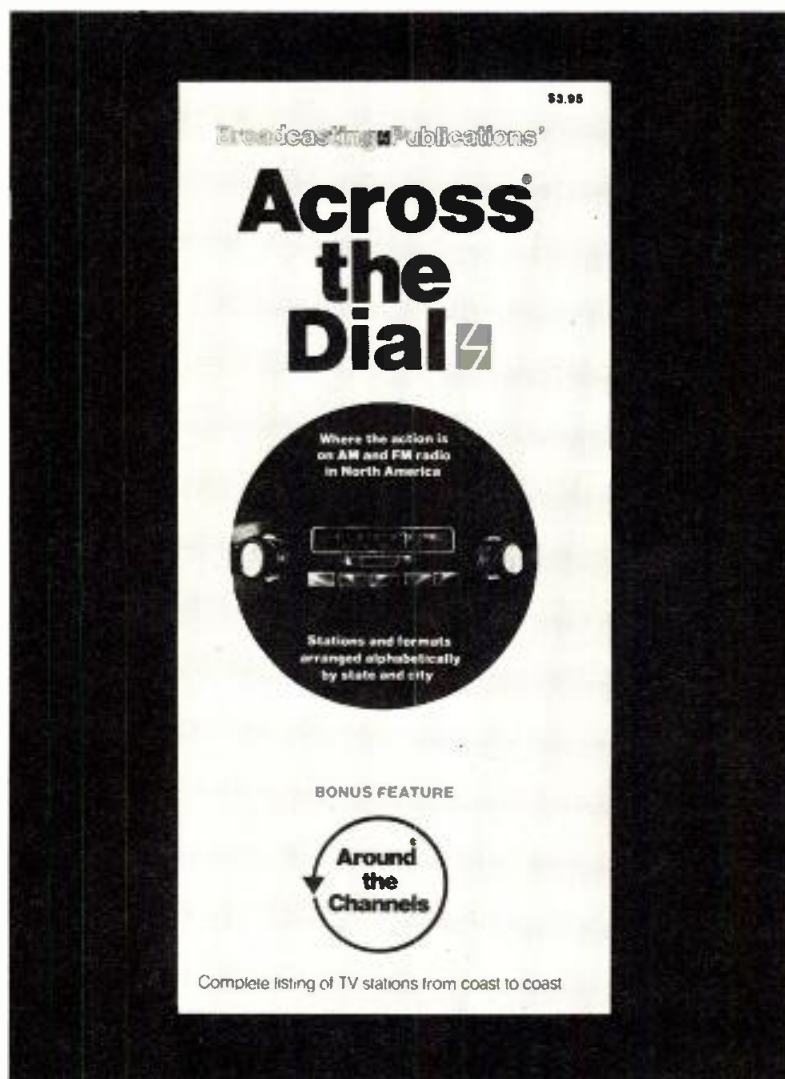
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tions, messaging and various "supplier-financed" services (including information and reservation systems).

The results, after plugging in CSP's cost equations into the two models, are that under the "optimistic" variant, the cabletext system could generate an internal rate of return of 34%, the telephone-based system 47%; however, under the "conservative" revenue projections, the IRR drops to 7% and 10%. □

NLT to merge into American General Corp.

A months-long takeover battle between two giants of the insurance industry—American General Corp. of Houston and the Nashville-based NLT Corp., which also has substantial communications-business interests—was resolved last week in favor of American General. The two companies have agreed to the merger of NLT into American General. The overall value of the deal is about \$1.5 billion.

NLT owns WSM-AM-FM, the Grand Ole Opry and Opryland amusement park, all in Nashville. It also has a cable satellite programming project in the works with Group W Satellite Communications Co., the Nashville Network, which is scheduled for launch in early 1983. Last year it sold WSM-TV there to Gillette Broadcasting Co. for \$38 million (BROADCASTING, Oct. 5, 1981). Just how these operations will be affected by the merger remains to be seen. A spokesman for American General indicated last week that the company had no plans of disposing of NLT's major subsidiaries but that a review of those operations could result in some changes—either in that current thinking or in the way those businesses are run.

The merger agreement was approved by the boards of both companies last Tuesday (July 6) and remains to be approved by the shareholders, insurance commissioners in three states, the FCC and the Federal Home Loan Bank Board.

NLT has about 35.4 million shares outstanding on a fully diluted basis. The terms of the merger agreement call for American General to pay NLT shareholders \$46 per share cash for 15 million shares, with the remaining NLT shares to be converted into a combination of American General fixed-income debt and/or equity securities that may be convertible into American General common stock. American General indicates that the securities package will also have a market value per NLT share of about \$46 on a fully distributed basis. Proxy materials are expected to be mailed to shareholders in August.

If the merger goes through, it is expected that Walter Robinson, chairman and chief executive officer of NLT, and four other present NLT directors will be nominated for election to an expanded American General board.

As of March 31, 1982, NLT had consolidated assets totaling \$4.7 billion; American General's was \$8.3 billion. □

ANNOUNCING CABLE DATA FROM THE MEDIA INFORMATION SPECIALISTS

Standard Rate & Data Service has been in the process of collecting and reporting information about media for over 60 years.

Today, SRDS publishes over a dozen editions that contain up-to-date facts on tens of thousands of media. Newspapers, magazines, business and trade publications, television and radio, mailing lists and co-op advertising programs—all are listed and detailed in SRDS editions.

And now we are launching Cable Data!

Designed to assist the advertising decisionmaker as well as cable industry professionals, monthly editions of Cable Data are scheduled to debut in early 1983. Cable Data will be a complete and comprehensive publication—the authoritative reference source. Right now, we are setting up detailed listings in the following categories: *individual cable systems, multiple system operators (MSO's), advertiser-supported networks, interconnects and non-advertiser-supported networks*. Separate sections will be devoted to informative listings of *program guides, cable associations, cable hardware suppliers and programming suppliers*.

Here's how you can be listed in Cable Data.

Whether you own, manage, or represent a cable property, or sell supplies or services to the cable industry—SRDS is currently accepting free listings. Standardized listing forms are now available upon request from our Editorial Department. Complete listings in Cable Data will be helpful in securing advertising schedules for cable media and in developing new business opportunities for cable companies and their suppliers.

If you are part of the cable industry, you belong in SRDS Cable Data. And if you need facts about cable, you'll find them in Cable Data.

For more information, please contact:

Sue Finkler (for listings) and Frank Paulo (for subscriptions) at 800/323-8079 or 312/470-3100.

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Standard Rate & Data Service, Inc.
5201 Old Orchard Road/Skokie, Illinois 60077

C.T.A.M. Conference Attendees

Please stop by the SRDS Hospitality Suite at the Hyatt Regency in Chicago July 19-21. We look forward to meeting with you to discuss "the winds of change" in cable media, and to answer your questions about our new publication—Cable Data.

Stock Index

Exchange and Company	Closing Wed. Jul 7	Closing Wed. Jun 30	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	37 5/8	38 3/8	- 3/4	- 1.95	7	1,082
N Capital Cities	69 7/8	72 1/4	-2 3/8	- 3.28	11	910
N CBS	36 1/4	37	- 3/4	- 2.02	6	1,012
N Cox	26 3/8	25 1/2	+ 7/8	+ 3.43	12	746
A Gross Telecasting	24 1/2	24 5/8	- 1/8	- .50	6	19
O LIN	19 1/4	19 3/4	- 1/2	- 2.53	12	197
N Metromedia	20 5 1/2	226 3/4	-21 1/4	-10.64	14	816
O Mooney	4 1/4	4 1/4			5	3
O Scripps-Howard	17 1/2	17 1/2			10	180
N Storer	27 1/2	29 1/4	-1 3/4	- 5.98	14	440
N Taft	31 1/2	31 3/8	+ 1/8	+ .39	8	301
O United Television	8	8 1/8	- 1/8	- 1.53	13	96

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell	21 1/2	21 5/8	- 1/8	- .57	15	85
A Affiliated Pubs.	24 5/8	24 3/4	- 1/8	- .50	9	127
N American Family	9 1/4	9 3/8	- 1/8	- 1.33	8	124
O Associated Commun.	10 1/4	11 1/4	-1	- 8.88	24	
O A.H. Belo	18 1/2	18 3/4	- 1/4	- 1.33	8	174
N John Blair	33 5/8	33 3/4	- 1/8	- .37	8	127
N Charter Co.	8 7/8	8 1/4	+ 5/8	+ 7.57	11	194
N Chris-Craft	37 7/8	38 1/4	- 3/8	- .98	10	84
N Cowles	34 3/4	35	- 1/4	- .71	21	137
N Dun & Bradstreet	66 1/2	67 1/4	- 3/4	- 1.11	15	1,801
N Fairchild Ind.	14 3/4	13 3/4	+1	+ 7.27	5	192
N Gannett Co.	31 1/2	32 1/2	-1	- 3.07	10	1,670
N General Tire	20	20			8	471
O Gray Commun.	34 1/2	34 1/2			8	17
N Gulf United	20 7/8	22	-1 1/8	- 5.11	7	559
N Harte-Hanks	24 1/4	22 1/2	+1 3/4	+ 7.77	9	237
N Inslico Corp.	12 3/4	12 3/4			6	191
N Jefferson-Pilot	24 1/4	24	+ 1/4	+ 1.04	5	521
O Josephson Intl.	9 3/8	10	- 5/8	- 6.25	8	36
N Knight-Ridder	29 3/4	31 1/2	-1 3/4	- 5.55	10	960
N Lee Enterprises	22 7/8	23 1/4	- 3/8	- 1.61	8	158
N Liberty	11 3/4	11 5/8	+ 1/8	+ 1.07	7	149
N McGraw-Hill	48 1/2	51	-2 1/2	- 4.90	12	1,205
A Media General	34	34 1/2	- 1/2	- 1.44	7	236
N Meredith	59 1/8	58 3/4	+ 3/8	+ .63	7	182
O Multimedia	30	30			12	304
A New York Times Co.	39 5/8	40	- 3/8	- .93	9	495
N Outlet Co.	32 1/4	32 1/4			42	85
A Post Corp.	28 1/8	28 1/4	- 1/8	- .44	15	51
N Rollins	13	13 3/4	- 3/4	- 5.45	7	345
N San Juan Racing	22 1/8	22 1/8			49	95
N Schering-Plough	28 7/8	29 3/8	- 1/2	- 1.70	9	1,535
N Signal Cos.	17	15 3/4	+1 1/4	+ 7.93	6	1,229
O Stauffer Commun.	44	44			11	44
A Tech Operations	18 3/4	19	- 1/4	- 1.31	8	17
N Times Mirror Co.	40 3/4	42 1/2	-1 3/4	- 4.11	10	1,391
O Turner Bcstg.	10	10			16	204
A Washington Post	34 1/4	35	- 3/4	- 2.14	13	481
N Wometco	25 7/8	26 3/8	- 1/2	- 1.89	15	352

CABLE

A Acton Corp.	5 7/8	6 1/4	- 3/8	- 6.00	49	28
N American Express	37 1/8	40	-2 7/8	- 7.18	7	3,452
O Burnup & Sims	11 1/4	12	- 3/4	- 6.25	12	98
O Comcast	17	17 1/2	- 1/2	- 2.85	15	75
N General Instrument	34 7/8	34 7/8			12	1,075
N Heritage Commun.	7 3/4	8 1/8	- 3/8	- 4.61	24	56
O Rogers Cablesystems	4 3/4	4 3/4			20	104
O Tele-Communications	16 1/8	16 1/4	- 1/8	- .76	35	340
N Time Inc.	28 1/4	29 3/8	-1 1/8	- 3.82	10	1,405
O Tocom	10 1/4	10 3/4	- 1/2	- 4.65	10	51
N United Cable TV	17 3/4	19 1/2	-1 3/4	- 8.97	13	194
N Viacom	18	19	-1	- 5.26	12	204

Exchange and Company	Closing Wed. Jul 7	Closing Wed. Jun 30	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Barris Intl.	2	2			20	11
N Columbia Pictures	72	72			14	704
N Disney	58 5/8	58 5/8			18	1,954
N Dow Jones & Co.	36	41 1/2	-5 1/2	-13.25	13	1,130
N Filmways	6 7/8	7 1/4	- 3/8	- 5.17	1	40
O Four Star	2 1/2	2 1/2			14	1
N Getty Oil Corp.	47 3/4	49 3/4	-2	- 4.02	5	3,874
N Gulf + Western	12 1/2	12 3/4	- 1/4	- 1.96	3	923
N MCA	58 1/4	59 1/2	-1 1/4	- 2.10	15	1,389
N MGM/UA	6 5/8	6 1/8	+ 1/2	+ 8.16	13	329
O Reeves Commun.	28	30	-2	- 6.66	10	227
O Telepictures	6 3/4	6 3/4			23	32
N Video Corp. of Amer.	7 1/4	7 1/2	- 1/4	- 3.33	38	11
N Warner	44 3/8	48 1/4	-3 7/8	- 8.03	11	2,837
A Wrather	23 1/8	23 3/8	- 1/4	- 1.06	26	51

SERVICE

O BBDO Inc.	43 3/4	43	+ 3/4	+ 1.74	8	127
O Compact Video	3 7/8	3 7/8			4	12
N Comsat	52 1/2	53	- 1/2	- .94	14	420
O Doyle Dane Bernbach	16	16			8	88
N Foote Cone & Belding	30 5/8	31	- 3/8	- 1.20	7	82
O Grey Advertising	61	61			6	35
N Interpublic Group	28 7/8	29 1/2	- 5/8	- 2.11	8	133
N JWT Group	18 3/8	18	+ 3/8	+ 2.08	14	96
O MCI Communications	43 7/8	45 3/8	-1 1/2	- 3.30	24	2,108
A Movielab	2 3/4	2 7/8	- 1/8	- 4.34	5	4
O A.C. Nielsen	46 1/4	45 3/4	+ 1/2	+ 1.09	13	519
O Ogilvy & Mather	31 1/4	31 1/2	- 1/4	- .79	8	132
O Telemation	3	3			8	3
O TPC Communications	2 1/2	2 3/8	+ 1/8	+ 5.26	2	2
O Unitel Video	6 3/4	6 3/4			11	8
N Western Union	28	29 1/8	-1 1/8	- 3.86	8	476

ELECTRONICS/MANUFACTURING

O AEL	13	13 1/4	- 1/4	- 1.88	4	25
N Arvin Industries	12 1/2	12 1/4	+ 1/4	+ 2.04	9	85
O C-Cor Electronics	20 1/2	21	- 1/2	- 2.38	21	61
O Cable TV Industries	6 3/8	6 3/8			8	19
A Cetec	4	4			10	8
O Chyron	16 3/4	17 1/2	- 3/4	- 4.28	13	45
A Cohu	4	4			7	6
N Conrac	23 3/8	24 1/2	-1 1/8	- 4.59	9	50
N Eastman Kodak	72 5/8	73 3/4	-1 1/8	- 1.52	10	11,800
O Elec Missile & Comm.	11	11 1/4	- 1/4	- 2.22	41	30
N General Electric	63 3/4	63 5/8	+ 1/8	+ .19	9	14,519
N Harris Corp.	23 5/8	24 5/8	-1	- 4.06	9	739
O Microdyne	7 3/8	8 1/8	- 3/4	- 9.23	9	33
N M/A Com. Inc.	12 1/4	17 5/8	-5 3/8	-30.49	11	476
N 3M	52	53 1/4	-1 1/4	- 2.34	9	6,108
N Motorola	61 1/8	61 1/4	- 1/8	- .20	12	2,191
O Nippon Electric	71 1/2	75	-3 1/2	- 4.66	26	2,770
N N. American Philips	36	37	-1	- 2.70	5	492
N Oak Industries	17 1/4	17 7/8	- 5/8	- 3.49	8	280
A Orrox Corp.	8 1/4	8 1/4			18	18
N RCA	16 3/4	17	- 1/4	- 1.47	8	1,263
N Rockwell Intl.	31 3/8	31 1/2	- 1/8	- .39	8	2,394
A RSC Industries	4 5/8	4 5/8			42	14
N Scientific-Atlanta	12 1/8	12	+ 1/8	+ 1.04	12	283
N Sony Corp.	12 1/4	12 7/8	- 5/8	- 4.85	10	2,825
N Tektronix	51 5/8	52 5/8	-1	- 1.90	12	968
O Telemet (Geotel Inc.)	1 3/4	1 5/8	+ 1/8	+ 7.69	5	5
A Texscan	10 3/4	11	- 1/4	- 2.27	17	62
N Varian Associates	36	36 3/4	- 3/4	- 2.04	16	289
N Westinghouse	25 3/8	26	- 5/8	- 2.40	5	2,164
N Zenith	11	11 1/2	- 1/2	- 4.34	28	208

Standard & Poor's 400

Industrial Average 120.22 124.13 - 3.91

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.

AFTRA request for new trial denied in antitrust suit

That's latest in union's battle with Tuesday Productions; total judgment: \$10.4 million

The American Federation of Television and Radio Artists (AFTRA) was denied three post-trial motions filed last Tuesday (July 6) in the latest proceedings in the union's four-year legal battle with Tuesday Productions, a San Diego-based radio production house.

U.S. District Court Judge Judith N. Keep denied AFTRA motions asking for a new trial in the antitrust case, following a jury's ruling May 20 that Tuesday had been damaged in the amount of \$3.1 million by an AFTRA hiring policy enforced against the nonunion producer. The judge also refused to reduce the jury's damage award. Under federal antitrust law, the damage amount has been trebled to \$9,351,810.

Judge Keep also ordered AFTRA to pay Tuesday \$1.1 million in attorneys' fees, bringing the total judgment against the union to \$10.6 million.

There was no immediate comment from AFTRA, which is seeking a stay in the judgment while it appeals to higher courts. Judge Keep is scheduled to rule on that motion Aug. 2. In this motion, the last to be submitted to the trial court, the 40,000-member union is asking for relief from the normal financial requirements of appeal.

Keep entered final judgment of \$9,351,810 on behalf of Tuesday on June 8, and on June 15 the firm was awarded \$45,917 in court costs.

The suit, filed in September 1978, charged that AFTRA and its locals in New York, Los Angeles and San Diego had refused to allow its members to work for Tuesday because the production company did not have a union contract, even though Tuesday was willing to pay AFTRA members their standard contract rates.

As part of its motion seeking relief from financial requirements of its appeal, AFTRA is expected to submit financial information to the court during the next two weeks. If the motion is denied, the union may be required to post a bond amounting to one-and-one-half times the total award, in addition to paying a premium of between one and five percent of the bondable amount to a bonding company, as well as collateral. A Tuesday spokesman estimated that the bondable amount could be as much as \$15.8 million.

"We felt the ruling on AFTRA's motions were absolutely correct," said John

D. Collins, Tuesday's chief counsel in the case. "We also expect that, if there is an appeal, the appeals court will uphold the jury verdict." Collins said Tuesday has not closed the door to the possibility of working out a settlement with AFTRA, adding, "we don't want AFTRA to go bankrupt."

Lance Wickman of Latham & Watkins, the firm representing AFTRA, predicted

the courts will eventually see the "correctness" of the union's position, and said AFTRA should not be held liable under federal antitrust statutes. Judge Keep ruled March 5 that the union had forfeited immunity from antitrust prosecution because of provisions in its national radio and television recorded commercials contracts. □

Monitor

Bumped by Jerry. Democratic National Committee has postponed its nationally televised fund raising telethon scheduled for Aug. 28-29. Committee's decision to air telethon on that date caused considerable outcry from Muscular Dystrophy telethon celebrity, Jerry Lewis, whose telethon airs Sept. 5. Lewis felt both would compete for same funds. DNC says it will now schedule telethon for later date. □

In the marketplace. . . . *Laugh Trax*, weekly hour show combining "comedy with a contemporary music format," is available from Lexington Broadcast Services. It's Company III production in association with Sunn Classic Pictures for Bristol-Myers Co. . . . Columbia Pictures Television says *Barney Miller*, half-hour comedy series, has been sold in 144 markets, "more than any other videotaped program in syndication." . . . *Weekend Sports Wrap-Up*, satellite-fed sports newscast anchored by Curt Gowdy, has been cleared in 60 markets, according to syndicator Metromedia Producers Corp., which began distributing Grant-Reeves Entertainment production July 4. . . . *Sadat*, story of late Egyptian President Anwar Sadat, will be produced as four-hour Operation Prime Time special by Blatt/Singer Productions in association with Sandy Frank Productions and Columbia Pictures Television. . . . *Rocky III: The American Dream Continues*, half-hour special on making of latest "Rocky" movie, has been cleared in more than 115 markets, or 83% U.S. clearance, according to MGM/UA Television Distribution. Budweiser beer has two national minutes in special. . . . Evergreen Programs division of Worldvision Enterprises has released *The Fugitive* and *The Invaders* series. . . . MG Films and Perin Enterprises, producers and distributors of *The Winning Moment*, are offering *Olympic Winning Moments*, 50 30-second inserts available for Oct. 1, 1983. Series shows past "Olympic winners at their moments of glory." . . . Program Syndication Services claims 21 stations, including five of top-10 markets, for *Holiday Moments*, series of one-minute inserts with celebrity hosts for Thanksgiving, Christmas and New Year's. Series is produced by Carter-Grant. □

'Teachers' renewed. NBC-TV has picked up renewal option on *Teachers Only*, for next season. Prime-time series was given eight-episode run this spring. Series, with Lynn Redgrave and Norman Fell, is from Carson Productions in association with NBC Entertainment. □

First for Fox. Twentieth Century-Fox Television will produce first theatrical presentation for Home Box Office under terms of production agreement between two firms. Fox has taped "Bus Stop," by William Inge, first performed on Broadway in 1955. □

Gaming. CBS Video Games is official name of new CBS unit set up to manufacture and market home video games. Video Games will be part of CBS's Gabriel Industries, with Robert L. Hunter of CBS/Columbia Group staff serving as director. As previously announced, CBS has deal with Bally Manufacturing giving it home video rights to current Bally games and others in development. □

Kid stuff. CBS-TV has announced fall children's programing schedule, which includes five new animated comedy and adventure series along with four returning programs on Saturday mornings, and two shows shifting to Sunday mornings. New animated series are: *The Sylvester and Tweety Show* (8-9 a.m.), *Gilligan's Planet* (9-9:30 a.m.), *The Dukes* (9:30-10 a.m.), *Pandemonium* (11-11:30 a.m.) and *Meatballs & Spaghetti* (11:30-noon). Network is also adding *The CBS Children's Film Festival* (1:30-2 p.m.). Returning are: *The Bugs Bunny/Roadrunner Show* (10-11 a.m.), *The Popeye and Olive Comedy Show* (12-12:30 p.m.), *The New Fat Albert Show* (12:30-1 p.m.) and *Black*Star* (1-1:30 p.m.). Shifting from Saturday to Sunday are: *The Lone Ranger/Zorro Adventure Show* and *The Kwicky Koala Show*, at times to be determined by local stations. New schedule, which begins Sept. 11, also includes new episodes of *Captain Kangaroo* weekday mornings and *In the News* segments on weekends, in addition to afternoon and evening specials.

Catholic satellite system signing up subscribers, sets equipment deal

A top communications priority of the United States Catholic Conference, a nationwide satellite delivery system, is moving closer to fruition.

The Catholic Telecommunications Network of America (CTNA), said its first mailing of solicitations to potential affiliates brought 13 firm contracts and 30 other indications of acceptances. Those being approached are the 172 U.S. Catholic dioceses, about 1,000 religious orders, 640 hospitals and 240 colleges and universities.

In addition, CTNA has reached an agreement with M/A Com Inc., whereby the latter's M/A Com Satellite Inc. will supply the equipment for the network. The Burlington, Mass., manufacturer will provide complete satellite earth station systems including site surveys, installation and servicing for CTNA and its affiliates. Affiliates will purchase hardware through CTNA.

Under the direction of CTNA President Wasyl Lew, formerly of the National Aeronautics and Space Administration, the satellite network expects to provide three to five hours of telecommunications services daily. Services include TV and radio programming, teleconferencing, teleseminars, electronic mail and computer-to-computer communications, all geared to meet the needs of the church's demographics. Religious, educational instructional and entertainment series will be part of the programming offered dioceses. Existing programming by such organizations as the Franciscans and Maryknoll Fathers will be included.

Capital for the start of CTNA was provided by the U.S. Catholic Conference on Nov. 4, 1981. For the network planning process, \$99,500 was funded by the USCC's Catholic Communications Campaign. Elizabeth Haig, CTNA's director of administration, noted, however, that CTNA has been set up as a separate profit-making corporation that will sustain operating expenses from affiliates' fees and from charges for special services rendered by CTNA.

The most Rev. Louis E. Gelineau, bishop of Providence, R.I., and CTNA board chairman, said the impact of satellite communications was comparable to that caused by the introduction of parochial schools in this country in the 1800's—a move the church regards as its single most important step in the U.S.

"We have a message and a way of life to communicate and this will help us to do it," Gelineau said. He stressed that CTNA will not be an electronic church that supplants traditional religious observances. "We build churches of worship for our people to gather in and it's essential in our concept of what church is that people gather together."

Ratings Roundup

CBS-TV won the week ending July 4, with ABC-TV a close second and NBC-TV a distant third.

In prime time, CBS averaged a 12.8 rating and 26 share to ABC's 12.5/26 and NBC's 10.0/21.

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

On Sunday, CBS came within six-tenths of a rating point of equalling ABC and NBC's scores combined. CBS kicked off its night of regular series programming with an original *60 Minutes*, followed by repeats of *Archie Bunker's Place*, *One Day at a Time*, *Alice*, *Jeffersons* and *Trapper John M.D.* The shows averaged a 13.5/35. ABC managed only a 7.1/18 with repeats of *Code Red* and a three-hour *A Whale for the Killing* movie and NBC did even poorer with a 6.8/19 for an original *Animalympics* special, *CHiPs* repeat and first network airing of the movie, "Terror at Alcatraz."

ABC came within a point of matching the total of CBS and NBC scores on Saturday, with a 14.0/32 for repeats of *Today's FBI*, *Love Boat* and *Fantasy Island*. CBS earned just an 8.9/20 for *Walt Disney Presents* and a *Mayflower: Pilgrim's Adventure* special, both reruns. NBC managed only a 6.1/14 for a *Here's Boomer* original and repeats of *Harper Valley*, *Nashville Palace* and *NBC Magazine*.

Of the week's 68 programs, only 12 were original to the networks. Only one original, CBS's *Cagney and Lacey*, ranked among the first 20.

Outside of prime time, the *CBS Evening News with Dan Rather* took a commanding lead of the news ratings with an 11.8/27 to ABC *World News Tonight's* 9.8/22 and the *NBC Nightly News's* 8.8/20. CBS said it was the largest share advantage in early evening network news competition since March 1981.

The First 20

1.	M*A*S*H	CBS	20.3/35
2.	Too Close For Comfort	ABC	19.2/33
3.	House Calls	CBS	19.1/32
4.	Hart to Hart	ABC	18.8/33
5.	Three's Company	ABC	18.4/33
6.	WKRP in Cincinnati	CBS	17.3/31
7.	Laverne & Shirley	ABC	17.0/33
8.	Midnight Offerings (movie)	ABC	17.0/31
9.	20/20	ABC	16.6/31
10.	Diff'rent Strokes	NBC	16.2/30
11.	Love Boat	ABC	16.0/35
12.	Private Benjamin	CBS	16.0/30
13.	Cagney And Lacey	CBS	15.9/28
14.	Fantasy Island	ABC	15.2/34
15.	Quincy, M.E.	NBC	15.1/30
16.	Midnight Lace (movie)	NBC	14.9/26
17.	Love, Sidney	NBC	14.9/26
18.	Diff'rent Strokes	NBC	14.7/29
19.	Jeffersons	CBS	14.6/36
20.	Happy Days	ABC	14.5/30

The Final Five

64.	Here's Boomer	NBC	5.9/15
65.	Harper Valley, P.T.A.	NBC	5.9/14
66.	Code Red	ABC	5.8/16
67.	Lewis And Clark	NBC	5.3/12
68.	Animalympics	NBC	4.0/11

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Talking with pro football's finest

Football fans will have a chance to talk with prominent National Football League players this fall on a national radio call-in show, if all goes according to plan at A+ Productions, a six-month-old firm based in Houston, which has teamed up with the Mutual Broadcasting System for live distribution of its program by satellite. To be entitled *Tuesday Night Football*, the program will use AT&T's 900 service to connect a moderator in Detroit (with support staff in Houston) to callers and players around the country. A *Sports Illustrated* feature writer, Paul Zimmerman, will be a regular commentator on the show.

Al Ackerman, sports director and announcer at WDIV(TV) Detroit, will host the two-hour program, which is set to start Sept. 7. An originating station for the program has not yet been chosen, according to Bud Cunningham, president of A+ Productions, who says he is negotiating with two stations in Detroit. Plans for the program were finalized only two weeks ago, said Karen Dixon, of the Media Center in St. Petersburg, Fla., the firm that is marketing *Tuesday Night Football* to stations and advertisers. Dixon did not disclose a station lineup or national sponsors for the show, although she said contracts with at least 12 stations and several major advertisers have been completed. The program is being bartered, with 14½ minutes claimed by national advertisers

and 15½ minutes left open for spots sold by local stations.

Two teams of four NFL players will alternate appearances on the show every other week. Joining them will be two other players, from a rotating list of 20, who will appear when their teams are in the news. Every team in the NFL is to be represented periodically on the program, according to Cunningham, and in addition to

scheduled appearances, every team will be given a private-line number for reaching the show, to encourage members to participate whenever they want to.

Callers will be charged 50 cents for each call to the show on the 900 number. They also will be able to vote on an issue raised at the beginning of the show by calling one of the two 900 numbers and hear the results of the poll at the end of the show. □

PlayBack

In the marketplace. *Revista Reportera Forbes*, Spanish-language version of *Forbes Magazine Report*, has cleared on 25 Spanish-language stations, according to Radio Works, series' producer/syndicator. . . . *Countdown to Kickoff*, 26-week football prediction radio series, enters 17th season with 187 markets reportedly cleared. Weekly program, hosted by Ray Scott, is produced and syndicated by The Creative Factor, Hollywood-based production/distribution company. . . . *NFL Pro Flashback*, daily five-minute radio trivia feature, will begin syndication this September from The Creative Factor. . . . *The Royalty of Rock: A Celebration of the Rock Empire*, is set for fall distribution by TM Programming of Dallas. Series is TM Presentation produced by Goodphone Communications.

□

Radio classified. WGSO(AM) New Orleans has introduced *Job Line*, weekly one-hour talk program devoted entirely to calls from potential employers or employees. Station spokesman says show is designed to "humanize the process" of finding jobs in time of heavy unemployment. Response is termed "very heavy."

□

Call letters. Radio Information Center, New York, is compiling first of new series of reports on station call letters changes in U.S. First issue will be out in July and succeeding reports will be published quarterly. Maurie Webster, president of RIC, said report will provide quick and easy access to call letter changes. Report is available for \$400 annually, with additional copies at \$60 per year.

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Alternative funding plan for public broadcasting criticized by NTIA

It says reductions in federal funding may not be a problem, questions need for stations in light of growth of new media

The National Telecommunications and Information Administration has come out against findings of a public broadcasting funding report to Congress. NTIA's position is consistent with a previous stance taken by the agency, but is unusual in light of FCC endorsement of the report. The report was compiled by the Temporary Commission on Alternative Financing for Public Telecommunications, established by Congress, and chaired by FCC Commissioner James Quello (BROADCASTING, June 21).

The report (sent to Congress July 1) basically concluded that none of the alternative funding methods studied by TCAFPT were "preferable" to continued federal funding in the near future and that in the long run none of the funding options would be "preferable" to continued federal support as a means of maintaining

the existing public broadcasting system.

NTIA, however, in a separate statement attached to the report, felt differently. In its arguments, NTIA challenged the report's assumption that the current public broadcasting organizational structure should be maintained. The statement questioned the need for more than one public radio or television station in a market and charged that many stations provide "duplicative" services. And NTIA criticized the temporary commission's report for assuming that "the new media that are now experiencing exponential growth—cable television networks, for example—will essentially never be able to replace the present public broadcasting distributors or distributees."

Instead NTIA pointed out that it is public broadcasting's "national programming that attracts the majority of viewers and listeners, for example." Therefore the agency said: "One does not necessarily require an enormously costly Washington-based establishment plus a very large number of stations with, often, overlapping coverage areas simply to distribute a valued programming service to the public."

In addition, NTIA charged the report with simply assuming "that less federal funding for the current public broadcasting establishment must necessarily translate into less service to the public." The statement contended that if public broadcasting cuts back its administrative overhead and consolidates its overlapping programs. . . "it might be possible to continue to provide the same level of service to the public for even less federal money."

The agency also maintained that new media "are significant as they potentially offer the public programming that is duplicative of that now characteristic of public broadcasting." Also, the statement argued that it is possible that within the next five years "new media services may command as large an audience share, if not larger, than public television typically commands today from 2% to 5%."

According to special assistant to NTIA head Bernard Wunder, Barbara McCaffrey, Wunder was unhappy with the TCAFPT findings because he felt they failed to represent the administration's view. She said that he instructed Ken Robinson, the NTIA representative on the TCAFPT, to write a statement that would reflect the administration's view. Neither Wunder nor Robinson was available for comment. Nor could anyone be reached at the Office of Secretary of Commerce Malcolm Baldrige, Wunder's superior, or at the White House who could say whether the NTIA state-

ment did indeed represent the administration's position. However, a spokesperson at Commerce said she would be "surprised" if it didn't, since Wunder is the chief policy adviser in that area.

Bruce Christensen, president of the National Association for Public Television Stations and TCAFPT member, found the statement surprising because, he said, it did not reflect that public broadcasting has been hearing from the administration. He noted that FCC Chairman Mark Fowler spoke favorably of the report and has indicated a willingness to aid public broadcasters in the search for alternative funding (BROADCASTING, July 5). "It is the ambiguity that troubles me," he said.

Christensen denied charges that many stations provide duplicative services. He noted that stations in the same market cater to different audiences and provide a diversity of services. In addition, he said that the "whole bedrock of the public broadcasting system is built on localism." Christensen also maintained that the new media would not be able to replace public broadcasting, simply because of logistics. "Even by the end of the decade," he said, "only half the country will be wired for cable."

Fowler told a meeting of public broadcasters that he saw the medium as "serving the unmet needs in a deregulated competitive marketplace" (BROADCASTING, July 5). Also, the FCC chairman said that it can be "a safe harbor, as it were, for the concept of localism in broadcasting."

Edward Pfister, president of the Corporation for Public Broadcasting and a TCAFPT member, said NTIA's statement was consistent with positions taken by the administration in the past. He said, however, he detected an "improved attitude," but did not agree with any of the statement. Pfister also said he thought NTIA's statement was based on generalizations.

TCAFPT chairman Quello said that both he and Fowler, who are Reagan appointees and also represent the administration, disagree with NTIA's conclusions. The TCAFPT chairman also rejected NTIA's argument that the new media would provide the alternative programming now offered by public broadcasting.

Both Pfister and Christensen also filed statements with the report along with Frank Mankiewicz, president, National Public Radio. They all praised the report's findings.

Mankiewicz, however, said that the TCAFPT report does not address one regulatory proceeding. He said the proceeding on channel 6 interference could adversely affect public radio stations. "We urge the FCC not to take any action in this matter which would prejudice the development and growth of public radio FM stations," he wrote. □

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Peking visit. Elton Rule (fifth from left) president of ABC Inc. headed a delegation of ABC executives that met in Beijing with People's Republic of China Vice Premiere Wan Li. First row (l-r) Alex Zilo, manager, business affairs for Asia, ABC News; Wu Lengxi, PRC minister of radio and television; Ellis C. Moore, vice president, corporate relations, ABC Inc.; Vice Premiere Wan; Rule; Jin Zhao, advisor to the Ministry for Radio and

Television; George Crozes, vice president, European relations, ABC Sports, and Kevin Delany, news coverage director for Asia, ABC News. Second row: Jim Laurie (center) ABC News Asian correspondent and Han Qingyu (far right) of the Ministry of Radio and Television. Others pictured are interpreters. Rule and company also stopped in South Korea and Japan on their Far East trip.

A watchful eye in Washington

Labor group says it will monitor religious programming aired on two D.C. stations and plans to insure both sides of controversial subjects are examined on air

A liberal backfire against what is perceived as a "one-sided" use of the airwaves by the "radical religious right" is being ignited in Washington by the Metropolitan Washington Council, AFL-CIO, as the 1982 election campaigns begin to heat up. Joslyn N. Williams, president of the council, said "a media fairness project" will begin after Labor Day and continue until the end of the year. The project will involve monitoring of two stations—WDCA-TV and WTTG(TV)—and it carries the threat of fairness doctrine complaints filed with the FCC.

The stations mentioned by Williams carry the programs of religious evangelists Jerry Falwell and Pat Robertson—Falwell on WTTG(TV) and Robertson's *700 Club* on WDCA-TV. Both programs, in the view of the Washington council, carry "one-sided," discussions of political and economic issues.

Williams insisted that the council's aim is not to restrict the station's freedom of speech. "We are not mounting an anti-religion campaign, although we suspect that our effort may be portrayed as such by the evangelists targeted by our monitoring project," Williams said in letters to the two

Intermedia

New contract. In first joint action under two unions' proposed merger, members of Screen Actors Guild and American Federation of Television and Radio Artists ratified recently negotiated commercials contract by 97% favorable vote. Three-year contract is retroactive to Feb. 7, 1982, and includes increase in commercial use fees ranging from 5% to 25%, as well as increased pension and welfare benefits.

Meeting of minds. Assembly of university officials and members of communications policy community will be held in Washington on July 15 in connection with opening in fall of new program for study of telecommunications policy. Program, which will offer advanced graduate degree and professionally-oriented studies and provide for research in telecommunications policy, is first joint effort of Annenberg Schools of Communications at University of Pennsylvania and University of Southern California. Those attending assembly next month will discuss and announce details of new graduate program and some of its initial national and international projects, according to George Gerbner, dean of Annenberg School at Penn. Among those attending will be former Ambassador Walter Annenberg, for whom schools were named, and presidents of USC and University of Pennsylvania, William Zumberge and Sheldon Hackney.

Budget passes. WNET(TV) New York board adopted \$47.4 million fiscal 1983 budget, representing \$7.4 million drop from fiscal 1982. Station proposed cutback in staff by about 40 (BROADCASTING, June 21). WNET financial problems are being attributed to \$1.1 million drop in federal funding for FY 1983 and losses in its development operations. *Dial* magazine has suffered loss of about \$1 million and WNET's tape duplication center in Ann Arbor, Mich., also is experiencing financial difficulties. WNET spokesman, however, says station expects revenues from *Dial* to increase and is looking at ways to improve operation of tape duplication facility. Richard Barthelme, *Dial* publisher, announced he will leave in near future although no date has been selected. Barthelme cited "philosophical" differences for his departure.

No endorsements. National board of directors of Screen Actors Guild voted 60-to-9 to "continue its traditional policy of not endorsing candidates, and of dealing with legislative and political issues on an individual basis." SAG officials discounted suggestion that reaction to political activities of current SAG President Ed Asner was primary cause of action, instead citing highly diverse social, political, and economic characteristics of SAG members. Asner praised committee recommending vote for its hard work, but had no other immediate comment on decision.

television stations.

Rather, he said, the council wants to make sure that when the programs carry discussions of controversial issues of public importance, the stations "will provide air time for opposing viewpoints by qualified spokespersons as required by the FCC's fairness doctrine." Failure to grant time for reply, he indicated in a news conference, would result in a complaint to the commission. "We expect stations to carry out their fairness doctrine responsibilities," he said.

Williams told reporters that the council is concerned that the decision-makers and opinion leaders who live and work within the area of the council's jurisdiction receive a balanced version of the controversial issues discussed by the evangelists. He also said the council wants to make sure that union members—and 250,000 members and their families live in the area—are not "misled by the one-sided opinions they may hear on these programs."

The council released excerpts from the 700 Club program that indicate the kind of statements it feels should not go unchallenged: "These judges influence our life more than we realize . . . they exercise what amounts to a type of dictatorship . . . accountable to no one . . . The time has come for us to be considering a second American revolution . . . The time has come that we've got to go into the courts, we've got to go to the polls, we've got to begin to make something felt in the cause

of freedom because if we do not, a small group spearheaded by organizations like the ACLU are going to make a determined effort to take away every vestige of Christianity out of our national life."

Williams indicated the council was particularly concerned because of reports Fallwell's Moral Majority is girding for a major role in the 1982 elections. "It's appropriate to mount our campaign now—more so as we get closer to the elections," he said.

The project which is being undertaken with support from Norman Lear's Project for the American Way, has already had one result. In response to a complaint about 700 Club programming over the past five

months that was said to have criticized the concept of separation of church and state and the federal judicial system, Farrell Meisel, WDCA-TV program manager, invited a representative of PAW to call the producer of the station's *Newsprobe*, to discuss a possible appearance on that interview program.

The monitoring will be the responsibility of the D.C. Labor Communications Association or affiliates of the International Labor Press Association. Williams said the results of their work will be reviewed at year's end, and the program reassessed. He also said a report on the project will go to the AFL-CIO. □

Changing Hands

PROPOSED

WVOJ(AM) Jacksonville, Fla. □ Sold by Gulf United to Rowland Broadcasting Inc. for \$600,000. **Seller** is Florida-based insurance conglomerate with additional interests in health care products distribution and group owner of five AM's, six FM's and two TV's. It has bought, subject to FCC approval, 52% of KOOL-TV Phoenix, for about \$48 million (BROADCASTING, June 21). Last year it acquired balance of KOOL-TV stock from Gene Autry for about \$30 million and bought six of seven radio stations of San Juan Racing Association before spinning off four of

them for net cost of \$33.5 million. E. Grant Fitts is chairman and president. **Buyer** is owned by Marshall W. Rowland and wife, Carol, who own WQIK(FM) Jacksonville, Fla., and WIZY-AM-FM Gordon, Ga. They also are former owners of WQIK(AM) Jacksonville, which was sold two years ago for \$250,000 (BROADCASTING, May 5, 1980). Wvoj is on 1320 khz with 5 kw full time. **Broker: Blackburn & Co.**

KKIK(AM) Waco, Tex. □ Sold by KKIK Inc. to Brown Broadcasting of Waco Inc. for \$600,000. **Seller** is owned by William W. Jamar Jr. (51%) and wife, Jane Ellen Jamar (49%), who own KBWD(AM) Brownwood and KBIL-FM San Angelo plus minority interests in KSYN-AM-FM Snyder, all Texas. **Buyer** is subsidiary of John Brown University, Siloam Springs, Ark.-based educational institution which owns two AM's and two FM's. John E. Brown Jr. is president. KKIK is on 1010 khz with 10 kw day and 2.5 kw night.

WBBI(AM)-WABN(FM) Abingdon, Va. □ Sold by Burley Broadcasting Inc. to Southern Communications Inc. for \$500,000. **Seller** is owned by Lindy M. Seamon and wife, Frances L. (50% each), who have no other broadcast interests. **Buyer** is owned by Ira W. Southern, who owns WCIR(AM)-WJCK(FM) Beckley, W. Va. WBBI is on 1230 khz with 1 kw day and 250 w night. WABN is on 92.7 mhz with 1.8 kw and antenna 370 feet above average terrain. **Broker: Chapman Associates.**

□ Other proposed station sales include: WLOF(AM)-WBJW(FM) Orlando, Fla. (BROADCASTING, June 28); WKEU-AM-FM Griffin, Ga.; KTGR(AM)-KCMQ(FM) Columbia, Mo. (BROADCASTING, June 21); WWWI(AM) Hyde Park, N.Y.; KHRT(AM) Minot, N.D.; KLNK(FM) Oklahoma City (BROADCASTING, May 24); KSBC(FM) Redmond, Ore.; WEND(AM) Edensburg, Pa.; WGSF(AM) (CP) Arlington, Tenn.; WSVQ(AM) Harrogate, Tenn.; WAXO(AM) Lewisburg, Tenn.; KHEM(AM)-KFNE(FM) Big Springs, Tex.; KCYL(AM)-KLTD(FM) Lampassas, Tex. (BROADCASTING, July 5) and KEEE(AM)-KJCS(FM) Nacogdoches,

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KVOA-TV Tucson, Ariz. □ Sold by Channel 4-TV to H&C Communications Inc. for \$30 million. **Seller** is principally owned by Donald R. Diamond, Richard L. Bloch and Donald Pitt, who have no other broadcast interests. Station was originally part of Pulitzer Publishing Co. television portfolio, but was sold in 1972 for \$2,725,000 (BROADCASTING, Dec. 11, 1972). **Buyer** is parent of *Houston Post* and KPRC-AM-TV Houston, WTVF(TV) Nashville, and WTOK-TV Meridian, Miss., last purchased last year for \$11 million (BROADCASTING, March 23, 1981). William B. Hobby Jr., lieutenant governor of Texas, is chairman. Jack Harris is president of broadcast division. KVOA-TV is NBC affiliate on channel 4, with 35 kw visual, 18 kw aural, and antenna 3,610 feet above average terrain.

WXKS-AM-FM Medford, Mass. □ Sold by Heftel Broadcasting to Pyramid Broadcasting Co. for \$15 million. **Seller** is Honolulu-based group owner of three AM's four FM's and two TV's, principally owned by Representative Cecil Heftel (D-Hawaii), which bought stations three years ago for \$4.25 million (BROADCASTING, Jan. 1, 1979). **Buyer** is general partnership of WXKS-AM-FM employees and group of limited investors headed by controlling partner Richard M. Balsbaugh, vice president and general manager, and includes Arnie Ginsburg, station manager; Janet Karger, general sales manager; Sunny J. White, FM program director; Robert Kline, business manager, and Dorothy Jones, assistant general manager. None have other broadcast interests. WXKS is 5 kw daytimer on 1490 khz. WXKS-FM is on 107.9 mhz with 21 kw and antenna 720 feet above average terrain.

WTNT(AM)-WLWV(FM) Tallahassee, Fla. □ Sold by Robert Ingstad Broadcast Properties to Palmer Communications for \$2.6 million. **Seller** is Valley City, N.D.-based group of three AM's and two FM's owned by Robert E. Ingstad, who bought WTNT and WLWV three years ago for \$1.1 million (BROADCASTING, Feb. 5, 1979). **Buyer** is Davenport, Iowa-based group of three AM's, three FM's and three TV's principally owned by Daniel D. Palmer trust. Robert H. Harter is president. WTNT is on 1270 khz with 5 kw full time. WLWV is on 94.9 mhz with 51 kw and antenna 210 feet.

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

Change at the RAB top. George Duncan, president of Metromedia Radio and chairman of the Radio Advertising Bureau, made it official last week that there will be changes in RAB's management structure, announcing that President Miles David will "soon" become vice chairman as well as chief executive officer ("In Brief," July 5). This, he said, will allow for "future management expansion." Duncan praised David for his part in building RAB to "the biggest membership and the widest and most enthusiastic acceptance of its programs in the industry's history"; and said RAB's budget has also reached "an all-time high"—believed to be about \$4 million a year—while the bureau "is operating prudently at a surplus in today's economy." Duncan gave no hint of what form "future management expansion" may take, but David said it clearly will be needed in restructuring RAB to meet radio's changing needs. One possibility reportedly under consideration is separating RAB into large-market and small-market divisions, each with its own president reporting to David. David said only that "a strategic plan" is being developed "and management additions are not expected until this plan is completed." That's said to be several months away.

KOGT is on 1600 khz with 1 kw full time.

KAHL(AM)-KELN(FM) North Platte, Neb. □ Sold by Dahl Broadcasting Inc. and Dahl FM Broadcasting Inc. to Valley Communications Inc. for \$810,000. **Seller** is principally owned by A. E. Dahl and son, Nelson E. Dahl, who have no other broadcast interests. **Buyer** is owned by Ross Beach and Robert E. Schmidt, who are Hays, Kan.-based group owners of four AM's and three TV's. KAHL is on 1410 khz with 5 kw day and 500 w night. KELN is on 97.1 mhz with 100 kw and antenna 458 feet above average terrain.

KFMU(FM) Oak Creek, Colo. □ Sold by Chermi Communications Limited Partnership to KFMU Limited Partnership for \$729,000. **Seller** is owned by D.

Michael Barry (51%) and wife, Cheryl L. Barry (49%), who have no other broadcast interests but will keep 19% interest in buying group. **Buyer** is owned by RET Butler Communications Corp. (81%) and Chermi Communications L.P. (19%). RET Butler Communications is owned by Ronald E. Tarrson, who is vice president of Chicago dental hygiene products manufacturer and has no other broadcast interests. KFMU is on 103.9 mhz with 265 w and antenna 1,527 feet above average terrain.

□ Other approved station sales include: WDCF(AM) Dade City, Fla.; WJOE(AM)-WGCY(FM) Port St. Joe, Fla.; WBNP(AM) Newburyport, Mass.; WJEB(AM)-WBMM(FM) Gladwin, Mich. (see "For the Record," page 77).

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Georgia court rules for open courtroom

Opinion opening murder trial to cameras reverses trial judge who had excluded press from pretrial proceedings three times

Georgia's reputation as the state most devoted to the concept of open courtrooms in criminal proceedings has been upheld. The state's supreme court reversed a trial judge who three times excluded the press from pretrial proceedings in a notorious murder case.

The supreme court noted, in an opinion written by Chief Justice Robert M. Jordan, that the state's constitution says that "criminal trials *shall* be public." And, Jordan added, "we construe that state constitutional provisions to be as applicable to pre-trial, mid-trial and post-trial hearings as to the trial itself."

The case at issue, as the court noted, was one reporters and editors recognized as attracting readers, viewers and listeners. A 21-year-old woman, Rebecca Heath, who was nine months pregnant, was found shot to death beside a road near Colum-

bus, Ga. Her husband and his girl friend, the daughter of a prominent Virginia family, pleaded guilty to charges of arranging the murder. Two men were indicted as the "hit men."

The orders excluding the press from pretrial proceedings were issued in response to motions made by the attorney for one of the alleged hit men, Gregory Lumpkin. The third order—issued as the court was examining the question of whether the police had denied the defendants their rights in obtaining statements while denying them access to counsel—applied to the press, not members of the public. And when reporters sought to re-enter the courtroom as members of the public, they were forcibly restrained. The closure order was appealed by the publisher of the *Columbus Ledger* and the *Columbus Inquirer*.

The state's high court, which invited briefs from news gathering organizations and from officials representing the state in criminal proceedings, left no doubt as to its commitment to open courtrooms. Jordan pointed out, in a footnote, that the court has sought "to open the doors of Georgia's courtrooms to the public and to attract public interest in all courtroom pro-

ceedings because it is believed that open courtrooms are a *sine qua non* of an effective and respected judicial system which, in turn, is one of the principal cornerstones of a free society."

And in reversing the trial court's exclusion order, Jordan said the terms of the appeal—it called for a balancing of the defendant's Sixth Amendment right to a fair trial against the First and 14th Amendment rights of the public to gain access to hearings in criminal cases—were "too narrow." For the state or federal government can easily have an interest in closing parts of a criminal proceeding, the court said.

"The fact of many possible exceptions allowing closure should not be allowed to obscure the extreme importance of the strong presumption favoring the general rule," Jordan said. And in Georgia, that rule holds that the trial and all its consequent hearings "shall be open to the press and public on equal terms unless the defendant . . . is able to demonstrate on the record by 'clear and convincing proof' that closing the hearing . . . is the only means by which a 'clear and present danger' to his right to a fair trial or other asserted right can be avoided."

Jordan, who said Georgia law is more protective of the concept of open courtrooms than federal law, added that a Georgia trial court judge must approach closure issues "possessed of less discretion than his federal counterpart." The state constitution, Jordan noted, "commands that open hearings are the nearly absolute rule and closed hearings the very rarest of exceptions." □



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SDX extension. Extended deadline of Aug. 1 has been announced for applications for \$10,000 Eugene C. Pulliam fellowship for editorial writers, according to The Society of Professional Journalists, Sigma Delta Chi. Fellowship is sponsored by Sigma Delta Chi Foundation and is available to editorial writers in U.S. and territories who are interested in broadening their journalistic expertise through travel or research. Applicants must have had at least five years of full-time editorial writing experience. Applications should contain personal biography, summary of professional experience, 10 samples of editorials or editorial series, applicant's plans for using award and letter of endorsement from applicant's employer. Mailing address: Pulliam Fellowship, Sigma Delta Chi Foundation, 840 North Lake Shore Drive, Suite 801 W, Chicago 60611. Fellowship honors memory of late Eugene C. Pulliam, publisher-broadcaster, who was one of Sigma Delta Chi founders in 1909.

has launched major lobbying effort to defeat it. Senate Commerce Committee members have expressed dissatisfaction with bill, but Committee Chairman Bob Packwood (R-Ore.) said panel will decide whether to go to conference on it after Wirth's bill passes House. Senate Commerce Committee has held three hearings on bill to permit FCC to deregulate and promote competition among international services offered by U.S. companies. Introduced by Goldwater, bill (S. 2469) would permit FCC to impose reciprocity provisions on carriers from countries that restrict entry by U.S. carriers. It would also create seven-member interagency task force to establish U.S. goals for international communications and to design administrative structure for implementing policy.

□

Cosat. Following adoption of staff report last April (BROADCASTING, April 28, 1980), FCC adopted rulemaking to examine corporate structure of Communications Satellite Corp. to insure that its competitive domestic businesses operate independently of its congressionally mandated international ones. Commission has also put out for public comment request by Cosat to allow it to offset losses from its participation in Inmarsat with revenues from Intelsat—request commission seems dubious about granting. Decision on that request is expected shortly after report and order is issued on corporate-structure item. (See also "Direct Broadcast Satellites" below.)

□

Copyright Royalty Tribunal. After operating without its full complement for almost year, CRT has found itself with fifth commissioner: Edward W. Ray (BROADCASTING, March 29). Ray, 55, was appointed by President Reagan to fill term, which expires in September, vacated when Clarence James resigned last year (BROADCASTING, May 11, 1981). Tribunal has completed 1979 cable royalty fee distribution proceeding (BROADCASTING, Dec. 7, 1981) in which it issued formula to divide \$20.7 million paid in royalties by cable companies. Under formula, U.S. commercial TV will receive 4.5%; Canadian TV, .75%; program syndicators, 70%; sports claimants, 15%; National Public Radio, .25%; music performing rights societies, 4.25%, and Public Broadcasting Service, 5.25%. CRT completed final phase of proceeding (BROADCASTING, March 15), allocating funds among individual parties within categories that weren't able to agree among themselves to split. As result, of 70% awarded program syndicators, MPAA will receive 96.8%; Multimedia Program Productions Inc., 1.6%; National Association of Broadcasters, 0.8%; Spanish International Network, 0.7%; Mutual of Omaha, 0.1%. Christian Broadcasting Network, PTL Television Network and Old Time Gospel Hour received none. NAB had argued TV broadcasters deserved 5% of syndication award, contending broadcasters produced hundreds of hours of original programming and deserved share of royalties awarded for syndicated programs (BROADCASTING, Feb. 8). Tribunal's formula on how to divide \$14.6 million in royalties paid in 1978 was issued in September 1980 (BROADCASTING, Sept. 29, 1980). Under formula, U.S. and Canadian TV broadcasters split 3.25% of pie; program syndicators, 75%; sports claimants, 12%; PBS, 5.25%, and music performing rights societies, 4.5%. Although decision is still subject to appeal, tribunal, holding that total amount in fund wouldn't be affected by appeals, has distributed 50% of fund (BROADCASTING, July 27,

1981). Notices of intent to participate in 1980 cable distribution proceeding were due April 26. Tribunal, in response to petition from National Cable Television Association, is holding cable royalty rate adjustment proceeding to determine cable operators' copyright obligations in wake of FCC's dropping syndicated exclusivity and distant-signal rules (BROADCASTING, June 21). Decision is expected this October. Commissioner Frances Garcia became tribunal chairman Dec. 1, 1981, replacing Commissioner Thomas Brennan, who had been serving as acting chairman after James resigned.

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Crossownership (television broadcast-cable television; telephone company-cable TV). At open meeting this month, FCC is expected to launch rulemaking proposing to drop crossownership rule prohibiting TV networks from owning cable systems ("Closed Circuit," June 21). Action comes in wake of proceeding launched to solicit comment on staff report recommending that FCC drop most of its cable crossownership rules (BROADCASTING, Nov. 9, 1981). Report, put out by FCC Office of Plans and Policy, recommended that FCC allow co-located broadcast-cable crossownership; allow networks to own cable companies; place no restrictions on size of MSOs, but continue to restrict entry of telephone companies into cable. In comments, report drew praise from broadcasters and networks; cable interests and public interest groups were opposed, and telcos argued for easing restrictions on telephone companies (BROADCASTING, Jan. 25). FCC has dropped public notices adopted in 1979 that warned AM-FM combinations would be subject to future proceedings considering divestiture of combinations (BROADCASTING, March 8). Public notices stemmed from FCC approval of mergers of Combined Communications Corp. into Gannett Co. and Starr Broadcasting Group into Shamrock Broadcasting in 1979 (BROADCASTING, June 11, 1979). Commission had said companies would have to comply with whatever future rule FCC adopted regarding AM-FM combinations. FCC also placed same condition on all other applications that would result in sale or creation of co-located AM-FM combinations as of June 7, 1979. FCC has also adopted rule exempting rural areas, as defined by Census Bureau, from its telephone company-cable television crossownership prohibition (BROADCASTING, Nov. 9, 1981). FCC amended its rules to require divestiture of either cable system or co-owned TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, April 26, 1976). National Citizens Committee for Broadcasting appealed, arguing rule should be broader. Two system owners involved also appealed on other grounds (BROADCASTING, April 26, 1976). In December 1978, court sent case back to commission at FCC's request. FCC on June 25, 1980, adopted notice of proposed rulemaking that seeks to require divestiture of all cross-ownerships of TV stations and cable systems located in TV station's Grade B contour (BROADCASTING, June 30, 1980). Late in 1980 Marsh Media petitioned commission to do away with cable-broadcast crossownership rules altogether, arguing that prohibition is outdated, in violation of First Amendment and not in public interest.

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Direct broadcast satellites. FCC opened

skies to DBS service, adopting loose rules for licensing and operation of DBS satellites. In unanimous vote, FCC allocated 500 mhz of spectrum (12.2-12.7 ghz) for downlinks and another 500 mhz (17.3-17.8 ghz) for uplinks, giving DBS operators broad leeway to determine what sorts of services they want to offer, and for determining how they want to be regulated. DBS operators opting to offer broadcast services will be subject to broadcast statutes; operators offering common carrier-like services will be subject to common carrier rules. FCC declined to impose any ownership restrictions, and imposed no technical standards on service beyond those required by international agreements. Under DBS licensing and procedural rules, licenses will be granted for five years. Applicants will be required to start construction within year after construction permits are granted; they also would have to begin operations within six years of receiving construction permits. Action frees FCC to start processing nine applications it has accepted for filing from Cosat's Satellite Television Corp., CBS, RCA, Western Union, Graphic Scanning Corp., Video Satellite Systems, DBS Corp., Focus Broadcast Satellite Co. and United States Satellite Broadcasting (Hubbard Broadcasting). FCC said it would start processing applications immediately, hoping to issue construction permits by fall (BROADCASTING, June 28). STC proposed three-channel subscription television service, but other applicants have taken different tacks, DBSC, Western Union and RCA plan to lease transponders, and CBS has dedicated its entire system to distribution to homes and broadcast affiliates of high-definition television (HDTV). Concept of DBS has come under attack from broadcasting industry in comments on DBS applications and before House Telecommunications Subcommittee (BROADCASTING, Dec. 21, 1981) and in comments on FCC's two DBS proceedings.

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Equal Employment Opportunity. Although FCC voted in 1980 to launch rulemaking looking to more stringent EEO reporting requirements for all broadcast stations with five or more employees, and comments were filed in proceeding on Oct. 24, 1980, FCC under Chairman Mark Fowler appears headed for more lenient EEO reporting requirements. Although commission was slated to address rulemaking in January, item was pulled after Commissioner Henry Rivera voiced strong opposition (BROADCASTING, Jan. 4). One item proposed reducing frequency of broadcasters' annual employment reports. Second item proposed to exempt all licensees with 15 or fewer employees from EEO reporting requirements. (Currently, only stations with five or fewer employees are exempt.) Third item would have requested comment on Office of Management and Budget recommendation that FCC stop requiring licensees routinely to file affirmative action reports—FCC model EEO program forms—at renewal time. In directive to FCC, OMB said model EEO program forms should be required only in cases where FCC had first determined licensee had been engaging in "discriminatory practices" (BROADCASTING, Nov. 30, 1981). OMB has granted FCC extension to continue requiring filing of affirmative action reports through Jan. 1, 1983 ("Closed Circuit," March 22). FCC officials, however, have said OMB recommendation and EEO package were "low priority" and probably wouldn't be addressed again until fall. Under current EEO

guidelines, stations with five to 10 full-time employees are required to have 50% parity overall with available work force. Stations with more than 10 full-time employees must reach 50% parity both overall and in top four job categories, and stations with 50 or more full-time employees receive complete review of their EEO programs.

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Family viewing. Ninth Circuit of U.S. Court of Appeals in San Francisco has thrown out November 1976 ruling by Judge Warren Ferguson that held family-viewing self-regulatory concept unconstitutional (BROADCASTING, Nov. 19, 1979). And Supreme Court denied petition for review (BROADCASTING, Oct. 13, 1980). Appeals court ruled that Ferguson erred in concluding that U.S. District Court in Los Angeles was proper forum for deciding issue. Court ordered judicial review of administrative proceedings of case before FCC, with claims made against networks and National Association of Broadcasters to be held in abeyance until commission completes its actions. Parties in case participated in hearing before Ferguson, on March 20, 1981, on question of how order referring case to commission should be framed. Case has been remanded to commission, which has sought and received comments on how to proceed. NAB and networks have urged commission to hold evidentiary hearing on policy. Tandem Productions and Writers Guild have urged commission to merely state views on issue "so that the entire matter may be returned to the courts for a prompt, fair adjudication."

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Federal Trade Commission. FTC, under new leadership of Republican economist James Miller III, has taken new direction aiming for "leaner" and "more productive" agency. Since taking office Oct. 5, 1981, Miller has consolidated some of agency's programs and is proposing more. FTC is up for reauthorization this year. At first of authorization hearings held by Senate Commerce Committee, Miller outlined agency's position on several issues (BROADCASTING, March 22). Miller advocated amending current standard in Section Five of Federal Trade Commission Act that makes unfair and deceptive advertising and trade practices unlawful. Chairman also recommended that agency's deceptive advertising and trade practices standard (also in Section Five) be clarified. Other issues expected to be addressed at authorization hearings include agency's cease and desist orders, public participation funding program and exemption of professional groups from FTC enforcement of antitrust and consumer protection laws. Several bills have also been introduced in Senate and House concerning those issues. Since then, Senate Commerce Committee, over objections of its Chairman, Robert Packwood (R-Ore.), passed bill that would curtail agency's current authority to regulate "unfair advertising" (BROADCASTING, May 17). It also defines agency's "unfairness standard," and basically exempts state-regulated professional groups from FTC enforcement of antitrust and consumer protection laws. Both Packwood and Miller have stated objections to exemption for advertisers and state-regulated professions (BROADCASTING, May 31). House Commerce Subcommittee is in deadlock over legislation. Simple one-year authorizing bill was adopted after subcommittee failed to reach consensus on any substantial issues (BROADCASTING, May 24). Full committee has failed to hold markup

on bill. Congress trimmed FTC's budget of \$74.3 million to \$70.7 million. FTC received \$68.7 million for fiscal 1982 in continuing resolution passed by Congress, escaping 12% cuts recommended by Office of Management and Budget. For fiscal 1983, Miller is proposing \$60.8 million budget that would consolidate activities in commission's three major bureaus, reduction in force of 145 full-time employees, and closing of four of its 10 regional offices. Closing of regional offices reflects staff reduction of 150 (BROADCASTING, March 8). FTC proposal to close offices has stirred much debate in House and Senate (BROADCASTING, April 29, May 31). Senate Appropriations Subcommittee Chairman Lowell Weicker (R-Conn.) and Representative Benjamin Rosenthal (D-N.Y.), chairman of House Commerce, Consumer and Monetary Affairs Subcommittee, have hotly objected proposal. FTC has agreed to stall closing until further discussion with Congress (BROADCASTING, June 21). Nomination of Democrat F. Keith Adkinson was returned to White House late last year and then withdrawn by White House March 29. New candidates are now under consideration (BROADCASTING, July 5).

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FM quadraphonic. Nine years after FM quad was first pioneered, FCC began rulemaking that sought comments on two approaches to set standards for system: either to adopt general standards and rely on marketplace to determine which systems will be used or to adopt specific operating characteristics of system, along lines of those proposed by RCA and QSI (BROADCASTING, July 21, 1980). FCC issued initial notice of inquiry in 1977 to study merits of various techniques proposed to commission by National Quadraphonic Radio Committee. Second notice of inquiry was issued early in 1979 (BROADCASTING, Jan. 15, 1979). In comments on second notice, Muzak franchisees argued that alternatives would be acceptable only if they didn't interfere with 67 khz subcarrier channel company uses to transmit its background music service to clients. Though most other comments lent support to establishment of specific standards, ABC argued in support of general standards (BROADCASTING, Jan. 19, 1981). Commission is expected to consider item by third quarter of 1982.

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Home videotaping and copyright. Supreme Court has agreed to review decision by Ninth Circuit Court of Appeals in Los Angeles that found home taping violates copyright law (BROADCASTING, June 21). Meanwhile, proposals are pending in both House and Senate to exempt home taping from liability, including S. 1758, introduced by Senator Dennis DeConcini (D-Ariz.) and H.R. 4808, introduced by Representative Stan Parris (R-Va.). Also pending are proposals to compensate copyright holders through compulsory license on sale of audio and video cassette recorders, found in amendment to S. 1758 sponsored by Senator Charles Mathias (R-Md.) and in separate bill (H.R. 5488) introduced by Representative Don Edwards (D-Calif.). House copyright subcommittee held fourth hearing on issue June 24 and plans additional hearings. Senate Judiciary Committee has completed hearings, but made no move to mark up proposals.

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License renewal forms. FCC adopted rule

that shortens renewal form to postcard size for most AM, FM and TV stations. Random sample of about 5% (excluding commercial radio service), however, will have to submit longer "audit" form. Broadcast Bureau will conduct on-site audits of some of those stations completing long form to verify accuracy of information submitted (BROADCASTING, March 30, 1981). Rule has been opposed by Henry Geller, former head of National Telecommunications and Information Administration, in petition for reconsideration. FCC rejected reconsideration, and Geller filed appeal with U.S. Court of Appeals for D.C. Circuit Dec. 4, 1981.

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Low-power television. FCC gave birth to new broadcast service March 4 adopting rules for low-power television (LPTV) (BROADCASTING, March 8). New-generation television stations are technically similar to translators, but are permitted to originate programming. (Translators had been restricted to rebroadcasting signals of full-service stations.) In adopting service, FCC estimated as many as 4,000 new stations could eventually be spawned by rules, adding to 4,000 existing translators that can rise to LPTV status simply by notifying FCC. LPTV stations will have few regulatory obligations and there are no crossownership or multiple-ownership restrictions. Stations must observe same statutory prohibitions against broadcast of obscenities and lotteries, however, and they have limited equal time and fairness doctrine obligations. Freeze imposed in 1981 to deal with backlog of 6,500 applications will remain in place for foreseeable future. Applications for new LPTV stations proposing to serve areas now unserved or served by one full-service station are exempt from freeze. FCC expects to receive about 1,200 freeze-exempt applications each year and hopes to dispose of them and existing backlog at rate of 600 per month once new computer system comes on line in early 1983.

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Minority ownership. FCC three years ago adopted policies aimed at easing minorities' path to station ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans in first year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about \$10 million from networks and other broadcast organizations for its nonprofit Broadcast Capital Fund (formerly Minority Broadcast Investment Fund (BROADCASTING, Sept. 29, 1980)), through which it hopes to raise \$45 million for direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1, 1979). Fund's subsidiary MESBIC (minority-enterprise, small business investment corporation) has invested \$4 million in 13 radio ventures and two TV ventures. BROADCASTAP board of directors recently voted to expand management training programs to include executives from cable and other technologies as well as broadcasting. National Radio Broadcasters Association is matching minority license applicants with broadcasters who advise on obtaining license and getting facility into operation. Meanwhile, Advisory Committee on Alternative Financing for Minority Opportunities in Telecommunications, which was chaired by FCC Commissioner Henry Rivera, has presented final

recommendations on ways to increase minority ownership to commission (BROADCASTING, May 31). Among other things, committee recommended that FCC revise its distress sales and tax-certificate policies to make it easier for minority-controlled limited partnerships to take advantage of them. It also recommended that tax-certificate policy be applied to cable, common carrier and land mobile services. FCC is expected to act further on recommendations at first meeting in September.

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Music licenses. All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers agreed on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters \$6.5 million to \$8 million over full term (BROADCASTING, Aug. 21, 1978). Committee also negotiated new agreement for Broadcast Music Inc. licenses retroactive to Jan. 1, 1979, and extending through Dec. 31, 1983 (BROADCASTING, March 12, 1979). In TV, similar all-industry committee quit negotiating for new TV-station licenses with ASCAP and BMI and filed class-action suit in U.S. Southern District Court in New York against two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 4, 1978). That case was tried in November and December 1981 (BROADCASTING, Dec. 14, 1981). It now awaits decision of U.S. District Judge Lee P. Gagliardi.

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Network inquiry. FCC's network inquiry staff disbanded in fall of 1980, submitting its final report to commission Oct. 20, 1980. Staff suggested best way to achieve goals of added competition, diversity and localism in television is to open existing allocations plan to more local outlets so that new networks can be formed. Staff also concluded that commission can foster growth of more networks in newer forms of technology such as direct broadcast satellite, multipoint distribution service and cable by not placing regulatory barriers in way of new technological development (BROADCASTING, Oct. 27 and Nov. 10, 1980). Broadcast Bureau has completed review of network inquiry report and has thus far proposed repeal of financial interest and network syndication rules as FCC network inquiry staff had recommended (see prime-time access rule item below).

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Network standings. Prime-time TV rating and share averages, Oct. 5, 1981-July 4, 1982: CBS 17.6/29, ABC 17.0/28, NBC 14.5/24.

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Noncommercial broadcasting rules. FCC has amended rules to permit public TV stations to broadcast logos and to identify product lines of program underwriters (BROADCASTING, April 27, 1981). New identifications may be run without limit. Public broadcasters may now also promote goods and services on air as long as no consideration is received—with proviso that they make determination that such promotion serves public interest. National Association of Broadcasters has filed petition for reconsideration. Commission, under authorization given it in budget reconciliation bill, has established committee that has implemented 18-month experiment by limited number of public radio and television stations to air commercials (see "Public broadcasting," below). Commission initiated inquiry and

rulemaking designed to bring regulatory policies for public broadcasting up to date (BROADCASTING, June 12, 1978). Inquiry is aimed at helping commission determine standards for who can be noncommercial licensee. Commission is considering establishment of FM table of allocations for educational assignments and new classes of stations and extension to noncommercial licensees of limits on ownership now applicable only to commercial licensees. Comments have been received in all (BROADCASTING, Jan. 28, 1981). FCC has also launched proceeding considering elimination of ascertainment and logging rules and program oversight of public broadcasting (BROADCASTING, Nov. 9, 1981). Broadcast Bureau hopes to recommend action on deregulatory proposal to commission before August recess. FCC has also launched rulemaking proposing to permit noncommercial broadcasters to use their FM subsidiary communications authorizations to turn profits (BROADCASTING, Jan. 18).

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Performer royalties. House Subcommittee on Courts, Civil Liberties and Administration of Justice has postponed indefinitely markup of proposal to assess royalties according to radio stations' net advertising receipts for use of recorded music. Introduced by Representative George Danielson (D-Calif.), bill (H.R. 1085) would also allow assessment at TV stations (BROADCASTING, March 2, 1981). Prospects for passage of bill are all but gone after Danielson retired from House to accept appointment to California court of appeals (BROADCASTING, Feb. 22).

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Prime-time access rule. FCC dismissed petition by Chronicle Broadcasting Co. to delete prohibition against use of off-network programming during prime-time access (BROADCASTING, Nov. 16, 1981). FCC argued that though there might be merit to Chronicle's proposal, it should be considered in context of review of entire prime-time access rule which it said might be addressed when commission takes up staff recommendations stemming from FCC's network inquiry (see above). Chronicle petitioned FCC to repeal section of PTAR that restricts off-network programming on network affiliated stations in the largest 50 TV markets in July (BROADCASTING, July 27, 1981), arguing that it was unconstitutional, ineffective and gave stations not affected by rule competitive advantages. NBC, filing comments, urged that proceeding be expanded to consider repeal of entire prime-time rule, arguing that rule presented "barrier" to expansion of its *Nightly News* to 60 minutes (BROADCASTING, Aug. 17, 1981). NBC's proposal to expand proceeding was strongly opposed by Chronicle and all network affiliates' associations (BROADCASTING, Aug. 31, 1981). Networks appeared to back off on drive to win repeal or waiver of PTAR, rechanneling their energies to lobby for repeal of financial interest and network syndication rules, which prohibit television networks from acquiring any piece of exhibition, distribution or other commercial use of any program not produced entirely by network, and bar them from domestic syndication. While networks have been hotly opposed by independent producers and program syndicators, commission has adopted notice of proposed rulemaking proposing repeal of those rules (BROADCASTING, June 28).

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Public broadcasting. Corporation for Public

Broadcasting is facing series of budget reductions. CPB is asking for \$130 million for FY 1985, while Office of Management and Budget is recommending \$85 million (BROADCASTING, Feb. 15). In addition, CPB's FY 1983 is being threatened by proposal from OMB to rescind it from \$137 million to \$116.5 million. That budget was reduced from original \$172 million. And continuing resolution passed by Congress last December leaves CPB with \$105.6 million budget for fiscal 1984, 40% below current 1983 budget of \$172 million (BROADCASTING, Dec. 21, 1981). Congress has since adopted urgent supplemental that contains amendment to restore CPB's 1984 appropriation to \$130 million. Bill was subsequently vetoed by President Reagan. However, Congress sent second supplemental bill containing CPB amendment, it too was rejected. New Senate bill contains amendment and White House says bill will not be rejected. House, however, must still approve bill (BROADCASTING, July 5). CPB has set up Financial Task Force to explore possible alternative funding methods. Also National Association of Broadcasters task force on public broadcasting funding released report containing five funding options. Report is to be included in larger study completed by Temporary Commission on Alternative Financing for Public Telecommunications (BROADCASTING, May 20). TCAFP sent report to Congress on July 1. It primarily noted that there are no immediate solutions to funding problems, and didn't foresee any options which could completely replace federal funds (BROADCASTING, June 28). NAB has also joined CPB in lobbying Congress to restore federal funds to public broadcasting. Public Broadcasting Service, which will be affected by budget cuts, has adopted reorganization plan that will consoli-

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date services to reduce costs, (BROADCASTING, June 7). Temporary Commission on Alternative Financing for Public Telecommunications has authorized advertising experiment granting 10 public TV stations permission to air commercial messages. Experiment was originally authorized by Congress to explore potential of advertising revenue for public broadcasting. Several problems developed before experiment could continue, but majority of stations are now airing commercial messages. Meanwhile, Public Broadcasting Service continues efforts to develop pay television network, now being called PBS/Cable, which would be supported by pay television revenue and institutional advertising (BROADCASTING, Feb. 9, 1981). AT PBS annual meeting, noncommercial stations voted 107-18 to let PBS proceed with development phase of service. PBS has received \$500,000 in seed money from Carnegie Corp. and Mobil Oil to develop project and was awarded \$250,000 grant from General Electric, to be used for intensive study of subscriber potential, methods of local distribution via cable TV, and structuring arrangements with arts and educational institutions. At annual conference in June, no major announcements on project were made. PBS continues, however, investigation (see story, this issue). National Public Radio is aggressively exploring revenue-making ventures. At Public Radio Conference it introduced number of options under consideration (BROADCASTING, April 26). In June NPR announced details of joint venture to form digital data delivery service, INC Telecommunications, with National Information Utilities Corp. (BROADCASTING, June 28). Service would be delivered over public radio station's FM subcarrier channel.

Region 2 (western hemisphere) conference on AM broadcasting. Second and

final session of Region 2 conference on AM broadcasting ended on Dec. 19, 1981, on note of uncertainty. Cuban delegation on preceding Monday had walked out, with strong denunciation of U.S. (BROADCASTING, Dec. 21). Question of how U.S. and Cuba would negotiate incompatibilities in their respective inventories was key question left unresolved, and Cuba's inventory posed most serious problems faced by U.S. broadcasters. Among actions of conference, U.S. regarded as victories was decision to retain 10 khz channel spacing rather than adopt 9 khz plan that U.S. had advanced originally, at first session, in Buenos Aires, in March 1980.

Teletext. In rulemaking released last fall, FCC proposed authorizing television stations to broadcast teletext services within vertical blanking interval without specifying what teletext system they must use (BROADCASTING, Oct. 26, 1981). Choice of system would be left to marketplace (presumably broadcasters) to decide. Rules would dedicate seven lines of the vertical blanking interval to teletext service (lines 14, 15, 16, 17, 18 and 20); line 21 could be used on "equal access" basis with closed captioning service of National Captioning Institute. Marketplace approach to teletext brought mixed results from teletext proponents in comments. Generally, proponents of North America Broadcast Teletext Specification, worked out last spring by AT&T, CBS and promoters of French Antiope and Canadian Telidon systems, argued against marketplace; they urged FCC to dub NABTS as national standard. CBS went so far as to file petition for reconsideration of proposed rulemaking (BROADCASTING, Jan. 18). Proponents of British Ceefax system, on other hand, supported marketplace approach, confident their system would quickly win widespread acceptance. Meanwhile, on-the-air tests of systems are being conducted in number of cities including Los Angeles, Chicago, San Francisco and New York. Plans for nationwide teletext services were announced by CBS and NBC on June 25; both will use NABTS.

TV allocations. FCC Broadcast Bureau plans to recommend item to commission on its generic VHF drop-in proceeding by end of summer, according to Larry Harris, bureau chief. And, according to Harris, bureau wouldn't be receptive to "protectionist" arguments, basing recommendation "strictly on whether they [drop-ins] cause interference or not" (BROADCASTING March 29). In move, some observers interpreted as strong signal that FCC will change its rules in generic proceeding to ease creation of drop-ins. FCC has denied nine petitions to reconsider its decision approving four drop-ins: Salt Lake City (ch. 13); Charleston, W. Va. (ch. 11); Knoxville, Tenn. (ch. 8), and Johnstown, Pa. (ch. 8). In 5-to-2 vote, commission upheld its order approving those, contending that benefit communities would experience outweighed any service loss drop-ins might cause (BROADCASTING, May 17). FCC approved those four drop-ins and proposed changing its rules to ease creation of more two years ago (BROADCASTING, Sept. 15 and Sept. 21, 1980). In proposal, FCC said that if rulemaking were adopted, there would be "presumption in favor" of additional service. Although applicant would be required to provide equivalent protection to existing stations, it would be incumbent upon opponents of drop-in allotment to prove addi-

tion of short-spaced VHF stations would be harmful to extent that "net loss of service to the public" would result. As of June 15, there was one application on file for drop-in at Charleston. Eight applications are on file for Salt Lake City, 13 for Knoxville and three for Johnstown.

TV cameras in Senate. Resolution to allow televising of chamber proceedings (S. Res. 20) was passed by Senate in late April on condition that Rules Committee define any necessary changes in Senate rules and any regulations needed to govern broadcast system before effective date to begin broadcasting is set (BROADCASTING, April 26). Rules Committee, which hopes to report resolution back to Senate this week, plans to recommend no changes in Senate rules, that televised coverage be gavel-to-gavel and that Senate, rather than media, control cameras.

UHF. FCC's May 1975 notice of inquiry on UHF taboos to determine whether proximity of stations could be reduced (BROADCASTING, June 2, 1975) was terminated with adoption of new proceeding looking toward development of new television receivers (BROADCASTING, Feb. 20, 1978). In 1979 FCC set up task force to work toward UHF comparability, and made plans to spend up to \$610,000 on project (BROADCASTING, Jan. 8, 1979). Task force released first in series of reports that will seek to define problem, evaluate improvements and formulate alternatives for improved UHF reception (BROADCASTING, Sept. 17, 1979). Second report sees number of possible technical gains for transmitters that would narrow VHF advantages (BROADCASTING, March 10, 1980). Subsequent report, "Comparability for UHF Television," released September 1980, concludes that although UHF is running poor second to VHF, disadvantages suffered by UHF service could be drastically reduced if viewers installed proper antenna systems (BROADCASTING, Sept. 22, 1980). In comments broadcasters and equipment manufacturers have taken issue with that conclusion. Commission has initiated further notice of inquiry and notice of proposed rulemaking on some of concerns raised in report and looks toward revising some technical rules regarding UHF television.

WARC. White House has yet to send to Senate for ratification treaty and protocol negotiated at World Administrative Radio Conference, which concluded in Geneva in December 1979. U.S. officials said 11-week conference—which managed to avoid ideological conflicts some had feared would occur—was "success" (BROADCASTING, Dec. 10, 1979). Among results: Upper end of AM band was extended from 1605 to 1705 khz, shortwave frequencies were increased by about 500 khz, and proposal was adopted to increase three-fold number of broadcast and fixed satellites that can operate in 12 ghz and in western hemisphere. In addition, conference provided for co-equal sharing by television, mobile and fixed services in 806-890 mhz band, but U.S. took footnote to assure right to such sharing between 470 and 806 mhz and from 890 to 960 mhz and reserved right to ignore WARC-imposed conditions on coordinating such sharing with Canada, Mexico and Cuba (BROADCASTING, Dec. 24, 1979).

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As compiled by BROADCASTING, June 28 through July 2, 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. SII—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

AM applications

- Celina, Tenn.—Cumberland Broadcasting Co. seeks 770 khz, 1 kw-D. Address: P.O. Box 399, Lebanon, Tenn. 37087. Principal: William R. Hunt (100%), who has no other broadcast interests. He is stepson of William O. Barry, who owns WAMB(AM) Donelson, Tenn. Filed June 25.
- Thompson Station, Tenn.—James H. and Judith G. Hayes seeks 1100 khz, 1 kw-D. Address: Route 1, Thompson Station, Tenn. 37179. Principals: James H. Hayes and wife, Judith G. Hayes (50% each). James Hayes owns 25% of WAXO(AM) Lewisburg, Tenn., which has been sold, subject to FCC approval (see below). Filed June 25.
- Madisonville, Tex.—Madison County Broadcasting Co. seeks 1220 khz, 500 w-D. Address: P.O. Drawer 1236, Livingston, Tex. 77351. Principal: Harold J. Haley (100%), who owns KETX-AM-FM Livingston, Tex. Filed June 25.

TV application

- Missoula, Mont.—James A. Bender seeks ch. 17. ERP: 1,000 kw vis., 200 kw aur., HAAT: 2,615 ft.; ant. height above ground: 245 ft. Address: P.O. Box 2727, Missoula, Mont. 59806. Principal: James A. Bender (100%), who is employee of KDXT(AM)-KGRZ(FM) Missoula, and also is applicant for new TV at Helena, Mont. Filed June 22.

FM applications

- Juneau, Alaska—Empire Communications Inc. seeks 105.1 mhz, 25 kw, HAAT: -1,130 ft. Address: 8602 Teal Street, Juneau 99803. Principal: Group of five stockholders headed by Donn B. Erisman Jr., president and 32% owner. None have other broadcast interests. Filed June 25.
- Seward, Alaska—Mildred D. Townsend seeks 103.1 mhz, 3 kw, HAAT: -1490 ft. Address: 4107 Hampton, Anchorage, Alaska 99504. Principal: Applicant has no other broadcast interests. Filed June 28.
- Glendale, Ariz.—Continental Broadcasting Corp. of Arizona Inc. seeks 103.5 mhz, 78 kw, HAAT: 2,180 ft. Address: 1975 South Central Avenue, Phoenix, Ariz. 85004. Principal: Jose Molina (100%), who owns KPHX(AM) Phoenix. Filed June 24.
- Glendale, Ariz.—Compadres Communications Corp. seeks 103.5 mhz, 46 kw, HAAT: 2,506 ft. Address: Box 182, Scottsdale, Ariz. 85252. Principals: Ralph L. Borkman, Gabriel T. Garcia (42% each), Rosemary L. Gibson (12%) and Richard B. Gilbert (4%). Borkman owns 10% of KMLE(FM) Chandler, Ariz., and 30% of permittee KQST(FM) Sedona, Ariz., of which Gilbert also is 10% owner. Filed June 22.

■ Glendale, Ariz.—Dove Enterprises of Glendale seeks 103.5 mhz, 84.5 kw, HAAT: 2,233 ft. Address: 6025 East Cambridge Avenue, Scottsdale, Ariz. 85257. Principals: Jane M. Hawkins and Edith M. Blazier (50% each), who have no other broadcast interests. Filed June 24.

■ Glendale, Ariz.—Glendale FM Broadcasting seeks 103.5 mhz, 100 kw, HAAT: 877.88 ft. Address: 8149 East Appaloosa, Scottsdale, Ariz. 85258. Principal: Closely held group of two general partners and five limited partners. Joseph W. Freeman, general manager, is operations manager at KQYT(FM) Phoenix. Filed June 24.

■ Glendale, Ariz.—Diane M. Greenlee seeks 103.5 mhz, 100 kw, HAAT: 2,000 ft. Address: 4840 Riverbend Road, Boulder, Colo. 80301-2682. Principal: Diane M. Greenlee (100%), who owns 45% of KADE(AM)-KBCO(FM) Boulder, Colo., and 35% of applicant for new FM at Fountain, Colo. (BROADCASTING, June 7). She also is applicant for new FM at Tahoe City, Calif. (BROADCASTING, Nov. 20, 1980) and new AM at Vail, Colo. Filed June 23.

■ Glendale, Ariz.—Lemraf Inc. seeks 103.5 mhz, 51.8 kw, HAAT: 2,423 ft. Address: 5825 West Glenn Drive, Glendale, Ariz. 85301. Principals: Lois M. Lemley (60%), Anita Candelaria (25%), David W. Lemley (10%) and Gina Hemphill (5%). David Lemley is announcer and audio engineer at WRFY(FM) Reading, Pa. Candelaria is bookkeeper at KPHX(AM) Phoenix, Ariz. Filed June 23.

■ Glendale, Ariz.—MCB Broadcasting of Arizona Inc. seeks 103.5 mhz, 89 kw, HAAT: 2115 ft. Address: 318 West Boardman, Youngstown, Ohio 44503. Principals: Mary S. Marsh (44.5%), William C. Bartels and Connie Y. Bartels (22.2% each) and Robert D. Hanna (11.1%). They also are applicants for new FM at Temple, Tex. (BROADCASTING, June 7) and, excluding Hanna, new FM at Las Vegas (BROADCASTING, May 3). Hanna is Dallas, Tex., media broker and principal owner of KCLW(AM) Hamilton, Tex.; he also owns 33% of KELS(FM) Ardmore, Okla., and is part owner of KERV-AM-FM Kerrville, Tex. Filed June 24.

■ Glendale, Ariz.—Newmountain Broadcasting Corp. seeks 103.5 mhz, 83 kw, HAAT: 2112 ft. Address: 228 East Oxford Drive, Tempe, Ariz. 85283. Principal: Donald Jerome is president and 51% owner. He was formerly public affairs director at KOOL-FM-TV Phoenix, and has no other broadcast interests. Filed June 21.

■ Glendale, Ariz.—TFW Ltd seeks 103.5 mhz, 71.5 kw, HAAT: 2,165 ft. Address: 6402 West Glendale Avenue, Glendale 85301. Principals: Claude C. Turner,

each). Turner also owns 3% of KPRI(FM) San Diego. Filed June 24.

■ Oracle, Ariz.—Coronado Broadcast Corp. seeks 103.1 mhz, 370 w, HAAT: 740 ft. Address: P.O. Box 326, Oracle 85623. Principals: Ted Tucker and wife, Jana Tucker (50% each) who have no other broadcast interests. Filed June 24.

■ Peoria, Ariz.—Lee Optical & Associated Companies Retirement & Pension Fund Trust seeks 103.5 mhz, 84.6 kw, HAAT: 2,223 ft. Address: P.O. Box 57467, Dallas 75201. Principal: Applicant owns KCCN(AM) Honolulu and also is applicant for new FM's at Mooreland, Okla., and Midland, Tex. (see both below). Filed June 24.

■ Peoria, Ariz.—Thunder Radio seeks 103.5 mhz, 50 kw, HAAT: 2,440 ft. Address: Suite 1759, 630 Fifth Avenue, New York, N.Y. 10111. Principals: Elayne N. Boros and Linda P. Newman (50% each). Boros owns 50% of applicant for new FM at Miami and 20% of applicant for new FM at Poughkeepsie, N.Y. (BROADCASTING, Oct. 12, 1981). Newman is wife of David T. Newman, general manager of KONE(AM)-KOZZ(FM) Reno and also 49% owner of applicant for new FM at San Luis Obispo, Calif. (BROADCASTING, Oct. 12, 1981). Filed June 24.

■ Somerton, Ariz.—South Yuma Valley Broadcasting Co. seeks 100.9 mhz, 3 kw, HAAT: 300 ft. Address: 723 South Third Street, Las Vegas 89101. Principals: Janet F. Phillips, James E. Rogers (32% each), Clark H. Tester (16%), Rolla D. Cleaver and Thomas Franklin (10% each). Rogers is president and 18% owner of KVBC-TV Las Vegas, of which Phillips and Tester also own less than 2%. Cleaver is general manager and Franklin is operations manager, both also at KVBC-TV. They also own 58% of applicant for new FM at Carson City, Nev. (BROADCASTING, Dec. 21, 1981). Filed June 24.

■ Yuma, Ariz.—M & M Broadcasting Co. seeks 100.9 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 6381, Yuma 85364. Principals: Lois A. Mandel (61%) and husband, Calvin J. Mandel (29%) and Henry Garcia (10%). Calvin Mandel is general sales manager at KAMP(AM) El Centro, Calif. None have other broadcast interests. Filed June 22.

■ Yuma, Ariz.—Somerton Radio seeks 100.9 mhz, 3 kw, HAAT: 300 ft. Address: 1627 South 4th Street, Yuma, Ariz. 85364. Principals: John H. Rodriguez, James Brady and D. Andrew Leptich (one-third each), who have no other broadcast interests. Filed June 24.

■ Yuma, Ariz.—TFW Ltd. seeks 100.9 mhz, 3 kw, HAAT: 300 ft. Address: 239 East Fourth Avenue, Escondido, Calif. 92025. Principals: Claude C. Turner, Flintom Financial Corp. and Kellen Winslow (33%

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each). Turner, who also is president of Flintom Financial Corp., owns 3% of KPRI(FM) San Diego, Calif. Filed June 22.

■ Indio, Calif.—Claridge Corp. seeks 92.7 mhz, 550 w, HAAT: 432 ft. Address: 660 Madison Avenue, New York, N.Y. 10021. Principals: Martin Blackman Revocable Trust and Grosvenor Investment (50% each). Morris Bergreen, president of applicant, is also president and 80% owner of KCMJ(AM) Palm Springs, Calif. Filed June 24.

■ La Quinta, Calif.—Desert Mountain Broadcasting Inc. seeks 92.7 mhz, 670 w, HAAT: 566 ft. Address: 999 North Sepulvedo Blvd., El Segundo, Calif. 90245. Principals: James E. Payne Jr. (26%), Stan Chow (25%), Robert I. Jacobson and Hugh R. Paul (23% each) and John J. Schimmenti (3%). Payne also owns 40% of applicant for three low power TV stations in California. Rest have no other broadcast interests. Filed June 24.

■ Visalia, Calif.—Antonio M. Bautista seeks 97.1 mhz, 22 kw, HAAT: 745 ft. Address: 1535 Powell Street, San Francisco 94133. Principal: Applicant has no other broadcast interests. Filed June 24.

■ Visalia, Calif.—Anita Muir seeks 97.1 mhz, 20 kw, HAAT: 799 ft. Address: 20196 East Millerton Road, Prather, Calif. 93651. Principal: Anita Muir (100%), who has no other broadcast interests. Filed June 24.

■ Visalia, Calif.—Williams Broadcasting seeks 97.1 mhz, 20.9 kw, HAAT: 779 ft. Address: 833 West Beach Avenue, Inglewood, Calif. 90302. Principals: Paul S. Williams and Zakiyah B. Williams (50% each) who have no other broadcast interests. Filed June 24.

■ Augusta, Ga.—Jack A. Carpenter seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: 603 Pebble Beach Court, Augusta, 30907. Principal: Applicant has no other broadcast interests. Filed June 24.

■ Augusta, Ga.—Santee-Cooper Broadcasting Co. of Augusta, Ga. seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: Route 2, Box 537, Eutawville, S.C. 29048. Principal: Clarence E. Jones (100%), who owns WSOL(AM) Elmore-Santee, S.C., and also is applicant for new FM at Hilton Head, S.C. (BROADCASTING, Aug. 10, 1981) and Irmo, S.C. (BROADCASTING, March 1). Filed June 22.

■ Waycross, Ga.—Mark S. Manafio resubmitted application seeking 97.7 mhz, 3 kw, HAAT: 294 ft. Address: 531 Gay Street, Knoxville, Tenn. 37902. Principal: Mark S. Manafio (100%). Application was originally filed Jan. 13, 1982. Refiled June 23.

■ South Jacksonville, Ill.—Beverly Broadcasting Inc. seeks 105.5 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 994, Jacksonville, Ill. 62651. Principals: Beverly Hunter (80%) and Beverly Farmer (20%). Beverly Farmer is salesperson at WJIL(AM) Jacksonville, Ill. Neither has other broadcast interests. Filed June 24.

■ Rayville, La.—John T. Hunt seeks 3 mhz, 300 kw, HAAT: 400 ft. Address: 409 East Francis Street, Rayville, La. 71269. Principal: Applicant has no other broadcast interests. Filed June 23.

■ Tioga, La.—Cavaness Broadcasting Inc. seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: 200 Margaret Drive, Opelousas, La. 70570. John H. Cavaness and Joel M. Cavaness (49%) and Dorothy Cavaness Jones (2%), who have no other broadcast interests. Filed June 24.

■ Chatham, Mass.—Chatham Broadcasting Co. seeks 107.5 mhz, 50 kw, HAAT: 500 ft. Address: 6 Great Oak Park, East Orleans, Mass. 02643. Principals: Rosemary D. Nelson (90%), son, Raymond Nelson Jr. and Anna M. Roderick (5% each). Raymond Nelson is account executive at WDLW(AM) Waltham, Mass. Filed June 24.

■ Chatham, Mass.—Quinn Communications Inc. seeks 107.5 mhz, 50 kw, HAAT: 329 ft. Address: 29 Schooner Road, P.O. Box 599, Dennis, Mass. 02638. Principals: Edward W. Quinn (75%) and wife, Barbara A. Quinn (25%), who have no other broadcast interests. Their son, David J. Quinn, however, is vice president and general manager of WNCL(AM)-WTYD(FM) New London, Conn. Filed June 23.

■ Chatham, Mass.—Joseph A. Ryan seeks 107.5 mhz, 50 kw, HAAT: 500 ft. Address: 50 Governor Long Road, Hingham, Mass. 02043. Principal: Applicant has no other broadcast interests. Filed June 24.

■ Chatham, Mass.—Heather H. Stengel seeks 107.5 mhz, 50 kw, HAAT: 500 ft. Address: 740 Cherry Street, Denver 80220. Principal: Applicant has no other broadcast interests. Filed June 24.

■ Northfield, Mass.—Northfield Mount Hermon

School seeks 91.5 mhz, 252 w, HAAT: -301 ft. Address: 206 Main Street, Northfield 01360. Principal: Educational institution which has no other broadcast interests. Filed June 28.

■ Ontonagon, Mich.—Ontonagon County Broadcasting Inc. seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 407, Houghton, Mich. 49931. Principals: Harvey L. Desnick and wife, Susan T. (70% jointly) and James W. Lienan (30%). Harvey Desnick is president and 97% owner of WHUH(FM) Houghton, Mich. Filed June 24.

■ East Helena, Mont.—Old West Broadcasting Inc. seeks 104.1 mhz, 76.2 kw, HAAT: 2,165 ft. Address: 203 Miners Bank Building, Butte, Mont. 59701. Principals: Carolyn S. McCarthy (50%), George D. McCarthy and John S. Cote (25% each) who have no other broadcast interests. Filed June 24.

■ Eunice, N.M.—Dove Broadcasting Inc. seeks 100.9 mhz, 1.3 kw, HAAT: 430 ft. Address: P.O. Box 1843, Hobbs, N.M. 88240. Principal: Principally owned by Jack Hansard, who has no other broadcast interests. Filed June 21.

■ Geneva, Ohio—American Ethnic Voice of Northeast Ohio Inc. seeks 104.9 mhz, 3 kw, HAAT: 300 ft. Address: 7480 Warner Road, Madison, Ohio 44157. Principals: Josef Lah and wife, Marie Lah (50% each), who have no other broadcast interests. Filed June 24.

■ Geneva, Ohio—Ray-Mar Broadcasting Co. seeks 104.9 mhz, 3 kw, HAAT: 300 ft. Address: 6502 Melshore Drive, Mentor, Ohio 44060. Principal: Donald E. Martin (100%), who has no other broadcast interests. Filed June 24.

■ Mooreland, Okla.—Lee Optical & Associated Companies Retirement & Pension Fund Trust seeks 101.1 mhz, 100 kw, HAAT: 706 ft. Address: P.O. Box 57467, Dallas 75201. Principal: Applicant owns KCCN(AM) Honolulu and is also applicant for new FM's at Peoria, Ariz. (see above) and Midland, Tex. (see below). Filed June 24.

■ Sand Springs, Okla.—Charles B. Henderson seeks 102.3 mhz, 3 kw, HAAT: 300 ft. Address: 2912 Doreast Drive, Little Rock, Ark. 72204. Principal: Charles B. Henderson (100%), who also is applicant for new FM's at El Dorado, Ark., and Conway, Ark. (BROADCASTING, Feb. 15). Filed June 24.

■ Sand Springs, Okla.—Keystone Communications Inc. seeks 102.3 mhz, 3 kw, HAAT: 465.3 ft. Address: 1317 South Chestnut, Broken Bow, Okla. 74012. Principals: Tom L. Johnson (80%) and Robert G. Hardie (20%). Johnson is president and 32.35% owner of permittee KOAV(TV) Denison, Tex. Hardie is chief engineer KOKI-TV Tulsa, Okla. Filed June 24.

■ Sand Springs, Okla.—Elinor Lewis-Stephens seeks 102.3 mhz, 700 w, HAAT: 620 ft. Address: 810 Bryan Lane, Kountze, Tex. 77625. Principal: Elinor Lewis-Stephens (100%), whose husband, Ken Stephens, owns KIOC(FM) Orange, Tex., and is applicant for four FM's. Filed June 24.

■ Sand Springs, Okla.—Will-Can Communications Inc. seeks 102.3 mhz, 1.58 kw, HAAT: 428 ft. Address: 1623 East Apache, Suite A, Tulsa, Okla. 74106. Principal: Lloyd H. Williams is president of applicant which has no other broadcast interests. Filed June 24.

■ Warm Springs, Ore.—Confederated Tribes of Warm Springs, Oregon seeks 96.5 mhz, 100 kw, HAAT: 1,092 ft. Address: P.O. Box C, Warm Springs, Ore. 97761. Principal: Indian tribe of over 2,000 members. Albert Frank Sr. is Tribal Council chairman. It also is low power TV applicant. Filed June 24.

■ Emporium, Pa.—Emporium Broadcasting Co. seeks 92.7 mhz, 1 kw, HAAT: 520 ft. Address: 145 East Fourth Street, Emporium 15834. Principal: Emporium Broadcasting Co. is licensee of WLEM(AM) Emporium, Pa. Filed June 23.

■ Andrews, S.C.—Linda L. Knop and William C. Henryhand seeks 100.9 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 698, Kingstree, S.C. 29556. Principals: Linda L. Knop and William C. Henryhand (50% each), who are both employed at WKSP(AM) Kingstree, S.C., which is partly owned by Knop's husband, Gregory Knop. Filed June 24.

■ Andrews, S.C.—Radio Internart Corp. seeks 100.9 mhz, 3 kw, HAAT: 300 ft. Address: Box 2696, 522 Park Street, Jacksonville, Fla. 32203. Principal: James E. Martin Jr. (100%), who owns 78% of permittee WMKM(FM) St. Augustine, Fla., 100% of applicant for new FM at Florida City, Fla. (BROADCASTING, Feb. 15) and Irmo, S.C. (BROADCASTING, June 7); and he owns 2.3% of WAWS(TV) Jacksonville, Fla. Filed June 24.

■ Midland, Tex.—Horizon Communications Inc. seeks 106.7 mhz, 100 kw, HAAT: 485 ft. Address: 407 West Alta, Midland, 79701. Principal: Nonprofit Corporation headed by Frank Johnson, president, who has no other broadcast interests. Filed June 23.

■ Midland, Tex.—Lee Optical and Associated Companies Retirement and Pension Fund seeks 106.7 mhz, 100 kw, HAAT: 472 ft. Address: P.O. Box 57467, Dallas 75201. Principal: Applicant owns KCCN(AM) Honolulu and also is applicant for new FM's at Peoria, Ariz., and Mooreland, Okla. (See both above). Filed June 24.

Ownership changes

Applications

■ WLOF(AM) and WBJW(FM) Orlando, Fla. (AM: 950 khz, 5 kw-U; FM: 105.1 mhz, 100 kw, HAAT: 350 ft.)—Seeks assignment of license from Rounsaville of Cincinnati Inc. and Robert W. Rounsaville, respectively, to Nationwide Communications Inc. for \$6,665,000 (BROADCASTING, June 28). 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 WJYW(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 three AM's, four 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. Filed June 17.

■ WKEU-AM-FM Griffin, Ga. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 97.7 mhz, 3 kw, ant. 300 ft.)—Seeks transfer of control of Radio Station WKEU Inc. from A.W. Marshall Jr. and Evelyn H. Marshall to their son, Allen W. Marshall III. Consideration: None. Principals: A.W. Marshall Jr. and his wife, Evelyn H. Marshall, are transferring without financial consideration their interest in licensee to son, Allen W. Marshall III. Filed June 28.

■ KTGR(AM)-KCMQ(FM) Columbia, Mo. (AM: 1580 khz, 250 w-D; FM: 96.7 mhz, 3 kw, HAAT: 160 ft.)—Seeks assignment of license from Tiger Broadcasting Corp. to Kelly Communications for \$1,286,250 plus \$375,000 for noncompete agreement (BROADCASTING, June 21). Seller is principally owned by W.J. Wheeler, who also owns 25% of KHOZ-AM-FM Harrison, Ark. KTGR(AM)-KCMQ(FM) combination was bought four years ago for \$350,000 (BROADCASTING, July 10, 1978). Buyer is principally owned by Jim McCruden, who owns 75% of WJOY(AM) (formerly WHIT) New Bern, N.C.: 51% of KJEZ(FM) Poplar Bluff, Mo., and 49% of WQPD(AM) Lakeland, Fla. WHIT was bought this year for \$226,000 (BROADCASTING, March 16), and KJEZ was bought last year for \$600,000 (BROADCASTING, Nov. 2, 1981). Filed June 21.

■ WWWI(AM) Hyde Park, N.Y. (950 khz, 500 w-D)—Seeks transfer of control of Gregory Broadcasting Inc. from Warren Gregory (100% before; 50% after) to Peter Ascittio (none before; 50% after). Consideration: \$150,000 plus loan not to exceed \$122,000. Principals: Seller is transferring 50% interest in station to new investor. He earlier this year sold off co-owned WJJB(FM) to separate group for \$625,000 (BROADCASTING, Jan. 4) to help satisfy indebtedness of corporation to secured creditors. Current transaction seeks to complete reorganization plan and satisfy remaining creditors. Buyer is Poughkeepsie real estate investor and businessman and has no other broadcast interests. Filed June 17.

■ KHRT(AM) Minot, N.D. (1320 khz, 2.5 kw-D)—Seeks assignment of license from KHRT Broadcasting Corp. to Faith Broadcasting Inc. for \$188,248 plus \$18,000 for accounts receivable and \$97,490 for assumption of liabilities. Seller has no other broadcast interests. Buyer: Richard B. Leavitt (100%), who is

former salesman at KHRT and has no other broadcast interests. Filed June 24.

■ **KLNK(FM)** Oklahoma City (98.9 mhz, 100 kw, HAAT: 420 ft.)—Seeks assignment of license from Wavelength Associates to Zuma Broadcasting Co. for \$3,456,000 (BROADCASTING, May 24). Seller is subsidiary of Sunbelt Communications, closely held group principally owned by C.T. Robinson. William Moyes, Michael Hesser and Robert Magruder, Sunbelt Communications also is licensee of KVOR(AM)-KSPZ-FM Colorado Springs; KQEO(AM)-KZZX(FM) Albuquerque, N.M., and KFFE-FM Fresno, Calif. It bought KLNK two years ago for \$1.35 million (BROADCASTING, Sept. 27, 1980) and must seek waiver of three-year rule to sell. Buyer is principally owned by Bill Lacey, who is also principal owner of KXLS(FM) Enid, Okla. William Lacey's brother, L. Dan Lacey III, owns KIQX(FM) Durango, Colo., KTMP(FM) Spanish Fork and 75% of KFTN(AM) Provo, both Utah. Filed June 25.

■ **KSBC(FM)** Redmond, Ore. (92.7 mhz, 2.5 kw, HAAT: 380 ft.)—Seeks assignment of license from Dune Country Enterprises Inc. to Bachelor Broadcasting Co. for \$69,469 for assets plus \$52,000 for assumption of lease. Seller was just recently granted FCC approval to buy KSBC(FM) from Sonshine Broadcasting Corp. for \$162,000 (BROADCASTING, April 19). It is principally owned by Stephen D. Kenagy who also is part owner of KDUN(AM) Reedsport, Ore. Buyer is owned by Donald E. Smullin (100%), who owns KLOO-AM-FM Corvallis, KOTI-TV Klamath Falls and KPRB(AM) Redmond, all Oregon, which he acquired last year in settlement agreement with California Oregon Broadcasting, Medford, Ore.-based group owner controlled by his father, William B. Smullin. Donald Smullin earlier this year also bought KHUG(AM) Medford, Ore., for \$67,600 plus \$122,000 for assumption of liabilities (BROADCASTING, March 15), and also is applicant for new TV at Caldwell, Idaho (BROADCASTING, March 1). Filed May 20.

■ **WEND(AM)** Ebensburg, Pa. (1580 khz, 1 kw-D)—Seeks transfer of control of Herlihy-Kuehn and Associates from Herlihy-Kuehn Associates (100% before; none after) to Camcom Corp. (none before; 100% after). Consideration: Assumption of \$145,000 in liabilities plus \$30,000 for noncompete agreement. Principals: Seller is principally owned by David F. Herlihy Jr. and Carl C. Kuehn III, who bought WEND(AM) in 1980 for \$180,000 (BROADCASTING, Dec. 8, 1980). Buyer is owned by Roy J. Humphrey (99%) and Mark A. Gregg (1%). Humphrey is production director of noncommercial WDUQ(FM) Pittsburgh, Pa. Gregg is Johnstown, Pa., attorney. Neither have other broadcast interests. Filed June 28.

■ **WGSF(AM)[CP]** Arlington, Tenn. (1220 khz, 1 kw-D)—Seeks assignment of construction permit from George S. Flinn Jr. to brother, Fred R. Flinn for \$29,500. Seller: George Flinn Jr. is permittee of new AM at Kellogg, Idaho, and part owner of permittee WBAI(TV) Memphis, Tenn. Buyer is former part time announcer at KWAM(AM) Memphis, Tenn., and has no other broadcast interests. Filed June 21.

■ **WSVQ(AM)** Harrogate, Tenn. (0 khz, 250 w-D)—Seeks assignment of license from Appalachian Communications to Appalachian Communications for \$6,000. Seller: Tom E. Amis, one-third owner of WSVQ(AM), is transferring his interest to remaining stockholders. Buyer: Charles E. Ownes III and Douglas Mullins (50% each), who currently own one-third each of WSVQ(AM). Filed June 18.

■ **WAXO(AM)** Lewisburg, Tenn. (1220 khz, 1 kw-D)—Seeks assignment of license from Lewisburg Radio Inc. to 1220 Radio Corp. for \$250,000 (BROADCASTING, July 5). Seller: James H. Hayes, Michael E. Smiley, Edward A. Whitley and estate of Donald Patterson (25% each), who have no other broadcast interests. Buyer: Gil N. Lusk (100%), who is public relations director at Chattanooga bank and has no other broadcast interests. Filed June 23.

■ **KIEM(AM)-KFNE(FM)** Big Springs, Tex. (AM: 1270 khz, 1 kw-D; FM: 95.3 mhz, 1.8 kw, HAAT: 300 ft.)—Seeks assignment of license from Cobra Corp. to Big Spring Broadcasting Co. for \$650,000 (BROADCASTING, July 5). Seller is owned by Jo Ann Bradbury (79%) and son, Gary O. Bradbury (21%), who have no other broadcast interests. Buyer is owned by Richard E. Oppenheimer, D. Kent Anderson and Robert L. Clarke (30% each) and Michael L. Walker (10%). They are same group who last year bought KEAM(AM) Nederland, Tex., for \$245,000 plus \$65,000 for noncompete agreement (BROADCASTING, June 22,

1981). Oppenheimer, Anderson and Clarke also own KIXL(AM)-KHFI(FM) Austin and KBFM(FM) Edinburg, both Texas, and KYKN(FM) Grants, N.M. Filed TKTK TK.

■ **KCYL(AM)-KLTD(FM)** Lampasas, Tex. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 99.3 mhz, 3 kw, HAAT: 189 ft.)—Seeks assignment of license from Tafoya Broadcasting Inc. to Drew Ballard for \$255,000 (BROADCASTING, July 5). Seller: Marcello H. Tafoya (60%) and Drew Ballard (40%), who also own KRGT(FM) Taylor and KLFB(AM) Lubbock, both Texas. Buyer is currently 40% owner of KLTD and seeks full ownership. Filed June 21.

■ **KEEE(AM)-KJCS(FM)** Nacogdoches, Tex. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 103.3 mhz, 100 kw, HAAT: 360 ft.)—Seeks assignment of license from Evelyn Streetman to R&H Broadcasting Inc. for \$800,000 (BROADCASTING, June 28). 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 KEEE(AM)-KJCS(FM). Neither has other broadcast interests. Filed June 11.

■ **KKIK(AM)** Waco, Tex. (1010 khz, 10 kw-D, 2.5 kw-N)—Seeks assignment of license from KKIK Inc. to Brown Broadcasting of Waco Inc. for \$600,000. Seller: William W. Jamar Jr. (51%) and wife, Jane Ellen Jamar (49%), who own KBWD(AM) Brownwood and KBIL-FM San Angelo plus minority interests in KSYN-AM-FM Snyder, all Texas. Buyer: Subsidiary of John Brown University, Siloam Springs, Ark.-based educational institution which owns two AM's and two FM's and is applicant for noncommercial FM at Siloam Springs, Ark. and commercial FM at Naples Park, Fla. John E. Brown Jr. is president. Filed June 24.

Actions

■ **KVOA-TV** Tucson, Ariz. (NBC, ch. 4, 35 kw vis., 18 kw aur., HAAT: 3,610 ft.)—Granted assignment of license from Channel 4-TV to H&C Communications Inc. for \$30 million. Seller is principally owned by Donald R. Diamond, Richard L. Bloch and Donald Pitt, who have no other broadcast interests. Station was originally part of Pulitzer Publishing Co. television portfolio, but was sold in 1972 for \$2,725,000 (BROADCASTING, Dec. 11, 1972). Buyer is parent of *Houston Post* and KPRC-AM-TV Houston, WTVF(TV) Nashville, and WTOK-TV Meridian, Miss., last purchased last year for \$11 million (BROADCASTING, March 23, 1981). William B. Hobby Jr., lieutenant governor of Texas, is chairman. Jack Harris is president of broadcast division. (BALCT-820513FP). Action: June 28.

■ **KFMU(FM)** Oak Creek, Colo. (103.9 mhz, 265 w, HAAT: 1,527 ft.)—Granted assignment of license from Chermi Communications Limited Partnership to KFMU Limited Partnership for \$729,000. Seller: D. Michael Barry (51%) and wife, Cheryl L. Barry (49%), who have no other broadcast interests. Buyer: RET Butler Communications Corp. (81% general partner) and Chermi Communications L.P. (19% limited partner). General partner is owned by Ronald E. Tarson, who is vice president of Chicago dental hygiene manufacturer. Chermi Communications is owned by sellers. (BALH-820426EQ). Action: June 23.

■ **WDCF(AM)** Dade City, Fla. (1350 khz, 1 kw-D, 500 w-N)—Granted assignment of license from Dade City Radio Inc. to Brewer Broadcasting Corp. for \$205,000. Seller: R. Duane Anderson (51%) and Patricia Webb (49%) who have no other broadcast interests. Buyer: James R. Brewer and family, who own WTCJ(AM) Tallahassee and WHON(AM)-WOLK(FM) Centerville-Richmond, all Indiana, and WTOT(AM)-WJAF(FM) Marianna, Fla. (BAL-820423HV). Action: June 23.

■ **WJOE(AM)-WGCV(FM)** Port St. Joe, Fla. (AM: 1180 khz, 1 kw-D; FM: 93.5 mhz, 1.85 kw, HAAT: 160 ft.)—Granted assignment of license from Nadine Lee, receiver to Bay County Land & Abstract Co. for \$5,000. Seller has no other broadcast interests. Buyer: Donald R. Crisp (100%), who is former owner of WJOE(AM)-WGCV(FM) Port St. Joe, which he sold to current licensee in 1978 for \$150,000 (BROADCASTING, June 5, 1978). (BAPLH-820429GI). Action: June 21.

■ **WTNT(AM)-WLWV(FM)** Tallahassee, Fla. (AM: 1270 khz, 5 kw-U; FM: 94.9 mhz, 51 kw, HAAT: 210 ft.)—Granted assignment of license from Robert E. Ingstad to Palmer Communications Inc. for \$2.6 million. Seller is Valley City, N.D.-based group of three AM's and two FM's owned by Robert E. Ingstad, who bought WTNT and WLWV three years ago for \$1.1 million (BROADCASTING, Feb. 5, 1979). Buyer is Davenport, Iowa-based group of three AM's, three

FM's and three TV's principally owned by Daniel D. Palmer trust. Robert H. Harter is president. (BAL-820421HE). Action: June 22.

■ **WXKS-AM-FM** Medford, Mass. (AM: 1490 khz, 5 kw-D; FM: 107.9 mhz, 21 kw, HAAT: 720 ft.)—Granted assignment of license from Heftel Broadcasting Corp. to Pyramid Broadcasting for \$15 million. Seller is Honolulu-based group owner of three AM's, four FM's and two TV's principally owned by Representative Cecil Heftel (D-Hawaii) who bought stations three years ago for \$4.25 million (BROADCASTING, Jan. 1, 1979). Buyer is general partner of WXKS-AM-FM employees and group of limited investors headed by controlling partner Richard M. Baisbaugh, vice president and general manager, and includes Arnie Ginsburg, station manager; Janet Karger, general sales manager; Sunny J. White, FM program director; Robert Kline, business manager, and Dorothy Jones, assistant general manager. None have other broadcast interests. (BAL-820519GY). Action: June 29.

■ **WNB(AM)** Newburyport, Mass. (1470 khz, 500 w-D)—Granted assignment of license from New England Broadcasting Corp. to WNB Broadcasting Ltd. for \$295,000. Seller is principally owned by Alvin Yudkoff, Joseph C. Smith, son, J. Charles Smith, George C. Bingham, Robert Dudley and Mary J. Mitchell, who are also principal owners of WSME-AM-FM Sanford, Me. Buyer is owned by Arnie Rubin (40%), Jerome Kaplan, Nancy Anderson and Gilbert Weinberger (20% each). Rubin is Washington publishing executive. Kaplan is Philadelphia attorney. Anderson is with Merrill Lynch Pierce Fenner & Smith, Boston. Weinberger is Clarks Summit, Pa., businessman. They have no other broadcast interests. (BAL-820426EW). Action: June 8.

■ **WJEB(AM)-WGMM(FM)** Gladwin, Mich. (AM: 1350 khz, 1 kw-U; FM: 103.1 mhz, 3 kw, HAAT: 148 ft.)—Granted assignment of license from Gladwin Broadcasting Co. to Eagle Broadcasting Inc. for \$135,500. Seller: George Benko (100%); who also owns 50% of WMIC(AM)-WTGV(FM) Sandusky, Mich., and 50% of WLAI-TV[CP] Lansing, Mich. Buyer: Bruce Sheppard, Michael Ryan and Charles Nickless (one-third each). They also are applicants for new FM's at Casper, Wyo.; Eunice, N.M., and Ralls, Tex. (BAL,BALH-820504HA,HB). Action: June 25.

■ **KLWT-AM-FM** Lebanon, Mo. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 92.1 mhz, 3 kw, HAAT: 25 ft.)—Dismissed application for assignment of license from Lebanon Broadcasting Co. to Morningstar Communications Inc. for \$450,000 (BAL-820428FW). Action: June 21.

■ **KAHL(AM)-KELN(FM)** North Platte, Neb. (AM: 1410 khz, 5 kw-D, 1 kw-N; FM: 97.1 mhz, 100 kw, HAAT: 458 ft.)—Granted assignment of license from Dahl Broadcasting Inc. and Dahl FM Broadcasting Inc. to Valley Communications Inc. for \$810,000. Seller: KAHL is owned by A.E. Dahl (69.38%) and son, Nelson E. Dahl (27.07%) and D. Baade (3.55%). KELN is owned by elder Dahl (55%) and younger Dahl (45%). None have other broadcast interests. Buyer: Ross Beach and Robert E. Schmidt (50% each), who own KAYS(AM) Hayes, Kans.; KLOE(AM) Goodland, Kan.; and KFEQ(AM) St. Joseph, Mo. (BAL-820430GO). Action: June 23.

■ **KOGT(AM)** Orange, Tex. (1600 khz, 1 kw-U)—Granted assignment of license from KOGT Inc. to Klement Broadcasting Corp. for \$900,000. Seller: Tolbert Foster and Allan Shivers (28.87% each) and W.E. Dyche Jr. and Edgar B. Younger (21.13% each). Foster also owns 34% of KDET(AM)-KLCR(FM) Center, Tex. Buyer: Richard Klement (100%), who is Gainesville, Tex., real estate investor and owner of KGAF-AM-FM Gainesville. (BAL-820507EB). Action: June 25.

Facilities changes

AM applications

Tendered

■ **KXLA** (990 khz) Rayville, La.—Seeks CP to change hours of operation to U by adding 250 w-N; increase D power to 1 kw; install DA-2; change TL and make changes in ant. sys. Ann. July 1.

■ **WFAB** (1460 khz) Juncos, P.R.—Seeks CP to increase D and N power to 5 kw and increase frequency to 770 khz. Ann. June 29.

■ **KLAY** (1480 khz) Lakewood, Wash.—Seeks CP to change hours of operation to U by adding 500 w-N; increase D power to 2.5 kw; install DA-2; change TL;

and make changes in ant. sys. Ann. June 30.

Accepted

■ KZZI (1510 khz) West Jordan, Utah—Seeks modification of CP (BP-801202AA) to change mode of operation from DA to non-DA; and change TL. Ann. June 30.

FM applications

Accepted

■ KPPL (107.5 mhz) Lakewood, Colo.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP to 100 kw; increase HAAT to 687 ft., and change TPO. Ann. June 29.

■ WCRB (102.5 mhz) Waltham, Mass.—Seeks CP to increase ERP to 46 kw and change HAAT to 920 ft. Ann. June 29.

■ *WCTS-FM (100.3 mhz) Minneapolis—Seeks modification of CP (BPED-81109AF) to correct geographical coordinates; change type trans.; increase HAAT to 529 ft. and change TPO. Ann. July 1.

■ WXTY (103.9 mhz) Ticonderoga, N.Y.—Seeks modification of CP (BPH-810217AA) to change TL; change SL and RC; decrease ERP to 1.54 kw; increase HAAT to 383 ft. and change TPO. Ann. July 10.

■ KXXY (96.1 mhz) Oklahoma City—Seeks CP to change type ant. Ann. June 29.

■ WFMZ (100.7 mhz) Allentown, Pa.—Seeks CP to increase ERP to 17 kw; decrease HAAT to 868 ft. and change TPO. Ann. June 29.

■ WFMZ (100.7 mhz) Allentown, Pa.—Seeks CP to install aux. ant. sys. at main TL; to be operated on ERP of 3.6 kw; change HAAT to 768 ft. and change TPO. Ann. June 29.

Tendered

■ *WBNI (89.1 mhz) Fort Wayne, Ind.—Seeks CP to change TL; change ERP to 30 kw; change HAAT to 500 ft. and make changes in ant. sys. Ann. June 30.

TV applications

Accepted

■ WXOW-TV (ch. 19) La Crosse, Wis.—Seeks CP to

change ERP to 625 kw vis., 62.5 kw aur.; make changes to ant. sys.; and change HAAT to 1,140 ft. Ann. June 30.

■ *KCWC-TV (ch. 4) Lander, Wyo.—Seeks MP (BPET-810119KG) to change SL. Ann. July 1.

AM action

■ WJOZ (1310 khz) Troy, Pa.—Granted modification of CP (BP-790924AD) to change TL. Action June 24.

FM actions

■ WIVY-FM (102.9 mhz) Jacksonville, Fla.—Granted modification of CP (BPH-820414AR) to decrease ERP to 95 kw. Action June 22.

■ *KWWC-FM (90.5 mhz) Columbia, Mo.—Granted modification of CP (BPED-810630AS) to make changes in ant. sys.; change type trans.; change type ant.; increase ERP to 1.25 kw; increase HAAT to 131 ft. and change TPO. Action June 9.

■ WSBH (95.3 mhz) Southampton, N.Y.—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; decrease ERP to 2.2 kw; increase HAAT to 336 ft. and change TPO. Action June 18.

■ KTXI (106.3 mhz) Mercedes, Tex.—Granted modification of CP (BPH-800307AC as mod.) to make changes in ant. sys.; change TL; change type trans.; change ERP to 600 w; increase HAAT to 598 ft. and change TPO. Action June 11.

■ WEZR (106.7 mhz) Manassas, Va.—Granted CP to change aux. TL. Action June 22.

In contest

Procedural ruling

■ Austin, Tex.—TV proceeding (Texas Television Int., et al.)—ALJ Frederick J. Coufal granted to joint motion by applicants and approved agreement as modified which calls for Texas Television, Mountain Laurel Broadcasting Inc., and Austin Television Co. to merge

into partnership to be known as Austin Television; dismissed with prejudice applications of Mountain, Texas TV and Television Corp. of Central Texas; approved reimbursement to Television Corporation for \$50,000 and granted Austin's application for new UHF on ch. 42 (BC Doc. 80-578-581). Action June 3.

FCC actions

■ FCC voted to exempt certain types of medical diagnostic equipment from its rules governing radio interference caused by digital electronic devices. Action July 1.

■ FCC proposed amending its rules to allow broadcasters to use dual city identification upon certification they are providing requisite signal coverage to additional city and to inform FCC that they would begin multi-city identification on particular date. Action July 1.

■ FCC denied Anniston Broadcasting Co. indefinite extension at least until March 1, 1987, of deadline for selling either its newspaper (*Anniston Star*) or its station WHMA-TV Anniston, Ala. But it did allow Anniston Broadcasting 180 days within which to comply with FCC's newspaper/broadcast crossownership rules. Action July 1.

■ ALJ Joseph P. Gonzalez granted Roanoke Christian Broadcasting Inc. CP for new TV on ch. 27 at Roanoke, Va., and denied that of competing applicant, Western Virginia Television Co. Although both applicants were found financially qualified and neither had other broadcast interests, RCI won out on ownership-management integration issue. RCI is noncommercial religious organization headed by Lewlyn L. Fisher, president. Issued June 18, Ann. June 30.

■ National Association for Advancement of Colored People and several other groups have asked federal appellate court to review FCC's April 20 action which dismissed their request for amendment of AM-FM multiple ownership rules. Petition for review was filed June 18 with U.S. Court of Appeals for District of Columbia Circuit. Ann. June 28.

■ ALJ Walter C. Miller declined to grant CP to either applicant competing for new UHF on ch. 25 at Orange Park, Fla. In initial decision, ALJ said he was denying application of Orange Park T.V. Inc. because it was basically and technically unqualified, and was returning application by Clay Television Inc. to Broadcast Bureau because it amended its ownership statement to show transfer of control of 50%. According to rules, such change in ownership makes application ineligible for comparative consideration and must be refiled. Issued June 24, announced June 29.

■ FCC renewed licenses of KBYR(AM)-KNIK(FM) and KTVA(TV) Anchorage and KCBF(AM) Fairbanks, all Alaska, subject to EEO reporting conditions. FCC found that licensee's EEO programs were deficient during 1975-78 license term but have substantially improved since. FCC also denied petition by Alaskans for Better Media Inc., finding that petitioner failed to raise strong enough case of group owner's ability to remain licensee. Action June 23.

■ ALJ Joseph P. Gonzalez granted Iowa Communications Co. CP for new FM at Ottumwa, Iowa, and denied that of competing applicant, Ottumwa Broadcasting Co. ALJ found ICC slightly superior on diversity of media ownership grounds and quantitatively superior on its proposal to mix ownership and management. ICC is owned by Howard Bill (51%) and John Bill (49%). Howard Bill owns KOLM(AM)-KWWK(FM) Rochester, Minn., and 45% of CP for new FM at Fergus Falls, Minn. John Bill has no other broadcast interests. Decision becomes effective 50 days after release unless appeal is filed or FCC reviews it on own motion. Issued June 17, Ann. June 30.

Allocations

Petitions

■ La Salle and Pontiac, both Illinois—In response to petition by Livingston County Broadcasters Inc.: Proposed reassigning ch. 35 from La Salle to Pontiac as its first TV; comments due Aug. 9, replies Aug. 24 (BC Doc. 82-351). Action June 23.

■ Bay Shore, N.Y.—In response to petition by Living Communications Inc.: Proposed assigning 103.1 mhz to Bay Shore as its first FM; comments due Aug. 9, replies Aug. 24 (BC Doc. 82-350). Action June 18.

■ Wilmington, N.C.—In response to petition by Wilmington Telecasters Inc.: Proposed substituting ch.

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26 for ch. 29 at Wilmington: comments due Aug. 9, replies Aug. 24. (BC Doc. 82-352). Action June 23.

■ Farwell, Tex.—In response to petition by Best Broadcasting Co.: Proposed assigning ch. 18 to Farwell as its first TV; comments due Aug. 13, replies Aug. 30 (BC Doc. 82-355). Action June 24.

Assignments

■ Natchez, Miss.—Assigned ch. 48 to Natchez as its first commercial TV; effective Aug. 24 (BC Doc. 82-62). Action June 23.

Earth stations

■ According to FCC tabulations as of June 14, there are 8,038 earth stations. Approximately 6,548 are receive-only with remainder being transmit-receive. Receive-only earth stations are no longer required to be licensed by FCC.

Applications

Transmit-receive

■ Tandem Computers Inc. for Cupertino, Calif. (5m, Anixter-Mark, E3051).

■ Hubbard Broadcasting Inc. for Hugo, Minn. (11m, S-A, E4213).

Receive only

■ Hartman TV Cable for Franklin, V. Va. (5m, Microdyne, E4485).

■ Warner Amex Cable Communications of Cincinnati for Cincinnati (5m, AFC, E4491).

■ Scripps Howard Broadcasting Co. for West Palm Beach, Fla. (7m, AFC, E4492).

■ North Davidson Cable Systems for Davidson county, N.C. (E4493).

■ Hearst Broadcasting for Dayton, Ohio (5m, Comtech, E4494).

■ Patrick County Cablevision for Patrick Springs, Va. (5m, Prodelin, E4595).

■ Cable TV of Sedan for Sedan, Kan. (5m, Microdyne, E4496).

■ Cedar Ridge Home & School Inc. for Williamsport, Md. (3m, Prodelin, E4497).

■ Lake Ridge Cablevision for Woodbridge, Va. (5m, S-A, E4498).

■ Austin Satellite Television Inc. for Austin, Tex. (4.6m, S-A, E4499).

■ TCI Growth Inc. for Alton, Ill. (4.5m, Andrew, E4500).

■ Klamath Cable Television for Klamath, Calif. (E4501).

■ Brazil Times for Brazil, Ind. (3m, Prodelin, E4502).

■ Frankfort Times for Frankfort, Ind. (3m, Prodelin, E4503).

■ Bedford Cablevision Inc. for Bedford, Mich. (5m,

Hughes, E4504).

■ KUSI-TV for San Diego (7m, S-A, E4505).

■ Howard University for Washington, D.C. (10m, Andrew, E4506).

■ Price County Telephone Co. for Phillips, Wis. (5m, Microdyne, E4507).

■ Barden Cablevision of Inkster Inc. for Inkster, Mich. (4.6m, S-A, E4508).

■ Utah Satellite Co. for East Carbon, Utah (4.6m, S-A, E4509).

■ Bayou Cablevision for Tillman's Corner, Ala. (4.5m, S-A, E4510).

■ Penn National Turf Club for National Race Track, Pa. (4.6m, S-A, E4511).

■ Earth Station Communications Inc. for Plantation, Fla. (5m, S-A, E4512).

■ Germantown Cablevision for Germantown, Tenn. (4.6m, S-A, E4513).

■ American Television & Communications Corp. for Danville, Calif. (5m, Hughes, E4514).

■ Wabash Plain Dealer for Wabash, Ind. (3m, Prodelin, E4514).

■ KMTR Inc. for Eugene, Ore. (6.1m, Harris, E4516).

■ News Publishing Co. for Fort Wayne, Ind. (3m, Prodelin, E4517).

■ The Patriot Ledger for Quince, Mass. (3m, Prodelin, E4518).

■ North Texas Communications Co. for Muenster, Tex. (4.6m, S-A, E4519).

■ Crawford Cable for Wills Point, Tex. (5m, FWT, E4520).

■ Video Horizons Inc. for Columbus, Wis. (4.6m, S-A, E4521).

■ Teltron Inc. for Wisconsin Rapid, Wis. (7m, S-A, WL54).

■ Pine Tree Cablevision Associates for Eastport, Me. (7m, FWT, WZ58).

Actions

Transmit-receive

■ American Satellite Co. for Fort Meade, Md. (E4373).

Receive only

■ Hartford CATV Inc. for East Hartford, Conn. (E3564).

■ Madison Cablevision Inc. for Elkton, Md. (E4318).

■ Smoky Hills Public TV for Bunker Hill (E4418).

■ Marshall's TV Cable Inc. for Grant Creek area, Mont. (E4419).

■ Heritage Communication of Tennessee Inc. for Collierville, Tenn. (E4420).

■ PMC Inc. for Raleigh, N.C. (E4421).

■ Continental Cablevision of Illinois Inc. for Lincoln,

Ill. (E4422).

■ Satellite Communications Cable TV Inc. for Johnstown, Colo. (E4423).

■ See TV Co. for Mexico, Mo. (E4424).

■ University of Texas at Houston for Houston (E4425).

■ Coastal Cablevision for Ludowici, Ga. (E4426).

■ New Mexico Media Co. for Santa Fe., N.M. (E4427).

■ Great Western Broadcasting Corp. for Sacramento, Calif. (E4428).

■ TCI Growth Inc. for Summersville, W. Va. (E4429).

■ Burwell Cable TV Inc. for Grant, Neb. (E4430).

■ Group W Cable Inc. for Warwick, N.Y. (E4432).

■ Franklin Telephone Co. for Olive Branch, Miss. (E4433).

■ Palmer Communications Inc. for Naples, Fla. (E4434).

■ Clark County School District for Las Vegas (KE21).

Other

■ Licenses of commercial TV stations with license expiration dates of Feb. 1, and after during 1983, which are randomly selected to file renewal audit form, will use following dates in answering questions, 4, 8, 11 and 12 of section III: Sunday, July 12, 1981; Monday, Oct. 5, 1981; Tuesday, Nov. 17, 1981; Wednesday, April 7, 1982; Thursday, Feb. 4, 1982; Friday, Jan. 15, 1982, and Saturday, May 22, 1982. Ann. June 30.

Call letters

Applications

Call	Sought by
New FM's	
WQLA	La Follette Broadcasters Inc., La Follette, Tenn.
KDXE	Gilbert Group Inc., Sulphur Springs, Tex.
Existing AM	
WFTH	WGEO Richmond, Va.
Existing FM's	
WULC	WAPI-FM Birmingham, Ala.
KSLR	KMFM San Antonio, Tex.
Existing TV	
KSNG	KGLD Garden City, Kan.

Grants

Call	Assigned to
New FM's	
KXOF	Fox River Broadcasting Inc., Bloomfield, Iowa
WKZC	West Shore Broadcasting Inc., Scottville, Mich.
WBNY	State University of New York, Buffalo, N.Y.
WAES-FM	Renman Broadcasting Inc., Remsen, N.Y.
WLSN	Korin Broadcasting Inc., Greenville, Ohio

New TV's	
KVHP	Lake Charles Electronic Media Inc., Lake Charles, La.
WKWR-TV	Joseph Patrick Williams, Cookeville, Tenn.

Existing AM's	
WZTN	WABT Montgomery, Ala.
WEZY	WCWR Cocoa, Fla.
WBND	WLOX Biloxi, Miss.
KHEN	KGCG Henryetta, Okla.
WJYT	WREI Quebradillas, P.R.
WLUY	WMAK Nashville, Tenn.

Existing FM's	
KRBQ	KKRB Red Bluff, Calif.
WEZY-FM	WEZY Cocoa, Fla.
KGCG-FM	KHEN-FM Henryetta, Okla.
WQLS	WLCY Cleveland, Tenn.
KPEP	KMCS Gatesville, Tex.

Existing TV	
WNVC	WIAH Fairfax, Va.

Summary of broadcasting

FCC tabulations as of May 31, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,657	0	1	4,658	126	4,784
Commercial FM	3,365	1	1	3,367	222	3,589
Educational FM	1,111	0	0	1,111	79	1,190
Total Radio	9,133	1	2	9,136	427	9,563
Commercial TV						
VHF	524	1	0	525	11	536
UHF	265	0	0	265	128	393
Educational TV						
VHF	103	1	3	107	9	116
UHF	162	2	4	168	16	184
Total TV	1,054	4	7	1,065	164	1,129
FM Translators	475	0	0	475	234	709
TV Translators						
UHF	2,733	0	0	2,733	274	3,007
VHF	1,630	0	0	1,630	391	2,021

*Special temporary authorization

**Includes off-air licenses

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 programing background with some knowledge of engineering. Group owner, Call Don Roberts, President, 715-588-3852. EOE, M/F.

Sales Manager needed for promotion-oriented small market southern California desert AM or FM. Excellent market, growth potential with expanding company. Pay arrangement based on personal collections and station growth. Send resume, references and salary history to General Manager, Box 908, Twentynine Palms, CA 92277.

Station manager for group-owned Midwestern full-time AM and class B FM. Must be energetic, goal-oriented sales motivator and staff leader. Top salary, bonus, and profit sharing offered. Facilities can be top biller in market. Applicants must show record of past community involvement and sales track record. Send resume and salary history to Box C-48.

Manager and/or Program Director—lovely, single-station, small college town. Stock available. WKXO, Chestnut, Berea, KY 40403.

Looking for General Sales Manager. Top ten market. Send resume with references and salary requirements to Box C-32. M/F, EOE.

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.

Program Director/AM announcer wanted for aggressive, growing suburban D.C. AM station. A/C format, with emphasis on local news and information. Resume and tape to Station Mgr, WAGE, PO. Box 1290, Leesburg, VA 22075. EOE.

General Manager opportunity for top notch sales manager through our unique multi-station executive program. Creativity, aggressiveness and hard work will be required. Call George Johnson, 615-894-4980.

HELP WANTED SALES

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.

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.

KFIA has just increased power to cover northern California with a Christian-contemporary format. Need two salespersons. High commissions. Great climate. Ground floor opportunity. Tom Wallace, 916-485-7710.

Big band salesman/announcer wanted for Illinois medium market. Must be stable and successful; strong self-starter interested in building career and making money. Outstanding opportunity—for outstanding person! All details, including track record & past four years earning history, in first letter to Box C-11. E.O.E.

We need a go-getter, looking for a long term position. We are the only station in this Iowa small mkt., and we're going places. Salary starts at fifteen-eighteen thousand, plus big bonus potential. Some on air work required. Hurry, position opens mid-August. Write Box C-14.

Account Executive for Marion, Ohio's, leading medias, WDIF-FM and Newlife 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.

HELP WANTED ANNOUNCERS

KFOR Radio needs major college, University of Nebraska Cornhuskers, football-basketball B/P Sports Director. Send T&R; Stuart Broadcasting, 625 Stuart Bldg., Lincoln, NE 68501. EOE.

WFMB stereo country has lost a great personality to a bigger market. Need a pro replacement. Experience and production skills a must. Great company, pay, benefits, community. T&R to: Greg Thomas, PO Box 2989, Springfield, IL 62708. EOE/MF.

100,000 watt KKSD, Gregory, SD, is accepting applications for Sports Director. Play-by-play, production—sales background helpful. Resume and salary requirements to: David Kelly, Vice President-General Manager, KKSD, Box 101, Gregory, SD 57533 (no phone calls).

Mature voiced, knowledgeable communicator for morning drive slot in beautiful East Coast college town. EOE. Resume and salary requirements to Box C-43.

Mature, experienced talent wanted for syndicated format similar to MOYL. Need adult delivery, good production skills and 5 years' experience. Send tape and resume to John Dunn, WJAI-FM, 717 E. David Road, Dayton, OH 45429.

Rare opening for air personality at No. 1 A/C in market. Great studios, staff, and company. Send tapes and resumes to General Manager, WGNT, PO. Box 1539, Huntington, WV 25716.

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, PO. 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.

Sconnix Group Broadcasting has openings for Chief Engineers. Applicants should be self-motivated, have experience with state-of-the-art electronics and be able to communicate with management and programming. These are career opportunity positions with a growing company. Resume and salary requirements to R. Wholey, Director of Engineering, Sconnix Group Broadcasting, Parade Road, Laconia, N.H. 03246.

AM/FM combo on beautiful New England coast is looking for talented first Class Chief Engineer. Reply to Box C-36.

Chief Engineer. Full time position requiring three years of experience in broadcast engineering as chief or assistant chief engineer and a First-Class FCC Radiotelephone License. Will be responsible for maintenance and supervision of installations, operations and repairs of equipment associated with the t8 hour daily broadcasting of a 40,000 watt public broadcasting FM radio station. Same responsibilities will be required for servicing the teaching facilities connected with radio and television laboratories which are part of Mass Communications classes taught in the College of Arts and Sciences. Applicant must be able to teach a variety of FCC related broadcasting and engineering facts to and work with student broadcasters and community volunteers serving the station in several broadcasting capacities including those of student announcers and student engineers. Must be able to advise radio and teaching administrators on purchases of telecommunications equipment. Must be able to advise on design features for audio studios, production studios and other areas of broadcasting and teaching of broadcasting subjects. Must be able to serve as advisor in field broadcasts and/or audio or television field productions both on and off campus. Send letter of application, resume and three letters of recommendation to the Personnel Office, Lincoln University, Jefferson City, MO 65101. Credentials must be received by July 31, 1982. An Equal Opportunity/Affirmative Action Employer.

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.

HELP WANTED NEWS

News Director: One to three years' experience, ready to move into N.D. position, with aggressive, information oriented company. This position requires aggressive, positive attitude and management capability. Send tape, resume, and writing samples to Art Brooks, PO. Box 3939, Kingman, AZ 86401.

News Director. Some experience. Aggressive. Good delivery and writing. Great Plains medium market. EOE. Write Box C-7.

Information-Oriented Program Director for successful small-market AM-FM. WMST, Box 381, Mt. Sterling, KY 40353.

New FM near Dallas wanting experienced broadcasters with news, sports and interview capability. EOE/MF Send tape and resume: Mel Price, Box 564, Sulphur Springs, TX 75482.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Western Nebraska 100,000 watt FM seeking creative program director that can handle automation, on/off air promotions, air shift and manage air staff. Community involvement important. Resume and references to Box C-33.

Host/Producer—WUFT-FM. A 100,000 watt public radio station seeks a host/producer for a live late-night jazz program (Sunday through Thursday, 11 PM to 2 AM). Individual will coordinate recorded and live performances, conduct interviews, produce features and host. Position requires a Bachelor's degree in broadcasting or related field and one to two years of related professional experience. Extensive knowledge of jazz, strong on-air ability, production and recording skills preferred. Music performance ability helpful. Salary: \$13,676 to \$15,921, contingent on qualifications. Send complete resume by July 30, 1982, to Mr. P. Jan Eller, Central Employment Center, University of Florida, 3rd Floor Stadium, Gainesville, FL 32611. Audition tape encouraged. Equal employment opportunity/affirmative action employer.

A/C Programmer needed. New studios, TM package, No. 1 A/C in market. Send tapes & resumes to General Manager, PO. Box 1539, Huntington, WV 25716. No calls. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Wanted. Mature person, preferably Family-oriented to take over program department on Country AM operation. Experienced radio person from Southwest or Midwest preferred. Resumes only to: KTNM, Tucumcari, NM 88401. EOE.

Program Director/Announcer position now open. Includes heavy promotion, production, public service, public affairs. Commercial air experience required. Programming background suggested. T's & R's to: WHTH 790 Country, P.O. Box 1057, Newark, OH 43055, c/o Scott Friedman.

SITUATIONS WANTED MANAGEMENT

Broadcaster: 18 yrs., all phases. Management, programming and sales. Will invest. VA—N.C. Good references. Write Box B-186.

General Manager with a strong tradition of success. Committed to professionalism and goal achievement. Interested in long term association with a quality organization. 20 years in management. Skills include heavy sales and sales promotions. Strong leadership and motivator. Write Box C-28.

Sales and profit proven, motivated leader seeks opportunity to apply skills in small, medium market as GM, consultant. Box 1243, Lexington, VA 24450. 703—463-6715.

Major Market GSM, 8 years group GM. Excellent sales, marketing, programming, administrative history. Present group being sold. Achiever seeking permanent GM position with growth company. All markets considered, future company potential, equity. Joe, 912—924-4852.

SITUATIONS WANTED SALES

I've got as much experience as your best salesman once had! Male, age 27, Navy veteran, B.S.; Communications, Univ. of Tenn. Interested in sales and production. Have written TV and radio spots and jingles. Resume. Personal interview. Tom Kennedy, 615—525-2938, or write Box C-34.

SITUATIONS WANTED ANNOUNCERS

Top-40/Rock, DJ, PD 20 yrs.' experience, good production, available now. AM/FM. Greater Cincinnati area. 513—528-5793.

C/W or Oldies. Six-year professional is seeking good medium market on the East Coast. B/A, 3rd endorsed, have done many remotes, too. Write Box C-17.

Excellent knowledge of music. Great at any format. Willing to go anywhere for Entry Level Position. Call Randy, 201—863-0917.

Determined Neophyte, pleasant sound and personality. Single. Any format. David Lake, 3957 N. 62, Milwaukee, WI 53216. 414—462-6638.

Country Radio Pro with extensive programming experience is looking to move back to the Northeast. If you require competence and dedication, then please send for my presentation. Write Box C-42.

Young beginning radio announcer, experienced in country-crossover, A/C personality, play-by-play, and news. Interested in position to work hard and progress. Willing to learn. Neil Isaacs, 616—798-4613.

Tried the rest? Now try the best! Single, with commercial experience. Will relocate. Write Box C-30.

Nobody works harder than I do! Good pipes, creative, will work adult contemporary or A.O.R. Call for tape and resume: George, 312—447-6596.

D.J., 5 yrs. experience, needs work in medium market. Dave Cardosi, 815—933-6779; 1378 N.W. Lennington Cir., Kankakee, IL 60901.

Announcer/Sportscaster. 5½ years' board experience, know A/C format. Southern Rockies, West Coast preferred. Anytime, 303—651-3549.

SITUATIONS WANTED TECHNICAL

Same Chief Engineer, Big band musician, seeks air shift, my own show. Handyman-troubleshooter seeking easy-going, well-kept operation. 305—971-9679.

15 year veteran, organized and good at record keeping and documentation. Experienced in budgeting, departmental management, FM & AM construction; also FCC applications, RF proofs, audio processing and more. Will be available in the near future by the hour, day or for the duration of your project. Would consider permanent position if conditions and salary warrant. Excellent references. Write Box C-45.

SITUATIONS WANTED NEWS

Young, experienced Southern Cal. Sportscaster seeking multi-sport PBP and Sports/News position in smaller market. Please call Bob Harden, 714—968-3867.

Experienced reporter interested in joining aggressive news department. Award-winning news director with six years in on-the-street, talk, and anchoring offers hard work and dependable reporting. Terry, 215—777-5515.

Radio sportscaster, 12 yrs.' exp. H.S. football & basketball, Jr. College basketball, H.S., pro baseball. Would like college basketball or pro baseball. Rip Collins, 319—242-9513.

Award-winning West Coast sportscaster seeks medium market college football/basketball play-by-play. Can combine sports with news. Currently doing both. Write Box C-44.

Newsman with 2 years' experience looking for work on East Coast, South, or Midwest. Donald Owen Cohen, 1890 S. Ocean Drive, No. 1106, Hallandale, FL 33009. 305—932-5010.

Outstanding, professional Sportscaster, major college PBP experience, seeks PBP position in major/medium market. Mike Elliot, 67-12 Juno Street, Forest Hills, NY 11375, 212—544-1756.

Career-minded minority seeks first challenge. News announcer/DJ, diversified skills. BA, broadcast Journalism, Valeria Humphrey, 212—629-0428, after six.

Small market news director seeks return to a top 100 market news position. I'm seeking an opportunity to work for a top news operation. If you're seeking a responsible, experienced person as a news reporter, writer, or editor, please call 812—376-7583.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

A decade of experience! Major market professional, programmed 100,000 watt regional No. 1 A/C! Mike Benson, 616—347-4376.

Contemporary PD available for East Coast programming position. Serious replies only. Write Box C-16.

Strictly professional. Seeking permanent programming and production position with small to medium growth-oriented company. Eight years' experience; B.A. (Telecommunications). Presently employed, solid references, geography no problem. J. Howard, 812—379-2259.

talk about Nostalgia! We can—knowledgeably, entertainingly, plus rare records! (Big bands, old-time radio, etc.) Box C-41.

Major Market AOR announcer with production director-promotion director-research experience, ready to program small-medium AOR. Tim, 216—884-8438.

TELEVISION

HELP WANTED MANAGEMENT

General Sales Manager: Small market CBS affiliate offers great opportunity for current Asst. Sales Mgr. or leading account executive to move into management in No. 1 station in market. Good people management & communication skills a must. Excellent compensation package. Confidentiality assured. Equal Opportunity Employer. Box C-46.

Local Sales Manager—Midwest ABC affiliate, top 25 market, searching for experienced television sales manager with ability to direct top notch sales staff (9). Send resume to Box C-52. Equal Opportunity Employer.

Traffic Manager—KMTR-TV, new station in Eugene, Oregon, seeks experienced, full-charge Traffic Manager, preferably with IBM S/34-Columbine background. Start o/b 9/1/82. 503—746-1600.

HELP WANTED TECHNICAL

Chief Engineer with proven technical skills and ability to supervise and train staff. South Texas. EOE. Box B-169.

Chief Engineer. Southern California sunbelt. Contact Bob Martins, 714-328-8881. EOE.

NST Systems Engineer. Engineer wanted for a Fortune 500 company. Position requires familiarity with NTC-7 video standards and FCC broadcasting requirements, digital techniques, computer operation, analog signal processing, UHF transmitter equipment, cable distribution techniques, and television transmission characteristics. EE Degree and FCC License preferred. Send resume and salary history to: ON TV, 1722 E. Randol Mill Road, Arlington, TX 76011.

Engineering person for maintenance of broadcast videotape equipment, digital equipment systems, transmitter cameras, and other associated equipment. Should have valid FCC General Radio/Telephone License. Reply in confidence to Chief Engineer, P.O. Box 715, Toledo, OH 43695. EOE, M/F.

Major production facility in Philadelphia, seeks experienced maintenance engineer for night shift. New, modern facility. Type C-1", CMX 340X, GVG switchers. Contact: Dave McKelvey, 215—626-6500.

TV Studio maintenance engineer. Work in a modern new facility with state-of-the-art equipment. Experienced in diagnosis/repair of studio and ENG cameras, helical scan recorders, editing equipment, routing and production switchers. Requirements: AA Degree or equivalent, background in electronics. Two years' experience in repair and maintenance of electronic equipment. Ability to repair at component level. Salary commensurate with experience. Gallaudet College offers an excellent benefit package including civil service retirement, bus to Metro stop, free parking, Federal health insurance plan. Please send resume to: Gallaudet College, Personnel Office, 800 Florida Avenue, N.E., College Hall Bldg., Room 7, Washington, D.C. 20002. EOE, M/F.

Cable television video engineer. Rhode Island Cable Television is accepting applications for the position of Video Engineer to be responsible for the operation and maintenance of electronics for its studio and remote production facilities. Must have two years formal training in electronics above the high school level, and two to three years experience as a Video Engineer. Send letter and resume to Director of Community Services, Rhode Island Cable Television, 105 Whipple Street, Providence, RI 02908. We are an equal opportunity employer, and encourage women and minorities to apply.

Television Chief Engineer—Only experienced Chief Engineer or Asst. Chief Engineer need apply. Excellent salary and benefits. Good established company. Send resume to: P.O. Box 4150, Fort Smith, AR 72914, or call Don Vest, Vice-President of Engineering, 501—783-4105. EOE.

Chief Engineer. Central Wyoming College seeks individual capable of making contribution to the development of Wyoming's first public television station. Assume complete responsibility for broadcast and interconnect apparatus. Salary commensurate with experience. Send resume and letter of application by July 30, 1982, to Patricia Sturdevant, Personnel Officer, Central Wyoming College, Riverton, WY 82501. Equal Opportunity Employer.

Engineer/Technician for PTV station, WNMU-TV, in Michigan's beautiful Upper Peninsula. A.S. degree in electronic technology and broadcast related experience. Requires FCC general class license. Entry level position. Excellent fringe benefits. Send resume to Personnel Department, Northern Michigan University, Marquette, MI 49855. EOE/AA.

HELP WANTED NEWS

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.

HELP WANTED NEWS CONTINUED

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.

News Director for top 100 market in the Midwest. EOE. Send resume with salary requirements to Box B-157.

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.

Assistant News Producer for NBC affiliate who can produce fast paced 6 & 10 p.m. news. KLMN-TV, P.O. Box 1867, Ft. Smith, AR 72902. 501-785-4334. EOE.

Need reporter/anchor for number 1 medium market station in Midwest. No beginners please. Write Box C-22.

Seattle's news leader is expanding. We're looking for an executive producer, a producer, reporters, photographers, and editors for a new half-hour newscast. Resume/tape to: News Director, KIRO-TV, Third & Broad Streets, Seattle, WA 98121. E.O.E.

Meteorologist—someone needed to carry on our reputation as weather leader in 100 plus market. Television experience needed. EOE. Write Box C-27.

Are you a good reporter who can also do 2 days of weather at a good medium market station? If so, write Box C-21.

Producer: Oklahoma City's top-rated T.V. news department needs dynamic "go get-'em" producer. Looking for top-notch, fast-paced producer with excellent writing and production skills. Contact Nick Lawler, KOCO-TV, Oklahoma City, OK 73113. E.O.E.

Co-anchor to work with current male anchor at top 40 Sunbelt, net affiliate. Must have strong writing skills and reporting experience, an energetic delivery and, above all, a real desire to win. Send resumes to Box C-37. EOE.

Top New York news agent expanding representation of personable, creative anchors, reporters, weathercasters, specialists. Send tape, resume to P.O. Box 1103, NY, NY 10101.

Number one weathercaster and co-anchor needed for NBC affiliate, in booming Sunbelt market. Only those with two or more years actual commercial television news experience need apply. Send tape and resume to Rob Dean, News Director, KTVV-TV, Box 490, Austin, TX 78767.

Anchor/Reporter. We're a No. 1 CBS affiliate, upper Midwest top 60 market, looking for a dynamic anchor and field reporter. If you're a serious journalist with a flair for on-camera work, we want to hear from you. Send resume and salary requirements only in the first letter to Box C-39. We'll ask the best for tapes. EOE/M-F.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

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.

Producer/Director: Top Miami network affiliate needs experienced, creative, energetic professional for locally produced studio and EFP programs. Send resume and tapes (no phone calls, please) to: Len Jasco, Production Manager, WCKT, 1401 79th Street Causeway, Miami, FL 33141. An Affirmative Action/Equal Opportunity Employer.

Associate Producer for new national talk show project: Midwest location. Must have experience in originating creative ideas and editing. Send resume to Box C-38. E.O.E.

P.M. Magazine shooter/editor for top 30 market. Experience with Sony VU 100 & 110 field recorders, VU 500 editing system and RCA TK76 camera desirable. Previous P.M. Magazine experience helpful. Must be high school graduate with two years recognized technical school training and FCC General Operators License. We are an Equal Employment Opportunity Employer. Send resume to Box C-47.

SITUATIONS WANTED MANAGEMENT

President/General manager. 30+ years practicing television! Thoroughly experienced all aspects! Demonstrated expertise in administration, programming, sales, news, promotion; trouble-shooting/empire-building. Accustomed to multiple-properties/bottom-line responsibilities! Outstanding record of achievements! Produces spectacular sales and profits, plus prestige, at accelerated pace! Also available as outside-Director of two boards! Box C-31.

SITUATIONS WANTED NEWS

Experienced reporter-anchor with excellent production skills seeks new challenge in progressive department. Available immediately. Call Dave. 617-944-7223.

Reporter/Anchor at No. 1 radio news department in top 50's market anxious to move into TV news. Experienced, innovative, solid journalist. Call Jim at 419-474-9263.

Strong police/court reporting missing from your newscast? Are the big stories involving criminal justice being lost to your competition? News correspondent, B.A. Communications, post-graduate work in law & criminal justice, 3 years' experience CBS affiliate in top 30's market, experienced in film/ENG, research and investigative reporting, plus 4 years' experience with large city police department in criminal investigative crime scene/evidence work. For coverage of criminal justice news before and as it happens, not just follow-ups. Will build good relations with law-enforcement community day & night, to achieve solid reporting. Not allergic to moon light or pagers. Box C-35.

Reporter-Employed in medium market. Plenty of experience. Lively writing. Strong video. Solid interviews. Good voice. Credible delivery. Write Box C-49.

Sportscaster/news reporter seeks employment with medium market station. Energetic, creative, and versatile. Have covered sports at all levels with police, government and feature news background. Also photographer and editor. Good production. Excellent voice. Available now. Enk, 812-473-4336, mornings.

Major market radio anchor seeks TV anchor/reporting slot. B.S., M.S. Communications, seven years on-air, significant TV on-camera & production experience. Lloyd, 713-984-0054.

5th market trained sportscaster/reporter also an ex-athlete is seeking sports anchor position in small market, can edit, ENG, and creative writing flair too. B.A. degree. Contact Aaron Turner; 3815 Harrison St. No. 202; Oakland, CA 94611. 415-652-7642.

Sports Journalist: 27, 3 years news and sports, edit/shoot/report/anchor/produce. Jonathan. 605-996-9099.

Award-winning reporter/pilot seeks new challenges. Four years TV news experience in top 40 market. Write Box C-50.

Sports anchor/reporter. Recent college graduate working part-time in medium market. Coaches show, major college play-by-play and color. Have worked with network. Write Box C-51.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Camerman/Editor - experience in N.Y. market. Also switching, lighting etc. Due to budget layoff, looking for work in NYC/tri-state area. 516-293-4519. Jeff.

For Fast Action Use BROADCASTING's Classified Advertising

ALLIED FIELDS

HELP WANTED TECHNICAL

Cetec Antennas - leader in TV and FM broadcast antennas. Immediate openings, production management, FM & TV antenna Mfg., technicians, and antenna test coordinators. Career position with growing mfg. firm offering excellent fringe benefits. Located in central Sacramento Valley. Year round recreational area, excellent schools, affordable housing. Salary commensurate with experience. Please forward resume in confidence to Jim Oliver, General Manager, Cetec Antennas, P.O. Box 28425, Sacramento, CA 95828. Equal opportunity employer.

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Teaching Position. Tenure-track position for Assistant/Associate Professor of Mass Communications in growing program. MA required, PhD preferred. Must have solid industry experience in two of the following areas: radio, television, advertising, photography, corporate communications/PR, print. Publications, facilities management and teaching experience are desirable. Send resume and credentials to: Fred D. Brown, Dean of Faculty, Buena Vista College, Storm Lake, IA 50588.

Associate Director, Center for Telecommunications Studies. Self-directed, innovative individual for conference and research program with staff of seven. Extensive background in telecommunications industry and Washington communications policy process required; experience in policy planning and administration and proficiency in research methodology desirable. Ph.D. in related field preferred. Address letter of application, resume, and salary requirements by July 23 to Harriet Little, Assistant to the Dean, Division of Continuing Education and Summer Sessions, George Washington University, Washington, D.C. 20052. EOE/AEE.

Production Specialist (In film and video). Teach courses in film and tape production and provide production services for Memphis State University Departments of Theatre and Communication Arts and Athletics. B.A. (M.A. preferred) plus substantial experience in film and tape production, especially in regard to sports events. Competency in cinematography/videography with knowledge of post-production procedures. Teaching experience desirable. Send letter of application and resume to: Dean Richard Ranta, College of Communication and Fine Arts, M.S.U., Memphis, TN 38152, by August 20. Position available September 1.

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.

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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.

WANTED TO BUY EQUIP. CONT'D

Instant Cash for Broadcast Equipment: Urgently need good used: transmitters, AM-FM-TV, film chains, audio consoles, audio-video recorders, microwave; lowers; WX radar; color studio equipment. Ray LaRue or Bill Kitchen, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

Wanted: RCA BTF-20E-1 20 KW FM transmitter in good condition, as soon as possible. Do not need exciter. Tom BonDurant, 919-869-0101.

Wanted: Ampex MM1100/M1200 16 track audio recorder. Cash or trade for new Ampex equipment. Bob Lindahl, 503-226-0170.

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AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

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.

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, 404-324-1271.

Used TV Transmitter Bargains: GE-transmitter package on Ch. 8, 35kw excellent condition, serving as operating standby now, with TY53B1 antenna and 3 1/8" transmission line; GE TT-530 VHF, hi band 25kw good working condition; GE UHF transmitter 30kw (low band), operating with good useable klystrons; RCA TTU-50C, 50kw UHF, low band; RCA 10kw Ch. 42, excellent condition; RCA 30kw, UHF, hi band, fine transmitter; RCA 1kw from Ch. 14 up. What do you need? Most of the above can be retuned! (4) Varian 30kw Klystrons 4KM100LF good life remaining (Ch. 34-52). 6 1/8" and 3 1/8" transmission line with fittings and hangers. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

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VTR's: RCA TR-70; (3) RCA TR-60 record units 1000 hrs. total time each; Ampex 1200B; Ampex VR 3000 with metering and charger. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

Color cameras - used: GE and RCA film chains, excellent condition; (1) Norelco LDH-1, 50' cable; (1) GE PE-350; (3) GE TE-201 good operating condition; Ikegami HL-33, HL-35; Toshiba/GBC CTC-7X, minicam, plumbs. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

Used cart machines, \$295.00. Stereo limiters, \$385.00. Audio consoles. Bargains! Write for catalog: Box 213, Dunkirk, MD 20754.

RCA TK-76B with Angenieux 15 X 9.5 lens, studio video finder, remote focus and zoom control, 2 X extender, AC power supply, tubed with 7-pin satcons, 12K. Please call or write: Stephen Damas, Asst. Chief Engineer, WPRI-TV, 25 Catamore Blvd., East Providence, R.I. 02914. 401-438-7200.

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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:

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Top-rated medium market PM Magazine seeks co-host with television on-air and story producing experience to work with female co-host already on staff. Please send tape and resume to Kathy Connelly, KFDM-TV, P.O. Box 7128, Beaumont, TX 77706. An equal opportunity employer.

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Candidates should have a college degree plus minimum three to five years related experience and knowledge of sports. Excellent written and oral communications skills with experience in negotiating is desirable. Some travel required.

For prompt, confidential consideration, please send a detailed resume with salary requirements to M. Stern, American Broadcasting Companies, Inc., 1330 Avenue of the Americas, New York, New York 10019. Men and women of all races are encouraged to apply.

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Editor, associate producer for Real to Reel. Cinematographer must have extensive EFP experience. Required to care for equipment, do lighting. Associate producer must be adept at writing, preparing edit plans, "digging" for stories. Editor needs experience in editing features. Responsible for assembling and duplicating of national reels. Needs 2-3 years' experience. Washington based, includes traveling. Send resumes and tapes to UNDA-USA, P.O. Box 22627, Baltimore, MD 21203, by July 30.

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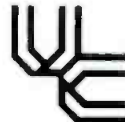
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Miscellaneous

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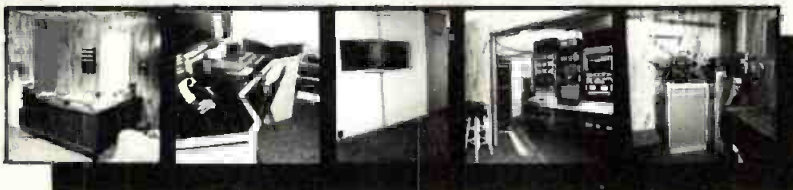
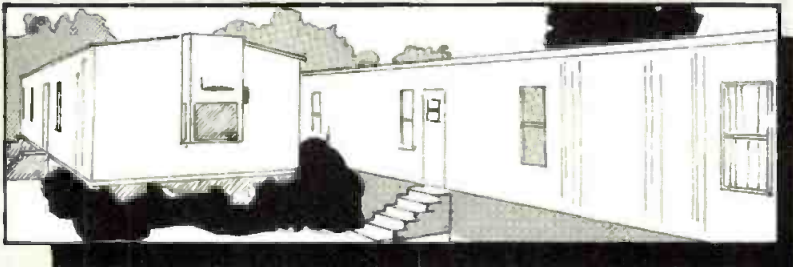
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NW	Small	Fulltime	\$300K	Cash	Elliot Evers (213) 366-2554
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SW	Small	Fulltime	\$211K	30%	Bill Whitley (214) 387-2303
MW	Small	FM	\$100K	\$25K	Bill Cate (904) 893-6471

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.

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 ill. **\$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)**

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MN	AM	220K	30%	Small
WI	AM	495K	75K	Small
MO	AM/FM	275K	50K	Small
KS	AM	410K	75K	Small
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Fates & Fortunes

Media

Joseph Hipple III, VP and general manager, Black Hawk Cable Communications, named director, CBS Cable Systems, CBS/Broadcast Group. Hipple will manage CBS/Black Hawk Cable System in Dallas/Fort Worth area.

Daniel Friel Jr., VP and general manager of Group W's WOWO(AM) Fort Wayne, Ind., named VP and general manager of company's KDKA(AM) Pittsburgh, effective Sept. 1, succeeding **Jonathan Klein** who has been named general sales manager of Group W's WBZ-TV Boston. **John Irwin**, assistant program manager and on-air sports personality for WOWO, named station manager. (Wowo has been sold, subject to FCC approval [BROADCASTING, June 28].)

Robert Marc Backman, general manager, KWEN(FM) Tulsa, Okla., named VP of parent, Katz Broadcasting.

Joni Denny, district manager, Orange county (Calif.), Times Mirror Cable Television, Irvine, Calif., named VP, southern California region.



Reagan

Ross Reagan, operations manager for KUDL(FM) Kansas City, Kan., named general manager.

Robert Fishman, VP of sales, WIXT(TV) Syracuse, N.Y., named VP and general manager.

Cindy Barnes, local sales manager for KAAY(AM) Little Rock, Ark., joins KXLR(AM)

North Little Rock, as general manager.

Loren Dee Ayers, district plant manager, United Cable Television's California systems, named operations manager, United Cable Television of Scottsdale, Ariz.

Lawrence Rouse, general sales manager, WMC-AM-FM Memphis, Tenn., joins WLVV(FM) Statesville, N.C., as general manager.

Harvey Mars, director of operations, WFSB-TV Hartford, Conn., joins WXIA-TV Atlanta as station manager.

Christopher Jackson, from WJBR-AM-FM Wilmington, Del., joins KASK(FM) Las Cruces, N.M., as operations manager.

Steve Grissom, news and communications manager, WRAL-TV Raleigh, N.C., named station operations manager.

Timothy Singleton, assistant professor of communications, Indiana-Purdue University, Fort Wayne, Ind., named acting station manager, noncommercial WBNI(FM) Fort Wayne.

William Jackson, program director WHO-TV Des Moines, Iowa assumes additional responsibilities as station manager.

Christine Carey, research analyst,

Metromedia, Inc., joins WOR-TV New York, as research supervisor.

Gerald Rush, controller, Acton Corp., Acton, Mass., cable MSO and electronics manufacturer, named treasurer.

Appointed VP's, Mile Hi Cablevision, American Television & Communications Corp., Denver, Colo.: **Jim Baker**, general manager, Littleton, Colo., cable system, to VP, new business development; **Terry Hicks**, from Rochester, N.Y., cable system, to VP, field operations; **Larry Ramsdell**, division manager, ATC's subscription television operations, to VP, business operations, and **Romalene Pacheco**, administrative assistant to representative Patricia Schroeder (D-Colo.), to Mile Hi, as VP, community affairs.

Beth Ross, director of research, WTVJ(TV) Miami, joins WDMV-TV Washington in same capacity.

Robert O'Leary, manager of finance, Lexnan products division, General Electric, Pittsfield, Mass., joins Cox Cable Communications, Atlanta, as VP, finance.

Patricia Wallace, traffic manager, KOMO-TV Seattle, named information systems manager for parent, Fisher Broadcasting. **Mary Pat Hoover**, assistant traffic manager, KOMO-TV suc-

ceeds Wallace as traffic manager.

Arnold Marfoglia, director, affiliate contract relations, ABC Affiliate Relations, New York, named to newly created position of director, planning and financial analysis.

W. Ben Waters, corporate director of special projects, Capitol Broadcasting Co., Raleigh, N.C., named VP, administration.

John Grieman, director of corporate planning and systems, American Hoist and Derrick Co., joins Cowles Media Co., Minneapolis, as corporate controller.

Lawrence Horn, general counsel, Public Broadcasting Service, Washington, elected senior VP, general counsel.

Michael Packman, director of financial services, Katz Communications, New York, elected VP and treasurer.

Lew Harkness, accounting and data processing supervisor, WKBD-TV Detroit, joins KTXH(TV) Houston as business manager.

Bernice Sheldon, from Petry Television, New York, joins WCKT(TV) Miami as research director.

Christine Carey, research analyst, Metromedia, New York, joins WOR-TV there as

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research supervisor.

Judy Maatz, director of personnel and labor relations, noncommercial KQED(TV) San Francisco, joins WNEV-TV Boston as director of employee relations.

Robert Goldfarb, general manager, noncommercial WFCR(FM) Amherst, Mass., joins Eastern Public Radio Network, as executive director.

Nancy Honsinger, executive assistant, superintendent of schools, Ridgewood, N.J., joins Tribune Cable Communications, Mahwah, N.J., as director of administration.

Frank Carfi, staff director, noncommercial WHYY-TV Wilmington, Del., named facilities coordinator. **Barbara Rhoades**, assistant director, succeeds Carfi.

Advertising



Devlin

Jeffrey Devlin, director of broadcast productions, SSC&B, New York, named senior VP. Elected VP's, SSC&B, New York: **Sandra Dodd**, associate creative director; **Jeffrey Kiel**, assistant research director; **Jane Leonard**, account supervisor; **Linda McCreight**, account supervisor, and **David**

Sparks, account supervisor. **John Lerch**, copywriter, elected VP, associate creative director.

Ron Rellly, media director, Ogilvy & Mather, Houston, named senior VP, media director, Ogilvy & Mather, Los Angeles.

Lawrence Lolello, former executive VP and treasurer of Peters, Griffin, Woodward Inc., New York, joins MPI Inc., New York, advertising computer company, as senior VP and will direct market development for Spotline, MPI's new spot housekeeping system for advertising agencies, to be introduced this summer.

Lamont (Monty) Greene, senior VP, general manager of J. Walter Thompson U.S.A.'s Atlanta office, appointed to head Ford Motor account in Europe for JWT. He will be based in London.

Larry Olshan, senior VP and manager of West Coast operations for Entertainment Group of J. Walter Thompson U.S.A., named general manager of group which has offices in New York and Los Angeles.

Joseph Abruzzo and Rena Mora, of marketing services group, N W Ayer, New York, elected VP's.

Robert Watson, senior VP, director of creative services, Needham, Harper & Steers, Washington, named senior VP and executive creative director.

Stuart Minton Jr., executive VP, N W Ayer, leaves to form own firm, Minton Communications, specializing in cable advertising. Firm will be located at 150 East 48th Street, New York.

Kay Ostrander, VP, manager of spot broadcast, Campbell-Ewald, Detroit, joins W. B. Doner, Los Angeles, as media director.

Charles Lizzo, sales manager, A-2 team, MMT Sales, New York, named head of new in-

dependent A-3 team. **Joseph Gangone**, account executive, named sales manager, A-2 team, New York.

Wilson Selbert Jr., executive creative director, J. Walter Thompson, New York, joins Arnold & Co., Boston, as executive VP, creative services.



Clayton

Jim Clayton, national sales manager, Storer Broadcasting's WJWK-TV Cleveland, joins co-owned WJBK-TV Detroit as general sales manager.

Leo Holzenthal, account executive, WGSO(AM) New Orleans, named sales manager.

Brian Rouff, from KRHS-AM-FM Bullhead City, Ariz., joins KRRI(FM) Boulder City, Nev., as sales manager.

Edward Poole, account executive, KLOS(FM) Los Angeles, appointed general sales manager, WXYZ(AM) Detroit. **Tom Roe**, general sales manager, KHTZ(FM) Los Angeles succeeds Poole.

Tom Mierendorf, account executive, WOKY(AM) Milwaukee-WMIL(FM) Waukesha, Wis., named general manager. **Nicholas Romito**, from WMAM(AM)-WLST(FM) Marinette, Wis., joins WOKY-WMIL as account executive.

Carol Cleveland, director of media, King's Department Store, Boston, joins WBZ(AM) there as co-op director.

Mindy Barstein, assistant to station manager, WLIR(FM) Garden City, N.Y., named local sales manager.

Roger Bauer, account executive, WPLR(FM) New Haven, Conn., joins WSUB(AM)-WQGN-FM Groton, Conn., as local sales manager.

Frank Arkinson, account executive WXTT(TV) Syracuse, N.Y., named local sales manager.

Paul Kilcullen, account executive, WBAL-TV Baltimore, joins KMBC-TV Kansas City, Mo., as national sales manager.

Byron Elton, account executive, Blair Television, New York, joins KTVX(TV) Salt Lake City, as national sales manager.

Doug Stewart, regional sales manager, KJZZ-AM-FM Phoenix, named national sales manager.

Bruce Grindle, account executive, WTEN(TV) Albany, N.Y., named national sales manager.

Debra Stephens, Los Angeles sales manager, CBS/FM National Sales, named national sales manager, KNX-FM there.

Jill Dahlien, account supervisor, Beepers Northwest, joins KPLZ(FM) Seattle as account supervisor.

Phil Gore, sales manager, Group W Television Sales, Los Angeles, joins KABC-TV there as account executive.

Pam Mitchell, national sales manager, CKLW-AM-FM Windsor, Ontario, joins Hillier, Newmark & Wechsler, New York, as account executive.

Leslie Lindley, promotion manager, KIXX(FM) Denton, Tex., named account executive.

Ronald Pelletier, from Peterson Associates, Honolulu, joins KULA(FM) Waipahu, Hawaii, as account executive.

Eric Graves, account executive, KSDO(AM) San Diego, joins KFMB-AM-FM there, in same capacity.

Julie Natichioni, local sales manager, WBCN(FM) Boston, named national sales manager.

Gerry Brouwer, account executive, KSTP-TV Minneapolis-St. Paul, named regional sales manager.

MariJo Hinsberg, media assistant, Advertising Agency Associates, Boston, joins WEEI(AM) there as sales assistant.

Glenn Proffitt, account executive, KOPA-AM-FM Scottsdale, Ariz., joins KMEO-AM-FM Phoenix in same capacity.

Marlene Olsen, from Media Network Inc., Indianapolis, joins WTHR(TV) there as account executive.

Helen Capuano, media marketing coordinator, WNBC-TV New York, and **Nancy Holt** and **Patricia Holt**, co-producers of *Perfect Match*, weekly program on Manhattan Cable Television, New York, named account executives for Cable Network Inc. there, cable advertising sales representative.

Dennis Douglass, from WJJD(AM)-WJEZ(FM) Chicago, joins WAIT(AM)-WLOO(FM) there as account executive.

Audrey Kay Schlaitzer, account executive, KING-FM Seattle, joins KOMO(AM) there in same capacity.

Sue Nozaki, research director, sales department, KATU(TV) Portland, Ore., named account executive.

Wendell Williams, from WTEN(TV) Albany, N.Y., joins WRGB(TV) Schenectady, N.Y., as account executive.

Richard Frid, from WTCA(AM)-WNZE(FM) Plymouth, Ind., joins WSVJ(TV) Elkhart, Ind., as account executive.

Nancy Bible, from Gail V. Ketz and Associates, and **Thomas Bloniarz**, from Milton Bradley Co., join WCFB(AM) Chicago as account executives.

Programing

Robert Glaser, president, domestic operations, Viacom Enterprises, named president, Viacom Enterprises. Glaser succeeds **Willard Block**, now president, Viacom World Wide (BROADCASTING, July 5).



Glaser



Girard

Stephen Girard, VP, creative affairs, Colum-

bia Pictures Television, Burbank, Calif., named senior VP.

Thomas Tannenbaum, president, MGM Television, named president, television, Centertop Productions, Inc.

Joe Wlemeyer, director, corporate product planning, Revell toys, joins 20th Century-Fox Video, Beverly Hills, Calif., as product manager.

Tania Travers, manager, network financial services, NBC, joins Disney Channel, Stamford, Conn., as VP, finance and administration.

Sharon Sawyer, freelance unit production manager, *ABC Weekend Specials*, Los Angeles, named production executive, ABC Television.

Garrett Hart, director of research, Paramount Pictures Corp., Los Angeles, named VP, research.

Stuart Graber, international sales and marketing executive, Telepictures, New York, named VP.

Gary Cox, associate producer, *The Joker's Wild*, Barry & Enright Productions, Los Angeles, named producer of program.

Cathleen Pratt, assistant to manager and director, ABC Rock Radio, New York, named administrator, ABC Direction Radio Network.

John Kleine, business manager, Warner Bros. Television, New York, named director, financial affairs. **Eric Frankel**, manager, pay-TV marketing, named director, pay-TV marketing.

Joanne Abbey, product manager, Frito-Lay, Dallas, joins Preview, Norwood, Mass., subscription television service, as marketing manager. **Ronald Fortin**, senior VP, administration, Wilshire Electronics, Burlington, Mass., joins Preview as controller. **Stanley Porter**, assistant marketing manager, Preview, named business manager.

Hal Cooper and **Rod Parker**, from own production company, Elmar Productions, join NBC Television, Los Angeles, as executive producers, *Love Sidney*.

Jim Kraus, director of sales, Trident Television Associates, joins ICA TV, New York, as sales executive, Northeast area.

Janice Marinelli, TV program coordinator, Blair Television, joins Lorimar Television Distribution, New York, as assistant research director.

Lorrie Cole, advertising manager, marketing department, U-A Columbia Cablevision of New Jersey, Oakland, N.J., named director of marketing.

Pat Summerall, sports commentator, CBS Sports, has signed new long-term contract with network.

Chuck Dunaway, operations manager, KLBJ-AM-FM Austin, Tex., joins Wiskes/Abaris Communications, Chicago-based station group owner, in newly created position of VP, programming.

Charlie Cook, program director, KHJ(AM) Los Angeles joins KLAG(AM) there in same capacity.

Joe McKay, from WKGR(AM) Gainesville, Fla., joins WGGG(AM) there as program director.

Chuck McCartney, air personality and promotion director, WJDO-AM-FM Meridian, Miss., named assistant program director and music director.

Sandra Saxion, account executive, UTV Cable Network, Fair Lawn, N.J., named marketing director.

Geraldine McKenna, director of continuity acceptance for Group W, retires after 28 years with company.

Rebecca Dragiff, MBA graduate of Harvard Business School, joins Columbia Pictures Home Entertainment, Burbank, Calif., as manager-planning. **Mitchell Wallis**, accounts manager, Scott, Marshall, Sand & McGinley Inc., Los Angeles, joins Columbia Home Entertainment as accounts manager.

Lorraine Zenka Smith, former editor, *Daytimers* magazine, appointed talent coordinator. "Soap World," magazine strip show produced by Barry & Enright Productions.

Marty Brooks, broadcast services administrator, USA Cable Network, Glen Rock, N.J., named manager, sports programming.

Gary Berkowitz, director of operations, WPRO-AM-FM Providence, R.I., joins WROR(FM) Boston as manager of programming and operations.

Dave Nelson, air personality, WIXZ(AM) McKeesport, Pa., named program coordinator.

David Williams, senior producer-director, WRBV(TV) Vineland, N.J., joins WFSB-TV Hartford, Conn., as producer-director.

Carol Linam, from KSLA-TV Shreveport, La., joins WLOS-TV Asheville, N.C., as executive producer, *PM Magazine*.

Harold Greene, news anchor, KGTV(TV) San Diego, Calif., joins KABC-TV Los Angeles, as host of *A.M. Los Angeles*.

Russ Small, from WKBO(AM) Harrisburg, Pa., joins WCBM(AM) Baltimore as sports director.

Leroy Owens, sports reporter-photographer, WHO-TV Des Moines, Iowa, joins WTHR(TV) Indianapolis as sports producer.

Jeff Beimfohr, sports director, noncommercial WOI-AM-FM Ames Iowa, joins WCPO-TV Cincinnati as sports anchor.

Fred Cowgill, sports anchor-reporter, Cable News Network, Atlanta, joins WOKR(TV) Rochester, N.Y., in same capacity.

Frank Malloy, from WRBL(TV) Columbus, Ga., joins WMAZ-TV Macon, Ga., as sports director.

News and Public Affairs

John Watkins, Washington bureau manager, RKO Radio Network, joins WTOP(AM) there as director of news and programming.



Ihle

Bill Ihle, news director, KHSL-TV Chico, Calif., joins KFBK(AM) Sacramento, Calif., in same capacity. **Jim Hamblin**, from KCBS(AM) San Francisco, joins KFBK, as reporter.

Rich Klos, news producer, WAGA-TV Atlanta, joins WGXA(TV) Macon, Ga., as news director.

Bob Yuna, assistant news director, KDKA-TV Pittsburgh, joins

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WLWT(TV) Cincinnati as news director.

Phillip Balboni, public affairs and editorial director, WDVb-TV Boston, named news director.

S. Peter Neumann, executive news producer, WXII(TV) Winston-Salem, N.C., joins KOLR-TV Springfield, Mo., as news director.

Mike Sanders, reporter, WAPT(TV) Jackson, Miss., named assignment editor.

Appointments at KDKA-TV Pittsburgh: **Jocelyn Hough**, production assistant, Eyewitness News, to associate producer; **Roy Morrison**, part-time production assistant and associate producer, weekend news, to full-time production assistant; **Ralph Iannotti**, producer-reporter, WTLN(TV) Albany, N.Y., to reporter; **John Parisi**, from Christian Broadcasting Network, to weather anchor; **Tim Estiloz**, news intern, to part-time production assistant.

Nancy Jacoby, director of station services, KNXT(TV) Los Angeles, named executive producer, *Channel 2 News at Six*, and **Peter Leone**, news director, WNAC-TV Boston (now WNEV-TV), joins KNXT as executive producer, *Channel 2 News at Four-Thirty* and *Channel 2 News at Five*.

Mark Cohen, executive producer, KPIX(TV) San Francisco, named news director. **Joseph Barnes**, managing editor, KPIX, named news manager.

Laurie Littell, weekend anchor-producer, WAOW-TV Wausau, Wis., joins WSAV-TV Savannah, Ga., as producer.

Stephen Frazier, correspondent, NBC News, New York, named correspondent, Tokyo bureau.

John Needham, correspondent, United Press International, Tokyo, named chief correspondent, north Asia, based in Tokyo.

Alan Abelson, editor, *Barrons National Business and Financial Weekly*, named business correspondent, NBC News's *Early Today*.

Jim Thomas, weekend anchor and special assignment reporter, KTTV(TV) Los Angeles, named anchor, *10 O'Clock Report*.

Theresa Blythe, from WILM(AM) Wilmington, Del., joins WCBM(AM) Baltimore as editor, *P.M. Baltimore* news program. **Bob Anbinder**, from Associated Press Radio, joins WCBM as editor, *A.M. Baltimore*. **Cathy Brice**, from Cable News Network, joins WCBM as news writer. **Tom Clendenning**, from WBAL(AM) Baltimore, joins WCBM there as news anchor.

Sabrina Dorsey, from KID-TV Idaho Falls, Idaho, joins KGUN-TV Tucson, Ariz., as reporter-producer.

Sharon Green, correspondent, Mutual News, Washington, named news supervisor. **Frances Hardin**, reporter, WMAR-TV Baltimore, joins Mutual as correspondent.

Rod Fritz, news director, WROR(FM) Boston, joins WEEI(AM) there as anchor-reporter.

Hilda Bryant, social issues reporter, Seattle *Post-Intelligencer*, joins KIRO-TV Seattle, as reporter.

Randi Mayem, reporter/producer, KOMU-TV Columbia, Mo., joins KMEL(FM) San Francisco, as reporter.

Randy Ollis, meteorologist, WDTN(TV) Dayton, Ohio, joins KTVY(TV) Oklahoma City in same capacity.

Technology

Jeffrey Meadows, managing director, news operations, NBC News, New York, named VP, engineering and technical services, NBC.

Keith Johnson, divisional director, marketing, Europe, Africa, and Middle East, RCA, named director, international product planning, RCA commercial communications division, Camden, N.J.

George Roberts, VP, operations and engineering, RCA Alaska Communications, joins Harris Corp., Melbourne, Fla., as VP, general manager, telecommunications division.

Rodney Madsen, president, Gary Safe Co., City of Industry, Calif., joins Cetec Corp., El Monte, Calif., as corporate VP.



Wisdom

Thomas Wisdom, marketing development manager, magnetic audio/video products division, 3M Corp., joins VCA Duplicating Corp., New York, as VP, general manager, Southwest branch, Houston.

David Rief, from J.S.L. Video Services, N.Y., joins Unitel Video post production facility there

as color correction specialist.

David Schmidt, manager, X-ray manufacturing operations, medical systems division, General Electric, joins Jerrold Distribution Systems division, General Instrument, Hattboro, Pa., as VP, operations.

James Starks, regional sales manager, US JVC Corp., Houston, joins Ikegami Electronics, as Southeastern regional manager and head of newly opened Tampa, Fla., office.

Jerome Partch, director of engineering, Liberty Communications, Eugene, Ore., elected VP, engineering.

David Crenshaw, program development coordinator, Appalachian Community Service Network, Washington, named director of technical services.

Promotion and PR

Kevin Monaghan, sports press representative, NBC, New York, named manager of sports information, NBC Press. **Anthony Paige**, sports editor, Prentice-Hall, joins NBC Press, New York, as sports press representative.

Steve Stockman, promotion director, WAAF(FM) Worcester, Mass., named to newly created position of national promotion director for parent Katz Broadcasting.

Richard Turner, manager of media relations, noncommercial WTTW(TV) Chicago, named director of information services and advertising.

Dean Wasson, assistant promotion manager, WATE-TV Knoxville, Tenn., named promotion manager.

Alan Batten, director of sales promotion and public relations, KMOX-TV St. Louis, joins wsoc-TV Charlotte, N.C., as director of advertising and promotion.

Eric Block, promotion manager, WXIX-TV Cin-

cinnati, joins WTCN-TV Minneapolis in same capacity.

John Bloodwell, assistant program director, WMMR(FM) Philadelphia, joins WCOZ(FM) Boston as promotion director.

David Gaylor, program operations manager, Theta Cable Television, Santa Monica, Calif., joins Video Systems Network, Los Angeles-based broadcast equipment and engineering firm as broadcast sales manager.

Paula Perry, sales assistant, KIXK(FM) Denton, Tex., assumes additional responsibilities as promotion manager.

Karin Sisk, director of local programs and special projects, WAGT-TV Augusta, Ga., named creative services director.

Allied Fields

Elmer Lower, professor of journalism, University of Missouri, Columbia, Mo., and former president, ABC News, named dean, school of journalism, for 1982-83 school year.

Elected officers, Puget Sound Radio Broadcasters Association, Seattle: **Todd Blitts**, KPLZ(FM) president; **Tim Davidson**, KING-FM, vice president-treasurer, and **John Hendricks**, KVI(AM) secretary.

Elected officers, Tucson (Ariz.) Broadcasters Association: **Lee Dombrowski**, KWFM(FM), president; **Michael Cutchall**, KNST(AM)-KRQQ(FM), vice president, and **Richard Paye**, KAIR(AM)-KJOY(FM), secretary treasurer.

Louisa Nielsen, program officer, National Endowment for the Humanities media program, joins National Captioning Institute, Falls Church, Va., as associate director for program development.

Elected officers, Texas Associated Press Broadcasters: **Glen Moyer**, WFAA(AM) Dallas, chairman; **Emet Huntsman**, KVOZ(AM) Laredo, radio president; **Dana Millikin**, KTBC-TV Austin, television president; **Bob Williams**, KTLK(AM) Beaumont, radio vice president; **Dave Shephard**, KCTV(TV) San Angelo, television vice president.

Elected officers, Palmetto chapter, American Women in Radio and Television, Columbia, S.C.: **Edna Seaman**, Multimedia Broadcasting Co., Greenville, S.C., president; **Rene Zeide**, WCSC-TV Charleston, vice president; **Lols Duke**, public relations counselor, Columbia, secretary.

Elected officers, Montana Broadcasters Association: **Steve French**, KMOM(AM)-KNUW(FM) Great Falls, president; **Bill Reier**, KBOZ(AM) Bozeman-KLFM(FM) Great Falls, past president; **Linda Mason**, KLTZ(AM) Glasgow, vice president.

Deaths

Mitch Lipman, 52, VP, network account executive, Doyle Dane Bernbach, New York, died June 25 of cancer at New York hospital. He is survived by his wife, Ernestina, two sons, and daughter.

Jacques Falerne, 59, senior marketing executive, IFC Entertainment, Ltd., New York, died June 25 of heart attack in Englewood, N.J. He is survived by his wife, Elaine, son, and two daughters.

FCC's Randy Nichols: Fowler's deregulatory right-hand man

As administrative assistant to FCC Chairman Mark Fowler, Willard (Randy) Nichols is largely unknown outside the commission. Nonetheless, he is said to wield considerable influence. Fowler himself is fond of introducing Nichols—who is responsible for the day-to-day operations of the chairman's office and is the chairman's primary liaison with the FCC bureau chiefs—as “the Ed Meese of the FCC.” And Nichols's reputation for having Fowler's complete confidence as his chief adviser hasn't gone unnoticed. “If you've got a problem that transcends the bureaus, Nichols is the one you go to,” a top industry source says.

Gaining the confidence of FCC chairmen has become a specialty of the 35-year-old Republican. In a career that has spanned only eight years, Nichols already has served three chairmen, and all give him high marks. Fowler describes him as “an exceptional human being.” Former Chairman Richard Wiley is as lavish in his praise. And maybe the highest compliment comes from former Chairman (and Democrat) Charles Ferris: “I just hope that Randy is the kind of professional the government can get and keep; he's the kind it needs.”

What has made Nichols such an asset isn't hard to comprehend. By all accounts, he's a hard worker. Having served in top posts throughout the commission, he knows the agency well. But he is also said to be a politically savvy strategist who knows how to stoke the bureaucratic machinery to get things done.

The man others describe as the “consummate bureaucrat” was born in Harrisburg, Pa., in 1947. The son of an Air Force colonel, Nichols was raised in Europe and Washington. After he graduated from the University of South Carolina in 1969, he enlisted for a tour in the U.S. Army, then enrolled in the University of South Carolina's School of Law.

After completing his second year of law school, Nichols got his first taste of life on the front lines of policymaking; he spent the summer as a legal assistant to Senator Strom Thurmond (R-S.C.), keeping the senator posted on Watergate developments and working on several bills before the Senate Judiciary Committee. That experience left an impression. Although he still didn't know precisely what he wanted to do, he returned to school knowing that he wanted to return to Washington more than ever.

Although Nichols says he might have preferred a career with the Department of State or the Central Intelligence Agency—



Willard Randall Nichols—administrative assistant to FCC Chairman Mark Fowler; b. March 7, 1947, Harrisburg, Pa.; BA in political science, University of South Carolina, 1969; U.S. Army, 1969-71; JD cum laude, University of South Carolina School of Law, 1974; attorney-adviser, legislation division, FCC Office of General Counsel, September 1974-March 1977; special assistant to FCC Chairman Richard Wiley, March-October 1977; special assistant to FCC Chairman Charles Ferris, October 1977-June 1978; attorney, Kirkland & Ellis, June 1978-January 1979; legal assistant to chief of FCC Common Carrier Bureau, January-May 1979; chief, FCC Cable Bureau, May 1979-May 1981; present position since May 1981; m. Ellen Davis, Feb. 28, 1970.

he'd still give his eye teeth to serve as the top aide to the director of the CIA—those options didn't materialize. The FCC, however, interviewed him while he was still in school. After he graduated, he joined the commission, “because they were the first ones to give me a job offer,” he says.

Nichols's thoroughness and writing ability were noticed in the chairman's office early in the going. Wiley, then chairman, says he was particularly impressed by Nichols's treatment of congressional testimony—which Wiley, more often than not, would have to deliver—and marked Nichols for a promotion. When a position opened on Wiley's personal staff—before Nichols had been at the agency three years—Wiley brought him upstairs. Nichols served as Wiley's special assistant for cable from March through October 1977, when Wiley left the commission.

When Ferris stepped in as chairman, he retained Nichols's services. Although Ferris says he had intended to keep him around only long enough to assist with the transition, he found Nichols to be “extraordinarily well-versed on the issues” and that his “advice was always sound.” Ferris asked him to stay on, but Wiley per-

suaded him to take a stab at life as a communications attorney at Kirkland & Ellis. After serving Ferris for nine months, Nichols left the FCC.

As it turned out, Nichols wasn't cut out to be a private-sector attorney—at least not then. He stayed at Kirkland & Ellis, where he worked primarily on routine broadcast matters, for eight months—from June 1978 through January 1979. But even though he had received a boost in salary, he didn't enjoy the feeling of being relegated to the sidelines; he missed being in the center of communications policy making. As a result, when he was offered a job as legal assistant to the chief of the FCC's Common Carrier Bureau, he jumped at the chance. “It was a good opportunity to learn the common carrier business from the front office,” he says.

Nichols wasn't back at the Ferris commission for five months when he was promoted. Ferris moved Philip Verveer from chief of the Cable Bureau to head the Broadcast Bureau, then named Nichols chief of the Cable Bureau, “where I spent two years deregulating cable,” Nichols says.

Before he assumed command of the agency in May 1981, Fowler launched his own search for a top aide. “I said I needed an action man,” Fowler says, someone who “knew the levers” at the FCC, a generalist who could implement the policies Fowler wanted to bring into being. Nichols was recommended again and again, both within the agency and from outside, Fowler says. The two—who had not met previously—sat down to talk, discovered that they shared a deregulatory philosophy, “so I came back for my third tour in the chairman's office,” Nichols says.

Fowler says he hasn't regretted the selection. He lauds Nichols's ability to effectuate the chairman's policies. But he also credits him for having helped shape his platform.

Although the private sector has been bidding for Nichols's services, that bidding may be in vain—at least for now. While Nichols says he might be able to make more money elsewhere, he says there are considerable “psychic benefits” to remaining at the FCC. At the commission, he points out, he has the opportunity to play an active role in formulating policy. And where else, he asks, could he have the opportunity to discuss communications policy with congressmen, the White House and “the best and the brightest” of the communications industry?

“This is the perfect job,” Nichols says. “I have the flexibility to do just about anything I want to do,” he says. “I never really intended to make the FCC a career, but this is so much fun, . . . and beyond that I just haven't thought about it.” ■

FCC order establishing direct broadcast satellite service is due out this week. National Association of Broadcasters and Association of Maximum Service Telecasters, which opposed rules adopted last month (BROADCASTING, June 28), say they must digest document before deciding whether to appeal. NAB attorney says, however, there seems to be firm ground on which to base court action.

ABC and Cox Broadcasting, Atlanta, sued National Collegiate Athletic Association last week charging violation of contract granting ABC and CBS over-air rights to NCAA games for four years, starting this fall, for total of \$263.5 million. Suit filed in Supreme Court of Fulton County in Atlanta claims NCAA sold cable rights to its football games to Turner Broadcasting System that will use its superstation, WTBS-TV Atlanta, to distribute games to 800,000 homes in Atlanta and to 21 million cable homes. Plaintiffs claim WTBS's telecast in Atlanta would be in direct competition with WSB-TV Atlanta, ABC affiliate owned by Cox. Court denied motion for temporary injunction that would have prohibited free over-air broadcast of games in Atlanta, saying issue could be settled before season begins in fall.

Industrywide task force to increase pressure on Reagan administration to address issue of **Cuban interference** to U.S. AM broadcasters is to be appointed in next few weeks by National Association of Broadcasters Joint Board Chairman Edward O. Fritts. NAB executive committee, meeting in Washington last Wednesday and Thursday, decided to create task force to consolidate lobbying efforts by variety of industry groups, including NAB, National Radio Broadcasters Association, Florida Association of Broadcasters and South Florida Association of Broadcasters.

Blair Television, one of leading spot TV representatives, is issuing report showing its **volume in third quarter** is estimated at 9% increase, down from 13% in second quarter and 22% in first quarter. Blair bases its prognosis on continuing sluggish economic environment and lower corporate earnings. Blair sees no regional conformity, with Philadelphia office expected to grow by 18% in third quarter and Boston by only 5%; Jacksonville, Fla., headed for only 5% gain while Miami is poised for 25%-30% jump; San Francisco estimated at down 15% from 1981 quarter, while Los Angeles is tabbed for at least 20% gain.

National Citizens Committee for Broadcasting is in "serious" financial difficulty, and may virtually go out of business if additional funding is not found soon. Samuel Simon, executive director, blamed difficulties on experiment to increase contributors that backfired and on failure of foundations to provide funds on which committee had been counting. "We need between \$160,000 and \$180,000 to operate and we're barely getting \$100,000," Simon said. Staff, which once numbered eight,

has been down to three since first of year. Experiment that failed involved mailing *Access*, NCCB's biweekly, to all contributors as well as 1,100 subscribers, for seven-month period. Hope was that contributors would become subscribers, but few did. Second blow came when three foundations failed to contribute funds that would have kept NCCB operating through end of year. Simon, who has served as executive director for four years, will be in New York this week to solicit funds. He said immediate need is for \$10,000-\$15,000 to pay salaries and bills, adding that committee could, if necessary, operate on \$70,000. But that would mean leaving Simon as one-man organization. He said he would evaluate prospects for continued operation over next six to eight weeks. NCCB is part of Ralph Nader consumerist conglomerate; Nader serves as chairman, but takes little role in organization. Former FCC Commissioner Nicholas Johnson, who preceded Nader as chairman, severed last tie when he resigned as board member in January.

Humanitas prizes, given to writers of prime-time television programs "enriching human values," were **awarded** by Human Family Institute July 7 in Los Angeles to programs from each of three networks. Winners of \$25,000 prize for long-form programming were Linda Elstad and Donald Wrye, for teleplay, *Divorce Wars* (ABC). Gene Reynolds received \$15,000 for "Hunger" episode of *Lou Grant* (CBS). And \$10,000 prize for half-hour program went to David Pollock and Elias Davis for "Where There's a Will There's a Way" episode of *M*A*S*H* (CBS). Nonmonetary prize was awarded to Lloyd Dobyns of NBC for his *NBC White Paper: America Works When America Works*. This is last year awards will be funded by Lilly Endowment and Capital Cities Communications. Endowment supported by broadcast companies throughout country is expected to take over next year as source of income for institute.

Four committees of **American Bar Association** have recommended that association's canon of ethics and standards of fair trial and free press be amended to **permit cameras, microphones and still cameras** in and around federal courtrooms. Recommendations state that access would be under conditions "prescribed by supervising appellate court or other appropriate authority." Recommendations, which will be considered by House of Delegates at meeting in San Francisco next month, would change ABA policy in effect since 1937.

Federal Trade Commission last week withdrew earlier **consent agreement** with "Los Angeles Times" prohibiting newspaper from giving high-volume advertising lower rates. Agreement was hotly opposed by broadcast media too (BROADCASTING, Nov. 2, 1981). Agreement, reached in 1980, was unanimously overturned by commission. FTC had alleged that "Times," by giving favorable rate to large retail advertisers, was discriminating against smaller businesses. Agency's reversal was welcomed

One up, one down. ABC's stock was riding high last week, while Metromedia's shares took a tumble. ABC's happy predicament was an "imbalance of buy orders" on Friday that delayed the opening of trading until 11:06 a.m. The stock shot up \$1 at opening and kept climbing to new yearly high of \$40.125, before settling slightly to \$39.625, up \$1.375 on a record year's volume of 363,800. Recent favorable analyst reports certainly haven't hurt, nor did glowing cover story in major business magazine. It seems market considers reports of broadcasting's death exaggerated, and ABC Chairman Leonard Goldenson's strategy for positioning his company in new media while limiting its exposure is drawing high marks all around.

Case of Metromedia is more complicated. Stock had closed at \$228 week ago Friday, but by last Friday it was down to \$204, after hitting \$199 during the week's trading. The big news had been the announcement that the company in private transactions had bought back 600,000 of its 4 million outstanding common shares.

Just what that meant was debated among analysts, with negative views prevailing, at least on Wednesday, when more than \$13 came off the stock's price in a single session. Questions were raised about the debt load of company, aggravated by the share repurchase, that included debt incurred for some tax lease deals, \$141 million net of purchase of WCVB-TV Boston and sale of KMBZ-TV Kansas City, and the estimated \$170 million company has committed to the purchase of radio common carriers that Metromedia wants to use for entry into cellular radio.

Others were taking the repurchase as an indication Metromedia is certain its sale and lease-back of Foster & Kleiser assets is going to net the \$450 million it's planning on, pointing to both cash flow advantage of tax leasing arrangements, and positive effect on next years' earnings from capitalization shrink. Said one analyst, the buy-back is like other "very shrewd maneuvers" by Chairman John Kluge that "people haven't understood in the past."

by advertising field and viewed as possible trend at commission to leave such problems to marketplace. NAB executive VP-general manager, John Summers, noted that association "totally agrees" with FTC action. Summers said: "The government has no business interfering with press freedoms in any media and holding the 'Times' to the agreement would have hampered the newspaper's flexibility and would have prevented it from engaging in open competition in a market where competition is especially heavy."

National Association of Broadcasters has filed motion to intervene with Court of Appeals in Washington to defend FCC action dismissing petition seeking to **break up existing AM-FM combinations** and to prohibit creation of new ones. FCC dismissed petition by National Association for Advancement of Colored People earlier this year (BROADCASTING, March 8), but NAACP appealed.

Average American adult spends about 3,350 hours per year (65 per week) in "passive leisure activities," devoting 45% (1,500 hours) to watching television and almost 36% to radio (1,200), and distributing remaining leisure time among newspapers (6%), records and tapes (5.7%), magazines (4%), books (2.1%) and assorted other activities, including video games and videocassettes, that individually represent less than 1% each. Those are among findings, based on 1981 data, in analysis by CBS's Office of Economic Analysis. Another is that leisure time has increased more than 25% since 1970, with TV's and radio's shares growing by about 300 hours each although their percentage of total is virtually unchanged. When time spent is figured against estimated dollar expenditures, report says, cost per person per hour averages out to three cents for radio, eight cents for TV, 56 cents for newspapers, on up to \$1.67 for movies and \$5.58 for video games played in arcades.

Cox Broadcasting has filed suit against **20th Century-Fox** in U.S. District Court (Atlanta) for Fox's alleged refusal to live up to terms of contract, signed in 1975, concerning delivery of at least three more seasons of syndicated **M*A*S*H** episodes to Cox's WSB-TV Atlanta. Price per episode is also in dispute. Cox contends that 1975 contract is still binding, and spells out price of \$3,020 per episode. Fox, however, is reportedly now asking for \$30,000 per episode. According to 1975 contract, WSB-TV has exclusive rights to **M*A*S*H** in Atlanta market through 1986 season. Cox is not asking for damages, but rather wants court to declare what rights it has under 1975 agreement and to enforce them. Cox attorney noted existence of "similar problems" with two other contracts executed by Cox stations WSOB-TV Charlotte, N.C., and WHIO-TV Dayton, Ohio, concerning syndication rights to **M*A*S*H** episodes in those markets, although those disputes have not yet been taken to court.

Francis V. Lough and Irving Cottrell, have sold **WLNA(AM)-WHUD(FM)** Peekskill, N.Y., to Gary B. Pease for **\$4.2 million**. Pease is former VP of New Haven, Conn.-based General Communicorp., owner of WPLR(FM) New Haven and WSCR(AM) Hamden, Conn. WLNA is on 1420 khz with 5 kw day and 1 kw night. WHUD is on 100.7 mhz with 50 kw. Broker: Blackburn & Co.

FCC Review Board (with Norman Blumenthal dissenting) has granted application of **Central Texas Broadcasting Co. Ltd.** for new **UHF station** (ch. 25) at **Waco, Tex.**, reversing initial decision by Administrative Law Judge Edward Kuhlmann awarding channel to Blake-Potash Co. While Central principal, Robert Mann, had proposed to act as station's general manager, ALJ refused to award him integration of ownership with management credit, concluding that his other business interests would prevent him from meeting that promise. As result, ALJ awarded channel to Blake-Potash—which was credited with

27.5% full-time integration. In reversing decision, board said Mann merited 100% integration credit for his promised full-time participation in station.



Seen above is "one of the most innovative and worthwhile business tools of the decade." At least that's what Bell System is calling its **Picturephone Meeting Service (PMS)**, two-way teleconferencing service Bell inaugurated last week. System uses digital processing and transmission of broadcast signals to link any two points on PMS network. Service will be available in 16 cities this year, 42 by end of 1983. Users can either build their own PMS rooms compatible with Bell network, or rent rooms at Bell locations. Teleconferencing, of course, isn't new—other firms have been offering such services, and Bell itself has been running trials since 1976. Advantages over trial company cites for current PMS configuration are color images and nonpre-emptibility of service. PMS won't be cheap—renting Bell facilities for one-hour New York-to-Los Angeles meeting would run \$2,380. And while users with their own rooms in those cities would get charged only \$1,640 for comparable meeting, room construction costs are said to run anywhere from \$50,000 to \$150,000, Bell's one-time installation charge would be \$117,500, and then there's monthly equipment rental, plus charges to access room to nearest network hub. Still, Bell thinks PMS might well change business travel patterns.

Four Field Communications television stations will use **CNN2** as basis of one-hour, prime-time newscasts—**WFLD** Chicago, **WKBS** Philadelphia, **WLVI** Boston and **WKVD** Detroit. Turner Broadcasting notes that puts its CNN2, in one form or another, on broadcast stations in seven of top 10 markets, with negotiations ongoing in New York, Los Angeles and Washington.

Al Greenfield, president of radio division of **Viacom International**, has **resigned**. **Paul Hughes**, president of Viacom's broadcast division, will assume Greenfield's duties until successor is named. In other Viacom news, **George Wolfson**, executive VP and general manager, **Blair Radio**, New York, has joined Viacom's **WKHK(FM)** there as VP and general manager succeeding **Don Boyles**, resigned.

In reorganization of CBS Entertainment specials unit, **Marian Brayton**, director, motion pictures for television, named VP, dramatic specials. **Fred Rappoport**, VP, special programs, is expected to be named VP, variety specials. Both Brayton, based in Hollywood, and Rappoport, New York, will report to Harvey Shepard, VP programs, **Bernie Sofronski**, VP, specials, is leaving network.

Edwin Moss Williams, 78, former VP of United Press (now United Press International) and pioneer in development of radio news, died on July 3 in Brunswick, Ga., after long illness. He was business manager for UP in 1935 and originated and managed first news wire for nation's radio stations. He retired from news organization in 1956.

A harmful division

The dispute between the National Association of Broadcasters and the National Radio Broadcasters Association over the kind of deregulatory legislation to support all but guarantees that no legislation at all will come to pass. Time is running out anyway on the 97th Congress, as an article about the dispute in last week's issue of this magazine noted. It would have been difficult enough with unified support to usher a desired bill through the Capitol. With two broadcaster organizations in disagreement, even friendly legislators will lose interest.

The NRBA proposal, as articulated by the association's president, Sis Kaplan, is frankly intended to satisfy the prejudices of Tim Wirth, chairman of the House Telecommunications Subcommittee. Wirth hates the very thought of television deregulation and will think about radio deregulation only if it is tied to a titling by commercial broadcasting to support noncommercial broadcasting. The NRBA legislation would impose on radio broadcasters an annual fee of 1% of total revenue for spectrum use, the proceeds to be disbursed by Congress to public radio and other causes. In exchange, radio would be liberated from almost all regulation and would get a 50-year "contract" with the government to replace the current seven-year license.

The NAB dislikes the NRBA model for several reasons. Its members oppose the principle of fees for spectrum use, although they would not oppose license fees to defray some of the government's cost of regulation. They also believe that the commercial broadcasting system has no obligation to contribute to the noncommercial system's support.

The NAB supports several bills that have been introduced in the House to deregulate both radio and television and the bill that the Senate passed by unanimous consent on March 31. The Senate bill codifies the radio deregulation adopted by the FCC in 1981, eliminates comparative renewal proceedings for both radio and television and institutes a schedule of license fees devised to recover no more than 50% of the FCC's cost of operation. As noted on this page at the time, the Senate bill (S. 1629), despite its discrimination against television in deregulation, is probably the most relief that broadcasters could have hoped to get in this Congress.

The chances of moving a companion to the Senate bill through the House vanish with the NAB and NRBA at odds. Nor can the NRBA realize its hopes if the preponderance of broadcasters, as represented by the NAB, refuse to support the NRBA legislation. Members of both organizations would be better served if the two could get together in support of the Senate's legislation.

Foot on the oxygen tube

The National Telecommunications and Information Administration attracted considerable attention, as must have been expected, with its assertion that the public broadcasting system may be rendered obsolete by new technologies. Indeed the NTIA dissent (see story elsewhere in this issue) attracted much more attention than the report by other members of the Temporary Commission on Alternative Financing for Public Telecommunications (BROADCASTING, June 21). The two works need to be put in better perspective.

The temporary commission, headed by FCC Commissioner James H. Quello, delivered a serious discussion of alternative means of raising money to support the noncommercial broadcast-

ing system. It concluded that none would produce enough return to relieve the federal government of continued obligations to support the system into the indefinite future.

The NTIA says the premise of the commission's report is wrong. Instead of worrying about how to finance the noncommercial system in its present form, the commission should have thought about how to eliminate unnecessary expense, in the NTIA's opinion. The implication is that the system as now constituted is a bloated bureaucracy, replete with duplicated services. And besides, the NTIA said, new media may come along to take over the functions now performed by noncommercial radio and television stations.

In a sense the NTIA may be right in speculating that new media may have a role in the public broadcasting future. Indeed Larry Grossman, president of the Public Broadcasting Service, was talking a year ago about a grand design using cable, stations in the instructional fixed service and whatever other outlets he could find for a program service supported by both subscriptions and advertising. And the temporary commission, in its report, advocates the noncommercial system's exploitation of such modern technologies as satellite transmissions for new revenue.

It is unlikely, however, that the radio and television stations now reserved for noncommercial, educational use can be scrapped in the foreseeable future—unless it becomes the national policy decision to scrap the whole concept of noncommercial programming in both national and local distribution. The feeling here is that the country has invested too much money in the system as it stands to write it off now.

The NTIA seems to be suggesting that the kind of programming now presented by the noncommercial broadcasting system will somehow find its way into cable, low-power television, MDS, DBS, whatever. That assumption is at least debatable. However the channels of distribution multiply, the economics of program production and audience acceptance remain constant. Can it reasonably be assumed that the schedule now presented by PBS could be supported by a pure marketplace approach? That question is as applicable to a PBS distributed by television broadcasting stations, as at present, or by the newer media that NTIA foresees.

The temporary commission has presented a number of proposals for augmenting noncommercial revenues. All deserve thoughtful consideration. That process will not be advanced by an NTIA wondering aloud whether the system should be saved.

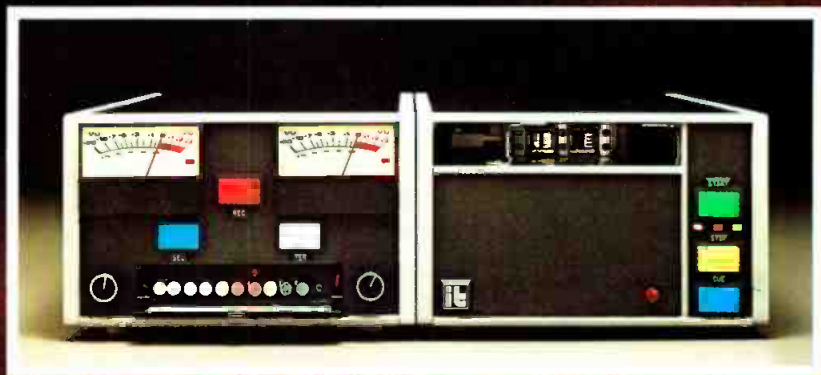


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