

Broadcasting Jul 26

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Prime Time

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WREX-TV Boosts Local Production With TR-800s



WREX is one of four broadcast facilities serving the Rockford, Illinois market. Says Gerry Meinders, Chief Engineer at WREX, "We had clients taking their production to Chicago because of the editing capabilities there. Now, with our 1" TR-800s, WREX can offer the same capabilities here."

WREX sought the most advanced machine available to meet their present and future production and post-production needs. "One of the reasons we like the TR-800 is that it is the most advanced machine available. Being microprocessor controlled, if we want to add to the system, it will be easily done. It's really a total system package."

The TR-800s are being used for commercial production and delayed playback of network programming. The units are equipped with RCA's Supertrack for broadcast quality playback in still and variable play modes. One TR-800 has the RCA Super Search Editor.

"Our clients definitely like our TR-800 quality and our new editing capabilities."

RCA . . . 30-Year Supplier of Custom TV Mobile Units



Hundreds of RCA mobile TV units are in use around the globe. Compacts and trailers; busses and box bodies. Custom-built by RCA, they come in a wide variety of layout configurations, and with equally varied equipment complements.

A leading worldwide supplier of mobile TV systems for more than 30 years, RCA has the experienced staff and resources to handle any requirement.

The compact van illustrated is a popular, exclusive RCA design. Just under 19 feet long, it is nimble enough to flow with city

traffic, and to fit into tight parking spaces. Yet it has the stamina for cross-country travel. Its flexible design accommodates a full range of equipment variations and layouts with every capability required for on-site origination and taping.

The RCA compacts feature a molded fiberglass shell on a heavy-duty chassis, available with 2 or 4-wheel drive.

Before you start the wheels turning on any mobile TV project, check out RCA's *full service plus* capability.

Energy-Saving Options Available for RCA UHF Transmitters

Numerous design improvements and updates have been incorporated in RCA UHF Transmitters for enhanced performance and operating efficiency.

Three optional devices now available (the Mod Anode Pulser; the Aural Coupler and the Variable Visual Coupler) result in substantial savings in transmitter power consumption. They can be supplied in new RCA transmitters or field retrofitted into existing

TTU-30, 55, 60 and 110 systems with high efficiency klystrons.

The accompanying table lists the typical power usage and savings for the basic transmitters and for each of the options. For a TTU-110C 110 kW Transmitter equipped with all three of these devices, the total saving is typically 116 kW of power. For details on RCA high efficiency UHF Transmitter products, contact your RCA representative.

POWER SAVINGS WITH EFFICIENCY OPTIONS FOR RCA UHF TRANSMITTERS

Transmitter* Model	Basic Transmitter	With Aural Coupler	And Mod-Anode Pulser	And Visual Coupler	Total Power Savings
TTU-30D	120 kW	110 kW	94 kW	88 kW	32 kW
TTU-55C	208 kW	190 kW	160 kW	150 kW	58 kW
TTU-60D	220 kW	200 kW	168 kW	156 kW	64 kW
TTU-110C	411 kW	375 kW	315 kW	295 kW	116 kW

*The models specified are equipped with high efficiency klystrons and solid state exciters.

NOTE: All figures are typical, in kilowatts, based on 10% Aural Power.

HAWKEYE Takes The Lead In Video System Versatility

HAWKEYE is the one multi-purpose matched video system designed to do it all—from field recording to post-production and distribution. Yet, its modular design delivers unprecedented versatility in meeting numerous operational applications and economies. HAWKEYE is the most complete and adaptable video production system available today.

Recording Camera Flexibility

Where split-second timing and up-front access to events are the keys to coverage success, HAWKEYE's HCR-1 Recording Camera offers a striking contrast to conventional field systems. Film camera mobility and recording performance approaching one-inch standards deliver highly desirable results in restrictive environments and under less than desirable operating conditions.

Yet, the HCR-1 is versatile. By attaching a feed cable, live output can be aired while recording. Simple adaptors permit the separation of the HC-1 camera and HR-1 recorder, so that the recorder can be slung over the shoulder, carried on a cart or by another individual.

Camera Choices

HAWKEYE's HC-1 Portable Color Camera operates live, or with other format VTR's, in addition to HAWKEYE's HR-1 portable or HR-2 studio recorders.

A multicore adaptor for the HC-1 allows live production remote control via multicore cable at distances up to 2,000 feet. Another adaptor permits remote control over universal triax cable up to 5,000 feet. Rack mounted processing electronics are in a new compact size, and the operator's remote control panel, smaller than standard RCU's, provides all operating controls. A 4.5-inch viewfinder is also available for use in these configurations.

Field VTR Modes

In the recording camera, the HR-1 Portable VTR is directly coupled to the HC-1 camera. A base-band adaptor for the HR-1 permits operation of the recorder separate from the camera in a two-piece configuration. Another decoding adaptor equips the HR-1 for use



HAWKEYE offers new levels of mobility and reliability as a one-piece video production system.



HAWKEYE's camera and recorder operate as a two-piece system or with other cameras and VTR's.



In the studio or in a van, HAWKEYE is ideal for recording, playback, or broadcasting applications.



HAWKEYE adapts to numerous editing configurations and applications.

with a TK-76, TK-86, and other cameras or video sources with NTSC composite video outputs.

Studio VTR Alternatives

The HR-2 Studio VTR is ideally suited for studio and/or remote productions. It operates with the HC-1, TK-76, TK-86, TK-47 or any camera with composite outputs.

Companion to HAWKEYE recording cameras and field recorders, the HR-2 allows playback of HAWKEYE recorded cassettes for viewing program material. When equipped with the optional built-in HT-1 Digital Time Base Corrector or any TBC, the HR-2 may be used for on-air broadcasts.

Editing Options

Since the HR-2 VTR has standard video inputs and outputs, it can be controlled from a number of editing systems.

In the HAWKEYE editing suite, it serves as the record/playback source for the HE-1 Edit

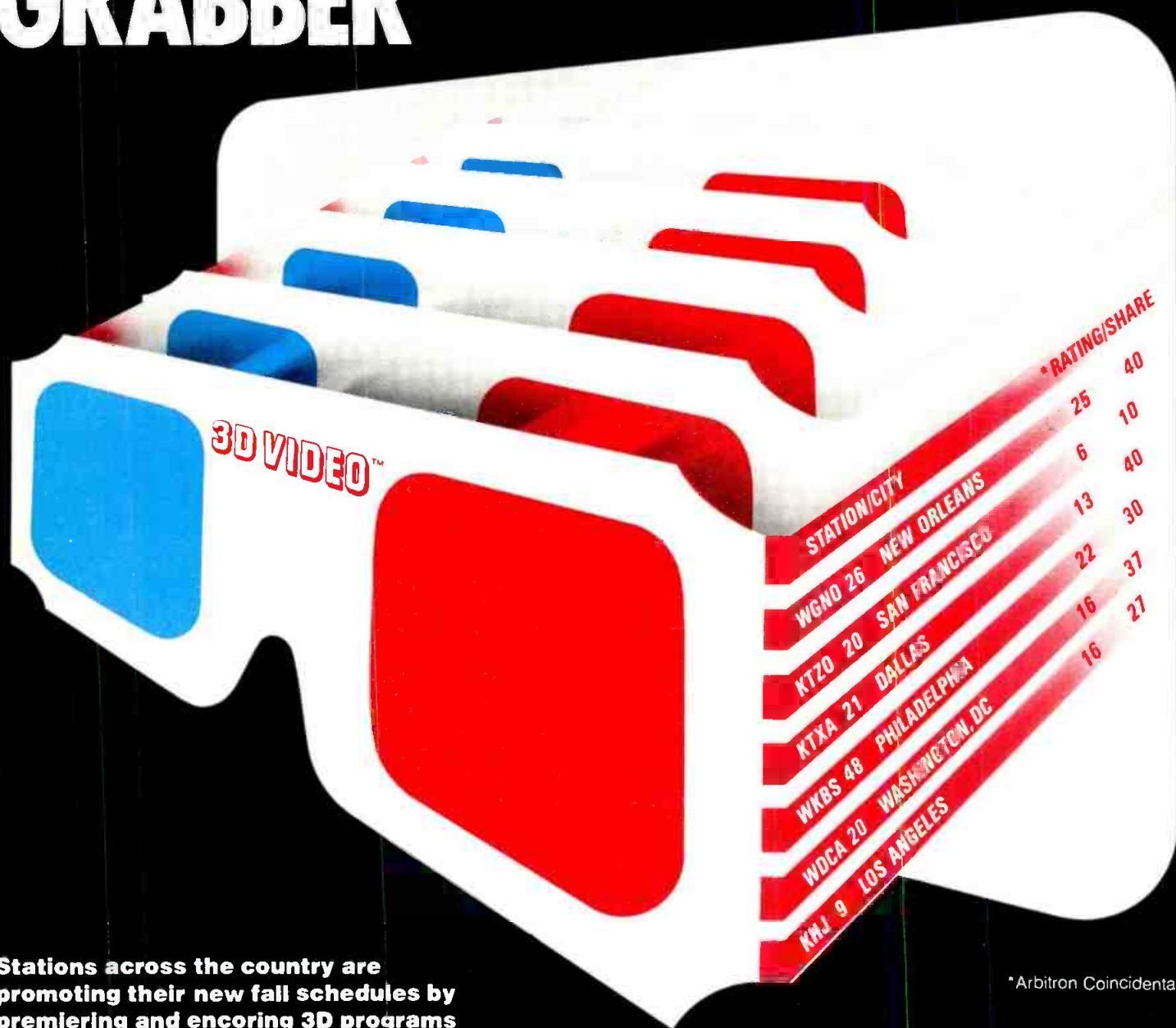
Controller providing control track editing capability. It may be easily integrated into conventional ENG editing set-ups by simply replacing one 3/4-inch VTR with an HR-2.

HR-2 VTR's employing TBC's may be linked to a switcher/effects system through a computer controlled editor for sophisticated editing capability. Additionally, a TBC equipped HR-2 can be integrated into multi-format post-production systems, via various time code editors.

To find out how HAWKEYE can accommodate your particular requirements, see your RCA Representative. He'll show you how easy it is to step up to new levels of operational convenience and performance with this uniquely versatile video production system.

RCA

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*Arbitron Coincidental

Broadcasting Jul 26

Goldwater's good news for cable □ Wirth gives up on common carrier legislation until next Congress □ Who did what in local television journalism in the past 12 months

HARNESSING CITY-STATE POWERS □ Senate Commerce Committee passes Goldwater's cable bill, despite attempts to eliminate franchise renewal mandate, insert sunset clause for law and add amendment to allow extra municipal fees. **PAGE 27.**

FRITTS ON LEAVE □ NAB chairman steps down for indefinite period in order to pursue own candidacy for association presidency. Search committee still plans Aug. 3 meeting. There's growing sentiment for interim appointment. **PAGE 28.**

WIRTH STEPS BACK □ Subcommittee chairman gives up, for time being, on common-carrier legislation to put more restrictions on AT&T. **PAGE 29.**

ONE FOR ALL □ U.S. offers international videotext standard it feels would foster decoder compatibility, but proposal makes British unhappy. **PAGE 30.**

TOUCHING UP UHF □ FCC drops requirement that TV sets include channels 70 through 83, orders rulemaking to lower noise level in receivers, and issues policy statement that cites UHF's viability. **PAGE 30.**

ZIFF FOLDS TV TENT □ Last four TV's sold to resigning Martin Pompadur. **PAGE 31.**

ABC REBUTS MOBIL □ Watson rejects oil company's complaints about documentary. **PAGE 33.**

STRONGER GLOBAL VOICE □ Reagan said planning to ask Congress for \$100 million to beef up VOA and RFE/RL. **PAGE 33.**

LOCAL TV'S BEAT: EVERYWHERE □ New technology and even greater professionalism have dramatically enlarged role of local TV journalists. News directors

explain how and why. **PAGE 39.** Cable systems continue their deepening involvement in news operations. **PAGE 46.** Top industry consultants see new technologies widening battlefield for news viewers. **PAGE 46.** BROADCASTING's annual special report chronicles local TV journalism efforts in spot news. **PAGE 52;** investigative reporting and documentaries. **PAGE 64.**

WOLF AT WOLF'S DOOR □ Syracuse AM asks FCC permission to go dark for 90 days. Owners cite marketplace difficulties, want to sell. **PAGE 94.**

SHORING UP CTAM □ Transition from volunteer to permanent staff under Cox Cable's Dwyer begins at Chicago conference. Sessions afford opportunities for exchanges of information and discussion of cable marketing concerns. **PAGE 98.** NCTA's Wheeler calls for united front against cable's competitors. **PAGE 99.** Ways examined to reach homes that hold out from cable. **PAGE 99.** Operators chided for failure to spend sufficient dollars to make pay-per-view work. **PAGE 100.** CTAM offers pointers on media plans for cable systems to sell themselves. **PAGE 100.** Federal Express, Avon and National Car Rental executives advise on customer service. **PAGE 101.**

SECOND GUESSING SAUTER □ In wake of report on CBS's investigation of its own Vietnam documentary, critics and supporters offer observations, including charge that "lavish apology" will have chilling effect on investigative journalism. **PAGE 104.**

WHEELER'S DEALER □ When NCTA lost both of its senior vice presidents last September, Tom Wheeler merely looked into an adjacent office and found Jim Mooney ready, willing and able to do double duty as executive vice president. **PAGE 127.**

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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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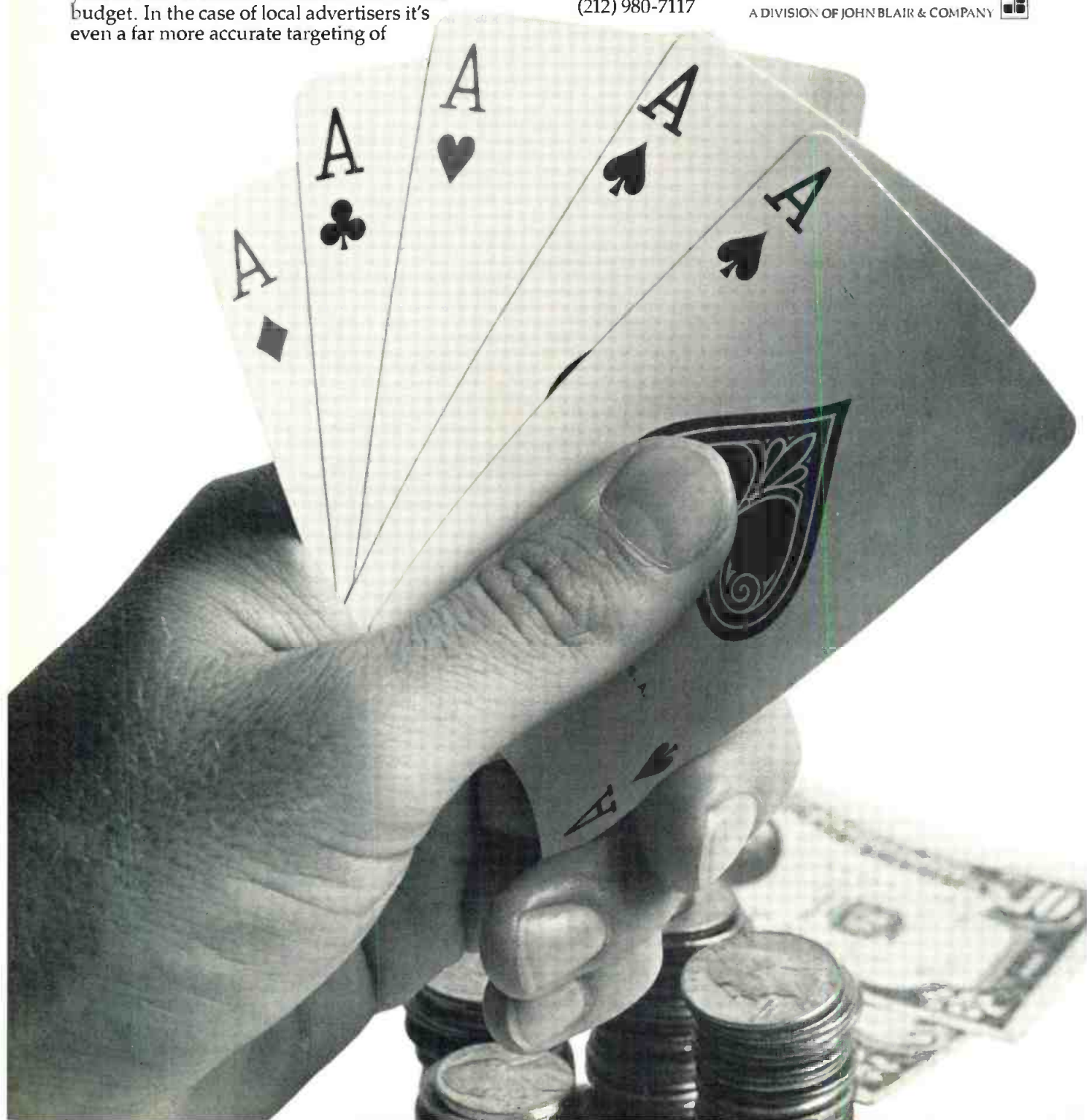
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Closed Circuit

Magic mark

It would have seemed unthinkable few years ago (and to advertisers may seem so now), but word comes that people within CBS think 1984 may see arrival of "the million-dollar minute." Million dollars, that is, for minute of commercial time in January 1984 football Super Bowl, which in that year's rotation will be on CBS-TV. In contemporary world, where 30-second lengths have replaced minutes as conventional units of sale, that would be "only" \$500,000 per unit, of course; but either way, it would be 375% increase in 10 years, from \$210,000 per minute, \$105,000 per 30, in 1974. Compared with \$400,000 per 30 that NBC-TV is charging for upcoming Super Bowl, it would be 25% increase in one year. That shouldn't strike anyone as unthinkable; records show 25% is smallest increase CBS has ordained last three times it's had this midwinter spectacle of hoopla and hard knocks.

Grid audience

Ratings show signs of rising football fever among view-at-home fans. Super Bowl this year reached record 49.1, which CBS people call—without much quibble from historians—"highest-rated live TV program of all time." (In comparison, first Super Bowl, in 1967, was carried on both CBS and NBC and had 22.6 on one, 18.5 on another.) CBS's regular-season football last year had highest average in its 26-year history, 17.5, and ABC's *Monday Night Football* came in at peak 21.7. Though NBC's pro games were down one point from prior year's 14.9, three-network average was 17.2, almost two points above preceding year's.

Close, once again

Compromise on proposed amendment by National Religious Broadcasters to long-negotiated cable copyright bill (H.R. 5949) is close to acceptance by NRB, National Cable Television Association, National Association of Broadcasters and Public Broadcasting Service. Under compromise, cable systems required by bill to carry three local public stations could substitute religious signal for one of them, with criteria for selection set forth in amendment. In markets with fewer than three public stations, religious signal would replace duplicated network affiliate.

With parties close on religious amendment, NAB and NCTA are preparing to meet with House Telecommunications Subcommittee staff to argue against addition of proposed amendments requiring systems with 36 channels or more to carry VHF drop-ins

and low-power stations and increase number of stations carrying subscription programming that would have to be carried by systems of 12 or fewer channels. Subcommittee tentatively plans to mark up bill on Thursday.

RCA: birds in hand

RCA Astro-Electronics is negotiating with Comsat's Satellite Television Corp. to construct two high-power satellites (one operational and one spare) for initial phase of Comsat subsidiary's direct broadcast satellite service. Contract resulting from talks would also give STC option to acquire four additional satellites needed for ultimate nationwide DBS service. In singling out RCA for negotiations, STC rejected bids of Ford Aerospace, Hughes Aircraft and General Electric. STC would not comment on status of negotiations or on what satellites will cost. Sources say RCA was low bidder by substantial amount and that cost of each satellite will be in \$40-\$50 million range.

Specialty item

Tribune Co., Chicago-based multimedia major, is quietly trying to develop public market for its common stock, now closely held. State of Illinois has granted registration that permits public trading in state. But price is in super-Tiffany class. As of June 30 stock was valued at \$82,500 per share, in regular quarterly evaluation by First National Bank of Chicago and Morgan Guaranty Trust of New York. That was big drop from \$93,500 quoted by banks as of March 31. Decline is ascribed in large part to continuing losses of New York *Daily News*.

More teletext

Group W's KPIX(TV) San Francisco, working in-house with Antiope system since September, today (July 26) begins sampling public reaction to four-pronged "DirectVision" teletext test. Small group of homes are being offered three teletext magazines simultaneously: "Shopper," with 30-40 pages of products and services; "Sparks Newspapers Metro Mart," 100 pages with about 800 listings through deal with newspaper group in Bay Area and "Newline," 10-15 pages of news, sports, weather and other information. "DirectVision Extras"—with "DV" appearing on screen during regular broadcast programming and commercials—also will alert viewers when more teletext information is available on program subject at same time.

Broader view

What may be nation's first national-local late newscast will begin on WCCO-TV Minneapolis Oct. 4, when station begins three-anchor concept with third member of team coming in via satellite from Washington. Anchors one and two will be Dave Moore and Pat Miles in local WCCO-TV studio; member three will be Washington bureau chief, Skip Loescher, whose reports will occupy estimated 40% of 10-10:30 p.m. broadcast. It's still another signal of increased importance of local TV journalism (see "Special Report," page 37) as well as enlarging dimensions of news side of TV medium.

Man and money

Although State Department is moving cautiously on proposals to back American for appointment as secretary general of International Telecommunication Union, idea has support. There are those who would link selection with growing movement among ITU members to boost U.S. dues from present 7% of ITU budget to 25%, its contribution to other United Nations organizations. Secretary general is to be chosen at ITU plenipotentiary conference in Kenya, next September.

Number of candidates are being mentioned ("Closed Circuit," July 19). One name surfacing last week was that of Glen Robinson, former FCC commissioner, now teaching law at University of Virginia. He headed U.S. delegation of WARC in Geneva in 1979.

Counterforce

White House is said to be gearing up for fight against Senate Commerce Committee's proposal to reduce FCC from seven members to five and Interstate Commerce Commission from 11 to five. White House aide said statement expressing opposition was being prepared. White House fight is also expected to take form of letter to Senate leadership. Senate Commerce Committee aides last week expressed surprise at word of those developments. They said they had asked White House for its views and had been told it neither supported nor opposed reductions.

Reduction in FCC's size would limit to less than one year time President Reagan's latest nominee, Stephen Sharp, could serve. Bigger complication for Senate committee is that reduction in ICC—on which only six seats are now filled—would cost Chairman Reese Taylor his job. And he is friend and former law partner of Senator Paul Laxalt (R-Nev.), one of Reagan's closest friends and advisors among politicians.

Cable strike

Several Hollywood entertainment industry unions have rallied in support of a month-old strike involving a Group W Cable franchise in Los Angeles. The action against the West Los Angeles/Santa Monica unit of Group W Cable, formerly Theta Cable, began June 30 when the International Alliance of Theatrical Stage Employees and Motion Picture Machine Operators (IATSE) filed unfair labor charges with the National Labor Relations Board against Group W, charging the firm with refusing to bargain with the union. The company has challenged the results of a vote by union employees taken last year which favored union representation. The NLRB rejected Group W's claims and directed the company to begin labor negotiations with IATSE on behalf of its employees. Group W is expected to challenge the NLRB's action in court and pursue its charge that the vote favoring union representation was illegal.

The Santa Monica headquarters of the Group W/Theta franchise is being picketed by the 26 technical employees involved in the labor action. Screen Actors Guild President Ed Asner has also joined the picket line, and declared Group W's alleged failure to bargain with the strikers "a violation of the National Labor Relations Act." The strike has not received any official support from SAG, but the 600,000-member Los Angeles County Federation of Labor, AFL-CIO, sanctioned the walk-out July 9.

Installation and servicing problems are

considered a possibility within the franchise area, since the Communications Workers of America and Teamsters Union locals are honoring the strike. Teamster delivery drivers and CWA telephone repairmen are refusing to cross the picket line. CWA installers and repairmen are crossing the line due to no-strike clauses in their contracts. Locals of the Motion Pictures & Videotape Editors Guild, Motion Picture Studio Grips, International Photographers, and other crafts guilds are supporting the walk-out, which began July 2.

Group W Cable attorney Richard Lotts said that since the law does not provide for a second appeal of the NLRB's regional office decision, "The only way a company can have its day in court and appeal is by refusing to bargain," he explained. Lotts said that Group W Cable filed a response last Wednesday (July 21) with the NLRB regarding the company's bargaining position. If the national NLRB rules that Group W is in fact refusing to bargain, which Lotts admits is true, an appeal of the earlier NLRB ruling will likely be taken to the Ninth Circuit Court of Appeals in San Francisco. He estimated the matter may not be resolved for as long as 18 months.

Ledger domain

Satellite News Channels, the 24-hour-a-day cable news venture of ABC and Group W, is not discussing its financial projections or posting its balance sheets for public inspection. But that doesn't stop others from

Be patient

Not only are some of the cable industry's top executives without cable because their homes are in unfranchised areas, but so is the industry's chief spokesman, National Cable Television Association President Tom Wheeler, a resident of the unfranchised Washington suburb of Montgomery county, Md. A satellite earth station manufacturer attempted to remedy the situation by giving Wheeler an earth station as part of his new NCTA contract. But when installers tried to find a place on the Wheeler residence to put the dish, they found they couldn't get a line of sight to any of the cable birds. Wheeler can look forward to a more conventional solution to his problem. Montgomery county expects to grant a cable franchise by the end of August.

guessing at how well or how poorly the fledgling network will do. Turner Broadcasting System, which has been in the cable news business for more than two years (CNN and CNN2) may be in the position to take the best guess and it says its competitor will lose \$160 million over the next seven years, not counting the cost of any money on which the venture may have to pay interest. That assumes an average annual subscribership of three million in the first year and 32 million in the seventh year. TBS maintains that it gives SNC the "benefit of the doubt" in calculating its revenues and costs. It gives SNC three dollars per subscriber during the first year, for instance, although CNN takes in only a little more than \$2 per sub with its audience of 12 million homes. (What a basic cable network can get in advertising dollars per home each year increases as the total number of homes increases.) According to the TBS guesstimates, the first year, burdened with all the start-up costs, will be the worst for SNC. It will spend \$49.9 million, but recover only \$7.2 million from advertising sales (\$9 million minus the agency commissions and cost of the sales) for a net loss of \$42.7 million.

Taking sides

In *Loretto v. Teleprompter*, the Supreme Court ruled that landlords are entitled to "just compensation" from cable operators who wired their buildings, but left the question of what that compensation should be up to the lower courts. Michael Botwin, the Tucson, Ariz., attorney who opposed Teleprompter in a friend-of-the-court brief filed on behalf of the National Satellite Cable Association, a group of SMATV opera-



Dishing it up. That money is tight at the Cable News Network did not stop CNN chief Ted Turner from presenting the Pentagon last week with an earth station to enable the nation's military leaders to tune into the service. Secretary of Defense Caspar Weinberger (right) attended briefly a reception at the Pentagon to turn on the dish. The liquor, fruit and shrimp were also donated by Turner. Noting that Cuba's Fidel Castro is a regular viewer of CNN, Turner said if the Cubans have it, "certainly our military leaders should have it." Noting also that the offices of the Pentagon were not wired, Turner promised to specify next April that \$40,000 of his taxes be used to remedy the situation.

tors, says landlords "will argue that 'just compensation' should be measured by the fair market value of the 'right to exclude' which the Supreme Court determined was taken by the statute. The owners will argue that the best evidence is that fair market value is the fee which operators paid to owners prior to enactment of the [New York open access] law: 5% of the company's gross revenue from each property."

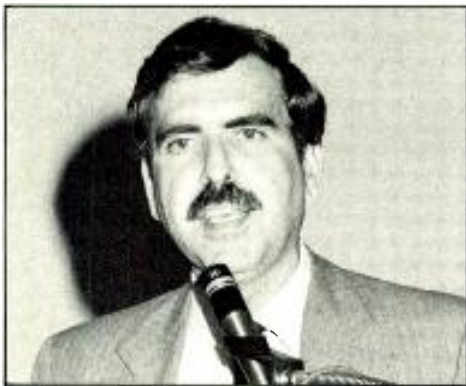
Mixed bag

It may not have been exactly what broadcasters at the annual meeting of the California Broadcasters Association last week wanted to hear, but Gov. Edmund G. Brown Jr. said it anyway. Broadcasting should be subject to "reasonable regulation," the senatorial candidate said, while cable should be deregulated. "We have to give them a running start," he said. "They have to lay all that cable." Brown also noted, to the chagrin of some, that he supports the fairness doctrine as a means of insuring a public voice in broadcasting. (The fairness doctrine also applies to cable.)

Grand Tam Levin

"The father of the modern cable industry." That was how CTAM described the man honored with this year's Grand Tam Award—Time Inc. group vice president, video, Gerald Levin. Presenting the award Wednesday at CTAM's Chicago conference, Greg Liptak, executive vice president of Times Mirror Cable, reviewed Levin's record of service to the cable industry, and singled out his contribution to "the one event" that Liptak said marked the start of the modern history of the cable industry—putting HBO up on the satellite in September 1975.

Levin accepted the award "not for myself, nor for Time Inc. . . . but for the cable industry in general. It's really the men and



Levin

women of the cable industry," Levin said, "who embraced the idea of satellite distribution." And it's clear, Levin told the industry's marketers, that "cable will be the preeminent distribution medium in the country . . . the preeminent merchandiser of intangible substances to the home."

Chatting with reporters after the presentation, Levin was asked for his assessment of the competition cable faces. STV, he predicted, has limited growth potential, while with SMATV, "there's no reason cable can't market quite effectively against it," when

one considers the total picture of marketing and not just wiring. Acknowledging Time's current involvement in STV operations, Levin said Time's envisioned role in STV is "not large at all," and indeed, won't get any larger than it is now.

Among other awards CTAM presented last week were two of its new President's awards—one to Gail Sermersheim of Home Box Office, the other to Andrew Goldman, executive vice president, cable division of SIN. (After moving from Teleprompter to SIN, Goldman had given up the post of CTAM president-elect, so the organization could put a cable operator at its helm.)

Jersey dealing

Cabletelevision Inc. and Westinghouse Broadcasting and Cable Co., have signed a letter of intent for the cash acquisition by Cabletelevision of four Group W cable systems in southern New Jersey (Ventnor, Vineland, Bridgeton and Ocean City). The two are also said to be close to an agreement on a fifth system, in the Morgantown, W. Va., region where Cabletelevision currently owns a cluster of systems. The New Jersey acquisitions would be the first for Cabletelevision in that state. The systems are part of the package of 12 operations that Group W must spin off to comply with FCC crossownership rules as result of its acquisition of Teleprompter (now Group W Cable) nearly one year ago (BROADCASTING, Aug. 24, 1981).

The four New Jersey systems have a combined subscriber count totaling 37,000 and pass 58,500 homes. At the going rate of between \$600 and \$700 per subscriber

(acknowledged as a reasonable price for an older system with high penetration) the systems are worth perhaps \$22 million-\$26 million. The Morgantown system, with 12,500 subscribers passing 13,700 homes, is worth perhaps \$7 million to \$9 million. Cabletelevision, 44th-ranked MSO and based in New York, owns systems in Virginia, West Virginia, Maryland, Ohio, Kentucky and Pennsylvania with 78,000 basic subscribers, 22,000 pay subs, passing about 113,000 homes.

Growing roster

Showtime has been introduced by 255 systems, which pass a total of three million homes, since January. The total subscribers to the second largest pay-cable service have not been counted since February, but excluding the recent launches are estimated to be about 3.3 million. The most recent affiliation agreement, announced at CTAM, is with Daniels & Associates Inc., for systems passing 380,000 homes. Other MSO's added since the first of year include TCI, ATC, Cox, Warner Amex, Storer, Times Mirror, Rogers UA-Columbia, as well as a number of other small MSO's and independent systems. Showtime's John Sie, senior vice president, sales and planning, attributes the company's growth to the industry's acceptance of his "core package" marketing pitch. The theory goes that operators will have greatest success in signing up pay subscribers by offering a first pay tier of HBO and Showtime and book additional, albeit smaller, numbers of pay subs with additional tiers of more specialized services.

"TOP HITS"

Now you can have the format that's sweeping the country in markets like Philadelphia, Chicago, Minneapolis, Sioux Falls without waiting and at a price you can afford!

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Business Briefly

TV ONLY

Sunmark Industries □ One Pump (gas pump). Begins this week for nine weeks in about 15 markets. Late fringe, prime and sports times. Agency: Wells, Rich, Greene Inc., New York. Target: adults, 25-54.

Procter & Gamble □ Test product. Begins in late July for eight weeks in five markets. Day, prime and fringe times. Agency: Young & Rubicam, New York. Target: women, 25-54.

Kinney Corp. □ Athletic footwear. Begins in early August for six weeks in approximately 20 markets. Fringe, prime and sports times. Agency: Sawdon & Bess, New York. Target: men and women, 12-24, 25-49.

U.S. Borax & Chemical Corp. □ Borateem. Begins this week for three weeks in about 30 markets. Day and fringe times. Agency: McCann-Erickson, Los Angeles.

Mobil Chemical Co. □ Hefty trash bags. Begins this week for seven weeks in 50 states. Agency: Ted Bates Advertising, New York.

Volume Shoe Corp. □ Back to school special. Begins in mid-August for four weeks in over 50 spot markets. Day, prime, prime access and weekend times. Agency: Foote, Cone & Belding Communications Inc., Chicago. Target: women, 18-34.

Clorox Co. □ Hidden Valley Ranch salad dressing. Begins this week for one week in 20 markets. All dayparts. Agency: Young & Rubicam, New York. Target: women, 25-54.

Swift Co. □ Peter Pan peanut butter. Begins this week for four weeks in between 50-100 markets. Fringe times only. Agency: Foote, Cone & Belding Communications Inc., Chicago. Target: women, 25-49.

Lincoln-Mercury Dealers Association, New York District □ Automobiles. Begins Aug. 9 for six weeks in New York and New Haven, Conn. Agency: Young & Rubicam, New York. Target: adults, 25-49.

Garan Co. □ Garanimals (children's apparel). Begins this week for five weeks

in 55 markets. Early and late fringe times. Agency: Shaller Rubin Associates, New York. Target: women, 18-34.

Beef Steak Charlie's □ Restaurants. Begins Aug. 10 for four weeks in New York, Connecticut, Washington, Baltimore and Miami. Prime and fringe times. Agency: Media Communications, New York.

Dillard Department Stores □ Begins Aug. 22 for one week in eight Central Division markets. Day and news times. Agency: Faulkner & Associates Inc., Little Rock, Ark.

C.I.T. Financial Corp. □ New York financial service. Begins this week for one week in two markets. All dayparts. Agency: Wunderman, Ricotta & Kline Inc., New York. Target: men, 25-54.

Seruchi Sportswear □ Begins in mid-August for 20 weeks in New York, Philadelphia, Chicago and Washington. All dayparts. Agency: Corinthian Communications, New York. Target: adults, 18-34.

Pioneer Take Out Systems. □ Fast food chicken franchise (kids promotion). Begins Aug. 23 and runs until Sept. 12 in five markets. Day, early fringe and weekend times. Agency: Asher/Gould Advertising Inc., Beverly Hills, Calif. Target: children, 6-11.

Gold Pin Fun Centers □ Bowling alleys. Begins in mid-August for one week in 75 markets. Agency: Eisner & Associates, Baltimore. Target: adults, 18-49.

Burmah Castrol Inc. □ Motor oil. Begins Aug. 30 for eight weeks in 23 markets. Early fringe, news, prime, prime access, late fringe and sports times. Agency: Scali, McCabe, Sloves Inc., New York.

22...

... The American Baseball League was just 22 years old.
... Was the year Alexander Graham Bell died.
... We were 31 years away from the first color T.V.
And ... WACO Radio in Waco, Texas began a broadcasting tradition!

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NASHVILLE, TN

(615) 329-1988

Rep Report

KGUN-TV Tucson, Ariz.: To Katz Television from Petry Television.

□

WHEN(AM) and WRRB(FM) Syracuse, N.Y.; WTVR-AM-FM Richmond Va.: KRSI(AM) and KJJO(FM) Minneapolis-St. Paul: To Major Market Radio from Katz Radio (Syracuse and Richmond stations) and Hillier, Newmark and Wechsler (Minneapolis station).

□

KRLB-AM-FM Lubbock, Tex.: To Lotus Reps from Riley.

□

KCCN(AM) Honolulu: To Lotus Reps from Pro Radio.

Black Belt Theater 2

With the slam bang success of Black Belt Theater I, it's no surprise that the 26 action packed, all color martial arts features in Black Belt Theater 2 are off to a leaping, flying start. We're already clobbering the competition in 50 markets, and we're on our way to a new martial arts championship.

Why?

Because station managers, program directors and sales managers know that Black Belt Theater is a sure fire audience grabber in every time period. That's why they're jumping at the opportunity to get Black Belt Theater 2.

Why?

Don't delay, call George

THEATER 2

Squibb □ Theragran Z (vitamins with zinc). Begins this week for two weeks in 14 markets. Day time only. Agency: SFM Media Corp., New York.

Van Munching & Co. □ Heineken beer. Begins this week for nine weeks in major top 20 markets. Prime, late fringe and sports times. Agency: SSC&B Inc. Advertising, New York. Target: men, 18-49.

National Liberty Corp. □ Health insurance. Begins this week for one week in between 10-20 markets. All dayparts.

Agency: Elkman Advertising Co. Inc., Bala Cynwyd, Pa.

Swift & Co. □ Brown 'N Serve pork sausages. Begins this week for four weeks in five markets. Day and fringe times. Agency: Grey Advertising Inc., New York.

RADIO ONLY

County Seat Inc. □ Retail stores. Begins this week for eight weeks in 29 markets. Agency: Campbell-Mithun, Minneapolis.

AdVantage

P&G scuffle. Procter & Gamble, television's leading advertiser with more than \$520 million invested last year, has sued four individuals for circulating "false and malicious statements" about P&G and for calling for boycott of company products. Earlier this month P&G filed similar suits against Pensacola, Fla., couple and Atlanta man. P&G said all individuals are charged with making statements or distributing literature that claims P&G supports satanism and that its trademark is symbol of satanism or devil worship. P&G said they also encourage others to stop buying P&G products. Company received more than 15,000 calls about this rumor in June alone. Typically, they assert that P&G's "moon and stars" trademark is symbol of satanism and devil worship and that P&G executive discussed satanism on nationally telecast shows. Company said its trademark has been used since 1850, that its man-in-the-moon figure was popular in the 1800's and that 13 stars represent original colonies.

□

Torbet's spot radio analysis. Torbet reports that spot radio requests for second quarter of 1982 were down slightly from first quarter of 1981 (7,530 from 8,081) but total number of dollars invested was higher in 1982. Based on persons requested, adults led classification, accounting for 38.9% followed by men, 22.5%, and women, 20.9%. Number-one age demographic was 25-54, representing 33.6% of requests, trailed by 18-49, 14.4%, and 25-49, 13.9%. Most desirable campaign length was one week, 24% of requests, followed by four weeks, 16%, and two weeks, 14%.

□

... and from Katz radio. Adults from 25-54 continued to dominate demographic requests among Katz's radio advertisers in second quarter of 1982, chalking up 33%. In second place was 18-49 (18%), followed by 25-49 (13%). Katz also noted trend toward greater rotation in dayparting, with Monday to Friday, 6 a.m.-7 p.m. and full rotation packages each representing 26% of total requests. Katz said in second quarter, 80% of requests were for 60-second announcements; average number of weeks per campaign was five and average number of markets per campaign was five.

□

Looks tasty. Carnation Co., Los Angeles is introducing three new meat varieties of Friskies Buffet on network television and spot TV starting this month and continuing through December. New meat varieties are Liver Entree, Beef Stew and Prime Entree, hailed in TV spot as "Friskies Buffet... one of the great things about being a cat." Both network and daytime TV and spot TV in selected markets will be used. Agency is SSC&B. New York.

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The Newsweekly of the Fifth Estate

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AND

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□

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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.
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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: 1680 North Vine Street, 90028.
Phone: 213-463-3148.
Richard Mahler, correspondent.
Tim Thometz, Western sales manager.
Sandra Klausner, editorial-advertising assistant.



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

*There's a new day
dawning*

SE7EN

WNEV-TV NEW ENGLAND TELEVISION

May 22, 1982

The new WNEV-TV signs on the air.

June 3, 1982

Win Baker, formerly President of General Electric Broadcasting and Cablevision and was President of Group W Television announced as Executive Vice President and General Manager of the new WNEV-TV.

June 10, 1982

Tom Ellis, Boston's leading news anchorman leaves WCVB-TV to co-anchor the news on the new WNEV-TV. Ellis formerly anchored the news on WABC New York and WBZ-TV Boston.

June 14, 1982

Fred Petrosino named Vice President, General Sales Manager of the new WNEV-TV. Petrosino was formerly Vice President and General Manager at Katz Independent TV Sales in New York.

June 19, 1982

Robin Young named news co-anchor. Young leaves NBC News and the Today show to join the new WNEV-TV. Young was the co-host of Boston's Evening Magazine from 1977-80.

June 23, 1982

Bill Applegate appointed Vice President/News of the new WNEV-TV. He was most recently News Director at KPIX-TV in San Francisco. Under Applegate's direction the station's news climbed to number one.

And that's just the first month.



REPRESENTED BY
BLAIR TELEVISION

Monday Memo

A cable advertising commentary from Charles Bachrach, Ogilvy & Mather, New York

Exploring the possibilities of advertising on cable TV

Cable television is nothing new. It's been around a long time. Now, however, cable TV has reached the point where it can offer more than good reception. Ogilvy & Mather believes this expanding medium offers advertisers opportunities not readily available from regular network or spot TV.

First, there's been a tremendous growth in cable franchising. Most of the top 50 markets are starting up some type of cable operation. In fact, most of cable's recent growth has been in the larger A & B counties, where penetration has grown by over 300% since 1974, compared to an increase of about one-third that amount in the more rural areas (cable's birthplace).

Cable penetration will include more than 60% of U.S. TV homes by the end of this decade. Nearly half of all TV homes will subscribe to pay and another 7%-9% will pay for some option—such as MDS, STV or DBS.

Much of the battling for cable franchising will soon be resolved and this will further spur cable's growth in major cities.

Advances in cable technology have created the programing entrepreneur offering *more selective choices* than have been available in the past. And as the cable industry moves from childhood to adolescence, the government's attitude has also shifted from one of "wait-and-see" to that of deregulation. Rules and regulations previously governing the importation of distant programing signals have now been abandoned, and this can only help to enhance the cable industry's ability to grow and to deliver a greater diversity of programing choices to subscribers than ever before.

Clients with small budgets may get more "bang" for their money with proper placement of advertising dollars. For those advertisers the right cable purchase may provide greater impact—depending on product distribution.

While the actual number of viewers reached is lower than in broadcast TV, right now cable may actually be delivering greater efficiency against certain select demographic groups of consumers.

While the cable outlets have no firm rules on commercial length, the industry still uses 30's, 60's, some 90's and a few 15's. With cable, the creative mind can use any length or format. Again, there are no restrictions—yet.

There is also the possibility of using live commercials at considerably lower cost. This is not to say that live should be considered a replacement for film or tape;



Charles L. Bachrach started his career in 1968 as associate producer for MPO Sports and later that year worked briefly for NBC-TV as a unit manager. In 1969 he joined Ogilvy & Mather as media planner and in 1970 was named buyer in spot television. Bachrach was appointed broadcast account executive in 1971, broadcast account supervisor in 1973 and vice president in 1975. In 1978 he was named senior VP and associate broadcast director and recently was appointed director of network and programing for Ogilvy.

rather, it should be thought of as an option for use during "quick-sale" periods, or when a special announcement must be made quickly and inexpensively.

To induce clients to spend their dollars in this medium, long-range rate and audience protection are common. They're a safer way to get in on the ground floor while protecting your investment.

Testing opportunities will allow more control for product or commercial testing. Many of the new systems, for example, will have two-way or interactive capabilities allowing for immediate viewer response to an advertiser's queries.

Over the past several years, we have been witnessing a decline in network viewership during prime time broadcast hours due in large measure to the impact of pay cable on traditional viewing patterns. By the end of the current broadcast season, we are predicting that the sum total of network viewing will have dipped to slightly greater than 80% of total prime viewing, a decline of nearly 10 share points since 1976. The fall-off will be particularly acute among the pay cable homes, where it is already not uncommon to observe an average network share of a

mere 17% during periods of repeat network activity.

We are predicting that within the next five years, potentially one of three U.S. TV homes will subscribe to a pay service, and that by the close of the decade, more than half of all homes will have some form of pay option (either pay cable, MDS, STV or DBS). Overall, the possibility exists that by the year 1990, the networks' sum total of prime time viewing will dip to less than 60%. As a consequence of these developments, advertisers will eventually have to search for ways to make up for inevitable losses in broadcast viewership occurring among these "key" target segments. One way to stave off this erosion of broadcast audiences would simply be to support the cable services that accept advertising and are received by the pay cable homes.

But there are a number of concerns advertisers have about the new technology. Can the cable operators deliver? Are the markets they say are available really available? There's a real need for an independent checking system for clearances to make sure advertisers are getting what they're paying for.

At this point, however, there's still no "correct" way to measure cable audiences. Obtaining advertiser support for the cable services has been stymied a great deal due to a lack of syndicated audience measurement.

Cable offers tremendous opportunities to advertisers ready to take the plunge into this new and very exciting medium. The growth of cable will allow advertisers the opportunity to zero in on small but demographically significant groups of consumers.

In other words, broadcasting will eventually become supplemented with "narrowcasting," and, as a result of this, the magazine concept of audience selectivity (coupled with a video format) will undoubtedly become a familiar part of television advertising within the foreseeable future.

But before much of this can come about, advertisers are going to need not only first-rate data on clearances, but a great deal more research on ratings and audience profiles of cable viewers. Cable operators who want advertiser dollars will have to provide services similar to those now provided by the broadcast industry. We're going to need a new generation of true salespersons to enlighten all of us as to what's really going on.

In the current time frame, however, the opportunity to advertise on cable is *now* to all those who wish to explore and experiment with this rapidly developing new medium.

NEWS MAKING NEWS

News At Ten, the highest rated Prime Time Newscast in Los Angeles, has been named the best Prime Time Newscast in Los Angeles for the second year in a row. Our congratulations and thanks to the entire news staff for making these 1981 Emmy Awards possible!

**1981 BEST REGULARLY
SCHEDULED DAILY
NEWS PROGRAM,
INDEPENDENT STATIONS**

KTLA NEWS AT TEN
Gerald J. Ruben,
Exec. Producer

**1981 BEST LIVE COVERAGE
OF UNSCHEDULED NEWS
EVENT, NETWORK &
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Stan Chambers, Reporter
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Exec. Producer



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KTLA 5
LOS ANGELES



Larry McCormick

Stan Chambers

Diane Whitley

Hal Fishman

Joe Buttitta

Debby Davis

This week

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.

Also in 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.

■ Indicates new or revised listing

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. Amlac 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. 6—Deadline for entries in Maggie Awards, sponsored by *Planned Parenthood Federation of America* for outstanding media efforts dealing with contraception, sexuality education, abortion, teen-age pregnancy and other family planning concerns. Information: Mimi Barker, (212) 541-7800.

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

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

Aug. 19-22—West Virginia Broadcasters Association

annual fall meeting. Greenbrier, White Sulphur Springs, W. Va.

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

Aug. 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 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 and Marketing Society Eastern show "Track Day" Peachtree Plaza, Atlanta.

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

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

Sept. 10-12—New Hampshire/Vermont Association of Broadcasters joint convention. Waterville Valley Resort, Waterville Valley, N.H.

Sept. 12—Nevada Broadcasters Association fall meeting. MGM Grand hotel, Reno.

Sept. 12-15—National Radio Broadcasters Association annual convention. MGM Grand hotel, 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. 15-17—Institute of Electronic and Electrical Engineers** 32d annual broadcast symposium. Washington hotel, Washington.

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.

Major Meetings

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

Sept. 9-11—Southern Cable Television Association Eastern show. Georgia World Congress Center, Atlanta. Future Eastern shows: Aug. 25-27, 1983; Aug. 2-4, 1984, and Aug. 25-27, 1985, all at Georgia World Congress Center.

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

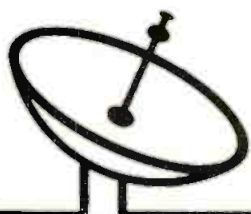
April 22-28, 1983—MIPTV international TV program market. Palais des Festivals, Cannes, France.

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 15-21, 1983—American Association of Advertising Agencies annual meeting. Greenbrier, White Sulphur Springs, W. Va. Future meetings: March 11-14, 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.

Now, all that stands between you and an electronic newsroom with APTV is an inexpensive computer.



With computer prices at an all-time low, your station should be looking closely at electronic newsrooms. That's why you need to be looking at APTV.

Why AP? APTV is the only 24-hour-a-day news source designed specifically for TV with national and state broadcast news scripts plus background details on news, sports, and features. Item for item, AP's news product is unsurpassed.

APTV is also the most technologically advanced wire in the business. In one hour, for example, APTV's high speed (1200 wpm) satellite delivery system provides more data than slow speed printers give you in a day. News data you can access via computer to eliminate time-wasting search and retrieval missions through mountains of paper.

Once APTV starts "talking" to your local station computer, your news programs not only become faster and easier to produce, they become more cost-efficient. With later update editing and rewrite flexibility, directly on your terminal screen, your staff can save valuable time and therefore money.

Now that the benefits of the electronic newsroom are within the reach of most stations, let us put the future on line for you today. Write or call AP Broadcast Services, 50 Rockefeller Plaza, New York, NY 10020. (212) 621-1511. Or contact your nearest AP Broadcast Executive.



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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. Dunley 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. 24-26—Florida Association of Broadcasters** fall meeting. Holiday Inn, Pensacola, Fla.

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-Oct. 1—Ninth annual Spectrum Management Conference, sponsored by *George Washington University'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 Ricketts 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, Gatlinburg, 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 CeSar hotel, St. Petersburg Beach, Fla.

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

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

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. 11-13—National Cable Television Association business development symposium, "Minorities and Cable: The Interconnect of the 80's." Washington Marriott, Washington.

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—Alabama Cable Television Association fall meeting. Ramada Inn, Fort Walton Beach, Fla.

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. 21-22—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. MacLaughlin, 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. 22-24—American Women in Radio and Television north central area conference. Amway Grand Plaza, Grand Rapids, Mich.

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, spon-

Errata

July 19 story dealing with **Pepsi Free and diet Coke** said annual **advertising budgets** would be \$100 million and \$50 million, respectively; these figures represented total expenditures once national rollout of advertising is achieved and not spending in test markets.

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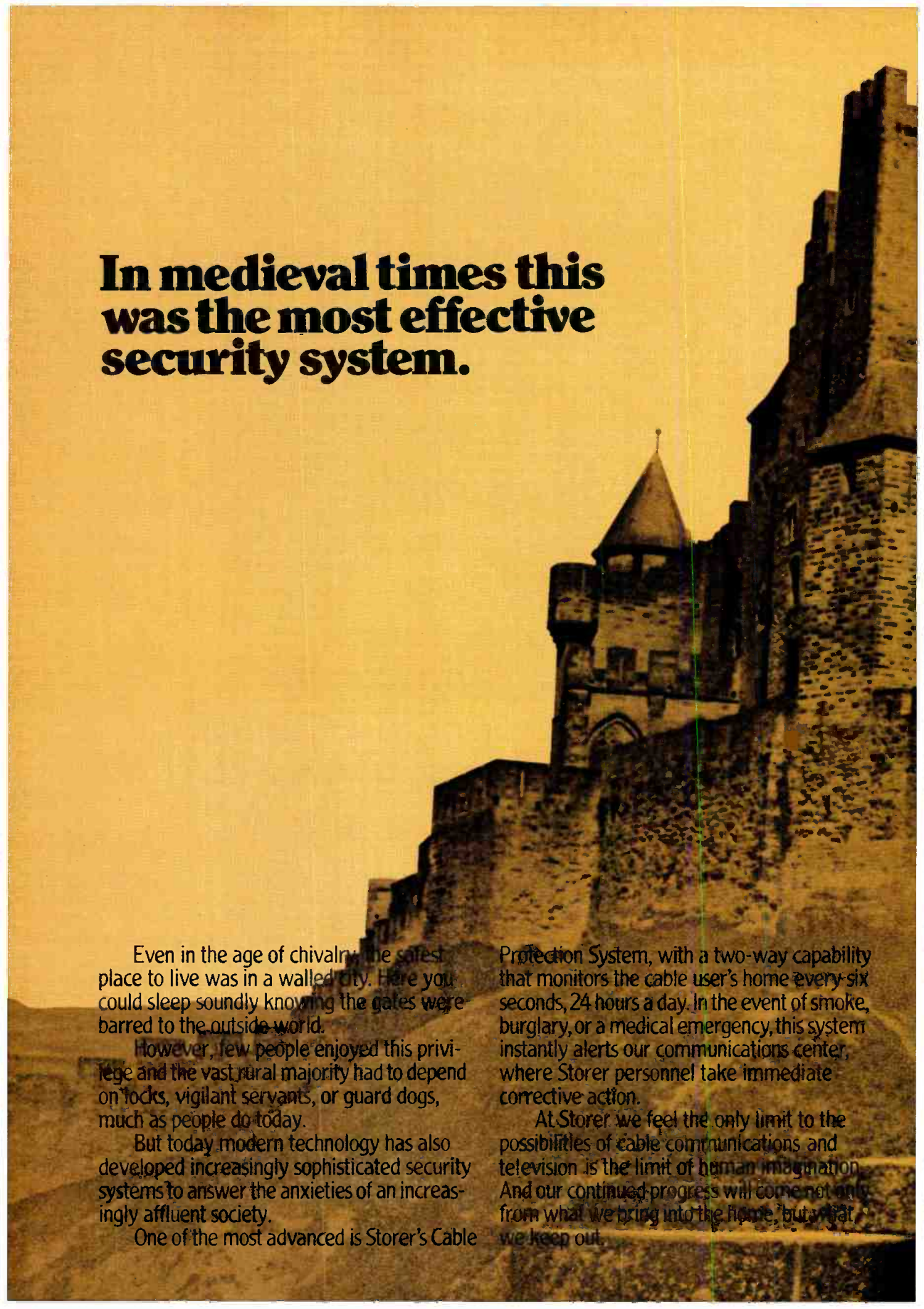
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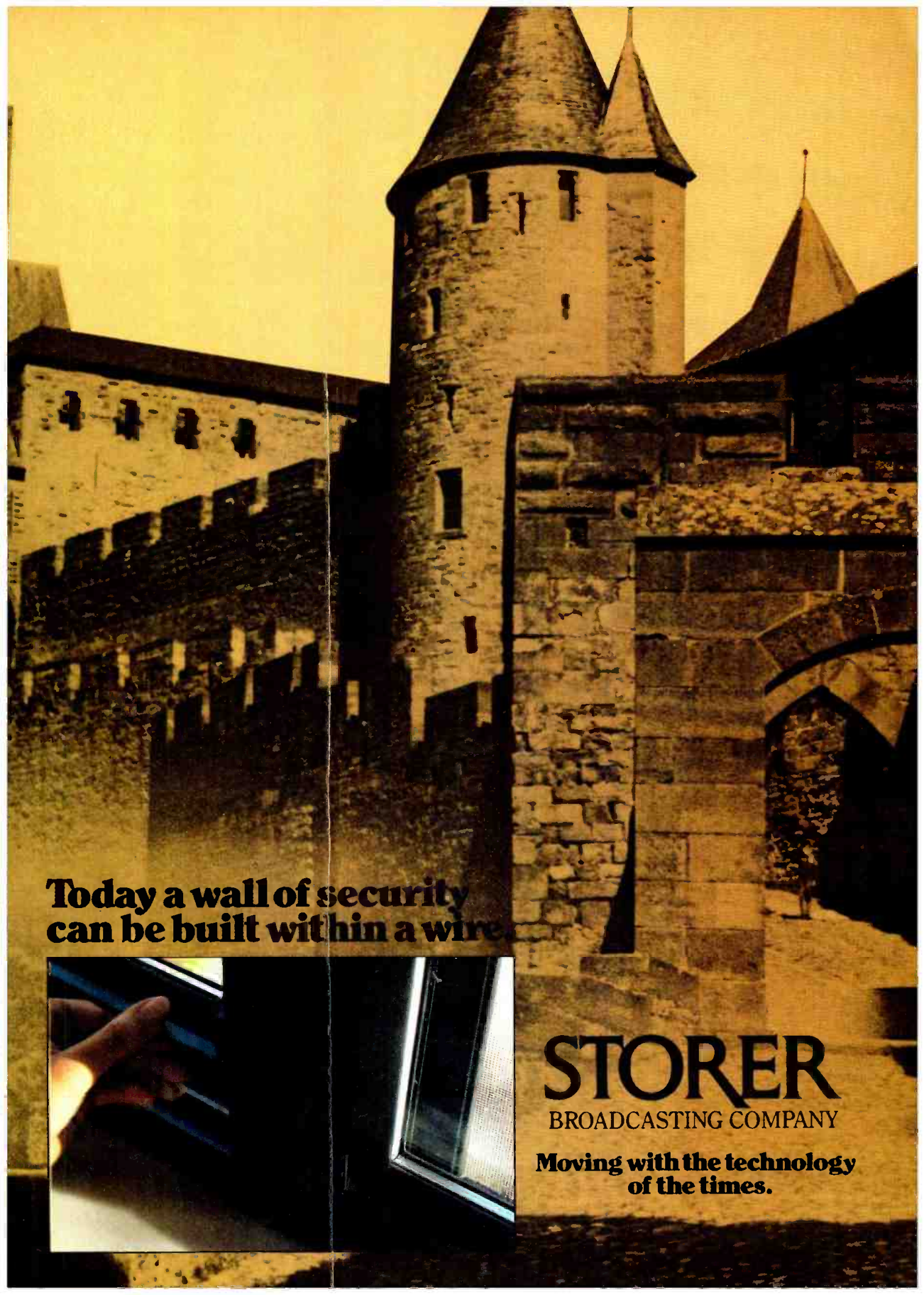
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superb technical performance and our broad-based experience in providing digital earth stations and audio equipment for international and domestic satellite needs, such as telephony, TV-sound, and broadcast program distribution.

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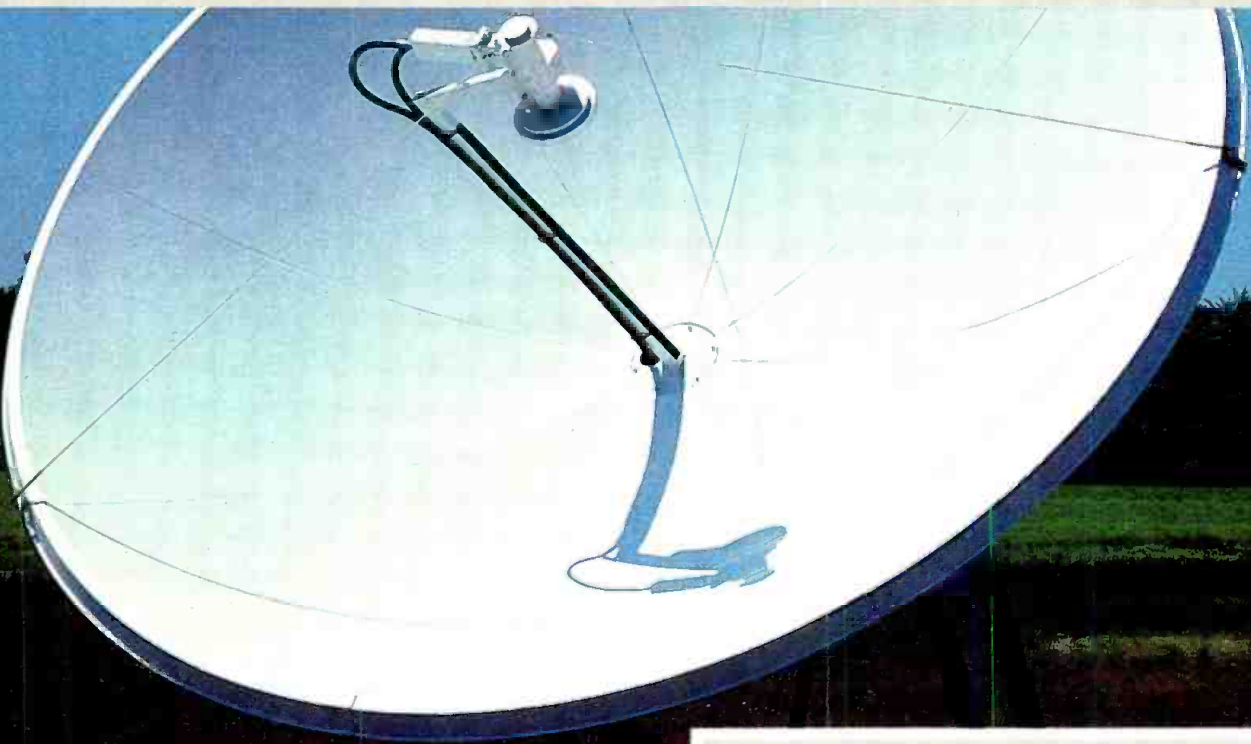
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sored by *Electronic Industries Association of Japan*. Tokyo International Trade Fair Grounds, Tokyo.

■ **Oct. 29-31**—*American Women in Women and Television* Northeast area conference. Tarrytown Hilton, Tarrytown, N.Y.

November

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

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.

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

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

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

Nov. 7-10—*National Association of Broadcasters* executive seminar examining new technology from marketing perspective. Williamsburg Inn, Williamsburg, Va.

Nov. 7-12—*Society of Motion Picture and Television Engineers* 124th technical conference and equipment exhibit. New York Hilton, New York.

Open Mike

No handouts, no hamstrings

EDITOR: I get nervous when I read (BROADCASTING, July 12) that FCC Chairman Mark Fowler wants to give noncommercial broadcasters "a clear mandate to provide services alternative to ... the types of programing available over commercial channels ... because public broadcasters are government funded."

Not all of us "public" (that should read "noncommercial, educational") broadcasters accept handouts from government sources. KSGN(FM) Riverside, Calif., for one, does not accept, has not accepted, and does not intend to accept so much as a penny from government.

Our budget—approaching a third of a million dollars annually—is built almost entirely upon donations from listeners, with about \$8,000 annually from low-key underwriting announcements. All this with no fanfare, no auctions or marathons, and not even direct mail pleas.

It has been our experience that as we work hard to meet the needs of our listeners, they respond with voluntary support for the station. Our "fund raising secret"?—a brief announcement at approximately six-hour intervals, that KSGN is a listener-supported station, coupled with an announcement of our address. (Whereas most noncommercial stations emphasize what I call "secular educational programing," we emphasize "sacred educational programing," primarily sacred music, with hourly network news and brief educational features of a secular or religious nature.)

I certainly do not mean to imply that KSGN is unique. Rather, just the opposite. While I don't know the percentages, I'm quite certain there are numerous other noncommercial stations who do not accept government funding.

I would hope Chairman Fowler will recognize this, and will allow noncommercial stations such as ours to remain free of the restraints he proposes to place upon our colleagues who do accept government funds.—*Lee McIntyre, general manager, KSGN(FM) Riverside, Calif.*

Cox cx

EDITOR: As counsel for Cox Broadcasting Corp., I would like to correct a misimpression which may have resulted from an article appearing in the July 12 issue (page 57) concerning Cox's comments to the FCC about Cuban interference. In its filing, Cox urged the commission to support a provision in H.R. 5427 that would give the Board for International Broadcasting authority to compensate broadcast licensees for costs related to overcoming the detrimental impact of Cuban interference. Reference to a provision in H.R. 5427 was not, however, intended as an endorsement of Radio Marti by Cox, as the article suggested.—*Arnold P. Lutzker, Dow, Lohnes & Albertson, Washington.*

Chess game

EDITOR: Another battleship of the liberal establishment is about to be sunk, I hope, by a Republican vessel launched, appropriately, from the historic port of Gloucester.

Let's put the WVCA-FM (Simon Geller) renewal case in perspective as merely another sidetrip through the Washington looking glass world. Agreeing with BROADCASTING's assessment of a few weeks ago, the FCC commissioners obviously feel deregulation is lost in the D.C. Court of Appeals. Geller, then, is pawn to king 4 in the real battle for deregulation.

In Washington, illusion always hides reality, and the end always justifies the means. A liberal bench and bar will allow the commission to change the rules of the game at any time so long as robber barons and right-wing racists (e.g., RKO and WXUR) are the victims, and deserving minorities the victors. But deny a license to a small-business man playing classical music? And deliver the station to WASP Republican businessmen! The sacred cows are coming home and will break down the barn door.

Obviously Geller is an object lesson to

the Supreme Court and Congress of the horrors of the present renewal process. As well as the asinine decisions the D.C. Court of Appeals can be capable of. Remember, the commission had to defy that court before the Supreme Court saw the absurdity of forcing seven commissioners to be program directors for 10,000 radio stations in the programing formats case. Geller is the commission's reminder that bad laws may occasionally produce good results but never just results.

As for Simon Geller? He, like the rest of us, is merely a pawn.—*Ken Lee Heaviside, Enon, Ohio.*

Sunday problem

EDITOR: The right of local broadcasters to program their station in the community interest is being severely damaged by a new NBC policy. Beginning this fall, the television network is requiring local affiliates to carry NFL pre-game shows, or else lose the right to carry that ball game. The 12:05 p.m. kick-off time in many areas of the country puts the pre-game show in the time slot used by local church congregations to broadcast live their regular Sunday morning worship service. First Baptist Church, Wichita Falls, has served its community this way over 21 years, 18 of those with the NBC affiliate, KFDX-TV. Other churches have even longer associations with their community-minded broadcasters.

The alarming action by NBC, which opens up questions of fair trade, and puts local stations under the FCC magnifying glass, also has the effect of pushing responsible religious programs in the unused corners of broadcasting. Television is, and always has been a commercial enterprise. But it has the responsibility and requirement to serve the public. The continued encroachment of the networks on the rights of the broadcaster must be halted.—*Ronald L. Harris, minister of media, First Baptist Church, Wichita Falls, Tex.*



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STORER BROADCASTING

KSTP-TV

WBZ-TV

WALA-TV

WJBK-TV

FISHER BROADCASTING

WJKW-TV

KPIX

WPIX-TV

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CITY-TV

KUTV

KREM-TV

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KARD-TV

WPCQ-TV

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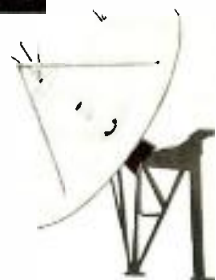
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Being a part of each community, we enjoy the opportunity to bring continued public services to our neighbors. It takes everyone's efforts to anticipate and help solve community problems — and doing more than our share is our goal. In public service, we encourage our competitors to hustle too because when community problems get solved, we all benefit.

And, with everyone participating, we get a fresh, new look at it every day.

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And so do the audiences we serve!



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island
WJFM Grand Rapids	WKJF Cadillac	WKJF-FM Cadillac	KMEG-TV Sioux City

Broadcasting Jul 26

Vol. 103 □ No. 4

TOP OF THE WEEK

Pro-cable bill through committee

Goldwater's revised S. 2172 gives industry protection from unlimited regulation by cities and states; stiff fight ahead on floor; NCTA hails action, while League of Cities rails against it

A controversial bill to set national guidelines on the extent of regulation cities and states may impose on cable TV breezed through the Senate Commerce Committee last Thursday (July 22). The measure (S. 2172) faces stiff opposition from the National League of Cities and several public interest groups and, in the waning days of the 97th Congress, is expected to encounter a difficult fight on the Senate floor and make little progress toward passage by the House.

In a 60-minute session, the committee showed little dissent over the bill, which had been substantially revised (BROADCASTING, July 5) from the version originally introduced—and which cities argue will force them to tear up and renegotiate many existing franchise agreements. Three amendments offered to the bill were defeated, including one by Senator Slade Gorton (R-Wash.) to delete the bill's most controversial provision—a requirement that cities renew the franchises of cable operators who have “substantially” met the terms of their previous contracts. Another amendment would have put a sunset clause in the bill, eliminating all government regulation of cable after five years. A third would have permitted cities to collect fees from cable operators, in addition to franchise fees, to cover the cost of governmental and educational access programming.

Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) said Congress must pass his bill “this year or maybe next year” to insure the continued development of cable TV as well as continued involvement, if at reduced levels, by cities and states in regulating cable. “Without this bill, the industry and the cities will be in deep trouble,” said Goldwater. “The FCC is waiting to jump into cable regulation.”

Goldwater and Commerce Committee Chairman Bob Packwood (R-Ore.) defended the renewal provisions in the bill, saying they are similar to provisions passed in a broadcast deregulation bill (S. 1629) that requires the FCC to renew the licenses of broadcasters who have met the

needs and interests of people in their service area. Gorton, however, objected that broadcasters have traditionally been regulated nationally because “there is more money involved in a radio or TV license” and that S. 2172 would pre-empt from cities the right they now have to entertain applications from competing operators at renewal time. What's more, said Gorton, “there is no history of abuse by cities in the renewal process.”

Goldwater replied that “history is short” for the cable industry, “but the amount of money invested entitles the industry to renewal.” Packwood also noted that nothing in the bill would prohibit a city from negotiating the right in a franchise agreement to consider competing applications at renewal time. The committee defeated Gorton's amendment to delete the provision by a vote of 7 to 4, with many members who voted by proxy



Goldwater



Wheeler

on other issues, abstaining.

Senator Howard Cannon (D-Nev.), the ranking Democrat on the committee, offered the amendment to sunset Goldwater's bill five years after its enactment. He argued it would “give cities a chance to get cable systems firmly established in the next five years” and after that, allow competing systems to offer service in the same areas. It would also, he said, put cable on a par with their competitors—broadcasters, direct broadcast satellite programmers and subscription television operators—that are not regulated by cities, and would “let cable operators deal with citizens rather than local politicians.” Goldwater opposed the amendment, saying it would “throw cities right out the window” and threaten the provision of such services as access channels. The amendment was defeated by a vote of 11 to 4.

The committee defeated still another amendment offered by Senator Robert W. Kasten (R-Wis.) to permit cities to collect fees, in addition to franchise fees, to cover

the cost of public access channels. A subcommittee aide explained later that the amendment was unnecessary, because the bill, although requiring the FCC to base franchise fee ceilings on the cost of regulation, also permits cities, in a separate section, to regulate and control the nature of public access channels. Many cities, said the aide, cannot now include the cost of regulating access channels in their franchise fees and, under the bill, could petition the FCC to raise its ceiling.

In passing the revised Goldwater bill, the committee handed a victory to the National Cable Television Association, which had expressed strong reservations about an earlier version of the bill. A spokesman for the committee said, however, that the NLC had not lobbied as vigorously against the bill as it has on other issues and that the bill could face much tougher opposition on the Senate floor. The NLC's strategy in opposing the bill, said the aide, was to try to defeat it altogether, rather than compromise to delete those provisions it considered most onerous. “They could have gotten rid of the renewal provision if they'd tried,” said the aide.

If the bill passes the Senate this year, it is expected to have even tougher going in the House, where members are often more susceptible to pressure from local government officials and where no cable deregulation legislation has been considered in this Congress. A spokesman for the House Telecommunications Subcommittee said he expects no action on a cable bill, but that could change now that Subcommittee Chairman Timothy E. Wirth (D-Colo.) has abandoned his effort to pass a major rewrite of common carrier sections of the Communications Act (see story, page 29).

NCTA President Thomas Wheeler hailed the committee's passage of the Goldwater bill as a move to assure “viewers will receive the best possible cable service” and to encourage “development of a level regulatory playing field in which all the alternative delivery technologies will compete equally without government-imposed advantages.”

Alan Beales, president of the NLC, however, called the bill a “shocking affront to local governments and consumers” that “crushes any semblance of local accountability or responsibility in matters of deep and abiding public interest.” The bill “tells city officials that they must ignore interests and needs of consumers that they are elected to represent and acquiesce to the privilege and exemptions handed over to the cable industry” in this bill, he said. “We will fight to keep this legislation from advancing any

further."

In addition to requiring cities to renew franchises to operators who have fulfilled the terms of their previous contracts, the Goldwater bill would prohibit cities from regulating the rates of any cable services except public access channels and retransmitted broadcast signals and from collecting franchise fees in amounts greater than that set by the FCC. It would also prohibit cities from controlling in any way the nature of services to be provided by cable operators except on public access channels. Cable systems with 20 channels or more would have to set aside 20% of their channel capacity not subject to "must-carry" rules or any other FCC requirement for public and leased channel access. Cable operators would regulate the

rates and control the nature of leased access channels.

Ownership of cable systems could not be regulated under the Goldwater bill, except that the FCC could establish reciprocity rules to restrict acquisitions by companies from countries that limit foreign ownership of their own systems. Cities acquiring a franchise would have to do so at fair market value and could have no control over programming on the cable system.

The bill would prohibit cable operators from collecting personally identifiable information about their subscribers except for billing purposes without first obtaining their written permission and would require cable operators to periodically inform subscribers of their rights of privacy and to

make available to subscribers any files kept on them. It would require cities to bring existing franchise agreements into compliance with its terms within 60 days after enactment, except that foreign-owned systems would not be affected by the reciprocity provisions and access requirements would be grandfathered until expiration of current franchises.

Provisions in two earlier versions of the bill increasing penalties for signal piracy and prohibiting federal, state or local application of the fairness doctrine or equal time rules to cable operators have been deleted from the bill passed last week. Deleted previously were provisions prohibiting cable operators from importing a game of the same kind as one being played in its market that day. □

Fritts takes leave as NAB chairman

Search committee still plans meeting Aug. 3 to see if consensus can be developed for one or more candidates to put before board on Aug. 9; there's growing sentiment for appointing interim president while search goes on, but some are impatient to act

The three-month quest for a new president of the National Association of Broadcasters took another turn last Friday (July 23) when Edward O. Fritts, the association's joint board chairman, took an indefinite leave of absence to pursue his own candidacy. Fritts, who two weeks earlier stunned the 13-member search committee by resigning as its chairman to pursue the top staff job, said he is stepping down from NAB's top elective post "until the presidential issue is decided."

Word of Fritts's leave of absence came as search committee members prepare for their most crucial meeting, scheduled for next Tuesday (Aug. 3) in Washington, at which they hope to decide whether to recommend a candidate or group of candidates for election by the NAB board or to postpone their recommendation until they can seek out additional candidates. There are seven presently in the field, six of whom have been interviewed by the committee and another, Representative Marc L. Marks (R-Pa.), a member of the Telecommunications Subcommittee who is retiring from Congress this year, who is to be interviewed Aug. 3.

Fritts's announcement also came as a consensus appeared to be rapidly growing on the 45-member NAB board that the search committee's recommendation no longer matters and that if the board meets as planned in Chicago on Aug. 9, it will take nominations from the floor and elect a president itself.

Some NAB board and search committee members fear that a board meeting Aug. 9 will result in a hasty election and a major schism among NAB factions that could lead to withdrawal from NAB membership



Leading contenders Fritts, Thurston and Summers

by prominent broadcast groups. Some of these members also believe the search for candidates for the presidency has not been nearly as exhaustive as it could be and that a delay of several more months, during which an interim president might be named, could result in a broader field of candidates, among them one who may emerge with a clear consensus from NAB directors and members as the best person for the job. Right now, according to many board and search committee members, there is no overwhelming support for any of the three leading contenders (Fritts; Don Thurston, a former board chairman, and NAB Executive VP John Summers).

Although the search committee has said it will interview any other candidates who have emerged (in addition to Marks) when it meets Aug. 3, committee members report there are no new candidates. Search committee and board members generally agree that the only individual who has yet been named as a possibility for the job who would have the overwhelming support of NAB members is former FCC Chairman Richard E. Wiley, now a partner in the law firm of Kirkland & Ellis. At least two members of the search committee hold out hope that Wiley can still be persuaded to accept the job, although last week, when approached for the second time by TV board chairman Gert H.W. Schmidt, he again declined to

become a candidate.

By stepping down from the NAB chairmanship, Fritts sought to neutralize at least some of the controversy surrounding his candidacy for the job of president. Some members of the board and search committee have maintained Fritts's late bid for the presidency has seriously compromised the search committee, which he appointed, and that his position as joint board chairman gives him an unfair advantage over the other leading candidates. The leave of absence may strengthen the position of those on the committee and board who want to move ahead without delay.

The proponents of delay, although prominent industry figures and a significant faction of the search committee, may not have been able, however, even before Fritts's announcement of a leave of absence, to convince a majority of the committee to hold off on recommending a presidential selection. Many members of the NAB board say they're ready to choose a new president.

"I want to make a decision even if we're wrong and have to go back and change it later," said one radio director last week. As do many members of the board, that director believes that delay would only waste time and would be unlikely to produce any additional candidates.

Another who is ready for a vote is candi-

date Thurston, who told BROADCASTING last week: "As far as I'm concerned, I want to see a decision. I don't want the matter settled by default or procrastination." Thurston characterized the NAB organization as "paralyzed," with staff members reluctant to take any major actions and factions beginning to line up behind one or another of the announced candidates. He was clearly impatient with the "none of the above" reaction that has greeted the field of candidates, and suggested he was not prepared to wait indefinitely while the search process proceeds.

Thurston, however, was critical of the decision being left to a board election—which, among other things, he said would "neuter" the votes of the nonboard members who had been named to the search committee itself.

Since Fritts announced his candidacy two weeks ago, members of the board have wondered whether the turmoil he caused would lead to cancellation of their scheduled meeting on Aug. 9. In addition to selecting a president, directors are due to hear the report of the futures committee.

Before Fritts announced his leave of absence, directors maintained it was up to him to initiate cancellation of the meeting, but now that decision is in the hands of the executive committee.

In a Mailgram to all NAB directors last Friday, Fritts said he had decided on a leave of absence "in response to a recent suggestion by NAB directors Don Curran, president, Field Communications, San Francisco; Harry Barker, president, KQMS Radio, Redding, Calif., and Cliff Gill, chairman, KWVE-FM Marina del Rey, Calif." Fritts, whose company is reimbursed for his service to NAB in payments totaling \$50,000 a year, said his leave is being taken "without expense reimbursement." NAB directors also receive per diem and travel expenses while in the service of the association.

The NAB executive committee will run the NAB during Fritts's leave, according to the Mailgram. Following Fritts's announcement, NAB radio chairman William L. Stakelin, executive vice president of Bluegrass Broadcasting, Orlando, Fla., began contacting executive committee members to suggest that an interim chairman be named. "It's difficult for six people to run an organization," he said.

Stakelin and former radio chairman Cullie M. Tarleton, senior vice president of Jefferson-Pilot Broadcasting, Charlotte, N.C., have been considered the two major contenders for chairman should Fritts be named president. Tarleton, who was ineligible for another term on the board this year but was named to fill the term of another director who had resigned, said last week he has informed members of the executive committee that his company has given him the "green light" to accept the chairmanship. Tarleton informed the committee of that well before Fritts's announcement of a leave. □

Wirth throws in the towel on H.R. 5158

He withdraws his common carrier legislation, citing delaying tactics by AT&T as reason; vows it will return next Congress

Saying AT&T "is preventing Congress from making the decisions that are ours to make," House Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.) gave up trying to pass a major rewrite of common carrier sections of the Communications Act last Tuesday (July 20). Wirth, who blamed continued delay tactics by AT&T for the derailment of his bill, promised to reintroduce it in the next Congress and, in the meantime, to use his subcommittee's influence to modify implementation of a pending antitrust settlement between AT&T and the Justice Department.

By withdrawing his bill (H.R. 5158), Wirth ended a markup session that had threatened to drag on for months before the House Energy and Commerce Committee as a handful of members who opposed the bill kept its progress at a crawl by demanding first that the bill and each amendment be read aloud and then by offering scores of amendments, many of them nearly identical to others that had gone before and few of which were passed. With only 27 legislative days left in the 97th Congress and the promise of continued delay by representatives of AT&T, Wirth decided late last Monday (July 19), according to a spokesman, to discontinue work on the bill.

Although prospects for passage of the bill had narrowed considerably after the committee missed its July 1 deadline for completing action on it, observers were surprised by Wirth's decision not to take the bill as far as he could in the 97th Congress. The previous three weeks of markup had demonstrated in vote after vote that Wirth had more than enough support to secure committee passage of his bill and, according to subcommittee aides, the House leadership had agreed that H.R. 5158 would be one of the few bills brought to the floor in the remaining days of this session.

The decision to give up on the bill came, according to a subcommittee aide, after months of negotiations with AT&T to try to draft an acceptable version of the bill ended in stalemate. "The only terms that AT&T will accept to resolve the impasse are completely inadequate, self-serving and not in the best interests of the ratepayers of this country," said Wirth to the committee. "I have been willing to compromise language; I have been willing to compromise substance," he said. "I cannot, however, compromise fundamental principles."

AT&T objected to provisions in the bill that would have required it to place its long lines division in a separate subsidiary, according to a subcommittee spokesman, and to many other provisions aimed at pro-

tecting ratepayers from bearing the cost of AT&T's divestiture of its 22 local operating companies under its proposed consent decree with the Justice Department. When Wirth refused to give in on those issues, according to the spokesman, AT&T representatives promised to expand their delay tactics and to continue them if the bill ever reached the House floor or a House-Senate conference.

Wirth made his decision on his own, according to an aide, and with no pressure from Energy and Commerce Committee Chairman John D. Dingell (D-Mich.) who has stressed in recent weeks that the committee has several other major bills yet to consider before Congress adjourns in early October. After Wirth made his decision, he consulted other members of his subcommittee who had been active in drafting the legislation, said the aide, "and they concurred."

"In the short run, AT&T has won a tactical victory by stopping this bill this year," said Wirth. "But AT&T's victory is a major setback for the American people and for a telecommunications industry that is one of the fastest growing and most productive segments of our economy."

Although he put the bill aside, Wirth made it clear he is not giving up the fight to overhaul national telecommunications policy and that he is ready to resume work on his bill if AT&T decides to compromise. "Our commitment to these issues remains as strong as ever," he said.

A subcommittee aide noted, however, that although the bill remains on the committee's calendar of pending business, there is little hope of a compromise with AT&T this year.

In the absence of a bill, Wirth and other interested subcommittee members hope to influence the Justice Department and the FCC in their implementation of the many details of AT&T's reorganization under the proposed consent decree. If that decree is accepted by U.S. District Court Judge Harold Greene later this summer, AT&T will have six months in which to file a reorganization plan which the Justice Department will have to accept. Much of that reorganization will be monitored and implemented by the FCC. And the subcommittee, according to a spokesman, will attempt to exert its influence through oversight hearings.

"The effort to derail this bill will not stop the process from going forward," said Wirth. "In the end, Congress must and will set telecommunications policy."

The day after Wirth withdrew his bill, Representative Tom Corcoran (R-Ill.) who had led those trying to delay its progress through the committee, introduced a bill to preclude AT&T and other common carriers from offering information publishing services over their own transmission lines. The Wirth bill, in a provision strongly supported by the newspaper publishing industry would have prevented only AT&T from

offering such services on its lines.

Asked whether the subcommittee is likely to act on Corcoran's bill, a spokesman said the bill (H.R. 6797) "is nothing more than a symbolic play by the man who killed the Wirth bill to protect himself

from the newspaper industry." Wirth could have compromised with AT&T and passed a scaled-down bill that would have prohibited AT&T from offering information publishing and cable TV services, left the Yellow Pages with AT&T's to-be-

divested local operating companies rather than shift them to the parent as provided in the settlement and deregulate the surviving AT&T, said the aide, but refused to give up provisions he believes are necessary to protect ratepayers. □

NAPLPS + CEPT = UPL

U.S. advances international videotext standard

Proposal allows manufacturers to put dual decoders into sets—a solution to compatibility the British think won't happen

The U.S. last week adopted for international consideration a proposal for a "unified" videotext standard that would allow manufacturers to build home terminals capable of accessing multiple videotext systems.

The action came at a meeting at the State Department of a study group of the U.S. National Committee of the International Telegraph and Telephone Consultative Committee, the international standards-setting body, known simply as CCITT. The study group, representing a broad range of U.S. videotext interests, will forward the Unified Presentation Layer (UPL) to the CCITT where it will be considered along with those of other countries later this year.

The U.S.'s proposal is intended to resolve the incompatibility between the two major standards that have thus far emerged in the world: AT&T's North American Presentation Level Protocol Syntax (NAPLPS) and the Western European standard, adopted in May 1981 by the Conference of European Post and Telecommunications Administrations (CEPT).

Roy Andres, vice president, planning, Western Union International, and chairman of the study group, said during the meeting that the UPL "preserves everybody's turf. . . . It preserves all the original systems and their coding. We have not obsoleted any videotext system in the world."

The UPL permits manufacturers to incorporate multiple decoders into their terminals, one for each of the videotext systems they want the terminal to address. An "escape mechanism" would enable the terminals to switch automatically and electronically from one decoder to another.

According to Andres, the cost of putting a second decoder into a box is nominal. A representative of a semiconductor manufacturer, he said, reported to the study group that the cost of the chips needed to do the job would be less than \$1. No terminal manufacturer should object to that, he said.

Sam Berkman, one of the AT&T representatives at the meeting, suggested later that Andres may have understated the cost. The additional cost of a terminal with the dual capability to the consumer,

the far more critical number, Berkman said, will be about \$25.

The UPL was actually developed over the past six months by a subgroup of the study group, dubbed the Videotex Technical Experts Panel (VTEP). After proponents of the two standards began fighting at the first meetings of the study group on videotext last November and December, VTEP was formed to try to resolve their differences and come up with a "win-win" solution. The subgroup included more than a dozen representatives of U.S. industry, government and trade associations.

If the UPL was intended to make everybody happy, it failed. Gary Rosch, who represents British Telecom and, by extension, the interests of CEPT, thought the U.S. position could more accurately be described as a lose-lose proposal. Rosch argued for a single international videotext standard, blending elements of the NAPLPS standard and the CEPT standard. Although the UPL allows manufacturers to make terminals compatible with both standards, he said, it's not likely they will and, as a result, two markets will evolve. NAPLPS will dominate in North America and CEPT will prevail in Western Europe. The economy of scale in equipment manufacturing that would derive from a single standard will be lost and the interchange of information between the markets will be severely hampered.

(Rosch's real concern, according to one industry source, is that the British Telecom's Prestel system will be unable to share in the U.S. market. To the extent the NAPLPS-only terminals proliferate, Prestel data bases, which require Prestel or CEPT terminals to access, will not.)

A true international standard rather than the "jury-rigged" solution set forth by the U.S. is not hopeless, according to Rosch. CEPT proponents will remain open to compromise for six more months or until development of integrated circuits for CEPT terminals is so far along that change is impossible. Members of CEPT met in Rome the day before the U.S. meetings, Rosch said, and agreed "that they are still willing to talk compromise, but are not going to be dictated to."

Rosch was encouraged by the news that emerged from the discussion at the meeting that NAPLPS, which is a modified version of the original AT&T standard unveiled more than a year ago, is capable of displaying 40-character-by-24-row page formats as well as 40-by-20 formats. The original AT&T standard could only handle

the latter. Since the CEPT standard uses the 40-by-24 format—"a more efficient" format, according to Rosch—the two standards are not as far apart as Rosch thought when he went into the meeting.

Much needs to be done if an international standard is to be reached, however. Most important is some kind of agreement on encoding of low-level or alphamosaic graphics, Rosch said. Although both standards now contain alphamosaic graphics, their encoding are different. If the U.S. would agree to adopt CEPT's low-level graphics, Rosch said, CEPT would be willing to compromise on high-level graphics and supplemental character sets.

The study group gave the NAPLPS standard an endorsement of sorts by electing to send a draft of the standard to the CCITT along with the UPL proposal. The attachment also was needed since the UPL makes repeated references to the standard. NAPLPS has been given preliminary approval by a videotext committee of the American National Standards Institute. The standard has a long way to go before it becomes an ANSI standard. So as not to create the impression at the CCITT that the NAPLPS is any kind of national standard, Rosch and Richard Holleman, IBM's representative on VTEP, demanded and received assurances from Andres that the NAPLPS standard will be clearly marked as a draft. □

FCC clears away some underbrush on UHF handicap

Drops requirement that sets have channels 70 through 83, but orders rulemaking on lowering noise level to 12 db; Fowler loses out on 5-1 vote

The UHF television "handicap" got its most recent reckoning at the FCC last week when the commission addressed several proposals aimed at improving UHF's comparability with VHF. When the snow cleared, it appeared as though the commission had concluded that while UHF still isn't truly comparable to VHF, there isn't a whole lot it should do to change that—except encourage consumers to buy better antenna systems.

Nonetheless, the commission also drop-

ped a rule that required TV set manufacturers to provide receivers with channels 70 through 83 (those have already been relinquished to the land mobile radio service, anyway), a move the commission said would help improve reception on the remaining UHF channels. It also overrode Chairman Mark Fowler—and the Office of Plans and Policy—in insisting that the staff draft a notice of proposed rulemaking aimed at requiring set manufacturers to reduce UHF noise figures from the maximum of 14 db now allowed to 12 db.

In other actions, which were meant to resolve recommendations still outstanding from the 1980 UHF Comparability Task Force report (BROADCASTING, Sept. 22, 1980), the commission:

- Issued a policy statement contending that UHF is becoming a successful, competitive and profitable service;

- Dropped a proposal to grade and label TV receivers and antenna systems;

- Dropped another proposal to launch a biennial program to measure receiving antenna equipment;

- Provided funds to its Office of Public Affairs to distribute information to consumers detailing how they might improve their UHF reception;

- Rejected proposals to require a form of integrated channel selector that uses the same control for selecting VHF and UHF channels;

- Rejected another proposal to require greater channel capacity for pushbutton and single-dial channel selectors;

- Dropped a proposal that would have required equality between reception aids provided for VHF and UHF;

- And voted to retain its requirement that receiver manufacturers submit annual reports on noise figures.

The policy statement said the viability of UHF had been demonstrated by the fact that most UHF stations are successful—and in no danger of going dark. The percentage of UHF stations reporting profits has consistently exceeded that of FM stations, it said. In 1980, it said, 58% of all UHF's reported profits, compared to 59% for AM's, 55% for FM's and 88% for VHF's. FCC records also demonstrate, it said, that no UHF station has gone off the air permanently since 1976. As a result, doing much more than embracing the task force's recommendation that the disadvantages suffered by UHF service could be drastically reduced if viewers installed the proper antenna systems wouldn't be cost effective or in the public interest, the statement said.

Commissioner James Quello criticized the tone of the items (as they were originally written), stating that he thought it clear that UHF was still economically and technically at a disadvantage to VHF. Commissioner Henry Rivera agreed, contending that UHF's were, for the most part, the only stations available to minorities. "I think we should not move away from UHF comparability," he said. At the request of Commissioner Abbott Washburn, the commission agreed to fund the Office of

Public Affairs to renew its efforts to supply consumers with pamphlets detailing how they could improve their UHF reception. Commissioner Mimi Dawson endorsed Washburn's proposal, but said the commission shouldn't try to "fool anybody" into thinking the FCC was thus making a major move.

The most hotly contested UHF item involved the noise figures. The Office of Plans and Policy, which presented the item, argued that the current 14 db standard was more than adequate as it is, contending that manufacturers, responding to market forces, had decreased average UHF noise figures on their own to below 9 db.

Quello, however, argued that the commission didn't "regulate by averages." He urged the commission to "send a message" to manufacturers that the FCC wasn't easing off on UHF comparability by adopting a notice of proposed rulemaking aimed at establishing the 12 db standard to prevent "any backsliding."

Commissioner Anne Jones, who said she was tired of people "making arguments solely on the marketplace," endorsed Quello's proposal. Fowler, who argued that the FCC was "burying our heads in the sand," urged the commission

not to adopt Quello's proposal. Manufacturers had moved to improve those noise figures on their own, and by adopting the proposed rulemaking, the commission would only divert attention from the "real" problem, which Fowler identified as antennas.

While Fowler dissented, the rest of the commission (except for Commissioner Joseph Fogarty, who was traveling in Europe) voted to direct the staff to draft such a proposal. At Fowler's insistence, however, the majority agreed to ask in the proposal whether such a rule is necessary. When an apparently distraught staffer asked the commission what justification the staff had to draft such a proposed rule, Jones retorted: "Five votes."

In 1978, the FCC lowered the noise figure limit for any UHF channel to 14 db from 18 db. A further reduction to 12 db was to have taken effect from 1982 through 1984. TV manufacturers appealed, contending that the FCC's authority to set noise-level figures had to be justified by state-of-the-art technology. The Court of Appeals for Washington agreed that the 12 db figure exceeded the state of the art, and overturned that portion of the rule (BROADCASTING, Sept. 22, 1980). □

Ziff spins off four TV's to Pompadur

Company president will leave at end of month to run outlets in Augusta, Saginaw, Rochester and Steubenville; deal worth about \$60 million-\$65 million

Ziff Corp., which more than a year ago signified its intention to dispose of its six television stations, has reached an agreement in principle to sell the four remaining Ziff outlets to I. Martin Pompadur, the president of the corporation.

Pompadur has resigned as president of Ziff, effective on Saturday, July 31, and has formed a partnership to buy the stations—WRDW-TV Augusta, Ga.; WEYI-TV Saginaw, Mich.; WROC-TV Rochester, N.Y., and WTOV-TV Steubenville, Ohio. The purchase price was not disclosed but estimates are that the total outlay will be in the \$60 million-\$65 million range.

Since its decision last year to divert its assets from television to magazine publishing ventures (BROADCASTING, June 1, 1981), Ziff has signed agreements to sell two other television stations, WRCB-TV Chattanooga, Tenn., to Sarkes Tarzian for \$16 million and WJKS-TV Jacksonville, Fla., to Media General for \$18 million.

Pompadur said last Thursday (July 22) that he was reluctant to discuss his plans since a contract had not been signed but added that the signing was expected some time this week. He added that associated with him in the partnership would be Ralph E. Becker, president and chief operating officer of the television station group, and Elliott (Skip) Stein Jr., an investment broker.

"Much as I have enjoyed publishing," Pompadur said, "much of my background has been in broadcasting in such areas as television, radio, production and sports," he explained. "I would like to get involved in the whole area of television, cable television, production and virtually all areas of the entertainment business."

Pompadur said he expects all present personnel at the four stations and at the New York headquarters group to be retained. He added that the completion of the proposed transaction is subject to several conditions, including FCC approval, and is expected to close late in 1982.

The Ziff Corp. is the parent company of Ziff-Davis Broadcasting Co., Ziff-Davis Publishing Co., Wharton Econometric Forecasting Associates, Strategic Information, Tech Plastics and Ziff-Davis Realty. Ziff paid \$89.4 million in 1979 to buy the six television stations and the Rust-Craft Greeting Card Co. from Rust-Craft.

Before joining Ziff in 1977, Pompadur



Pompadur



Becker

Off-year elections right on for television

A \$100 million advertising year seems sure, and eventual total could be twice that; spot side of medium is the big winner

Political advertising continues to be a growth industry. The Television Bureau of Advertising, taking a long look backward at increases in political advertising on television over the years, predicts that if the trend continues, the \$100 million mark will be broken this election year. A Democratic National Committee official, using a bit of Kentucky windage, says the total advertising costs for both major parties, at all levels, could be twice that amount.

TVB noted last week that local spot TV advertising by candidates has increased steadily over the past decade, from \$18.1 million in 1972 to \$69.9 million in 1980. With the \$20.7 million spent on network television during that presidential election year, TVB said, the total approached \$91 million.

The prediction of a \$100 million mark being reached this year is based on the assumption that candidates will spend \$95 million on spot television and the parties would spend another \$3 million to \$5 million on network television.

TVB based its projections on figures supplied by Broadcast Advertisers Reports. The bureau said that in the first quarter of 1982, can-

didates spent \$5.1 million for spot TV, while in 1978, the last off-year election, the comparable figure was \$1.4 million. And the heavy spending by the candidates, the bureau noted, will come in the third and fourth quarters. The \$200 million estimate, admittedly a rough one, came from Robert Neuman, director of communications for the Democratic National Committee. He said estimates of total costs for all candidates—down to dog catcher—in 1982 have been as high as \$400 million, with advertising costs accounting for half of that figure.

Of course, the Democratic National Committee and its allies will be responsible for only a small piece of that action. With luck, the DNC and the Democratic congressional committee will spend between \$2 million and \$3 million on advertising. The Democrats also will contribute about \$1 million to candidates for the House and some \$1.2 million to candidates for the Senate. Much of that money will probably end up in individual advertising budgets.

The Republicans are another story. Their national committees will spend about \$10 million on advertising this year, and will contribute about \$11 million to House candidates and \$10 million to Senate candidates. Again, the candidates will probably use much of that money to augment their advertising budgets.

With those figures, it's evident that the losers in November won't include those in the advertising media, particularly television.

had been with ABC in top executive posts, including general manager of ABC-TV, vice president of the broadcast division, president of the ABC Leisure Group, assistant to the president of ABC Inc. and a member of the corporation's board of directors. □

Close to home: What the FCC thinks about being cut to five

Consensus is against it; only Jones is enthusiastic, and Quello thinks that Hill would have to establish legislative veto to protect public interest on critical issues; Washburn calls idea 'disaster'; vendetta against Steve Sharp appointment seen

The Senate Commerce Committee's proposal to cut the FCC back from seven commissioners to five drew mostly cautious, but mixed, reviews from the commissioners themselves last week.

Other commission officials, who requested anonymity, said the most troubling aspect of the proposal is that it appears to be an attempt to solve a political problem: the dispute between a senator and the White House over the appointment of Stephen Sharp, FCC general counsel, to a seven-year term at the FCC.

The proposal, which was attached to a budget reconciliation bill (BROADCASTING, July 19), would eliminate next June the slots of Commissioner Joseph Fogarty, a Democrat whose term will expire then anyway, and the Republican seat for which President Reagan has nominated Sharp.

The bill is expected to be considered by the Senate this week and is said to have the support of key members of the House.

Sharp, who was nominated more than two months ago, still hasn't received a hearing, reportedly because of a deal struck between Senate Commerce Committee Chairman Bob Packwood (R-Ore.) and Senator Ted Stevens (R-Alaska), who also serves on the committee. Packwood agreed to support a Stevens candidate in exchange for Stevens's support of Packwood's former aide, Mimi Weyforth Dawson, for an earlier Republican appointment. After Stevens's candidate was passed over by the White House, Packwood left the matter of what to do next in Stevens's court.

FCC Chairman Mark Fowler, who has backed Sharp's nomination from the beginning, said he had no comment on the proposal except: "I support President Reagan's nomination."

Commissioner James Quello said that although he would have had no problems with the proposal several years ago, things had changed. According to Quello, "some very important" communications issues were coming up before the commission. With only five members, a quorum could be had with only three commissioners present, meaning that two votes could be a majority, he said. "If they go to five, Congress ought to give itself a legislative veto," Quello said. "They shouldn't take a chance that such important communications matters could be settled by two out of three commissioners," he said.

Commissioner Abbott Washburn, who has been occupying the seat Sharp was nominated for since Washburn's own term expired June 30, said he thought the proposal "a disaster."

While most other commissions make do with no more than five commissioners, the FCC needs seven, he said. The FCC makes decisions that affect every house-

hold in the country, and some of those decisions involve "billions of dollars" or deal with "very sensitive First Amendment issues," Washburn said. "Given all that, and the fact that we have an immense amount of material to deal with, a four-vote majority is very important," Washburn said.

Commissioner Henry Rivera said "the growth of the industry" the FCC is called upon to oversee would "argue against" the proposal. "But it's very hard to argue against cutting the budget," he said. Nonetheless, "it's a bad way to resolve a political problem, if that's what's going on," he said.

Commissioner Anne Jones, however, said she thought the proposal a "terrific idea." Jones said there were only five commissioners at the Securities and Exchange Commission, where she worked for eight years and the SEC got along fine, she said. While a three-member commission would be too small, five could be more efficient than seven, she said. "People who argue that we have more work are simply missing the point," she said. "I've been on the record supporting that idea for years."

Commissioner Mimi Dawson said she really hadn't thought the matter through. "I haven't been at the commission long enough to decide whether it's better with seven or five," she said. "But I'm sure there are pluses and minuses to both sides."

Commissioner Joseph Fogarty was traveling in Europe last week.

A sampling of other FCC officials produced other reactions. "It came as a surprise to those of us who thought the Republicans in the administration were supposed to work hand in hand with the Republicans on the Hill," one official said.

Said another: "If it was a serious discussion about the size of an agency, I might want to address it, but that's not what's involved here, I don't think." □

ABC rebuts Mobil charges, stands firm on 'Closeup'

News VP Watson rejects oil company charges as without merit, declines to initiate any 'corrective' action

Another controversy over a network TV news documentary bubbled up last week: Mobil Oil Co. protested that it was the victim of "prejudicial inaccuracies," compounded out of "false accusations and innuendos designed to create an aura of guilt and immorality," in the June 20 *ABC News Closeup: The Oil Game*. Mobil wanted some sort of public clarification by ABC to set things straight. ABC News responded, after "carefully [reviewing] the program," that "it is our judgment that your charges are without merit and that, therefore, no corrective action is in order."

The charges and the reply were lengthy and detailed: the charges in a seven-page letter from Mobil Vice President Herbert Schmertz, the response in a four-page letter from ABC News Vice President George Watson, the department's ombudsman. They were made public Thursday, at a time when CBS News's response to *TV Guide* charges against a CBS documentary was still making news (see story, page 104).

Mobil's Schmertz contended, among other claims, that the ABC documentary used the words "the biggest fraud ever committed against American consumers" to describe a segment dealing with Mobil's activities; that it implied guilt in Mobil's refusal to be represented on the program; that it wrongly claimed Mobil had made a \$2.5-million profit on a complicated set of transactions and that most or all of its "errors" could have been avoided if ABC News had not refused to show Mobil people a Department of Energy internal document that it had obtained from confidential sources and was using in preparing the documentary.

ABC News's Watson replied that the "fraud" charge was made by Congressman Albert Gore (D-Tenn.) "at the top of the program" and "not in the segment dealing with Mobil's transactions"; that the broadcast didn't say Mobil wouldn't talk but instead said, "accurately," that "Mobil would not talk to us without unacceptable preconditions"; that an internal document was not used to show guilt but "because it provided the best explanation we could find of Mobil's position," and that, according to DOE investigators, "Mobil did obtain a net benefit [of] \$2.5 million" from the transactions in question.

As for ABC's refusal to show Mobil the DOE internal documents, Watson said they were obtained under a "confidentiality agreement with the source," but that even without them Mobil knew, "from the pages of detailed questions we submitted to you, the specific charges we

were examining" and "could have made your position abundantly clear if you had chosen to do so."

"We made every effort to accommodate you and to facilitate your participation," Watson wrote. "We used no tactics that could remotely be described as 'ambush' or 'cat and mouse' tactics. On the contrary, we made exceptions to our own policy that interviews ordinarily be spontaneous and unrehearsed. We provided Mobil with specific questions in advance and we stipulated that we would not go beyond the questions submitted without Mobil's consent. We felt that these exceptions were justified because of the complexity of the transactions and the time at which they occurred in the past."

But Mobil wanted more, Watson continued: "That the company be given live and unedited air time," a condition that Watson said "is not only inappropriate to a documentary program but, we think, unacceptable to any responsible news organizations," Watson continued.

"Having declined to answer the specific questions that we submitted, Mobil now stands facts upside down to claim that its position was not fully explained by some fault of ABC News. We do not question that the company's views could have been better stated by the company itself. That is

precisely the reason we made extraordinary efforts to get Mobil's answers on the record. Failing that, we made every effort to report the company's position to the best of our ability despite its lack of cooperation... While we regret that Mobil refused to participate, any burden of that refusal rests with Mobil and not ABC News."

Apparently Mobil had also gone over the heads of Schmertz and Watson, with Mobil Chairman Rawleigh Warner Jr. taking it up with ABC Chairman Leonard H. Goldenson, for Watson sent Warner a copy of his letter to Schmertz, saying he had been "told by Leonard Goldenson of your continuing interest and concern" about the documentary.

Schmertz's letter was dated June 30, Watson's reply July 14. Both were released by ABC Thursday after the story broke in the *New York Times*. The *Times* story, headlined "ABC Backs Off Charge It Made Against Mobil," drew a prompt letter to the editor from Watson, who said ABC had backed down on nothing and pointed out numerous errors he saw in the story. He suggested these might not have happened if the *Times* had "interviewed the executive of ABC News who wrote the letter, instead of only the Mobil executive who read it." □

Reagan calls for beefing up international broadcasting effort

President said to have plans to ask Congress for \$100 million to strengthen VOA and RFE/RL

President Reagan last week made clear his personal involvement in his administration's effort to strengthen the U.S.'s capacity to broadcast America's message to those in the Communist bloc countries "the truth" about what he calls the struggle between "the forces of totalitarianism and freedom." It is an effort in which he wants the help of Radio Marti, the station the administration plans to establish in the Florida Keys to broadcast, on 1040 khz, news of Cuba to that country. But that would just be for openers.

The administration is understood to be preparing a request to Congress for more than \$100 million to build up the facilities of both the Voice of America and the radios that broadcast programs tailored to the Soviet Union and other countries in Eastern Europe—Radio Liberty and Radio Free Europe, which are funded through the Board for International Broadcasting. According to reports circulating last week, the BIB would receive about two-thirds of the new money.

That would be in addition to the funds approved in an authorization measure for 1983 that won approval of a Senate-House conference committee last week. The measure, which now goes back to the Senate and House for final approval, would authorize \$167,391,000 for the Voice, including \$40 million for construction of

radio transmitters. The Voice currently is operating on a budget of \$109 million, with another \$19 million provided for construction. The committee also approved a \$98.3 million authorization for BIB, some \$11.8 million more than is available to it for the radios this year.

Nor would the \$100 million-plus the administration is expected to request of Congress for international broadcasting completely reflect the administration's determination to strengthen its voice abroad. Sources say the administration is planning a program for the years 1984-1989 that would cost "several hundred million." How it would fare in a Congress confronted with demands for austerity in domestic programs is another matter.

Indeed, concern over how the request for \$100 million-plus would be received in Congress has resulted in a debate among administration officials as to how to fund the request—whether to seek a new appropriation from Congress or through offsets from other international affairs accounts. Sources say a decision may be reached as early as this week.

The administration decision to strengthen the international broadcasting system has been in development for several months, in part, at least, as a consequence of the declaration of martial law in Poland, in December. After that event, then-Secretary of State Alexander Haig Jr.; Charles Z. Wick, director of the International Communication Agency, and Frank Shakespeare, chairman of the board

of BIB, wrote to the President, declaring that a strengthened system was essential. New BIB board members Ben Wattenberg and Mark Goode, who is also television consultant to the White House, made the same argument after visits to the RFE/RL facilities in Munich.

The matter was considered by the White House budget review committee—consisting of presidential counselor Edwin Meese III, White House chief of staff James A. Baker III and David Stockman, director of the Office of Management and Budget—and was studied by the National Security Council. That process was completed in June, with a recommendation that the modernization program go forward. The NSC's recommendation reportedly called for paying for the program through funds taken from programs already in the President's budget—but that recommendation has run into opposition from the affected agencies, State and the Agency for International Development.

Reagan expressed his views on the subject of international broadcasting in the White House rose garden last week during a ceremony, proclaiming Captive Nations Week, attended by representatives of East European countries now dominated by the Soviet Union. He described American broadcasts to the countries involved as "our forward strategy for peace." But he also expressed concern about the "old and deteriorating" equipment of America's international broadcast system.

The U.S., he said, intends "to move forward consistent with budgetary requirements with a program to modernize" its international broadcasting system. He said the effort "over a number of years will make it easier for millions of people living under Communist rule to hear the truth about the struggle for the world going on today between the forces of totalitarianism and freedom."

He added: "The sad fact is that the Voice of America, Radio Free Europe, and Radio Liberty have been neglected for many years. Their equipment is old and deteriorating, their programming resources strained. Little has been done to counter the jamming that has intensified in recent years." He said the Soviet Union spends "three to four times more to jam foreign broadcasts than we spend to transmit them."

Nor was he concerned only with existing facilities, he said: "I especially want to urge [Congress] today to approve funds so desperately needed to bring to the people of Cuba through Radio Marti the truth about the struggle between freedom and totalitarianism." The administration is seeking \$17.7 million for Radio Marti in 1982 and 1983.

"We can fully appreciate the fear of those who do not want the truth to reach the people of the Communist world, those who are willing to violate flagrantly the Helsinki Agreements, or even to engage in terrorist violence to stifle the truth," Reagan said. "For the events in Poland during the last two years show that when given air time and a little breathing space

the truth becomes a powerful weapon, one which even the most repressive police states must fear."

On the same day the President spoke, an advisory commission recommended to the President that the U.S. International Communication Agency, VOA's parent organization, "take greater care to avoid actions and policies that can be easily misinterpreted and cast doubt on VOA's commitment to accuracy and objectivity."

The United States Advisory Commission on Public Diplomacy, a bipartisan group that began its congressionally mandated task of reviewing the work of the then-new ICA three years ago, noted that the Voice had been the subject of considerable controversy. Some critics have said VOA's programs have been damaged by "strident" policies and by a series of senior management changes, the commission noted, adding that others say VOA programming is at times "inimical to the best interests of the United States."

The commission, for its part, said it has no information that VOA's "policy of broadcasting news in as accurate and objective a manner as possible has been compromised." It added that the news policy "is essential to [VOA's] credibility and success."

Indeed, the commission said, credibility is "a fragile thing," and warned that "actions and policies which are easily misinterpreted and cast doubt on the organization's commitment to truth can seriously damage it." It recommended that USICA "take particular care to insure that public perceptions of the Voice of America not erode the high standing it now has in international broadcasting."

But it did not call for complete objectivity on the part of the Voice. It noted that the Voice is part of the government and

said the administration, like every administration, has "a right and an obligation to enunciate and explain its policies through clearly identified Voice of America commentaries." Such commentary, the report added, "should be persuasive, thoroughly professional and accurate in its assertions."

The commission cited the need for maintaining credibility in expressing concern about "the connotations of the name" given to the project created by ICA Director Charles Z. Wick to counteract what he calls Soviet "disinformation"—Project Truth. The commission said it is "pleased to note" the interagency cooperation involved in the project, but warned against the use of "terminology that gives rise to suspicions that USICA is engaging in propaganda."

The commission also had reservations about another Wick project, the *Let Poland be Poland* telecast that ICA beamed by satellite to what it said was a worldwide audience of 184 million. The commission said it welcomed cooperation between ICA and the private sector in television projects, but indicated some of the cooperation that occurred in the production of the controversial 90-minute telecast designed to call worldwide attention to events in Poland was not to the commission's liking. It was concerned about the \$500,000—or 90% of the program's production and satellite transmission costs—that was contributed by the business community, foundations and individuals, in response to ICA solicitations. The commission expressed the hope the funding does not become a precedent. The commission said: "Agency programs and products, particularly those used to articulate major statements of U.S. foreign policy, ought to be financed with appropriated funds." □

Pell progress. The Pell amendment—a matter of considerable controversy among those involved in America's international broadcasting system—is virtually certain to become law. The proposal, named for one of its principal sponsors, Senator Claiborne Pell (R-R.I.), was accepted by a Senate-House conference committee in a State Department authorization bill last month, and last week the measure itself, providing \$2,281,207 for the State Department in 1982 and \$2,253,127 for 1983, won approval of the committee.

The amendment is designed to bring some order out of what its backers say is the unruly character of the system involving Radio Free Europe and Radio Liberty. The radios are run by a 25-member private board. But they are funded by Congress through the Board for International Broadcasting, which is made up of five members appointed by the President.

To those favoring the present arrangement, it assures independence of the two radios—RFE, which broadcasts to Eastern Europe, and RL, which broadcasts to the Soviet Union. But opponents say the system of two boards is hopelessly inefficient. And Pell's amendment would deal with the problem by eliminating the radios' board and combining it with a BIB board expanded from five to nine members.

For the past several Congresses, the forces of change broke their lance on the shield of those favoring the status quo. But in the present Congress, with the White House on Pell's side, the Senate unanimously approved the measure. The House, where House Foreign Affairs Committee Chairman Clement Zablocki (D-Wis.) was adamantly opposed to the proposal, never even considered it.

But when the matter came up in conference, the expected battle between backers and opponents never materialized. Zablocki opposed the measure, but no one else did, not even anyone else on the House side. So the House gave in on the issue.

The action received the recognition of President Reagan last week, in his remarks on the need to strengthen America's international broadcasting system (see page 33). "I want to extend my appreciation to the Congress for agreeing recently to reorganize the management of these international broadcasting channels," he said. Congress has not completed action on the matter, but no one doubts that it will.

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Two years ago, when WCCO-TV first formed an investigative unit, there was concern about three crack reporters devoting so much time to single stories. However, WCCO-TV also felt a strong responsibility to the Twin Cities.

Seven stories later, the commitment has certainly paid off. WCCO-TV was the only local station in the country to win a national Emmy for community service in 1980 and was a finalist for the same category in 1981. This year, UPI awarded WCCO-TV the National Broadcast Award for outstanding public service/investigative reporting. But I-team stories don't stop with reports on the 10 PM News.



The owner of a company that claimed to waterproof homes left town when the I-team investigated him. Since then, he has been indicted and is also under FTC investigation.

Following a story on sexual abuse of children, hundreds of viewers called WCCO-TV with reports of personal abuse, and were referred to appropriate service agencies. Not only has a stricter state law been passed, but the county government is also recommending tougher

sentencing for offenders.

When I-team reports on the Minneapolis Housing Department hit the air, 24 loopholes in the housing inspection rules were closed. Along with a department shake-up, an additional supervisor was hired to keep closer tabs on inspectors.

At WCCO-TV, reporting the news means more than smiling at the camera. It means concern for the people served.



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A wider reach with greater depth. That, simply, is the often expressed goal of local TV news directors these days.

Satellite transmission now has filtered down below the major markets, redefining local TV journalism itself. Wherever the news, if it affects a local community and can be brought home, it fits the bill. More news bureaus are being opened to cover neighboring areas as well.

"You've expanded your psychological perimeter," said Dean Mell, news director at KHQ-TV Spokane, Wash., and president of the Radio-Television News Directors Association.

Mell explained that with so many new viewing options available and with more coming, "the strongest thing a station will have to sell is its local identity which begins with a strong news department." The ability of a station's reporters to cover events outside their market bolsters that identity, he said.

While KHQ-TV is "not sending people to Timbuktu," Mell said, the wide travels of reporters in larger markets has had a "ripple effect," changing the relative perspective of journalists nationwide. In Spokane, for example, he explained that some time ago the station "wouldn't think of sending a crew to Seattle but now that doesn't seem so far away."

Elsewhere, Mike McDonald, news director at WDAF-TV, noted that the "trend has filtered down to Kansas City," his home market. He sent a crew to El Salvador earlier this year.

"You're finding medium-sized markets going to Rome to cover the Pope and going to South America to cover conferences," ad-

ded Ernie Schultz, RTNDA executive vice president.

Louis Prato, news director at WDTN(TV) Dayton and RTNDA treasurer, mentioned that "stations our size can afford" satellite transmission now. "We can buy our own satellite time, set up our own microwave equipment," he added. Pooling station resources also has been an answer to satellite costs.

WDTN, for example, put together a group of about 10 local TV stations for coverage of the opening days of the Knoxville World's Fair. "We couldn't have pulled this off alone," Prato said. Now he's looking towards future cooperatives for the upcoming political conventions and other events. "If another Three Mile Island occurred," he said, "we might set up our own group."

Mark Monsky, WNEW-TV New York news director and director of the Independent Television News Association, stressed the growing international reportage by local TV journalists. Like KHQ-TV's Mell and others, Monsky reminded that the use of a TV station's own newsmen on stories can enhance the image of a station.

The past year was a busy one in the international arena for WNEW-TV. Reporters, Monsky said, were sent to the "hot seats" of international journalism such as the Cancun Summit in Mexico, Northern Ireland, El Salvador and the Falkland Islands. With a one-hour prime time newscast at the independent station, "many of our international stories often lead the night's coverage," Monsky said.

Expanded news territory doesn't have to mean coverage of events thousands of miles away. WTVJ(TV) Miami also has been



Meil



Schultz



Prato

"taking advantage of technology," said Ralph Renick, news director there. Renick explained that the station now is using satellites to broaden the scope of its local news coverage and since January, has been able to air regular live reports from the state legislature in Tallahassee.

Ed Greaney, WMC-TV Memphis assistant general manager for news and public affairs, explained that by the fall, this station hopes to have bureaus in neighboring states of Arkansas and Mississippi. "We really didn't have the feeling it was needed before," Greaney said. But now "things that had been touched on in the past" are being given fuller treatment as the station seeks more depth outside its market, he explained.

At KWTX-TV Waco-Temple, Tex., Howard Ball, news director, said that his station has upgraded a microwave system which allows it to feed edited material from a bureau in Killeen, Tex., about 50 miles away. The station also is exploring the possibility of using its satellite receiver (now used for CNN2) to pick up remote feeds from its reporters on special assignments.

"We're covering more stories throughout the state, and even the country now," Ball continued. "we covered the Southern Baptist convention in Los Angeles recently. We cover the legislature in Austin."

News directors claimed, however, that the technological resources increasingly

available to them don't necessarily translate to increased "flash." In fact, they said the trend is away from the sensational.

Jim Collins, WTVG(TV) Chattanooga news director, spoke for many of his colleagues when he said, "People are now more concerned with what we're going to put on these remote feeds... The impact of the equipment has subsided."

In Binghamton, N.Y., news director Cary Donovan of WBNG(TV) also believes there is more concentration on "basic, thorough journalism" as opposed to the "flashy things" popular a few years ago.

"Reliance on the quick and spectacular is being replaced by a more careful footwork," Donovan said. "I think it's very healthy for our industry."

WBNG, for example, has continued a two-year probe of toxic wastes in the local environment and, in this as well as other areas, "taken on more of an ombudsman role than in the past," Donovan said.

Donovan also has found that "viewers are becoming more critical of how they view us. That means we have to be more careful and make sure we cover all the important questions in a story." For WBNG, it also means sending reporters back to follow-up on some key stories for update reports.

George Noory, news director at KSDK(TV) St. Louis, said he is impressed not only with the increased expenditures that many TV stations are allocating to local journalism but with the growing

sophistication of stations.

"It's no longer the 'happy talk' syndrome that gripped stations a few years ago," he said. "There's an emphasis on substance and quality, and there's a sense of excitement in delivering an improved news product."

For its own part, Noory explained, KSDK in the past year has adopted a policy of eschewing special reports during sweep periods. "This led to a lot of hype," he said. "The promotion always preceded the special report and there was a tendency to shape the report to the promotion. Now our sole interest is in preparing a solid program."

Special reports, however, are far from on a downswing. Many news directors said they had greatly increased their use of multi-part series and special segments. News specialists also are joining stations in growing numbers.

At KDFW-TV Dallas, news director Bob Henry said that his station presented 35 multi-part special reports last year. The station also took on an ombudsman and medical reporter.

The specialized news reporting fever also has struck WTVJ. News director Renick pointed out that his station has moved strongly into economic, health and science reporting. The station hired a science and medical reporter along with a former newspaper columnist and critic who provides commentary on a number of issues. WTVJ also brought on an ombuds-



Monsky



Renick



Greaney

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man.

Eric Braun, WEWS(TV) Cleveland news director, said that there too, "We have been expanding our coverage of medical, science, economic and cultural news," adding that these segments frequently are given more than just a few minutes air time.

KGO-TV San Francisco also has been committing to more specialized reporting and in addition, has given strong backing to its special-project unit. According to Doug Ramsey, news director there, in-depth reports from that unit are broadcast at least once a day.

At independent KMSP-TV Minneapolis, News Director Tony Burden said that his station has given considerable air time to in-depth special reports and documen-

taries as a way of competing with the network affiliates in the market.

Bob Warfield, WDIV(TV) Detroit news director, said that the station has been concentrating its efforts on improving the image and credibility of reporters as investigators. He said the object has been to present reporters with a "distinctive and unique style, not just a face."

Warfield said the station has been able to accomplish this through specialty reporting units which have produced documentaries and investigative news stories. WDIV anchors also are going out in the field daily.

Among its specialized reporters, WDIV also has a newspaper critic who analyzes newspaper coverage of events and industry happenings on a regular basis.

Another station in an expanding mode is WXII(TV) Winston-Salem, N.C. News Director David Emery said his department has increased its staff and acquired equipment that will allow it to compete more effectively with others in the market. "We're trying to catch-up, not break new ground," he explained. The addition of consumer and health specialists, "live" remote capability and weather reporting hardware are some of the station's new elements. "The weather race is big in this market," Emery said. "The audience seems very interested in it."

Weather reporting also has become a "terribly important" part of the competition for ratings in Chattanooga, said WTVC's Collins. "A few years ago the

continued on page 46

Cable systems begin to get into the local news act

A handful of cable systems are starting to discover a broadcasting staple: the news program. If you live in some communities outside Boston, New Orleans, Dallas or in Naples, Fla., you can come home in the evening, flick to the local origination channel, and catch the town news. What cable viewers see, according to those involved, is complete local coverage absent the big city focus which often dominates major market newscasts.

Atlanta-based Cox Cable has launched regularly scheduled daily news programs at two of its cable systems—Denton, Tex., and Jefferson parish, La. At the Denton system Cox serves 8,400 subscribers, which represent 50% penetration. According to Brandon Barnes, manager of the Denton system, the local cable news program is like the town newspaper: it covers all aspects of the community and its anchors are Denton household names. The staff of six, including reporters who shoot and edit their own stories, goes on live every weekday at 5 p.m., and then has a taped repeat at 6:30 and 7:30. The Denton cable news operation won a 1981 ACE award from the National Cable Television Association for news excellence and boasts a 17-year-old weatherman, the youngest member of the American Meteorological Association.

In Jefferson parish, La., Cox operates a 75,000-subscriber system and puts a regularly scheduled newscast on live every day at 4:30 p.m. with taped repeats at 6:30 and 10:30.

During the past year, the Jefferson parish system has produced several series and special reports, including stories on Louisiana's nuclear power plant and a series on the history of Mardi Gras in Jefferson parish. In addition, *Channel News 7*, as the news program is called, cablecast live election returns over both local origination channels and on four of Cox Cable's satellite networks.

When *Channel News 7* carried a live debate among seekers of a local mayoral office, two local broadcast stations carried excerpts in their coverage for their nightly broadcast.

Colony Communications, a Providence,

R.I.-based MSO with more than 150,000 subscribers, has also established half-hour newscasts at three of its systems: New Bedford-Fall River, and Lowell, Mass., and Hialeah, Fla. Colony pointed out that these are not public access type programs where a camera is set up to cablecast a city council or school board meeting, but "full-fledged" news operations with reporters, producers and anchors.

Currently Colony's venture into regularly scheduled news programming is modest—each news operation employs barely more than a half-dozen people. Despite its shoestring size, however, the New Bedford-Fall River system repeats the news program in Portuguese and the Hialeah system follows its newscast later in the evening with a Spanish version (the communities the systems serve have a high concentration of Portuguese and Spanish speaking peoples, respectively).

The Colony news operations do not boast microwave trucks and helicopters like their big city counterparts: instead, reporters must hustle from story to story with the video equipment packed in their own car. Reporters double as their own cameraman, tape editor, sound technician and script writer.

At the Lowell system, News Director Willis Hintz presides over a staff of three (including himself) plus one college intern. "There's nothing different about our news operation," reported Hintz, who has his staff cover fires, automobile accidents, city hall, courthouse and local sports. Hintz said he writes the advertiser-sponsored half hour program himself, and keeps Lowell and environs covered by maintaining one reporter on the road all day and placing the other in the anchor's seat at news time.

Emeric Feldmar, production director at the New Bedford-Fall River Colony system, said a survey done by an outside group found that "60% of our viewers frequently watch us more than three times a week." The system has about 37,000 subscribers, which represents 53% penetration.

While Cox and Colony may be new to

the cable news business, Palmer Cablevision in Naples, Fla., has been delivering a nightly newscast to its 35,000 subscribers for the past 12 years. Palmer Cablevision is a subsidiary of Palmer Communications, which owns WNOG(AM)-WCVU(FM) Naples, Fla., along with four other radio stations and three television stations. Palmer shares its Naples news team with its co-located radio stations and cable system. Palmer claims it was the first Florida cable system to give live gavel-to-gavel coverage of a murder trial. After Palmer News Director Ray McNally met with the judge presiding over the trial, guidelines were established and the cameras were let into the courtroom.

Palmer, like Cox and Colony, does not yet have the resources for their reporters to do live remotes, although Palmer vice president and general manager Bill Ryan said that they are hard wired into the city hall and courthouse.

Orange County Cablevision of Middletown, N.Y., has made a modest beginning toward a local news service on its Channel 6 but has ambitious plans for expansion. Channel 6 now runs a locally produced half-hour program on Friday, 6-6:30 p.m. and re-runs it on Saturday and Sunday in the same time period and also presents five-minute updates of local news each evening at 5 p.m., 6 p.m. and 7 p.m.

James O'Grady, consultant to Channel 6, says one of the goals is to set up a daily, half-hour newscast and a 15-minute late-night wrap-up of local news. Channel 6 subscribes to Reuter's News Service for national and international news. Channel 6 now has two full-time reporters and two part-time ones. Four cameramen from Orange County Cablevision are available for live coverage of events, according to O'Grady.

In the special events and documentary area, the cable channel produces a weekly half-hour *People, People* program, a take-off on *Person to Person* in which local personalities are interviewed. It has been sold to a local bank. Channel 6 also has produced a number of local specials. In preparation is a weekly medical show called *Ask the Doctors*. □

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In broadcast recording, there is no such thing as one typical situation.

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The BVH-2000 actually allows you to "design" the VTR you need for your own particular applications and budget.

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And the tape transport system, signal system, and control section can either be combined into a single unit, or separated easily and installed in a 19" rack or console.

The BVH-2000 also gives you far greater latitude in setting up your entire recording system. Various remote-control connectors enable you to interface your system in a variety of ways for studio, mobile, and editing configurations. Direct interface with U-matic® and Betacam™ is possible, too. The BVH-2000

also has an optional plug-in time base corrector.

What's more, the BVH-2000's lighter weight and smaller size (almost 50% less than its predecessor) make it as ideal on the road as it is in the studio.

And because of the ever-increasing number of applications requiring longer program times, the BVH-2000 provides up to 2 hours of tape time.

A VTR THAT LEADS THE SIMPLE LIFE.

In the BVH-2000, unlike most other VTR's, microprocessors are used to their full advantage. All data necessary for servo control are channeled into a central processing unit, making the operator's control over all systems and functions simpler and more precise.

Life is made simpler yet by the fact that every necessary function control, metering facility, and electronic module is accessible from the front.

Even the way the tape moves through the recorder has been simplified. One innovation—an extremely precise servo mechanism



The BVH-2000 (shown with Type-III control panel).

—permits the entrance and exit guide posts to move about 10mm away from the drum during threading. The result is the easiest threading system ever in a 1" video recorder.

**THE MOST ARTICULATE
VTR EVER BUILT.**

The BVH-2000 removes much of the mystery from maintenance, too. It literally tells you about malfunctions—usually well before you'd notice them yourself—through a microprocessor-governed self-diagnostic system.

The system includes various alarm functions and numerous checks to confirm that everything is working properly.

Most defects can be easily found—allowing for far less complicated maintenance and repairs, and reducing downtime considerably.

And because the best way to simplify maintenance

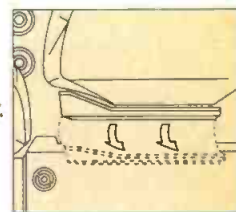
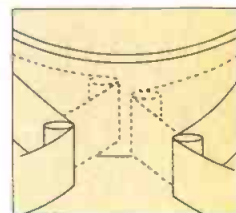
is by lessening the need for it, the Sony BVH-2000 has been designed to be virtually maintenance-free down to the last detail. For example, only brushless DC motors are used, and all incandescent lamps have been replaced with high-brightness LED's.

Other welcome advances include a greatly expanded dynamic tracking range (from reverse at normal speed to forward at 3 times normal); programmed play (allowing you to vary playback speed across a range of $\pm 20\%$ of normal speed); and video and audio confidence.

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A range of plug-in accessories is available.



Display board for self-diagnostics and other data-processing functions.



Front access to all electronic circuits and modules.



Noory



Henry



Ramsey



Warfield

continued from page 42

weather talent used to be very important. Now it seems to have shifted to technology and expertise."

Even where budgets are tight, the push towards expansion remains strong. At KIEI-TV Eureka, Calif., news director Dave Ettl claimed that the economic slump in his area has made it difficult to afford the new field cameras he believes are necessary. Nevertheless, KIEI has expanded its news staff from seven to nine during the past year (it only had three news employees at one point not long ago) and added a weekend newscast. According to Ettl, the station is increasing its emphasis on local reporting and personnel in part as a result of increased area interest in a dependable local news source.

At WMTV(TV) Madison, Wis., news director Bryan Bresamle claimed that "our [news] budget is tighter this year than we had hoped. Basically we're just holding our own." However the department has added one full-time staffer in the past year, bringing the total to 25, and switched to a microwave system that allows spot news coverage from the field. WMTV has responded to economy of the community at large by assigning economic issues to a specialized reporter and introducing a consumer segment in which a reporter acts in an ombudsman's role.

Increased cable penetration also has meant increased challenge for local broadcast television news departments. WDTN's Prato called cable a "two-edged

sword." From one perspective, cable pick-up of a local station can mean news broadcasts are "being seen in areas that may have had trouble getting you before," Prato said. He added that newscasts now must cover those areas if stations expect to gain more viewers.

On the other hand, however, Prato reminded that cable means more choice of channels, with local stations now vying for audience "with our neighboring markets as much as the competition across the street."

Cable is a concern of news director Ken Rickey of KMVT(TV) Twin Falls, Idaho, who sees more of his competition coming from Salt Lake City stations. "This is a one station market," Rickey said, and [we're] the only over-the-air signal most people get." However, Rickey added that with 50%-60% cable penetration, viewers are flooded with information sources. Believing localism to be the station's competitive edge, KMVT has doubled the size of its news staff (to eight full-time people) and increased its local news air time.

One of the nation's most intensively wired markets—nearly 90%—is Palm Springs, Calif., where KESQ-TV's local newscast competes head-to-head with Los Angeles broadcasts. "We're stressing local news very hard," said news director Jane Braden. "Our news operation has been cut back, but I think that's temporary. We maintain our local identity through our newscasts."

Braden pointed out that Palm Springs

has a high senior citizen population, which she takes into account in covering local events and personalities. "We believe that even where other options are available, people will tune in to us to find out what's happening in their community."

For some local TV departments, cable has become partner rather than competitor. WEWS, for example, serves as a regional supplier for Satellite News Channel for Ohio, Indiana and Kentucky. "It's a new way to deliver our product to viewers," WEWS's Braun explained. "It's true, if we were not participating, we'd look upon cable as another competitor. I think cable news is going to force local TV stations to try even harder in the news area."

WDAF's McDonald, news director at SNC's Kansas City regional station, added that the cable connection has "greatly increased the amount of content and video support" available to the station and "more exchanges of materials help local news."

Overall, RTNDA's Schultz said that one of the biggest developments of the past year has been the continually growing importance of news itself. "At a time when I expected the importance of news to peak, I think it's still going," he said.

One sign of its increasing strength has been in the higher executive ranks. According to Schultz, RTNDA has counted some two dozen news directors who have become station managers or general managers in the past 18 months. □

Consultants and critics critique local journalism

When the industry's top news consultants discuss the state of local television journalism, one recurring factor in their analyses is something over which broadcasters have little control—audience erosion, or threat of erosion, caused by developing media such as cable television.

It's not simply that there are additional news services on cable—Ted Turner's CNN or the GroupW/ABC jointly ventured Satellite News Channels—though they're clearly part of the picture. It's more broadly conceived that news, in particular coverage of local news, is something to which local stations are uniquely well-suited, and which consequently will provide one of their best defenses against viewer diversion toward nationally originated cable news, cable entertainment or

any of the other services that will be proffered by the new media in the coming decade.

"The battlefield has been widened," is the way Harvey Gersin of Reyer & Gersin views the situation. "It used to be that in your own market, you had to get people to watch your news, not the other guys." Now, says Reyer, stations have to be concerned about the competition offered by a whole host of video services.

"Because of this threat," says consultant Al Primo, "station and group owners are recognizing that the only salvation of local stations is to have the strongest possible local news operation." While movies, sports and other services on cable may draw audiences, Primo believes, "there will remain a dependence and reliance on local

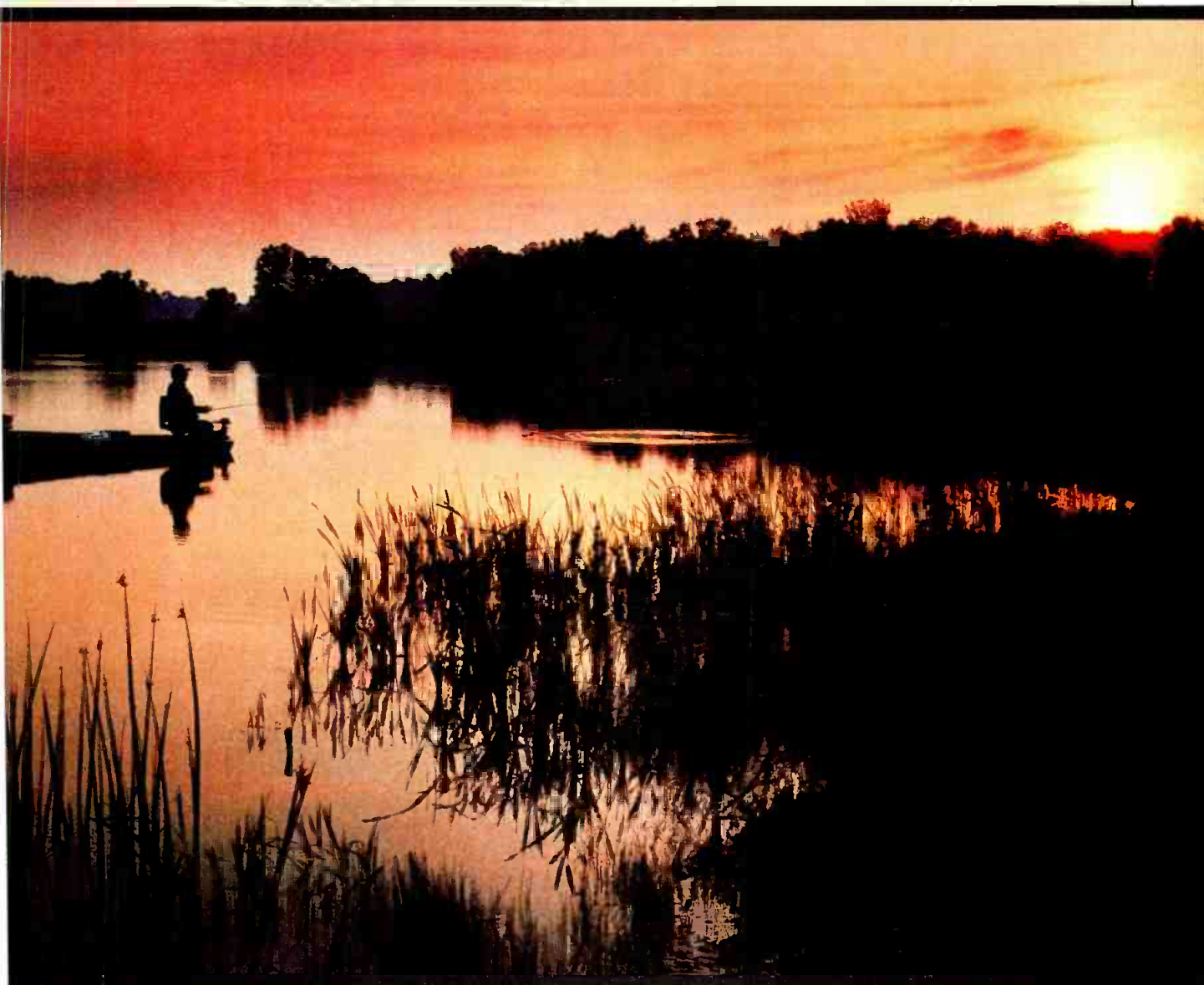
stations for the news—Ted Turner or SNC can never cover the local news as well as a local station."

Primo views the end result as local news that is "better now than it has ever been in the history of the industry," in part because "funds and attention" have been devoted to this particular product.

One manifestation of the improvement, or at least the desire for improvement, is a general expansion of news on local stations, mirroring in some regards the news expansion on network and cable. Frank Magid, of Magid and Associates, speaks of a "tremendous explosion" that took place in local news over the past year. "There is a far greater amount of time devoted to news," at the local level, according to Magid, who gives as an example, "quite a

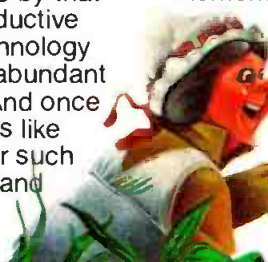
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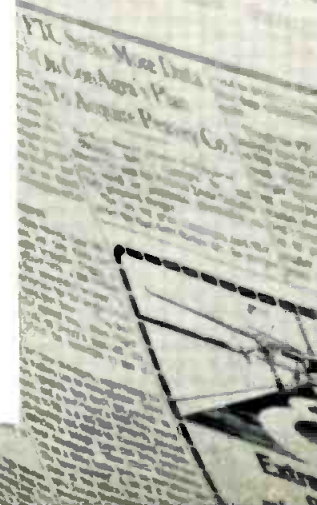
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VOL. CXCIX NO. 100 ★ ★ ★

Interior Motives Watt Softens His Line, But Image as Extremist Cuts His Effectiveness

His Bid to Seem Conciliatory
Only Inflames Foes, Who
See Republicans

What's News

Business and Finance

PAN AM offered to operate new routes through Mexico, using Houston as a base, but the airline's plan was postponed formally until May 1, but the airline has already emphasized that an agreement has been reached and that the airline will not even know if it is even possible to operate the new routes.

World Wide

U.S. FUNDS SEIZED: House panel says Port of Spain's British news agency and The British Consulate in the city of London had been seized. The panel also said that the British Consulate in the city of London had been seized. The panel also said that the British Consulate in the city of London had been seized.

Paper & Paperboard



The Falklands War Plays Hob With Life Of British Argentinians In This Land of Anguish But Now It Is an Earth

By LYNN BENTON
The war in the Falkland Islands has been a disaster for the British and Argentinians who live in the islands. The war has caused a great deal of suffering and death. The British and Argentinians who live in the islands are now in a state of great distress.

Tax Report

A Special Summary
Of Federal and
Developments

TWO NEW BILLS
must be passed by the House of Representatives and the Senate before they can become law. The House of Representatives has passed two bills, one for the House of Representatives and one for the Senate. The Senate has passed two bills, one for the House of Representatives and one for the Senate.

number of stations are doing their own early morning local news."

Jack Bowen of McHugh and Hoffman is another consultant who sees "more and more local news spread throughout the day," with that news expansion concentrated in "medium-large and large markets." What is needed, he believes, as a "protective strategy against the erosion of cable." It is something stations "will continue—the main effort will be to present more news at different times," says Bowen.

Bowen also sees another element at work in the expansion efforts—a reflection of both viewer dissatisfaction and shifting audience patterns. Bowen sees the development of "different newscasts, with content more directed to the interests of particular segments of the audience." For a long time, says Bowen, stations presented early evening and late newscasts that were "much the same." Now, he thinks, "newscasts will have a distinct style and direction" designed to appeal to the "distinct and different audiences coming to those newscasts."

On a simplistic level, Bowen thinks the nation will see different types of newscasts at different hours—5 o'clock

"smart, intelligent thinkers ... upward mobiles" and concentrate on "hard hitting" news. Meanwhile a third station might focus its attention on people who "want news for escape" or watch for "companionship, kinship with the personalities."

Al Primo takes a slightly different tack—he says his research indicates "people are interested in business and financial aspects of our falling economy," and in special reports.

While the latter has "always been a peak on the research dial," Primo maintains that now that stations "have exhausted prostitution, sex, etc." as special report subject matter, "investigative reporting is taking a more prominent role." Primo is advising clients to be more thorough, to produce the kind of reports that viewers can understand and appreciate. "Action news and headlines are evolving into more thorough and better produced reports, with more clarity," Primo believes. As an example of how local television news is "getting better, much better" and is employing "a more intelligent way of using technology," he points to a New York station that sent a crew to New

only be heightened by another pattern Jack Bowen says has been "pushed around and not come to grips with": the average viewer is becoming more educated. An educated group of young adults is, Bowen says, moving into the 30 to 49 age group that represents the prime new viewing audience. They will, he thinks evaluate news differently, and hold it to a higher standard, and "newscasts will have to speak to that audience, or face criticism."

With all the talk of local TV journalism's improvement coming from the consultants to the business, how does it rate with television's professional critics? The answer has to be: It varies market to market.

Marvin Barrett, director of the Alfred I. DuPont/Columbia Survey and Awards in Broadcast Journalism, agrees that local television news has shown "a positive reaction to cable and the new technologies" with the new media providing "not competition, but an enrichment ... a new opportunity to emphasize local coverage."

Certain "distractions" and "seductions" of technology still exist in the field,



Gersin



Primo



Magid



Bowen

newscasts tailored to blue color shift-workers, late evening newscasts prepared with white collars in mind.

Mike Davis, of New York Communications, carries the distinctions further. His company, he says, studies not just the demographics of an audience, "but psychographics ... the likes and dislikes of various audience segments. What satisfies audience segment A," according to Davis, "might drive segment B up a wall." But with proper research, he maintains, "you can structure your program so it has maximum appeal to the audience segments you have the greatest chance of reaching." And Davis stands ready to help stations tie in their promotional campaigns with those targeted newscasts.

Reymer & Gersin's Arnold Reymer thinks such targeting is "the next step" as several stations in a market have already all acquired or produced "more equipment, more features, more investigative reports" and "the quality of journalism has never been better." One station, in Reymer's view, may "see that people want cheerful, relaxed, community oriented newscasts" and so provide reports on "living and coping" and "speeches at the Rotary Club." A second station may "go after" people who consider themselves

Orleans after the recent airline disaster there "to try to find a New York angle" given the heavy air traffic in the New York area and the heavy air travel by the New York audience.

That second thought, that "technology is a tool now, something to add to the journalism when used properly" is an evaluation of present local journalism that is seconded by other consultants.

In Frank Magid's view "in the last year, there's been virtually nothing as significant in gadgetry as helicopters were" several years ago. Instead, he says "the reliance now and in the coming few years is on communications skills ... writing and putting together a story that's more meaningful than merely a headline."

But that, and the general expansion of news at all levels (Magid estimates that more than twice the total number of hours are now devoted each week to televised news, both cable and broadcast, than were last year) also present a problem for the industry, according to Magid. "The tremendous demand for talent and other resources has strained what has existed before," and the available number of qualified news personnel is "not keeping up with what is required."

If Magid is right, then the situation will

says Barrett, but as the "basic expertise continues to increase" the "potential is there and isolated incidents are impressive." While it would seem Barrett is disappointed by the performance of television journalism in some major markets, he also speaks of "Chicago and Miami pacing the biggest markets in terms of making news exciting."

Agreement as well comes from Chicago *Sun-Times* critic Gary Deeb. Whereas Chicago in the late 1960's and early 1970's led the nation in "happy talk," says Deeb, now that city's broadcasters are leading the way "for more serious reporting." Broadcasters aren't being totally "altruistic," Deeb concedes, but recognize they can increase ratings by "doing a respectable job on news." "The public is in the mood for real journalism," he believes, and will "gravitate toward what is good" if given some time. But the critic also warns that "the quick fix won't work" and that having good investigative reports "while the rest of the station looks like garbage" isn't going to attract an audience either.

Another side of the issue is seen by *Boston Globe* critic Jack Thomas. He expresses disappointment with the prospects for local journalism in his town. While Boston's news "is probably better than in

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Barrett



Deeb



Thomas



Carmody



Reddicliffe



Rosenberg

most cities" he has seen on his travels for he paper, "it doesn't live up to its potential," which Thomas thinks is great.

With the volatile market situation in Boston, where two of three VHF stations have changed hands in the last year, Thomas says that among the major stations "there's been a lot of debate, discussion and promises," about news broadcasts, but that the promises "to a large extent have centered on who will be anchors

... They're talking very little about adding reporters, expanded news time, investigative teams, or political reporters." What particularly bothers Thomas is that Boston is a city that is also a state capital. "All three TV stations are within a \$7 cab ride of the state house and not one has a regular state house reporter." There isn't even a regular city hall reporter, Thomas says.

Thomas also views with disappointment one station's recent announcement naming an anchor he calls "likable and honest ... but with no experience as a reporter." The station, in Thomas's words, is "holding that up as an example of dedication to news."

In the nation's capital, the view isn't much better, according to *Washington Post* critic John Carmody. He is distressed to notice that even the technical aspects of local newscasts are "a lot more slipshod than I thought."

Carmody identifies two trends he thinks have contributed to a poor state of local journalism in Washington: a "self-enforced stability" of on-air personnel that Carmody thinks has "degenerated, perhaps unwittingly, into a kind of happy talk." "There's an awful lot of airtime in 23 minutes given over to jokes," he believes. Carmody's theory is the "ensemble" performances that have led to the happy talk trend have an economic base. The anchors' salaries have gotten so high in his market, he believes, that stations can't afford to buy out contracts of some talent whom "two or three years ago they would have replaced."

And a second area where "television thinks it's improved but it hasn't," at least in Carmody's eyes, is the use of technology "without editorial judgment." "The reliance on meaningless technology," as he calls it, particularly offends baseball fan Carmody during local sports reports.

Carmody says sports journalists are too ready to pull "10 shots of fly balls" from the various satellite feeds available, even if they are shots from games "between fifth-rate teams," and use that footage to the exclusion of reporting on significant sports news of the day.

Carmody isn't all discouragement, however. He speaks of some top-notch local

investigative reporting, particularly singling out WDCM-TV's Bruce Johnson. "He surprises me," says Carmody. "He does things even the *Post* doesn't do." And while consumer reporting isn't the kind of journalism that has personal appeal to Carmody, he also thinks highly of Lea Thompson's work at WRC-TV.

Howard Rosenberg, TV columnist for the *Los Angeles Times*, finds that in his area and elsewhere "TV news is getting softer, not harder." He characterized local TV journalism as nothing stronger than a "supplement" and said that those viewers who rely on it as the only news source are in "big trouble." Overall, he doesn't believe television news "meets its responsibility as the country's primary news source."

At the *Dallas Times Herald*, critic Steven Reddicliffe claimed that "this seems to me a critical time for TV news." Especially in the Dallas-Fort Worth market, he explained, "we're seeing a real divergence of styles: the substance versus the silliness." Reddicliffe described WFAA-TV there as "the best...they play it straight." KDFW-TV, he said, has gone for "happy talk, lots of joking around." KXAS-TV, he described as sober but just "kind of being there." Between WFAA-TV and KDFW-TV, he claimed, "there's a real choice" for viewers. □

Local TV journalism keeps the country covered

Spot news

When **WIVB-TV Buffalo, N.Y.**, provided coverage of a house fire caused by children playing with matches, photographer Bill Cantwell's videotape of the firemen's rescue was criticized by some viewers as too intense while others praised it a realistic reminder of the tragic consequences from children playing with matches. WIVB-TV, however, augmented its coverage with sidebar stories warning parents and children about fire hazards in the home, the advantage of prearranged fire drills and escape routes, the value of fire detectors and the general importance of fire prevention measures. In addition, the Buffalo Fire Training Center is using a videotape of the rescue as part of its training program.

WIVB-TV not only used its helicopter to

cover the fire of an oil tank farm at Akron, N.Y., but also turned the aircraft over to the local fire department for aerial inspection and evaluation.

WIVB-TV's coverage of immigration officials' arrest of IRA sympathizers attempting to cross the border from Canada resulted in an exclusive interview of IRA-supporter Owen Carron, an elected member of the British parliament. The coverage by reporter Allen Constantini and photographer Jay Lauder was picked up by CBS, Cable News Network, CBC and news organizations abroad.

WIVB-TV spot news coverage also included sending a team to Newport News, Va., for the launching of the nation's newest nuclear-power submarine, the U.S.S. *Buffalo*; coverage in Baltimore of events that lead up to cancellation of Sugar Ray Leonard's last fight that had been scheduled for Buffalo; the snow emergency crisis of last Jan. 11; the on-going story

of the Love Canal contamination and a visit of CBS correspondent Morley Safer who came to town to "eat crow" and apologize for some slighting references he made to Buffalo. □

WNBC-TV New York sent a reporter to Newport, R.I., to cover the entire Claus Von Bulow murder trial. Through an arrangement with WBZ-TV Boston, the New York station was able to broadcast live reports from the courtroom and it claims to be the only New York station that interrupted regular programming with news of the verdict and sentencing.

When fire broke out on a Manhattan pier and continued to burn out of control for several days, WNBC-TV suspected the fire might be producing noxious fumes. The station discovered that no environmental check had been made by the city. At its own expense, WNBC-TV hired a private firm to take measurements, which



WLWT Cincinnati viewers watch as police use a military vehicle to free hostages.

showed extremely high levels of toxic fumes. The station broadcast the findings several days after the original fire story broke.

In conjunction with Hearing Impaired Services for Northwest Ohio, **WTOL-TV Toledo** started "signing" the 7:25 a.m. local cut-in within the *CBS Morning News*. Anchor Trudy Gallant and signer Lynn Casey work on special scripting to serve the needs of some 2,000 hearing-impaired persons in the region. Among other **WTOL-TV** spot news achievements was its reporting of the city's financial plight and the election-night voting that brought passage of an increase in local income taxes. On the sports front, **WTOL-TV** provided weeklong coverage of the University of Toledo football team's winning trip to the California Bowl in Fresno.

Composites, photographs and information provided on air by **WJKW-TV Cleveland** reporter Bill McKay and subsequent tips from the station's viewers have been credited by police there with the apprehension of suspects in the murder of a 15-year-old girl. Police then invited McKay along on the bust of one suspect, later convicted of the crime. Among other major spot news efforts were **WJKW-TV**'s stories and interviews following the demise of the *Cleveland Press* and reaction stories from passengers in the air on the first day of the air controllers union strike.

WABC-TV New York says a tip from a reliable news contact and quick checks by the station's Fred Chicco and the news assignment desk enabled **WABC-TV** to score a scoop on the March 5 death of actor John Belushi.

Acting on a tip that several indictments would be handed down soon in the 1979 murder of Federal Judge Wood Jr. in **San Antonio**, **KMOL-TV** there assigned a crew of reporters to assemble background stories and analyses of the assassination that set off a three-year investigation at a cost of more than \$5 million. Two days later, when the indictment story broke, **KMOL-TV** pre-empted an hour of local afternoon programming for live coverage of the FBI's news conference—the only **San Antonio** station to do so, according to **KMOL-TV**.

Then the station devoted practically all of its 5 p.m. early newscast to the Wood case and the background packages that had been prepared.

In **Dayton, Ohio**, last December, a cameraman for **WHIO-TV** there was on the scene of a hostage-taking incident at a local bar. He positioned himself across the street from the bar before police cordoned off the area and was able to tape the gunman's threats and demands and the police gunfire that fatally wounded the suspect.

Other news events covered by **WHIO-TV** included the World's Fair in Knoxville, Tenn., and the 1981 elections, during which the station used a computer to keep track of the results of some 200 separate races.

WGGB-TV Springfield, Mass., has expanded its news operation with 50% more news staff and a new full-hour evening newscast. Although the station does not have "live" capability, it boasts a list of exclusives, including on-the-spot interviews with passengers from an early-morning Amtrak derailment and footage of a mid-night fire where one firefighter was killed when the wall of a burning building fell on him.

When floods hit last year in both June and October, **KSAT-TV San Antonio, Tex.**, dedicated nearly its entire staff to cover it. Among the footage was a number of rescues and the wall of water of a flash flood seen both from the air and ground as it hit.

WCAU-TV Philadelphia's helicopter was covering the evening traffic when the pilot spotted a single-engine plane going down in the Delaware River. The helicopter rescued the pilot of the plane and while flying to a local hospital, the helicopter pilot interviewed the injured man using cameras normally focused on traffic.

For **WKRC-TV Cincinnati**, Super Bowl XVI was more than just another remote during the Bengals' season. During the week preceding the big game, the station aired remote reports on such subjects as security, lodging and economic angles of the city of Detroit, as well as the teams. There was also a live remote 15-minute program (*Supernati*) That examined the Super Bowl preparation in depth. Total cost was \$25,000.

The World's Fair in Knoxville, Tenn., was a local story for **WNGE-TV Nashville**. The station set up a news bureau at the fair which it used to provide daily reports during the first few weeks. The night before the fair opened, **WNGE-TV** aired a one-hour "Sneak Preview" of the exhibits and pavilions. When President Reagan delivered the dedication, the station carried live coverage. Throughout the fair, **WNGE-TV** is leasing its equipment and facilities to other stations that want to cover the exposition.

Other spot news stories covered by **WNGE-TV** included the arrest in Calgary,

VEGA\$

#1 IN ITS TIME PERIOD IN...

CEDAR RAPIDS

RTG	SH	W 18-49
20	33	30,000

DALLAS

RTG	SH	W 18-49
22	35	144,000

SHREVEPORT

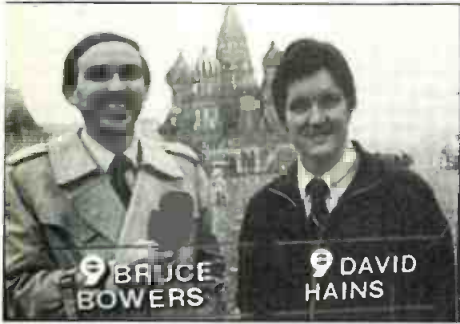
RTG	SH	W 18-49
23	36	46,000

68 ACTION— PACKED HOURS AVAILABLE NOW!

METROMEDIA PRODUCERS CORPORATION

Source: NSI-February '79/'80/'81 Average

Local stations in far-away places



WSOC-TV Charlotte in Moscow



WTMJ-TV Milwaukee in Shanghai



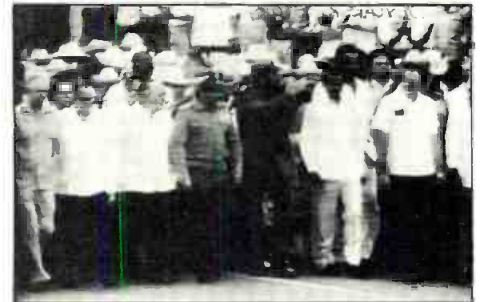
WTCN-TV Minneapolis in Poland



WCSC-TV Charleston, S.C., in Egypt



WNYT Albany, N.Y., in Jerusalem



WTVJ Miami in Cuba



WDIV Detroit in Japan



WCCO-TV Minneapolis in Indo-China



WDAF-TV Kansas City in El Salvador

Canada, of a local escaped convict. WNGE-TV sent a reporter to Canada and set up video lines to provide live coverage.

When Claus Von Bulow was sentenced in Newport, R.I., for the attempted murder of his wife, **WFSB-TV Hartford, Conn.**, interrupted regular programming for a one-hour special with live coverage of the proceedings. The station dedicated a reporter to cover the entire trial and daily coverage was included on newscasts.

In June, southern Connecticut experienced heavy rains and flooding. WFSB-TV aired frequent special reports using its reporters posted throughout the state and its ENG helicopter. The helicopter was used to assist police and medical personnel.

WFSB-TV broke the story on its noon newscast of the warning issued by Hartford's city manager to the police chief, George Sicaras, to either quit or be fired. That day, the station learned Sicaras was in Florida interviewing for the police chief position in Pompano Beach. A WFSB-TV reporter flew immediately to Florida to interview Sicaras as he left the interview.

Since the 1950's WFSB-TV has been active in the fight to get television cameras into Connecticut's courtrooms. The fight ended June 1, 1982, when the station's cameras entered a Connecticut courtroom

to cover the proceedings of the appeal of a convicted mass-murderer.

One of the **WLWT Cincinnati's** spot stories last year occurred when a burglar took 10 people hostage to hold off police. The standoff lasted nearly four hours until police, employing a military passenger transport vehicle, drilled a hole in the store's outside wall, freeing the hostages from the vault in which they were trapped.

A WLWT cameraman was on the scene when a teen-ager tossed a lit roman candle into a semi-truck trailer packed with people and fireworks. The truck burst into flames and the fire department had to be called to keep the blaze from spreading.

When **WAGA-TV Atlanta** realized that a series of murders of area black children was more than a random set of violent acts, it made its largest commitment to news gathering ever, and assigned its investigative unit to the story full time. According to WAGA-TV, the unit was the first to break many stories. One of the most important: uncovering crime lab evidence that fibers connected many of the murders, which led to the conviction of Wayne Williams. WAGA-TV's coverage of the story, which included a live call-in program, *Our Children: The Murders and the Nightmares*, won the station Radio-Televi-

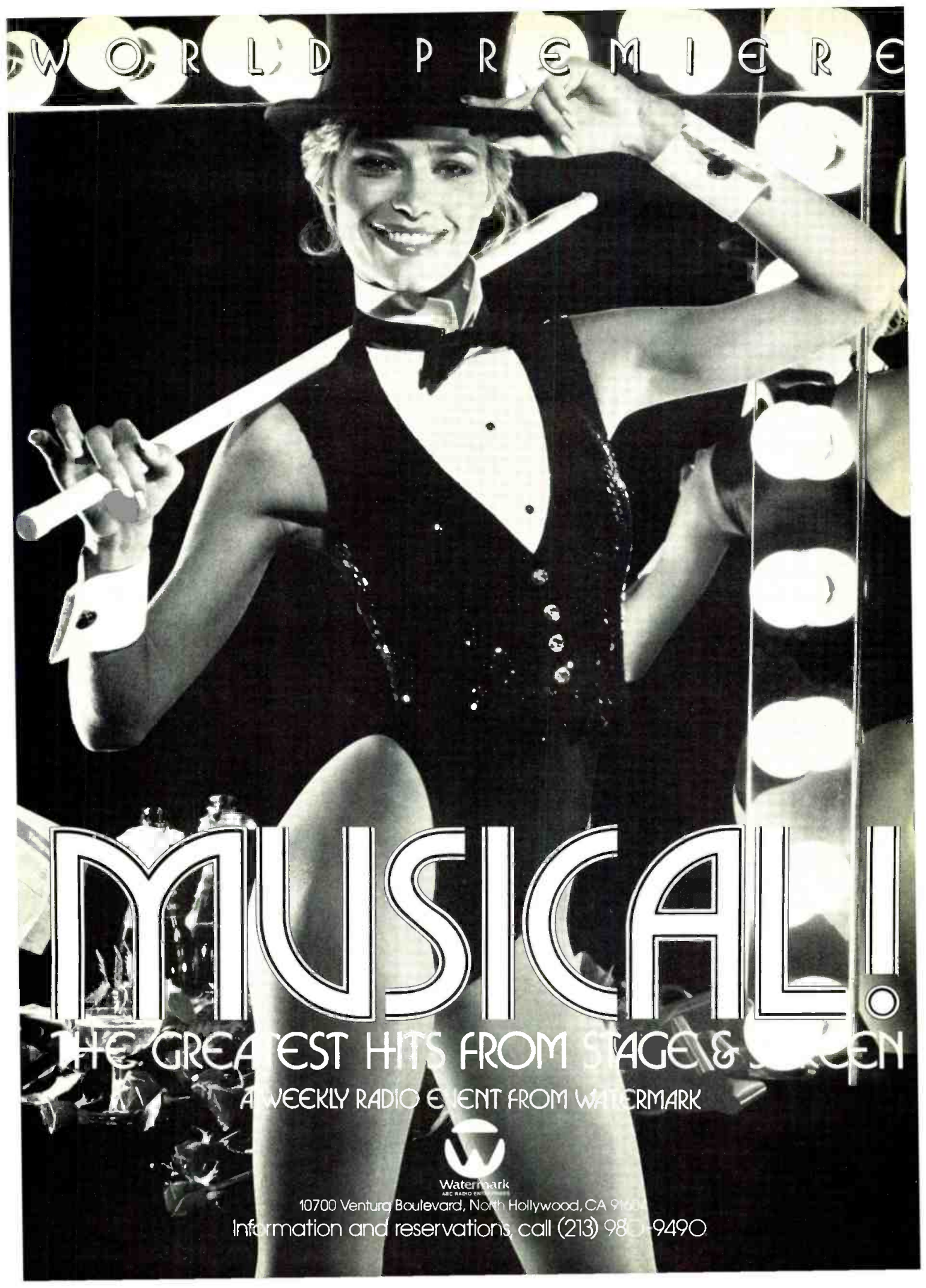
sion News Directors Association regional award for excellence in continuing coverage of a news event.

Viewers of **WBNS-TV Columbus, Ohio**, watched from alongside as a small plane with a locked nose wheel made an emergency landing on a foamed runway. As the pilot of the station's helicopter, a flight instructor, accompanied the crippled plane, he helped "talk" the pilot down. On the ground, WBNS-TV set up cameras to give another view of the safe landing.

A report on the B-1 bomber contained a local angle for Columbus: major portions of the plane will be built there, creating 8,000 new jobs. WBNS-TV claims to be the first station to shoot interior footage, used by networks and news services, and it also interviewed test pilots. The story ended with a live interview from Washington with Senator Howard Metzenbaum (D-Ohio) the night of the Senate vote on the B-1.

Last November, central Ohio voters faced a complex ballot with a dozen issues. On election eve, WBNS-TV aired a half-hour special reviewing the issues and also ran a "Voter Check List" in the Columbus papers for voters to take with them to the polls.

A number of technical and logistic obsta-



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"OUR NEW SONY ALL KNOWN

"Finally there's a $\frac{3}{4}$ -inch recorder that doesn't just inch along," says Fred Rheinstein, president of The Post Group.

A major post-production facility in Hollywood, The Post Group counts among its clients all three networks, PBS, and major cable TV and syndicated production companies. It will edit the new syndicated children's show "We're Moving" entirely on the BVU-800.

"The 800 is amazingly fast. To be able to go backward and forward at 40 times play speed means you can search for your edit points—and find them—more than twice as fast as ever before," continues Rheinstein. "And this machine goes from its highest speed to a still frame. Instantly. Without slewing or breaking up.

"It also has a direct-drive system, which promises greater reliability and accuracy.

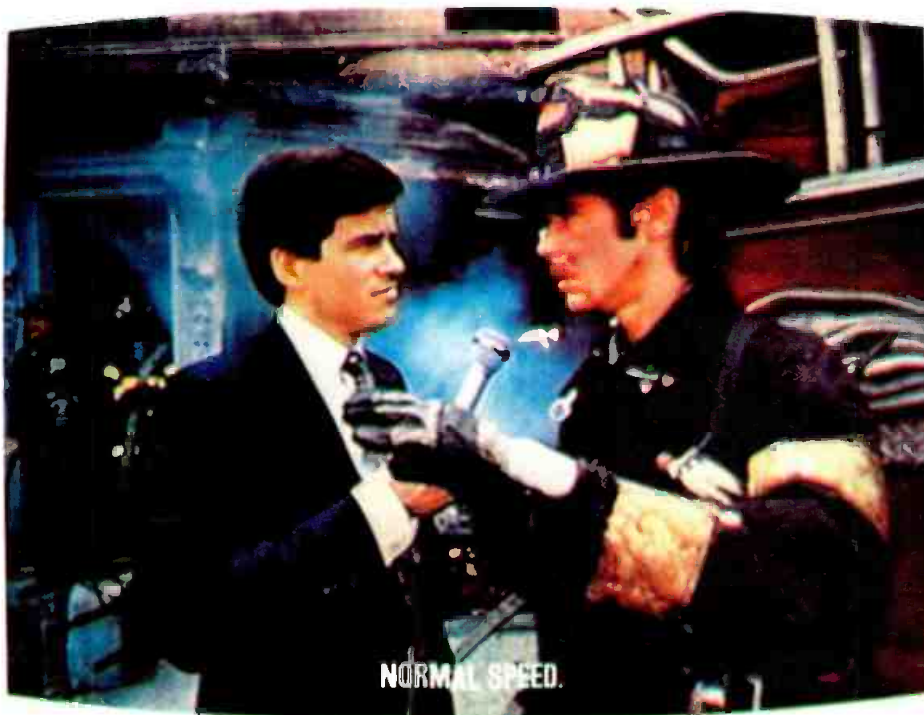
"We have extremely critical clients," says Rheinstein. "They're used to the best performance, in terms of picture quality and in terms of flexibility. This new Sony can deliver it.

"It's the perfect combination of U-matic economy and broadcast quality. It's a true mastering process; with the BVU-800, there's no need to transfer to one-inch and lose a generation in order to edit your tape."



U-MATIC BREAKS SPEED RECORDS"

Fred Rheinstein, THE POST GROUP



Other breakthroughs incorporated in the BVU-800 include its ability to make machine-to-machine cuts without a separate controller; its adjustable, removable edit control panel; and its narrow, front-loading design, which makes rack mounting possible.

"We've always bought a lot of Sony, because we can depend on the company for reliability and innovation," says Rheinstein. "Now, with the BVU-800, Sony makes its competitors look like they're operating in reverse."

Sony makes a full line of 1-inch and $\frac{3}{4}$ -inch broadcast equipment, including cameras, recorders, editors and digital time-base correctors.

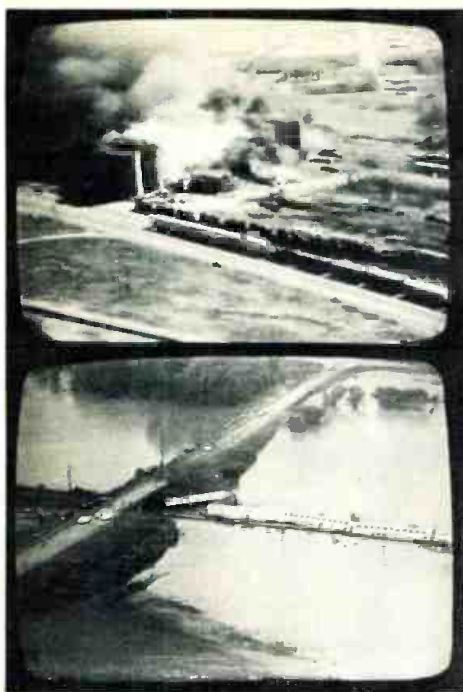
For more information, write Sony Broadcast, 9 West 57th St., New York, N.Y. 10019. Or call us in New York/New Jersey at (201) 368-5085; in Chicago at (312) 860-7800; in Los Angeles at (213) 537-4300; or in Atlanta at (404) 451-7671.

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*When used in conjunction with the BVT-2000 digital time-base corrector.



KMTV Omaha's SkyKam 3 was on hand at (top) the explosion of a grain elevator and an Amtrak deralement.

cles were overcome by **WFBC-TV Greenville, S.C.**, in the past year. Live coverage of the World's Fair in Knoxville posed one problem. Since the station doesn't have an earth station, it had to make arrangements for uplink and satellite from Knoxville and a portable receive dish back at the station for the first 10 days of the fair.

Two stories got special coverage by **WANE-TV Fort Wayne, Ind.** last year. The first arose when the waters of the St. Mary's River overran its banks, causing more than \$30 million in damage and forcing thousands of Fort Wayne residents from their homes last March. Throughout the seven-day crisis, WANE-TV crews were on hand, providing up-to-the-minute bulletins and on-the-scene reports during the station's regular newscasts. After the damage had been done, WANE-TV devoted a half-hour of prime access time to *Our Finest Hour*, a special report describing in detail the flood and the efforts of volunteers to save the dikes and the city from catastrophic flood damage. WANE-TV also broadcast a series of special reports, *Can It Happen Again?*, which focused on plans to prevent such widespread flooding in the future.

WANE-TV's other big story chronicled a visit by Mother Teresa, the Nobel Prize-winning missionary. Her various appearances were given considerable coverage on station newscasts, and a half-hour special report, *Mother Teresa's Message To Us*, detailed highlights of her visits, including a major address she gave at Bishop Dwenger High School.

Because of the Polish community in the **Minneapolis-St. Paul** area, WTCN-TV there decided to send a crew to Poland to interview relatives of local residents on

everyday life there. But when martial law was declared on Dec. 13, 1981, the reporter and photographer were trapped inside Poland. They secretly taped tanks and troops moving about Warsaw and began writing, narrating and editing (working a 36-hour shift using editing equipment loaned to them from NBC) a 14-part series using tape from 40 field cassettes. The day they were expelled, both men carried copies of the master cassette with them. They travelled separately. WTCN-TV reporter Bernie Grace, the first to leave, hid the tape in the lining of his suitcase where it was discovered by authorities. He was strip searched and taken to jail. During the night, he was taken back to the train station and put on a train headed for West Berlin. When he arrived there, he was interviewed by satellite on the *Today* show. WTCN-TV photographer, David Unzicker, left Poland on an evacuation flight and landed in New York with tape in hand. He also was interviewed on *Today* and by *Time* and *Newsweek* magazines.

The station produced a one-hour special, "Poland: Grim Reality," with first-person accounts from Grace and Unzicker. The story they originally went to Poland to produce, "Poland: A Family Struggle," was broadcast later with only a few minor changes in the tape smuggled out of Poland.

Dealing with the facts, not emotions, has been the policy of **Harrisburg, Pa.'s WHP-TV** since Three Mile Island first made the headlines in 1979. The station has continued to monitor the nuclear reactor power plant, focusing most recently on the long and tedious process of its clean-up and possible re-start.

Dave Sollenberger, WHP-TV's Three Mile Island specialist, recently scored a coup at a routine political press conference held at the TMI observation center. As a candidate for governor began to speak on the need for additional clean-up funds, the sirens at the TMI plant behind him started wailing. Sollenberger recognized the sirens as an indication of a low-level nuclear alert and instructed his cameraman to keep recording and to zoom in on the plant behind the candidate. After reporting the sirens to the station, he remained at TMI to pin down a plant spokesperson. Meanwhile, station news coordinator, Jim Moyer, phoned Dauphin County Emergency Management people to try and gauge the seriousness of the alert. Other staffers called nuclear officials, and still others answered questions for the Pennsylvania state police who wanted to know what the sirens were all about. In the end, the siren was identified as signaling a leakage of 200 gallons of radioactive water within the unit two containment building.

WPLG Miami overcame the complicated logistics of international satellite transmission to offer live and taped reports of the Pope's visit to Argentina and the crisis in the Falkland Islands this year. After Argentine television cancelled one of the



The drama of a fireman rescuing and reviving a baby from a burning house and reviving him was captured by WKBW-TV Buffalo, N.Y.

station's feeds at the last minute, WPLG had its material flown to Motevideo, Uruguay, and fed from there to ABC in London which fed the report to its headquarters in New York and then to WPLG in Miami. The station's news department was also on the scene when a boat full of Haitian refugees capsized in stormy seas north of Fort Lauderdale, killing at least 33 people. For its first-hand account of this tragedy, WPLG received the Radio-Television News Directors 1982 International Spot News Award.

When Kansas Senator Nancy Kassebaum was chosen to lead a U.S. delegation to oversee the elections in El Salvador, a three-man crew from the Kansas State Network (KSN), which ties together six group-owned stations—**KARD-TV Wichita; WKCT-TV Great Bend; KGLD-TV Garden City; KOMC-TV Oberlin; KTSB-TV Topeka, all Kansas, and KTVJ-TV Joplin, Mo.**—went along. For five consecutive days the elections and Kassebaum were covered by satellite. Equipment was used from the BBC for editing, the signal was then microwaved through the jungles of Guatemala to Mexico, uplinked to Comsat, picked up in New York and reuplinked at least one more time to KARD's downlink in Wichita and KTVJ in Joplin.

With the opening of a state capital bureau in Topeka this year, KSN also became the first non-Topeka stations to have a full time bureau with direct microwave coverage for nightly reports live from the legislative chambers.

WGN-TV Chicago saw a need for first-hand reports on the worsening situation in Poland when martial law was declared. The

story had wide impact in Chicago, the location of the largest Polish population outside Warsaw. WGN-TV sent Elizabeth Brackett to Vienna where she interviewed some of the first refugees to flee Poland. One week's worth of coverage cost the station several thousand dollars, primarily in satellite feeds, (a cost shared with the Cable News Network who also covered the events). Brackett's series of reports won awards from the Chicago Headline Club and UPI.

Brackett was sent overseas again this year, this time to Israel to report on the continuous fighting in that area. Her reports ran in conjunction with the station's presentation of the Operation Prime Time Special, *A Woman Called Golda*, which delivered double-digit ratings both nights it was presented.

WGN-TV claimed to be the first Chicago station on the air with videotape coverage of the assassination attempt on the Pope.

What was considered an international news story, the return of the Sinai to Egypt, was tackled by **WCBS-TV New York**. The station's reporter witnessed and reported on the shooting at the Mosque of Omar, examined the final days of the Jewish settlement of Yamit in the Sinai, interviewed the King of Jordan the day after the Israelis launched an air strike against the PLO and reported on the PLO's establishment of a "ministate" inside Lebanon.

The "fight of the decade," between Larry Holmes and Gerry Cooney, was the subject of a special featuring interviews and profiles of the heavyweight contenders. Also interviewed were former boxing champions Floyd Patterson and Jake LaMotta, and up-and-coming boxers at



WXIA-TV Atlanta reports the Wayne Williams verdict.

Manhattan's Gleason's Gym.

The New Jersey Network was on-the-scene during this year's gubernatorial election. The network is comprised of four noncommercial stations: **WNJS(TV) Camden, WNJM(TV) Montclair, WNJB(TV) New Brunswick, and WNJT(TV) Trenton**. NJN provided live election night coverage of the race way into the early hours. Reporters were stationed at election headquarters for both candidates and political analysts were on hand at the studio. While some stations were calling the race by 7 p.m., NJN provided last-minute results until 2:30 a.m. The race was considered a draw until after complete tabulation weeks later.

KMTV Omaha was in Whiting, Iowa, to report on an unstable grain storage bin. The bin cracked, and rags were stuffed into the openings to prevent 500,000 tons of grain from seeping. While shooting routine aerial footage, the bin collapsed and a KMTV photographer captured the event on videotape. Other spot news coverage included a grain elevator explosion and floods that derailed an Amtrak train.

Among the news events covered by **KUTV Salt Lake City** was the distribution of a million dollars worth of donated food and medical supplies bound for the Polish people. Reporter/anchor Terry Wood reported for several weeks on the gathering of the supplies, and according to KUTV, was the first local station reporter to arrive in Poland following martial law. Wood spent several days inside the country, sending satellite reports of the food distribution and interviews with the Polish people.

Following the unexpected death of the Catholic Bishop serving Phoenix, **KPNX-TV Phoenix** accompanied the new Bishop-elect and a large delegation of parishoners from Phoenix to Rome for the ceremonies, sending back daily satellite reports for four consecutive days on the preparations and ordination of the new Bishop.

Working at a station atop a mile-high mountain can pose some problems, as **WWLP Springfield, Mass.**, discovered this past April when 16 inches of snow fell on the area. Not only did WWLP have to gather the news, but station crews pushed



The crash of flight 759 outside in residential Kenner, La., as covered by WWL-TV New Orleans.

VEGA\$

#1 IN ITS TIME PERIOD IN...

EVANSVILLE

RTG	SH	W 18-49
22	37	27,000

HOUSTON

RTG	SH	W 18-49
22	35	144,000

SAN DIEGO

RTG	SH	W 18-49
15	32	50,000

68 ACTION— PACKED HOURS AVAILABLE NOW!

METROMEDIA PRODUCERS CORPORATION

Source: NSI-February '79/'80/'81 Average



The Knoxville connection. World's Fair coverage from (l-r): WJKW-TV Cleveland, WNGE Nashville and WTSP-TV Tampa, Fla.

cars, shot ENG and picked up reporters stranded in snarled traffic as well. Those who couldn't get down the mountain slept at the station overnight.

In fairer weather, transporting a 12-person crew and equipment down the mountain was only one part of doing an hour-long news show from the Eastern States Exposition. The fair, which runs 12 days, attracts over one million persons every year. WWLP broadcast their reports from a rooftop in the middle of the fairgrounds.

WTVD Durham, N.C.'s satellite capability, combined with its recently established Washington bureau, allowed it to provide live, daily coverage of the congressional debate of the 1982 farm bill which ranged over two months and included a section on tobacco—of vital interest to North Carolina.

Another spot story covered by WTVD developed when inmates at Central Prison took several prisoners and held them hostage at knife point. The station set up a field headquarters with reporter, photographer and technician feeding live coverage back to the station.

Being first on the scene proved a big advantage for KCCI-TV Des Moines, Iowa, reporter Dave Busiek and photographer Mark Swanson. The two were the first television crew to arrive at the Fort Madison penitentiary after inmates staged a violent takeover and took guards hostage. The prison is 150 miles from the station, and the station chartered a plane to get the two there. When they arrived, the inmates were demanding to see a film crew. Since they were the only crew there, Busiek and Swanson were taken inside to the warden's office while negotiations began. Then they were allowed to meet with the prisoners, who talked about their complaints and released the hostages. It was then back to the airport and the station in time to get the tape on the 10 p.m. newscast.

It was a year for surrenders at WKBW-TV Buffalo, N.Y. In November, 19-year-old Jamal Briggs gave himself up to the station, claiming he was innocent after police put out a warrant accusing him of shooting a bus driver in the face. Briggs was convicted. Several weeks later, convicted felon Roger Miles surrendered to the station's news director, claiming he was falsely accused of the robbery and beating of a

Buffalo woman who died the day after the assault. Miles is now serving time at Attica, with the case under appeal.

In other spot news, WKBW-TV cameras were rolling when a series of explosions enveloped firemen who were fighting a chemical fire on the city's west side. The videotape is now used as part of a special training film for firefighters. The station also captured an emotional rescue of a 4-month-old child from his burning home. The boy's brother died in the blaze, and the station led a campaign to raise funds for medical expenses.

WNEW-TV New York was busy covering the world this past year. The station sent reporters to Northern Ireland for interviews with IRA leaders; Cancun for live daily satellite coverage of the summit; El Salvador for live coverage for two weeks around election time and a series on life with the guerillas behind enemy lines; Buenos Aires for coverage of the Falklands war by Christopher Jones who was kidnapped and brutalized by the Argentinian secret police. After his release he continued his reporting.

As it increases its use of microwave transmission, WVIT New Britain, Conn., anchors more newscasts from the scene of ongoing news events. For example, the station broadcast live when prisoners staged a disturbance at the state penitentiary; the newscast was field anchored from the state's major airport as air traffic controllers walked off the job, and from a disaster center during a flood.

WBOC-TV Salisbury, Md., has been covering an on-going story with on-going



The Von Bulow trial on WFSB Hartford, Conn.

national interest: Robert Bauman. Bauman, a conservative Republican who represented Salisbury and the rest of Maryland's Eastern Shore in the House of Representatives, lost his bid for reelection in 1980 after admitting he had a drinking problem and "homosexual tendencies" as a result. Bauman is now vying for the Republican nomination and a shot at his old seat in November.

Shortly after Air Florida Flight 90 clipped Washington's 14th Street bridge and plunged into the Potomac River last Jan. 13, WJLA-TV cameramen Chester Panzer and George Patterson arrived at the scene of the disaster with tape rolling. Their coverage included the heroics of Lenny Skutnik, the government worker who jumped into the freezing water to save one of the handful of survivors. Because the station's reporters were hung up in traffic—they ultimately abandoned their car—the cameramen had to narrate their own tape until the reporters arrived on foot. Despite the enormity of the story, WJLA-TV and the other Washington station had to divert resources to the wreck of a train in the city's subway system in which three persons were killed.

To raise funds for the victims of a tornado that ravaged parts of Marion, Ill., last May, KFVS-TV Cape Girardeau, Mo., produced a half-hour documentary that detailed the impact the twister had on the town.

WLKY-TV Louisville, Ky., participated in an experiment to allow cameras in area courtrooms. The six-month experiment ended successfully and on Jan. 1, 1983, cameras will be allowed to cover the courts.

When portions of the city's sewers exploded, WHAS-TV Louisville, Ky., aired 27 live cut-ins throughout the day, gave constant updates and alerted residents about the chemical seepage that caused the explosions. WHAS-TV won a spot news award for its coverage of the urban disaster from Sigma Delta Chi.

WBZ-TV Boston's coverage of a World Airways jet crash there overcame the obstacles of a skeletal staff and poor weather to provide exclusive pictures and interviews with the injured at Massachu-

setts General Hospital. With portable microwave equipment, the station claimed a beat on pictures of the plane and rescue efforts. The station's helicopter also proved useful in relaying microwave transmissions of the Von Bulow trial in Providence, R.I., and the Boston marathon. One von Bulow feed was broadcast via a ground microwave relayed through the helicopter's ENG system, which acted as a satellite relay to Boston. For the marathon coverage, WBZ-TV used 16 camera crews, with one mobile unit covering the leaders, in a three-and-one-half-hour special.

Kktv Colorado Springs has found many uses for its new van, from spot news to festival coverage. The live remote van was on the scene of a fire, even as firefighters were arriving, giving the station footage within six minutes of arrival. The van was also used to cover the three-day Springspree festival, as it helped in the airing of two live programs and one-minute updates and in the production of PSA's by local residents.



WMAQ-TV Chicago at the collapse of a bridge under construction.

Within 11 minutes of the Pan American airliner crash in **New Orleans**, **wwl-tv** was on the air with bulletins of the disaster, the beginning of four hours of coverage that included 14 reporters and anchors. Live footage from the crash was broadcast an hour after the accident, and the 5 p.m. half-hour newscast was stretched to two hours. Two microwave units fed the station with updated reports throughout the night. Seventy **wwl** staffers participated in the expanded coverage.

KBTX-TV Bryan, Tex., has upgraded its news coverage, inserting local cut-ins in the CNN2 service it carries at 6 a.m., expanding coverage of the state legislature with particular attention to local legislators, developing an education beat (Texas A&M is in Bryan) and carrying more news from the towns around Bryan. To do all that the station has added news staff and equipment.

Albany, N.Y., was the only location where South Africa's national rugby team played on an aborted U.S. tour, and **wnyt** there geared up for coverage of both the game and the demonstrators opposed to South Africa's apartheid policies. The station had

live crews inside the stadium to cover the game and outside to cover the demonstrators. Two microwave receivers, a microwave transmitter, an audio console, switchers and monitors were installed on a nearby rooftop. The mini-studio allowed for instant switching between the two crews. And the weather also caused some problems: Heavy rains that day forced the station to use a hair dryer to help get a monitor's power supply working after it got damp.

Events in Central America enticed the news crews at **KPRC-TV Houston**. The station sent a crew to El Salvador to examine the flight of Salvadoran refugees to Honduras and Houston. The station, with a number of other organizations, helped take 2,000 tons of supplies to refugees in Honduras. When Haitian nationals hijacked an airliner, a **KPRC** crew drove the three-and-a-half hours from a refugee camp to Tegucigalpa, becoming the first U.S. camera crew on the scene. Using a satellite, feeds went back to **KPRC** and **NBC** in New York. A three-part series on the refugee problem was the culmination of the coverage.

Wtvc-TV Chattanooga geared up in a big way for the opening of the World's Fair in Knoxville, Tenn. A 100-mile microwave link between the cities was obtained and for 32 consecutive days, the station broadcast taped and live segments from the fair. Over \$25,000 and 694 overtime hours were channeled into the coverage, resulting in more than five hours of original programming, nearly half of it live. **Wtvc-TV** capped its coverage with an hour-long prime-time special summarizing the previous broadcasts.

WDAF-TV Kansas City, Mo., followed Kansas Republican Senator Nancy Kassebaum to El Salvador as she headed a U.S. delegation to monitor that country's elections. Reports before and during the visit on the candidates, the campaign issues and election were aired via satellite in addition to a half-hour special, *Perspective*, broadcast when the **WDAF-TV** crew returned.

KOLN-TV Lincoln, Neb., covered the destruction of the Cornhusker hotel, a Lincoln landmark that was being razed to make room for a convention/hotel complex. It negotiated the best camera positions for the implosion. Police directed people to watch the event on television, instead of going to the scene. Coverage came from five color cameras and included reports on the history of the hotel and future of the new complex. The station claimed 84% of all TV sets tuned in for the Sunday morning implosion, an estimated 171,000 viewers.

When the verdict was announced in the trial of Wayne Williams in **Atlanta**, **wxia-tv** was well prepared. Eight camera crews were standing by and gathered reaction from the prosecution, the defense, the

VEGA\$

#1 IN ITS TIME PERIOD IN...

ALBUQUERQUE

RTG	SH	W 18-49
20	35	36,000

LOS ANGELES

RTG	SH	W 18-49
16	30	315,000

PEORIA

RTG	SH	W 18-49
20	32	24,000

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METROMEDIA

PRODUCERS
CORPORATION

Source: **NSI-February '79/'80/'81 Average**



KOLN-TV Lincoln, Neb., with the before and after of a building demolition.



urors and their families, the mothers of some victims and Williams's parents in their home.

One of the changes at **KTVH(TV) Hutchinson, Kan.**, in the past year was a remodeled newsroom, combining a studio environment with a live newsroom. Anchors swing stories through the window between the studio and newsroom. To complicate matters, the set redesign was done during the 10 days of the Kansas state fair, of which KTVH provided extensive coverage. The fair originated in Wichita, 60 miles from the main studios, which meant devising linkups between the newsroom and the on-the-scene reporters. Telephones, cameras, switchers and engineering test equipment were moved from the Hutchinson studio to a fairground studio.

The helicopter of **KOVR Sacramento, Calif.**, played a crucial part in the apprehension of a bank robbery suspect. The suspect had taken 74 hostages, and FBI men moved in as KOVR's helicopter hovered 20 feet above the bank, creating a visual and aural diversion. The siege went on for an hour before the FBI got most of the hostages out through a balcony exit. In a less urgent foray, the KOVR helicopter assisted state officials in herding and relocating elk from Owens Valley to Fort Hunter Liggett.

The worst snow storm **St. Louis** had witnessed in more than 70 years hit last January. **KMOX-TV** news crews worked around the clock for several days using regular interruptions in programing to keep viewers up to date on the "Blizzard of '82."

Kotz St. Joseph, Mo., provided its viewers with on-the-scene coverage of the aftermath of the Kenneth Rex McElroy shooting in Skidmore, Mo. McElroy was the town bully, and his murder was the subject of national attention. The station's news crew was at the Nodaway county sheriff's office when the call came in about the shooting. Consequently, the station captured some vivid scenes of the incident.

WAVY-TV Norfolk, Va., became involved in a fast-breaking story that it hadn't anticipated. The station sent a crew to Naples, Italy, to do a series of reports on Norfolk-

based sailors spending the Christmas holidays in a foreign port. The crew also covered the kidnapping of General James Dozier.

Closer to home, the **WAVY-TV** news department was busy when news that several top city officials of nearby Portsmouth, Va., were killed in a plane crash in Baltimore around 4 p.m. A call to NBC got footage of the crash site, while news crews were diverted from stories to put together reports on the crash, reaction from city hall and the community and profiles on those killed.

Election '82: The Conventions was the title noncommercial **WMHT Schenectady, N.Y.**, gave its five half-hour shows of live coverage of the Republican state convention in New York City and the Democratic state convention in Syracuse. Reporters Peg Breen and Dave Hepp, along with a staff of 40 technicians, reporters and researchers provided coverage of the podium and behind-the-scenes activity with minicams. The station's coverage was augmented by crews from public stations WNET New York and WCNY-TV Syracuse, N.Y., and was fed to public stations across the state.

When Egyptian President Anwar Sadat was assassinated in October 1981, non-commercial **WSKG-TV Binghamton, N.Y.**, devoted a third of its hour-long news program to the story. The coverage included footage and reports supplied by the Current Affairs Group feed from PBS station WGBH-TV Boston; reports of local reaction to and analysis of the incident, and a live in-studio interview with a local expert from the State University of New York on the impact of the event on the Egyptian government and its relations with other Middle Eastern countries as well as the United States.

With a regular staff of five full-time news people and four full-time and three part-time technical people WSKG-TV added stringers and in-house volunteers to follow the November elections for 100 races in the 19-county area surrounding Binghamton.

On the scene in Peking, China, were **WTMJ-TV Milwaukee's** Melodie Wilson, reporter, and Ray Lapine, photographer. Wilson and Lapine were in Peking bringing Milwaukee viewers live coverage of the

Wisconsin Agri-Trade Mission to China. Stories were fed to **WTMJ-TV** from Peking by satellite daily for the 5, 6 and 10 p.m. newscasts. The news team edited with its own equipment and used a Chinese television station's facilities to feed the stories to the satellite.

Mount St. Helen's dominated the spot news scene again at **KOIN-TV Portland, Ore.** The station continued to provide live coverage of eruptions from the volcano. Also in the spot news category the **KOIN-TV** news team covered events at the small Oregon town of Antelope, where an Indian guru and his followers descended, causing a furor. The station also added a 6:30 a.m. news program.

When evangelist Billy Graham went to Russia this year **wsoc-TV Charlotte, N.C.**, was there to deliver live coverage of the event. **Wsoc-TV** newsmen Bruce Bowers and David Hanis provided live reports via the Soviet Inter-Sputnik Satellite Network. Charlotte is Graham's hometown.

When a confessed killer, Marion Albert Pruett, held a press conference, **WAPT Jackson, Miss.**, was there. Pruett was granted the conference in exchange for telling police where he left the body of a Jackson businessman he had kidnapped and murdered. Not only did **WAPT** air the conference, it also produced a follow-up half-hour documentary that day. The show included interviews with Pruett and his attorney and looked at the role of the press covering the event.

When a young boy, visiting with his family from New York, was lost in the Maine wilderness, **WABI-TV Bangor, Me.**, not only covered the story, but also played a part in it. While the station was covering the rescue, the cameraman and reporter spotted the child from the helicopter.

KBTv(TV) Denver's spot news took a quantum leap this year thanks to its new mobile satellite uplink station. This enabled **KBTv** to present special live reports during its 5 p.m. newscast from towns and cities across the state unreachable by conventional microwave equipment. The unit is a tractor/trailer rig with a satellite control room and three-piece 5-



Rockslide survivor on KTVU Oakland, Calif.



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Here's what you can do:

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- When you need health care, pick the physician and discipline best suited to your ailment. If you prefer a non-surgical, drugless procedure, see a doctor of chiropractic. If his diagnosis indicates a need for specialized treatment, he will refer you to the proper health care discipline.



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KOMO-TV Seattle and the victim of a shootout.

meter dish with diesel generator and switching and feeding capabilities.

When the Air Florida flight crashed Jan. 13 into the Potomac River, **WDVM-TV Washington** reporter John Goldsmith and technicians Bruce Bookhultz and Mike Murphy were on routine assignment at nearby National Airport. They were taping stranded passengers and the confusion caused by the snowstorm. On hearing of the dispatch of an emergency crew on Goldsmith's two-way radio, they rushed to the crash site, arriving before the rescue helicopters. Goldsmith said the crash had been witnessed by a crew in an NBC remote truck, but unlike the **WDVM-TV** crew they did not have a camera. Goldsmith's interviews with eyewitnesses were taped into CBS News' nationwide bulletins and the first pictures of rescue efforts, taped by Murphy and Bookhultz and reported by Goldsmith, were transmitted nationally.

With the increased use of satellites for out-of-town assignments, **WDTN-TV Dayton, Ohio**, was able to provide live reports of all four space shuttle launches from Cape Canaveral, Fla. On the scene was a three-person crew to beam back reports to Dayton, where much space and aeronautical work is done at Wright Patterson Air Force Base.

Also via satellite came live reports from Knoxville's World Fair. As part of a multistation satellite group, **WDTN-TV** overcame feed problems, including microwave interference, to send coverage of the fair opening. The station installed its own receive dish in April.

WCSC-TV Charleston, S.C., went far afield when it flew a crew to Cairo to cover the funeral of slain Egyptian President

Anwar Sadat. Although **WCSC-TV's** request to fly along with the official U.S. delegation to the funeral was denied, the station decided to send the crew on its own "because a teen-ager from South Carolina was part of the U.S. delegation invited to the funeral," Deborah Chard, station news director, said. "We believe our efforts gave our viewers some local insight into a world event which involved a South Carolinian."

When the Iowa Commerce Commission held hearings on an electricity rate hike request by the Iowa Public Service Co., **KCAU-TV Sioux City, Iowa**, provided live coverage. The rate hike of 19.5% was the largest ever sought by IPS. The station pre-empted three hours of prime-time programming and aired the hearings uninterrupted except for commercials every half-hour. **KCAU-TV's** assignment editor acted as commentator, explaining many of the hearing procedures.

KCAU-TV also went to Iowa courtrooms to supply its viewers with a steady diet of courtroom action. The station presented coverage of three trials in one day—two murder trials and one trial involving a Baptist minister who refused to turn over records from his Christian school to a public school district.

Investigative, documentaries

The use of laser light and a special dye to shrink cancerous tumors was explained in a **WIVB-TV Buffalo, N.Y.**, documentary. Reporter-anchor Rich Newberg reported that it was through the pioneering efforts of Dr. Thomas Dougherty of the Roswell Park Memorial Institute of Buffalo that this treatment gained worldwide acceptance. Newberg and photographer Mike Mombrea Sr. took cameras inside an operating room for a first-hand look at a lung tumor reacting to photo-radiation therapy.

The Polish situation prompted a special by **WIVB-TV** in which the ordeal of Western New York students trapped in Poland during the crisis and the problems of Polish refugees were underscored. In another series, attention was called to alleged instances of unfairness by a Buffalo Catholic administrator handling refugee cases. Shortly after the series aired, the administrator resigned.

As part of a general campaign for tougher drunk-driver laws, a **WIVB-TV** documentary dramatized the entire process of alcohol-induced destruction of coordination and judgment, arrest, breathalyzer test, arrest and lock-up.

The Bay Area's ability to combat trauma-induced death was the focus of *Clean Kill* by **KRON-TV San Francisco**. For two months, reporter-producer Evan White observed San Francisco General's Trauma Unit, the only such center in northern California, and studied emergency medical delivery systems elsewhere in the area. His telecast findings pointed up the more successful record of the former and under-



Drug raid on WCKT Miami.

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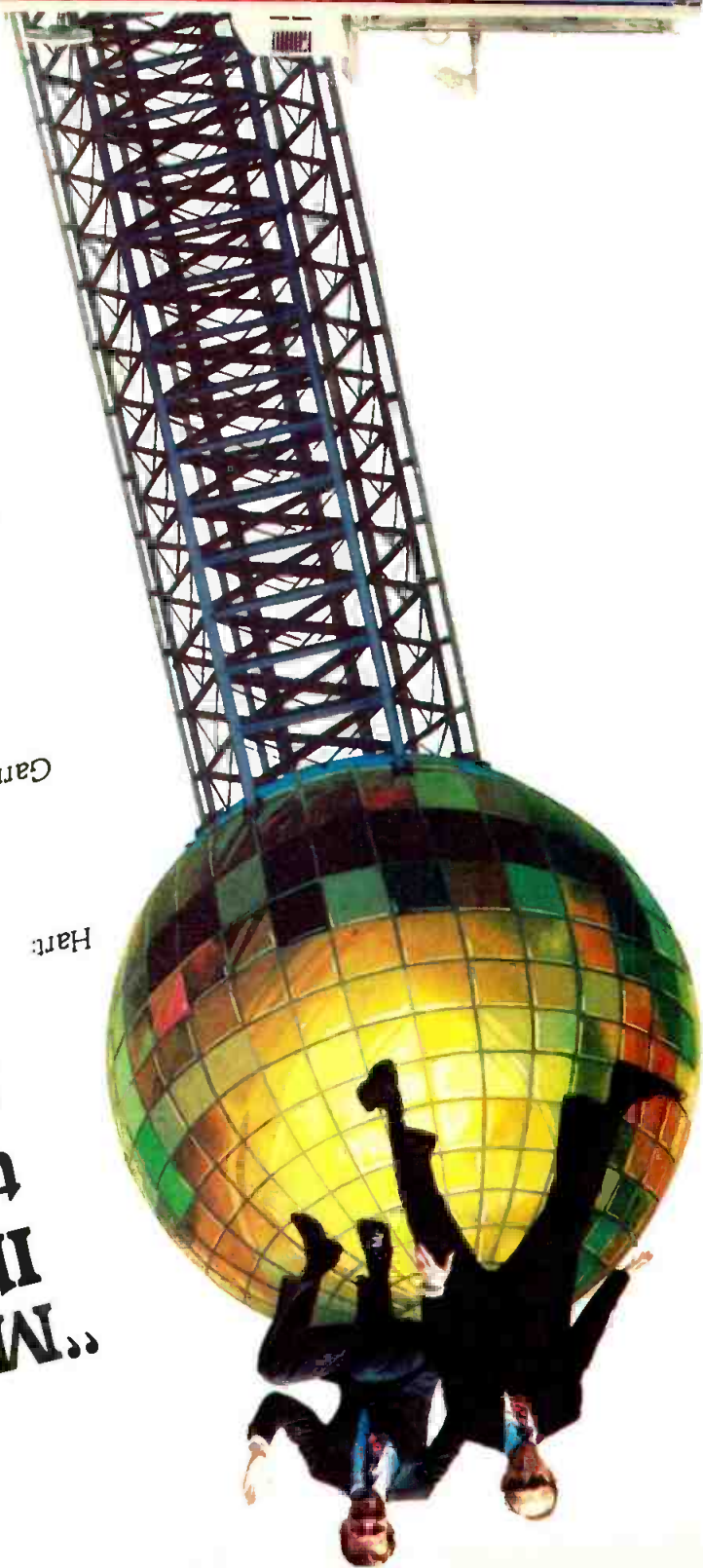


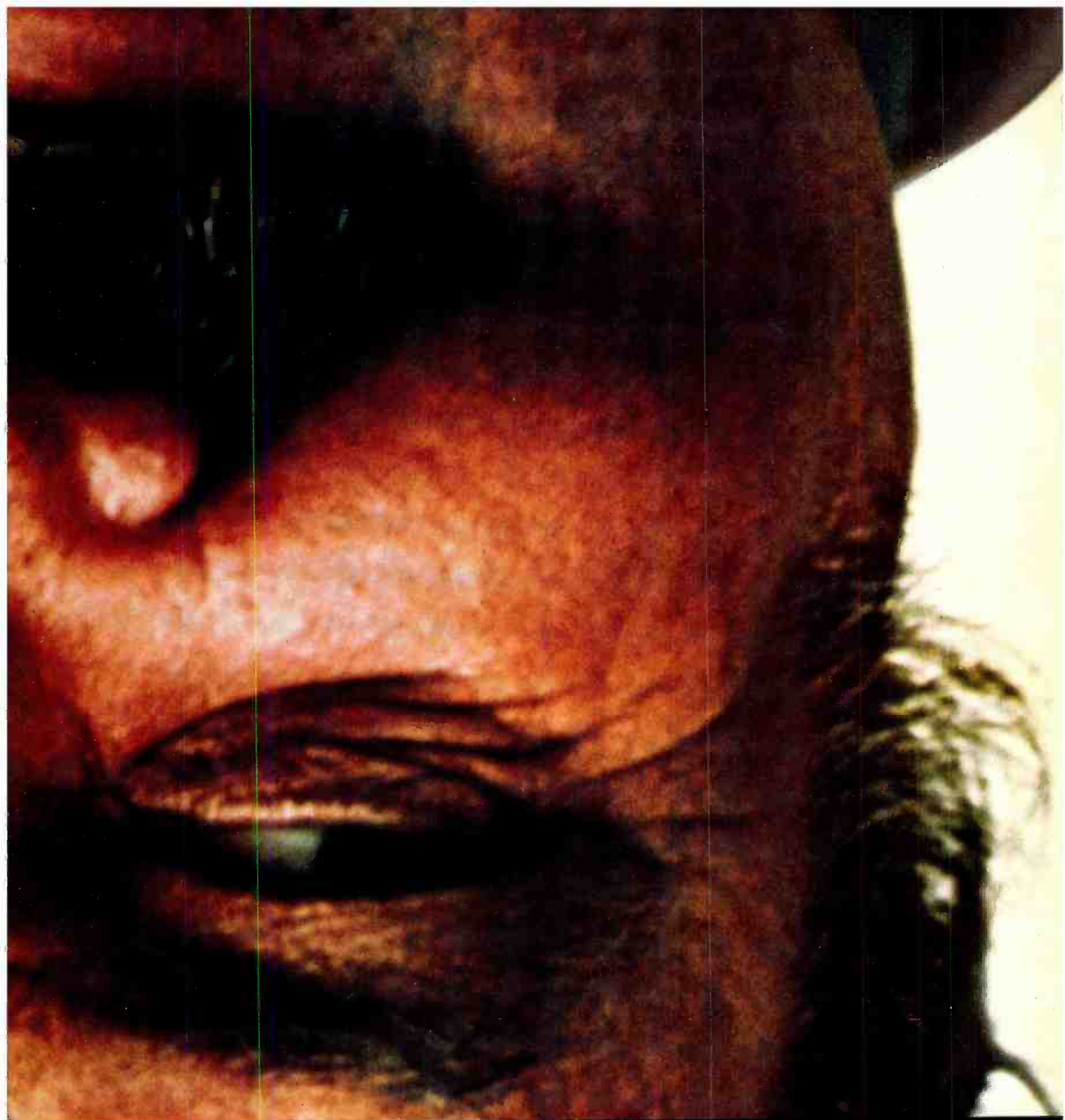
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Remembering Vietnam on (l) WTMJ-TV Milwaukee and KPNX Phoenix.

scored the problems of the latter with less organized and less trained personnel to handle trauma cases. As part of the special, White and a crew went to Hanover, Germany, to document what is said to be the world's best trauma care there, a unit that has dramatically reduced the death rate among serious accident victims on the high-speed autobahn.

KRON-TV drew accolades for its *Minority Fronts*, based on its findings of government-funded projects earmarked for minority contractors that were being diverted. Reporter Wayne Freedman and producer Mark Schwartz disclosed that more than 30 white contractors in the Bay Area had set up minority fronts in order to increase their chances of winning coveted contracts.

KRON-TV's *The Language Barrier* probed the competency in the foreign-language training of U.S. military intelligence officers, CIA agents and other students at the Defense Language Institute in Monterey, Calif. It included videotapes of students disgruntled about their training and reported a disturbing pattern of anti-Semitism in some training texts.

A four-part series, *Counterfeits*, resulted from research by KRON-TV's producer Jonathan Dann and reporter Greg Lyons. It dealt with the practice in consumer goods, in computer chips that turn up later in key military contracts and vital hospital equipment. It also told how the helicopter industry is plagued by bogus parts that were claimed to be the cause of several fatal crashes.

KRON-TV San Francisco's four-parter *Street Gangs* and a subsequent prime time *Portrait of a Gang Member* offered a study of the origin, criminal activity and motivations of youths to that life. Prior experience with delinquents enabled KRON-TV's crime and courts specialist, Mike O'Connor, and producer Marley Klaus to win the respect and cooperation of a San Jose street gang that takes great pride in its criminal activities. The findings in the telecasts were underscored by a plea to the community to help in solving this problem.

President Reagan's offshore leasing plan and the entire drilling controversy were examined in KRON-TV's *California Crude*. In addition to a look at the struggle between companies and environmentalists, political reporter Rollin Post analyzed the in-fighting among federal

agencies and the battles between state and federal agencies over offshore drilling.

Among other documentaries of KRON-TV was a presentation of *Death in the West*, a 1970 anti-smoking documentary produced in Great Britain but which had been kept off the air since its British telecast at that time. It dealt with the health problems of six American cowboys who were heavy smokers and regarded as equivalents of advertising's Marlboro Man. KRON-TV said that the production company, in a legal settlement after that British telecast, had agreed to turn over all but one of the copies of the program and all out-takes to Philip Morris. KRON-TV, which obtained a copy, however, decided it was in the public interest to offer the telecast with an update of the people and issues involved.

For its *One Too Many* documentary, KNXT Los Angeles put emphasis on causes and effects of drunken driving. Program host Jess Marlow underwent a six-hour test at the Los Angeles Police Department test facility to demonstrate the increasing physical instability with each alcoholic drink. Other elements in the documentary were interviews with four families that had been victimized by drunken driving and interviews at the county jail with people arrested for drunken driving. In the five weeks it took to produce the program, KNXT crews rode with the LAPD and California Highway Patrol to record the toll caused by drinking and driving as well as the arrests and bookings that followed.

In its *What Price Sobriety?* series, KNXT probed the practices of a nationwide chain of alcoholism treatment centers, Raleigh Hills Hospitals. The series came down hard on questionable use of thousands of dollars in Medicare funds for multiple treatments of chronic alcoholics who showed no interest in being cured. It also offered documentation of a charge that patients went from one of the center's hospitals to another to avoid local limits on expenditures under the Medicare program. The series included interviews with former counselors for the chain who claimed they spent more time recruiting alcoholics—sometimes on skid row—than in counseling patients already in hospitals. Raleigh Hills Hospitals is part of Advanced Health Systems, which is owned by Petrolane, an international conglomerate. According to KNXT, lawyers for Advanced Health Systems attempted, without success, to discourage the investigation of Raleigh Hills, which had an adver-

tising schedule on KNXT. The station pulled the commercials off the air during the probe.

Following the series, KNXT said, that Los Angeles county offices announced inquiries into circumstances surrounding deaths of two Raleigh Hills medicare patients; health officials recommended decertification of two Raleigh Hills hospitals from the Medicare program because of inadequate facilities for the expensive acute care license; state and county officials began a series of surprise investigations of alleged serious deficiencies at Raleigh Hills hospitals; the FBI revealed it is studying the possibility of Medicare fraud by the chain, and at least two congressional committees have requested copies of the KNXT documentary in connection with their hearings on Medicare funding.

WDVM-TV Washington examined the current state of black colleges and the importance of the some 100 black schools of higher learning. Entitled *A Mind Is ...*, the documentary was hosted by Carol Randolph who profiled the opportunities and lack of opportunities afforded students with different backgrounds. Also included were interviews with prominent black educators and citizens.

WDVM-TV marked the golden anniversary of the National Symphony Orchestra with a special salute, (2)an insert on its *Morning Break* show and (3) the taping of a visit to the home of Mstislav Rostropovich, renowned cellist and director of the orchestra, that was used as a segment of *P.M. Magazine*.

WDVM-TV's Steve Gendel was responsible for a five-part series, *The Human Factor: Machines Which Think*, that visited major computer and robotics centers to show latest achievements in that field.

The National Press Club awarded its top



Women in the Air Force on KLVX Las Vegas.

Computerized news retrieval explained in plain, simple language

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

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onor in consumer journalism this year to **WLS-TV Chicago** reporter Roberta Baskin's series, *X-Ray: The Unseen Danger*. This four-month investigation uncovered faulty equipment and poorly trained operators at Chicago-area X-ray facilities. As a result of the report, city and state officials took action to improve inspection programs. Legislation calling for licensing X-ray technicians, registering equipment and annual inspections was introduced in the state House and Senate after Baskin testified before the Illinois House Energy and Environmental Committee. In addition, WLS-TV set up a hotline to handle viewer reports of X-ray problems and distributed more than 20,000 public service pamphlets on X-ray safety.

In its investigative report, *Triana, Ala.: A Sad Case of the DDT's*, **WDVM-TV Washington**, spotlighted the dilemma of that small rural community of 1,000 inhabitants, mostly black. Reporter Gordon Peterson and cameraman Frank McDermott told how the townspeople depended on farming, hunting and fishing, but that they had discovered in 1978 that fish they had been eating was contaminated by DDT led into the water there from the Olin Chemical Corp. DDT plant on land owned by the Army's Redstone Arsenal. Despite high rates of death from cancer of the liver or digestive organs, the **WDVM-TV** report found government agencies unwilling to institute studies or to take other



WJLA-TV Washington's Betsy Ashton broke a story on defective baby strollers.

measures, with one state official claiming the DDT is harmless.

A federal-state probe of jobless benefits going to illegal aliens was touched off by a **WLS-TV Chicago** report *Nine Digit Fraud*. The report by Russ Ewing examined procurement of fraudulent Social Security cards and unemployment benefits—at a cost of \$66 million per year in Illinois, he reported.

In another story, Ewing persuaded an armed man holding his lawyer hostage to surrender. Known on the Chicago streets as a journalist to be trusted, more than 30 wanted murderers have surrendered to the reporter in his 15-year broadcast career.

In what it called a total station community involvement campaign, **WFAA-TV Dallas** devoted an entire week of local programming to *Texas Epidemic*, a look at the widespread abuse of drugs and alcohol among young people in north Texas. The project began with community awareness meetings between the station and local community leaders in drug and alcohol abuse agencies, schools, churches, business and professional groups. Next, the station launched a public service campaign featuring notable Texans to promote the *Texas Epidemic* hotline number, where

callers are referred to local agencies for assistance in drug- or alcohol-related problems.

During the week, a 12-part series was aired which covered such topics as drug trafficking from South America to the effects of drug and alcohol abuse on individuals and families.

At the end of the week the station aired the three-hour *Texas Epidemic Prime Time Special* which featured an hour documentary produced by the Gannet Broadcasting Group of Atlanta called *Epidemic: Why Your Kid Is on Drugs*. This was followed by a locally produced live discussion of the preceding documentary.

WSBT-TV South Bend, Ind., won a 1982 Indiana Associated Press Broadcasters award for *Genetic Counseling*, its report on birth defects and how they might be prevented through proper counseling.

Outlying communities were given more exposure when WSBT's morning public affairs program went "on the road" approximately twice a month utilizing one of the news departments "Live Eye" microwave units and production department's mobile production unit.

WLKY-TV Louisville, Ky., produced a week long series on youth alcohol and drugs titled "Epidemic." After a full-blown promotional campaign, including on-air spots, study guides and posters for schools and businesses, press releases, and ads in *TV Guide* and local newspapers, the series ran Monday-Friday on the 5:30 and 11 newscasts. On Friday evening, after an hour-long documentary summarizing the series, a 24-hour phone-in program, featuring counselors from the alcohol and drug abuse center was aired live from the studio. In addition, 30-40 experts in drug, and related fields, made up the studio audience, while a live remote from a local high school enabled students



WDTN Dayton's Betty Smith is turned away during investigative story on building scam.

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Charles J. Schisla, Chairman

who watched the program, to comment and question those assembled back in the studio.

Later in the year, WKY-TV produced *Epidemic Revisited*, which helped promote "Take Charge Kits," packets filled with drug-related information designed for parents and organizations willing to form groups in their neighborhood or community to help combat the youth alcohol and drug problem.

WMAQ-TV Chicago's spot news coverage included some tragic events. The station's camera crews quickly arrived at the scene where five construction workers were killed when a crane collapsed. Fifteen minutes after the accident WMAQ-TV was on the air with a live report. Continuous news updates on the accident were broadcast and at 4:30 p.m. the station aired a comprehensive report followed by an update at 6 p.m. To provide such thorough coverage the station dispatched eight crews. They went to the hospital where the victims were taken, the morgue, city hall, the state and city inspectors office, Iron Workers Union local and other construction sites where the crane was in use.

WMAQ-TV crews were also on hand providing live reports when a bridge extension in East Chicago collapsed killing 13 workers and seriously injuring 15. The accident occurred the same day WMAQ-TV was presenting live coverage of President Reagan's visit to Chicago. Thirty-four minutes after the incident WMAQ-TV's helicopter was supplying viewers with live footage of the collapse.

WNEV-TV Boston—new call letters for former RKO General station WNAC-TV—was taken over by New England Television Corp. in May. Among the news events

covered since the new owners took over was coverage of the National Association for the Advancement of Colored People (NAACP) convention in Boston in late June. The station tacked an extra 30 minutes onto the end of its 11 p.m. newscast for five consecutive days during the convention to recap each day's highlights. Georgia state senator Julian Bond and Harvard University professor Martin Kilson appeared each night to provide analysis. One weekend newscast was expanded by an hour to provide a complete retrospective of the convention with live and taped interviews.

In the two months since the new management took over, it has made plans to institute a daily two-hour public affairs program, which the station is planning to staff with seven on-air hosts and approximately 70 producers, researchers and technicians.

When a march staged by a group of Cuban exiles in downtown Miami erupted into a confrontation with police, WCKT-TV was there. Not only did the station provide coverage of the event, but it also focused later on the Cubans accused by the police of starting the violence. While in the process of that investigation the station revealed that those accused had had previous brushes with the law.

High Crimes, a five-part investigation produced by WMAQ-TV Chicago presented a vivid picture of the Chicago drug underworld. The station's Unit 5 investigative team went undercover to determine where the drugs are coming from and who's distributing them. The film had a broad overview, the Unit 5 investigative team went to Mexico City, Monterey and Mazatlan, Mexico, as well as Denver, New York, Houston and Dallas. Each segment traced



KRON-TV San Francisco's five-part look at emergency care.

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different drug smuggler and the film exposed one of the top drug suppliers in Chicago. *Who's Minding the Core?* as a half hour special which looked at allegations of drug and alcohol abuses by security workers protecting the Zion and Dresden, Ill., nuclear power plants.

Battle for Napoleon Hollow is one example of WMAQ-TV's documentary fare. The film focused on the efforts of Sam and Juliet Wade who filed a lawsuit against the state of Illinois to stop construction of a highway bridge through their property in Napoleon Hollow, 300 miles southwest of Chicago. The film focuses on the legal battle being waged since the mid-70's. The Wades contend that the state failed to study the area for historical and environmental significance. The area is a winter resting ground for the American bald eagle. The state contends that the bridge means progress for an isolated area.

The station also presents exclusive special investigative reports daily during its 10 p.m. newscasts Monday through Friday. Some of the topics covered include an examination of how traditional family units are portrayed on network prime time TV, and a look at foster parents who were deemed unfit because their teen-age adopted son sexually molested their other adopted child, who was a mentally

retarded preteen.

One of the bigger stories for public station **WMVT Milwaukee** last year was the case of Ernest R. Lacy who died while in police custody, as a suspect in a sexual assault which, it was later established, he did not commit. Given these facts and tremendous public pressure, the Milwaukee district attorney's office called for a special inquest into the death of Lacy and WMVT made the commitment to cover the Lacy inquest gavel-to-gavel. Since an inquest is not a trial, there was some question as to whether the Wisconsin Supreme Court guidelines relative to cameras in the courtroom applied to coverage of this proceeding. The Milwaukee county district attorney refused permission for coverage, and his decision was appealed by the media. The coverage was subsequently allowed and WMVT aired almost 180 hours from the jury selection to verdict, a total of 22 days in court over a period of four-and-a-half weeks. In addition, a special half-hour program called *For the Record: In Brief* was broadcast every night, presenting a summary of that day's testimony.

Miami viewers got a behind the scenes look at the underground Miami drug

scene. *The Front Line* was a five-part documentary series on the subject produced by **WCKT** there. For two months reporter Carmel Cafiero, photographer Layne Batt, and soundman Ed Garcia accompanied police on drug raids and arrests. *Prescriptions for Sale* is another WCKT five-part series which revealed that some area doctors were indiscriminately writing Methaqualone prescriptions for teen-agers and young adults claiming to be under stress. The series included interviews with doctors and the station even used one of its own employees to go undercover claiming to be under stress and get a prescription. WCKT also aired *Job Corps Check Fraud*, which exposed a local job corps supervisor that had pocketed roughly \$50,000 in job corp checks.

As part of "Women in the Workforce Month," news anchor Mary Ann Childers of **WLS-TV Chicago** hosted an hour-long special, *Skirt and Tie*, profiling eight Chicago-area women who have achieved success, influence and power in fields such as business, politics, law, the media and the military.

Breast cancer drew attention through **WCPO-TV Cincinnati's** three-part series

Rushing around Russia

By Rick Swalwell, KCCI-TV Des Moines

A one-man band to cover the Soviet Union? KCCI-TV of Des Moines, Iowa, proved it was possible when they sent me to Russia Jan. 28-Feb. 10. The great adventure started in October, when I was informed that we had one seat available on a Friendship Force trip behind the Iron Curtain. FF is a grass-roots group that coordinates cultural exchanges between Americans and foreigners. One hundred trips have taken place during the past five years, but none had ever ventured into Communist territory. Fifty Iowans joined 50 other Americans for the trip and we decided it would be a tremendous story.

In two or three months time I had to make all arrangements, round up equipment and rough cut the coverage in my head. Working with the Soviet government is a real Catch-22 experience. It seems if you get clearance or approval from one person or group it might not be worth anything to a different group of Soviets. Eventually, I made a contact at Soviet television and got all the help I needed as far as clearance.

Equipment was the biggest challenge. I needed enough gear to shoot for two weeks... yet I had to consider that I would be hauling it through airports and on my back myself. We ended up refurbishing an old TK camera case as an equipment carrier. It carried all the tapes, cables, batteries and chargers. Luckily, it had wheels, so it was easy to roll even though it weighed in at 150 pounds. I also loaded my kangaroo deck pack with every piece of gear imaginable. At all times, I hand carried my Sony DXC-6000 and the BVU-50. The equipment case was treated as air baggage and fortunately, it showed up at every destination.

The biggest hassle with shooting overseas is charging batteries overnight. The 220-volt European and Soviet system is erratic at best and more than once I melted transformers right off the hotel wall... not to mention burning fuses in belts and batteries. You must invest in heavy duty converters that can handle the load. Fortunately, CBS in Moscow loaned me a spare or we would have quickly exhausted our supply of juice.

Another hint when one-manning overseas—train for it. I am a feature reporter, so I shoot a lot of my own stories. Those years of one-manning really paid off, as did a running and weight training program before I departed. You can't believe how tired you can get one-

manning twelve hours a day for nearly two weeks straight! Get in shape or you'll really suffer.

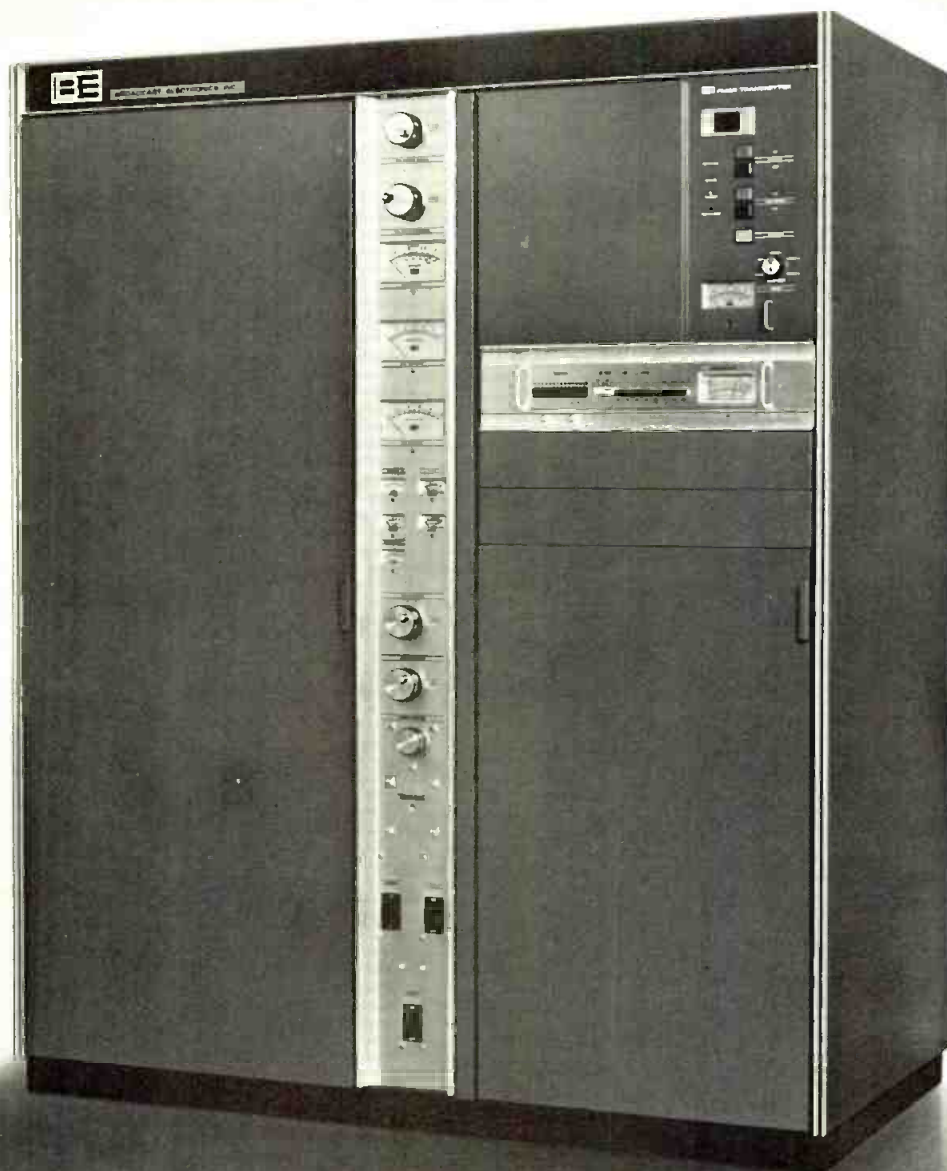
Budgetwise, the trip was relatively inexpensive for the mileage we got out of it back home. FF made all the travel arrangements and the tab came to around \$1,300. I spent another \$800 in expenses during two weeks. That included everything from cab fares to tips to an occasional Russian beer. There were also expenses incurred in the Soviet Union. Beware! They will attempt to ding you for every service imaginable. A few months after returning, I received a bill for \$2,800. It covered fees for Soviet guides, private van, video tape time, train tickets, etc. The only fee I previously agreed to was around \$50 a day to have someone from Soviet television along as a translator and guide. That's what my station ended up paying for along with machine time rental when I was editing a piece.

That brings up another area to consider—how to transmit a story like this. We ended up doing two live phone news immediately upon the group's arrival home. Needless to say, our promotion department had a heyday with this once-in-a-lifetime opportunity for a medium sized market.

The restrictions for shooting in Russia are not as strict as one might think. Only once was I told not to shoot. That was when we were passing the Leningrad shipyards. It's considered a military installation... not unlike our naval yards in San Diego. At other times, my Soviet companions bent over backwards to make sure I got what I wanted. I was allowed to shoot inside Soviet television itself, a fascinating place where 12,000 people work. Also, I had the distinction of being only the second American cameraman ever allowed to shoot inside the magnificent Hermitage Museum in Leningrad.

All in all, this trip was a once-in-a-lifetime opportunity for a feature reporter from the American Midwest. It was the supreme challenge. Special thanks to management of KCCI-TV for supporting me, to CBS in New York and Moscow for their invaluable help and to Sergey and Irina in Moscow. Someday, I hope they have the opportunity to come here and practice their craft and can take back to the Soviets a feel for how Americans really live. I know viewers of TV 8 have a better understanding of the Soviet people after viewing my work, and that's the most satisfying part of my job.

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on the subject. *A Woman's Best Hope*, examined the various questions surrounding the subject and discussed surgical techniques and other options open to women suffering from the disease. The film featured interviews with doctors and with women experiencing breast cancer and included footage of a live operation.

WCPO-TV also presented a three-part documentary, *The Parent's Drug Test*, which explored youth and drugs. The film focused on drug rehabilitation programs and offered advice to parents on ways to combat drug abuse.

Police corruption was the topic of an investigative special produced by KOIN-TV Portland, Ore. The half-hour special turned up corruption in the Portland Special Investigative Drug Enforcement Unit. The program, *Northwest Illustrated*, revealed that search warrants were falsified and illegal raids were conducted. The result was the resignation of five officers and the chief.

KOIN-TV also presented a five-part series and a half-hour documentary on hard times in lumber mill towns.

King of Alkies, a 10-part investigative series produced by KENS-TV San Antonio, Tex., revealed corruption in a local drug and alcohol rehabilitation center. The series showed physical abuse of patients and skimming of funds. Those activities are now under investigation.

WHCC-TV Rochester, N.Y., devoted two hours of broadcast time to a documentary, *Attica: Ten Years Later*, on the riot at Attica prison 10 years ago and its aftermath. It examined issues that have sprung up since the riot. The Rochester station also obtained a copy of secret grand jury testimony used at the original trial.

KOTA-TV Rapid City, S.D., relived the catastrophic 1972 Rapid City flood during its monthly *News* magazine program. The program recalled the destruction, looked at reconstruction and examined some of the lives touched by the disaster.

Wowk-TV Huntington, W. Va., capped its investigative news reporting this year with a story on nearly \$3,000,000, in delin-



WAGA-TV Atlanta and the child murders.

quent county taxes. Reporter John McGrath broke the story in May after he discovered that the Cabell county treasurer's office had failed to collect the money in corporate personal property taxes due since 1976.

Wowk-TV also presented *Formaldehyde Poisoning: a Chemical Nightmare*, a series of special reports by reporter Nora Black on the dangers of foam insulation containing formaldehyde.

KQTV St. Joseph, Mo., took its cameras behind the scenes at the Missouri Air National Guard's basic training camp. Reporters flew with 50 new recruits to Lackland Air Force Base in San Antonio, Tex., for basic training. They spent two days filming the recruits' first brush with military life.

WTVF Nashville's series, *TV: Bully or Buddy*, took a critical look at the effect of television on children. Reporter Jeff Dore spoke with local educators, family counselors, representatives of the producers of *Mr. Rogers' Neighborhood*, *Sesame Street* and *Captain Kangaroo*, and parents, among others, for the five-part series. Then, making creative use of the medium about which it was reporting, WTVF used intricate editing, split screens and other electronic effects to present the report. The Atlanta chapter of Sigma Delta Chi gave the show its nondeadline reporting feature award.

One three-part series on KTXL-TV Sacramento, Calif.'s, hour-long *News*

Plus examined the solicitation and use of contributions by TV evangelists in light of the U.S. Constitution doctrine of the separation of church and state. Looking at a 1979 court case involving the Worldwide Church of God, this project explored the constitutional history of church and state separation, the state's inability to control the ministries on TV and accusations of the latter's sometimes extravagant use of viewer donations.

Two major investigative reports by WDTN-TV Dayton, Ohio, using a hidden camera, resulted in arrests and prosecution. One story involved a home improvement scam whereby three companies were luring customers into purchasing siding—and unknowingly also signing second mortgages for their homes. Working closely with the Montgomery county prosecutor's office, the station tape recorded conversations between salesmen and customers. Reporter Betty Smith broke the story on the day of the arrests and then ran a five-part series during the week that exposed the entire scam. Although the trial never materialized due to plea bargaining, several individuals were eventually found guilty and received sentences. Another investigative report on attempted bribes of Dayton policemen and other officials was five months in the making and resulted in several arrests.

What sunshine is to Florida, agriculture is to Nebraska. And for that reason WOWT-TV Omaha has increased its concentration on agricultural coverage. Expansion at the station included the addition of an assistant farm director and the production of a documentary, *High Stakes Over Water*. This report focused on conserving the state's supply of underground water. A federal study estimates that almost two million acres of Nebraska's irrigated farm land will revert to dry farming in 40 years unless something is done.

In another agricultural story, the station's "Live at 5" newscast set up a live-by-satellite interview between Secretary of Agriculture John Block in Washington and four farmers representing a cross-section of commodities in Nebraska. From their rural location, the farmers were able to ask questions directly of the secretary.

One of the more ambitious projects tackled by the news team at KATU(TV) Portland, Ore., resulted in a five-part series, *Dealing Drugs: The New Oregon Trail*, which took reporter Kevin Baird and photographer Eddie Belmudes to Colombia and Mexico City as they traced the drug pipeline to the Northwest. Highlights of the series included footage of Colombian law enforcement officials raiding a cocaine laboratory and coca field, the filming of a raid on Oregon marijuana growers and footage of nighttime, undercover drug deals on Portland streets.

One of the top achievements of the news team at WTHR Indianapolis in the past year was its one-hour documentary, *Klan*, which investigated the resurgence of the



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WIVB-TV Buffalo caught telco workers spending working hours in a bar.

ku Klux Klan and its recruitment practices. While the documentary resulted in co-anchorman Cameron Harper receiving a threatening note, it has received a national Emmy and several other awards. "NewsCenter 13 allowed the Klan to expose itself for the kind of organization it is and measured its effect with interviews from Indiana victims of Klan violence," Bob Campbell, station news director, said.

KOMO-TV Seattle has launched a new, weekly, one-hour show, *Town Meeting*, that has been tackling a long list of topics, including the Moral Majority, gun control, venereal disease and prostitution, with its live, audience-participation format. Other shows have included a two-hour presentation examining the future of the Washington Public Power Supply System and its nuclear power projects; a show that took viewers inside Western State Hospital's sexual offenders unit, where residents discussed their problems and treatment, and a special 90-minute presentation, *Surviving the Unthinkable*. That show, which examined nuclear warfare, featured a half-hour special report by the KOMO news team and was followed by a live town meeting in which antinuclear activists, civil defense authorities and concerned citizens addressed issues raised by the documentary. "If what happens in the studio, on the air, starts viewers thinking and talking about the subject, then I think we've been successful," Ken Schram, program moderator, said.

The Carmelite Nuns, a 10-part mini-documentary series produced by **KCAU-TV Sioux City, Iowa**, presented an in-depth look at that religious order. The station took its cameras for a behind-the-scenes look at life at a Carmelite convent in Sioux City. The series also examined the history of the cloistered order.

The Wisconsin Magazine, co-produced by noncommercial stations, **WHA-TV Madison** and **WMVS-TV Milwaukee**, and the **Wisconsin Educational Television Network**, is a half-hour investigative-documentary show. (It expands to an hour this fall.) The show uses a magazine format and examines issues pertinent to Wisconsin viewers. Camera crews travel across the state. Some of the show's liveliest topics included a program on a group home for wayward children in Lacrosse, Wis., that was operating without

a license. Another report looked at brutality complaints against the Milwaukee police department, and one examined the collapsing auto industry in Kenosha, Wis.

The normally attractive city of Tucson found itself in the unpopular position of being in the country's top 10 cities in crime statistics. For this reason, **KOLD-TV Tucson**, produced a month-long series of 28 special reports, entitled *Crime: You Can Make the Difference*. Each story detailed ways the public could fight back and what could be done to make the city less vulnerable. Free booklets with tips on securing self and property were offered to the viewers. And at the end of every segment, the station reported the numbers of home burglaries in the city in the last 24 hours and the total for the month. During the month, the police department noted an upsurge of individuals wanting information on setting up neighborhood watch groups and the anonymous crime tip line reported an increase in calls.

As part of KOLD-TV's weekly programming, *Trip On a Tankful* informs viewers of good weekend vacation spots within a tankful of gas of the Tucson metropolitan



KGW-TV Portland, Ore., in the Mideast.

area. The series has so far included national parks, ghost town tours, recreational lakes, houseboat rentals and museums.

Toughlove is a national organization for parents trying to cope with children involved in drug and alcohol abuse, premarital sex and crime. **WWL-TV New Orleans** reporter Angela Hill and cameraman Bob Eutsler used the Toughlove program as the focal point for a five-part series on the emotionally trying relationship between parents and their problem-children. The series gave the Toughlove program a big boost in the New Orleans area. Before its broadcast last May, WWL-TV noted, there was only one fledgling Toughlove chapter in the city. Now there are seven.

WWL-TV's public affairs reporting also included stories of the closing of a camp for victims of cystic fibrosis, Goodwill Industries and the 37,000 orphaned dogs and cats that are put to death in the city each year.

As the crisis in the steel industry has deepened, **KDKA-TV Pittsburgh** has offered frequent "theme segments" as critical issues have developed. Nightly re-

ports on the issue of contract concessions by steelworkers continued as frequent showdown meetings occurred between union and management throughout the station's viewing area. When the union met with its local leaders from across the country, the station provided several live updates throughout the course of the day as well as an exclusive live interview with union President Lloyd McBride.

WFBC-TV Greenville, S.C., produces *Great Decisions*, a series of eight half-hours that forms the basis of a study plan on foreign policy. In order to facilitate the addition of high-level guests for the programs, the station sent a four-person crew to Washington. It set up its two cameras in a private dining room at the State Department and taped the series in two-and-a-half days.

In an effort to cover news and public affairs in New Jersey, which must rely on out-of-state television signals since it has no commercial VHF stations, **WNBC-TV New York** aired a special, *New Jersey Town Meeting*. The one-hour, prime time program featured New Jersey civic leaders, including New Jersey Governor Thomas Kean who answered questions from the audience and WNBC-TV reporters.

WJXT-TV Jacksonville, Fla., interviewed convicted Soviet spy Joseph Helmich before his sentencing at federal prison near Tallahassee. Helmich was convicted of passing information on to the Soviets when he was stationed with the U.S. Army in Paris in 1963 and 1964.

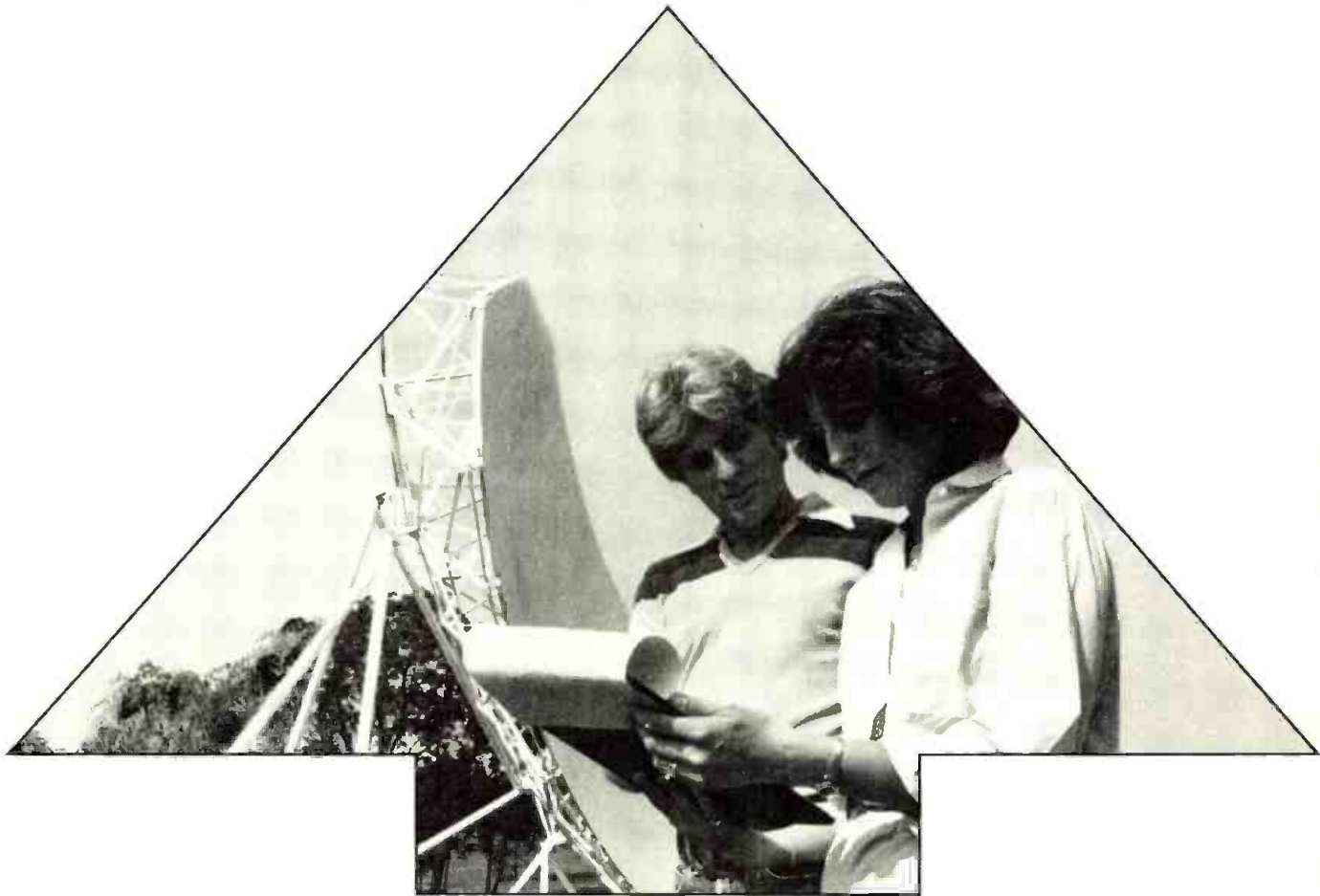
WJXT-TV also produced and aired a four-part series on Circuit Judge Eugene Eastmore, a local judge who had a reputation for handing down erratic sentences (he sentenced an 18-year-old boy to 15 years in prison for stealing a pair of shoes and a woman who was convicted of killing her husband to one year in prison). The series created a controversy in the legal community and the Florida Judicial Qualifications Commission is now investigating the judge.

Hurricane threats are a constant danger in the Jacksonville area, and WJXT-TV did a one-hour special on that city's preparation for such an event. The special, which was critical of city preparedness, had anchors travel to Gulfport, Miss., to interview survivors of Hurricane Camille; to Miami to talk to experts at the National Hurricane Center and to Orlando, Fla., to attend a



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conference on hurricanes. The program included a live, in-studio interview with the mayor of Jacksonville responding to charges made in the report.

Although a small-market station (120th), **KEZI-TV Eugene, Ore.**, put together three five-part series taped overseas. The process began when a Salem businessman, reacting to station reports of starving Cambodian refugees in Thailand, set up a recruitment drive for medical volunteers to go to the area. He also got together donations to pay for a KEZI-TV reporter and cameraman to accompany the group. That trip resulted in a five-part series and a documentary. The coverage attracted the attention of officials at a Eugene-based agency specializing in the adoption of children in the Pacific. The agency's director invited the station's crew to tour its orphanages in Korea, Thailand, the Philippines and India. That resulted in another five-part series and a half-hour documentary. The agency then invited the station to accompany a group of Korean orphans who had grown to adulthood in the U.S. on a first return to their homeland. That three-week trip became a five-part series and a one-hour documentary which won a second place Sigma Delta Chi award.

KDKA-TV Pittsburgh got wind of a stolen car sting operation being run by city and state police. The station made a deal with police that in return for keeping the story off the air until the planned day of the arrests, it could accompany undercover officers for three months while they developed their case as well as when they conducted raids and made arrests. Things went as planned and the station aired a multipart series of reports which included the raids, case development, discovery of shops where stolen vehicles were altered, the arrests of nearly 200 and the impact on consumer auto insurance rates.

While the nation is in the midst of a recession and Michigan's auto industry is especially hard hit, **wzzm-TV Grand Rapids, Mich.**, decided to launch a monthly feature, *Success*—profiles of businesses the staff considers successful.

WFAA-TV Dallas, feeling that it could shed light on a story that had been neglected elsewhere in the media, sent a crew off for a two-week excursion to Africa to document the devastation of a war that has pitted Somalia against Ethiopia for generations. The footage evolved into a 10-part series and a half-hour documentary. ABC used a segment for its *World News Tonight*.

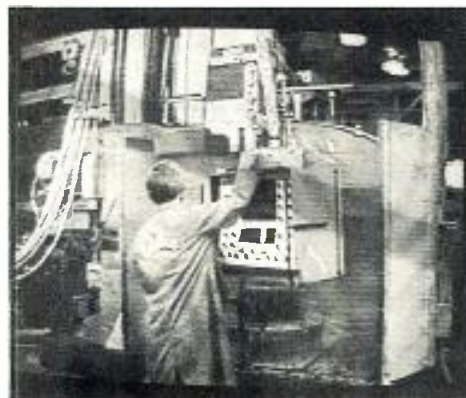
With a growing demand from viewers for news on business and personal finance, noncommercial **WCNY-TV Syracuse, N.Y.**, developed the *Central New York Business Report*. Host-producer Nancy Roberts puts a consumer perspective on high finance with a rundown of local business news and the stock market. Then a minicam visits an area business in action,

and the program concludes with a roundtable discussion on a different economic issue.

Gambling is the name of the game in **Las Vegas**, and public station **KLVX(TV)** there regularly covers the state's gaming commission meetings. Highlights are shown on same-day broadcasts. The station also provides a *Nevada Week in Review*, where top journalists discuss the biggest issues of the week.

WJZ-TV Baltimore's investigative team was particularly effective last year. The prime sponsor of legislation (signed into law) that revamped Maryland's occupational disease medical board credited a series of reports by the station's I Team for spurring those reforms. After the initial reports, which detailed how snarled the state workmen's compensation system was and how disabled industrial workers sometimes had to wait for years to receive their benefits, two of the three physicians serving on the medical board resigned.

During the past year, the station's I Team reporter, David Bryant, also filed stories on defects in Baltimore's traffic



Cincinnati in the 21st Century on WLWT.

warning system. While city officials had criticized the report, they later announced a plan to fix the defective detectors that had fouled up warning signals on the main expressway through Baltimore and at hundreds of traffic signals throughout the city.

Another I Team report on "look-alike" drugs—legal substances packaged to resemble illegal narcotics—prompted a crackdown by police that led to putting a major supplier of the "look-alikes" out of business.

Based on the premise that local people must assume the burden of federal budget cuts, **KAKE-TV Wichita, Kan.**, reporter Richard McDonough investigated how other cities were picking up the slack. Originally planned as a 10-part series, *Surviving Reaganomics* has since added five more. KAKE-TV reported that the series was even viewed by President Reagan and his staff, and station representatives were invited to Washington to talk more about it. The series, according to KAKE-TV, has since been distributed to hundreds of TV stations as a model for their news departments.

The Kansas State Network, which incorporates six group-owned stations—**KARD-TV Wichita**, **KTVJ-TV Joplin, Mo.**, **KCKT-TV Great Bend**, **KGLD-TV Garden City**, **KOMC-TV Oberlin** and **KTSB-TV Topeka**—investigated a man sent from Wichita to Oregon to serve a sentence for child molesting. The Wichita judge who sentenced him was led to believe that a treatment program existed in Oregon for those convicted of such a crime. Legal reporter Ron Howard's investigation proved that such a rehabilitation program didn't exist and the convicted criminal was, in essence, a free man. KSN sent Howard and photojournalist Jerry Hattan to Oregon for more information regarding the case and witnessed the man's arrest and subsequent extradition back to Kansas where he was sent to prison to serve out his sentence.

WGN-TV Chicago is strengthening its local coverage with investigative reports. One series, *Moneyfest*, disclosed violations of state law in contracting and appropriating money for Chicago festivals. The investigation led to hearings by a Chicago city council committee which is now drawing up legislation to correct the abuses. And The Better Government Association also has filed suit against the city.

Public Aid, Private Gain, another investigative piece, disclosed sweetheart deals in which a businessman purchased buildings at low prices and then leased them to the Illinois Department of Public Aid for offices at high rents and rehabilitation costs. On several occasions, the businessman leased the buildings to the state before actually owning them. The outcome of this investigation resulted in a complaint from the Illinois attorney general against the businessman and eight contractors for civil fraud. Possible criminal indictments are pending.

WGN-TV is also presenting two-part special reports including anchorman John Drury's report on America's ballistic missile submarine fleet. Drury spent a day aboard one of the subs on a mission.

An investigative news series on adoptions produced by **WNBC-TV New York** began when the station received a tip that someone in New Jersey with access to sealed adoption records was selling confidential information. To investigate, the station used actors to portray a couple seeking a child the woman had given up for adoption. Wearing hidden tape recorders, the couple followed tips and contacts until they were able to arrange a meeting to exchange cash for information. WNBC-TV set up hidden cameras and taped the transaction. Also as part of the series, the station interviewed natural and adoptive parents. After the series aired, the New Jersey attorney general's office launched an investigation resulting in the conviction of the man selling the information.

WNBC-TV used the same technique to uncover a pyramid scheme in New York. A woman who had attended a "job finding" session called the station with suspi-

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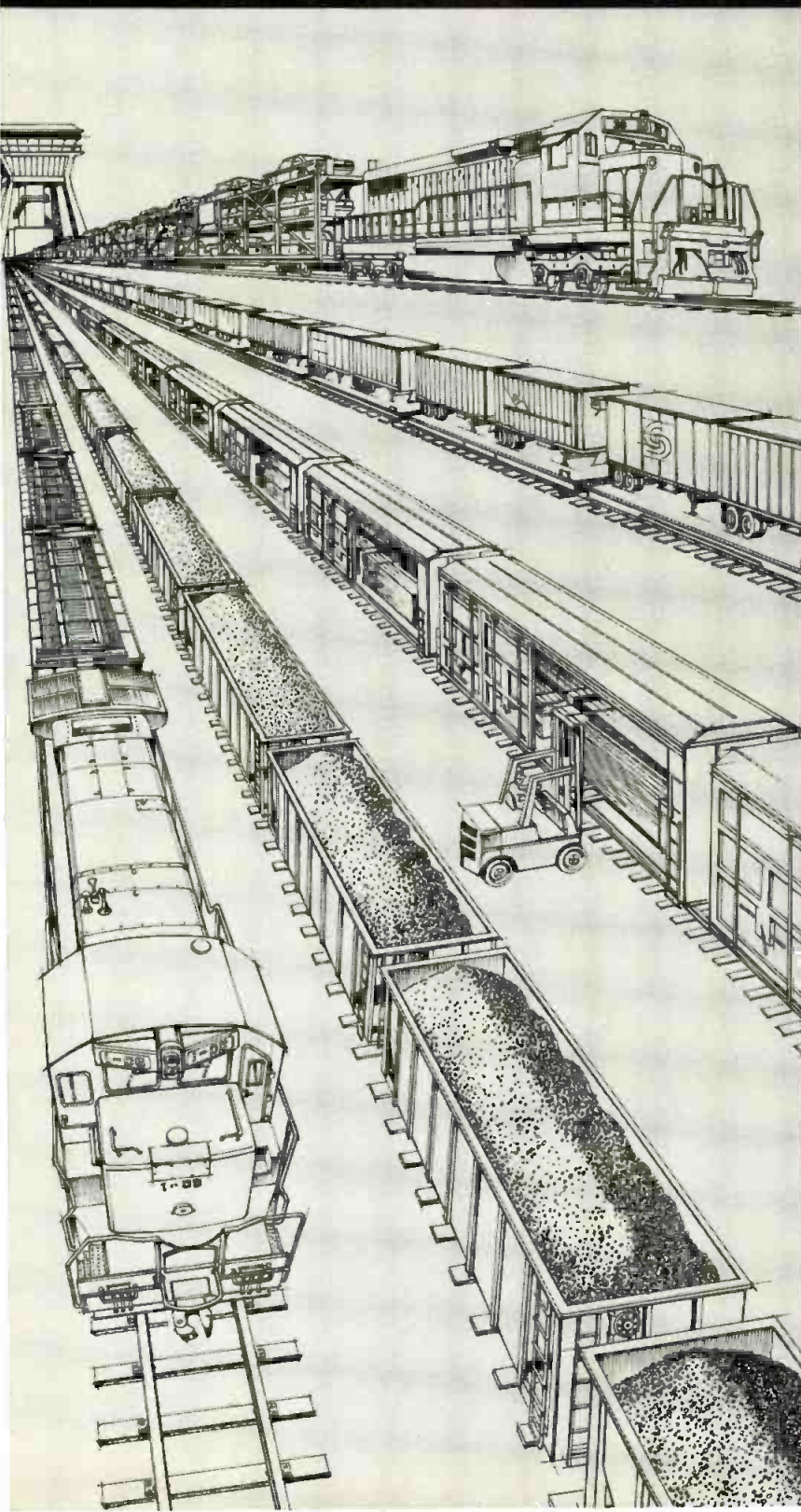
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ions. The woman agreed to attend another session wearing a hidden tape recorder. After the session, a reporter and crew confronted the man holding the emblems but he refused to talk. The New York attorney general's office was contacted and ads for the sessions disappeared from newspapers.

The four Northwest stations of King Broadcasting Co.—**KING-TV Seattle** and **KREM-TV Spokane**, both Washington; **KGW-TV Portland, Ore.**, and **KTVB-TV Boise, Idaho**—banded together to update the region on its roiling electrical energy problems and to provide a forum for discussion of some of their causes and solutions. The region's problems began when the construction of five nuclear power plants fell years behind schedule as costs skyrocketed from \$4 billion to \$24 billion. As bond money dried up, two of the five plants were canceled, holding out the prospect of bankruptcy for some of the 38 utility companies that had invested in the project. The stations produced *The Electrical Storm*, which aired in two parts. The first was an hour-long documentary featuring reporters from all four stations. The second was a live, four-station debate. Participants at one station were able to talk with those at another through a two-way interconnect. The debate featured members of the Northwest Power Planning Council, a group created by federal legislation to devise a comprehensive energy plan for the region; utility executives; politicians, and "irate" ratepayers and environmentalists.



KARD-TV Wichita's child molester investigation.

The Mardi Gras is a big story every February for **WWL-TV New Orleans**. But a more important story for the hundreds of area businesses that cater to the million tourists who come for Fat Tuesday and the many others who come to see the Crescent City with its varied history throughout the year was *Visitor Beware*, a 10-part documentary WWL-TV aired in October 1981. The series was highlighted by films of car break-ins and purse-snatchings that showed how New Orleans criminals prey on out-of-towners. Producer Arnold Porsch and reporter Angela Hill warned of the consequences by reporting on how crime had affected tourism in other cities.

That wasn't the only admonition broadcast by WWL-TV's investigative unit. A 15-parter, aired last April and May, detailed

results of a five-month investigation concluding that pollution from the petrochemical plant along the lower Mississippi threatened the area's drinking water. Since the series was broadcast, WWL-TV said, the state legislature has passed more strict antipollution laws and governor David Treen has promised to clean up hazardous waste sites.

WJLA-TV Washington was the bane of Robert Nimmo's professional life earlier this year. The station's investigative unit reported that Nimmo, chief of the Veteran's Administration, was profligate with taxpayer's money, illegally using a government driver to chauffeur him to and from work and redecorating his office in the face of President Reagan's order to cut out unnecessary spending. Although Nimmo admitted his guilt and reimbursed the government for use of the car, WJLA-TV said four congressmen have called for his dismissal in the wake of the station's broadcasts.

In another WJLA-TV investigative report, Betsy Ashton uncovered a baby stroller that had a tendency to collapse even when it wasn't carrying a child. As a result of her report, the manufacturer agreed to redesign the stroller to make it sturdier and safer. While the "RIF" of government workers was making headlines everywhere, WJLA-TV's John Spiropoulos covered the human side, reporting that the stress created by the firings had caused several office fights and several attempted suicides.

What are the chances of California being hit by an earthquake many times more powerful than a hydrogen bomb? About 50-50, according to a **KTVU Oakland, Calif.**, documentary. The next great quake may stretch hundreds of miles along the San Andreas fault causing damage to buildings within 20 miles of the fault. The documentary told viewers what to do to mitigate the impact of such a quake.

While Californians are concerned about the immediate danger inherent in an earthquake, KTVU also reminded its viewers in a two-part news series broadcast last February to be wary of the equally deadly threat of residential fire. Reporter Barbara Simpson told viewers how to spot potential fire hazards in the home and what they can do to protect themselves.

And Justice for Some, an investigative computer study of a county judicial system was a year in the making for **WRAL-TV Raleigh, N.C.** Reporter Don Kobos analyzed over 3,000 felony indictments involving over 1,000 defendants to determine if justice was being served uniformly in Wake county. Kobos found that such factors as economic status, race, plea bargaining and personal biases of judges contributed heavily to the outcome of felony cases.

In another story, reporter Vic Carter and cameraman Willis Boyd traveled to Colombia to trace the drug routes from beginning to end, to see what is being done in Colombia, as well as in this country, to

stop the flow of illegal drugs. The report aired as a half-hour, prime time documentary entitled *Deliveries After Dark*.



Drug traffic from Colombia on KATU Portland, Ore.

A documentary crew of five from **WCCO-TV Minneapolis-St. Paul** spent five months in Fargo, N.D., to capture a local perspective on the national controversy over legal abortion. The result was a *Moore Report*, two documentaries, *Prairie Storm* and *Town Meeting*, both about a women's health clinic offering abortion services in Fargo. The *Prairie Storm* documentary examined the community conflicts over the clinic's action, including political ramifications. It was aired for one hour in prime time and was followed by a one-hour *Town Meeting* in which Fargo citizens, who had viewed the preceding show at a local college theater, debated the issues. In another *Moore Report*, WCCO-TV telecast "Farewell to Freedom" in prime time. It focused on Indochinese refugees who fled their homelands in 1975 when America pulled out of Vietnam. The largest contingent (more than 10,000) of such refugees in Minnesota is Hmong, a hill tribe people in Laos who were loyal to the U.S. and fought the North Vietnamese. WCCO-TV's documentary team spent the summer of 1981 with one Hmong family as it attempted to resettle in St. Paul. This was combined with film the crew obtained of other members of the family still in a Thai refugee camp. The crew also went to the Burma border to document the lives of Hmong villagers there. The prime time telecast of "Farewell To Freedom" was followed by a one-hour discussion of immigration policies and issues.

WLKY-TV Louisville, Ky., produced a seven-part series on the educational system in Louisville, and a series on depression and suicide. The latter was precipitated by the attempted suicide by one of the members of WLKY-TV's news staff, who was interviewed for the report.

An investigation by **WHAS-TV Louisville, Ky.**, of food stamp fraud found that children were being sold into slavery in exchange for food stamps. The station also focused on problems the attorney general's investigators had in protecting themselves because of a Kentucky state law that prohibited them from carrying firearms. Video from the series was used

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In recent years, the economy has produced record levels of investment income. But inflation has led to record hospital and medical fees and auto repair costs—the things insurance pays for. Meanwhile, auto insurance premiums have risen less than the costs of mending bodies and repairing cars.

The result is that insurance companies have committed more dollars for auto insurance claims and general expenses than they have collected in premiums. In industry jargon, that's called an “underwriting loss.” Fortunately for customers and companies alike, investment income has more than offset those underwriting losses and has enabled insurance companies to make an overall profit.

And that, in turn, enables companies to continue to serve the growing insurance needs of the public.

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in congressional hearings on Capitol Hill, and a month after the series was broadcast the Kentucky legislature changed the law.

Documentaries produced by **KGW-TV Portland, Ore.**, ranged near and far. Close to home was the investigation of the case of Duane Samples, a convicted murder whose life sentence was commuted by the governor after Samples claimed his psychotic behavior was the result of post-Vietnam traumatic stress. The station examined the case, its impact on the community and raised questions about the reliability of psychotherapy, the credibility of several state-employed mental health experts and the governor's confidence in the parole board to fulfill its responsibility of public protection. The story won awards from the Oregon Associated Press Broadcasters and The Society of Professional Journalists, Sigma Delta Chi.

Further from Portland was **KGW-TV** reporter Floyd McKay's coverage of the conflict in the Mideast. His three-week assignment aired as a special series and later as a half-hour, prime time special. His reports explored refugee camps in Jordan, Lebanon, Syria, the occupied West Bank and Gaza and included interviews with PLO Chairman Yasir Arafat, Israelis, guerillas, settlers and politicians.

KMOX-TV St. Louis anchorman Julius Hunter wrote, produced and narrated 50 features about St. Louis history titled *Gateway Gazette*. Utilizing resource materials from the Missouri Historical Society, Hunter's reports aired each evening following the 6 p.m. newscast. The series received much mail from viewers and is used in public, private and parochial schools as part of an enrichment program. Hunter also received a proclamation from the mayor.

One of the more ambitious documentary projects undertaken in the past year by **KXAS-TV Dallas-Fort Worth** was an in-depth examination of the phenomenal growth of that area. The program occupied an entire evening of prime time. *Beyond the Dream* began with a 23-minute scene-setting documentary that sketched the history of the area, how much it had grown and how that growth was expected to continue. The body of the program consisted of individual reports, ranging from three to eight minutes, on a wide range of topics including crime, minorities, education, transportation and jobs, all with an eye toward how future changes would affect the quality of life. The show was capped by a live, in-studio, audience participation program. The guests were "future-think" experts, while the audience was made up of politicians and businessmen, with the discussion moderated by the station's anchor.

Among investigative reports aired in the past year by **WPVI-TV Philadelphia** was a story broken by reporter John Rawlins revealing doctors at a clinic writing prescriptions for thousands of Quaaludes



Hot catalytic converters on WSTM Syracuse.

at a time. The investigation included reporting from Miami to develop information on how Florida officials are cracking down on a Quaalude epidemic. The report resulted in the closing of the clinic. In addition, legislation was introduced in Pennsylvania to ban the manufacture, sale and use of the drug.

Another investigation by **WPVI-TV's** Rawlins raised questions concerning the quality of bullet-proof vests purchased for the Philadelphia police. The report revealed problems in the bidding by manufacturers for the contract and a lack of testing by city officials. After the stories aired, the city upgraded the requirements for vests.

Other investigative reports at **WPVI-TV** included stories on the effects of Reaganomics on the Philadelphia area and a week-long series on problems faced by teen-agers.

WTMJ-TV Milwaukee's documentary efforts were led off by *Can We Forget? The Vietnam Experience Continues*, which was broadcast during prime time and examined the role of Vietnam veterans in American society. The documentary was one feature of a series of week-long events that included a 75-minute, live, call-in show that followed the documentary. Station editorials and public service announcements were also dedicated to the subject.

On the investigative side, **WTMJ-TV** aired a report on trucks hauling nuclear waste and speeding on the interstate. **WTMJ-TV** reporter, Kathie Anderson, and photographer, Ray Lapine, filmed one of the speeding trucks that was also using a route different from one ordered by a state permit. Other documentaries included a 10-part news series on China called, *Seeds of Trade*, and a special *Beyond the Great Wall*.

WSTM-TV Syracuse, N.Y., beefed up its investigative news coverage last year. Investigative reporters Ron Hastings and Jim Kenyon, energy and environmental specialist, took a look at the cost overruns during construction of the Nine Mile Point nuclear power plant at nearby Lake Ontario. The report captured so much attention that the issue surfaced at New York State Public Service Commission hearings and resulted in limitations being placed on the plant to protect consumers. Other issues addressed by the station included a report on animal cruelty. Also the station focused on fire problems sometimes asso-

ciated with automobiles with catalytic converter.

Workers cutting corners on their bosses and/or taxpayers were spotlighted in investigative reports of **WIVB-TV Buffalo, N.Y.** In one, Special Assignment reporter Allen Costantini and photographer Luis Hidalgo tailed the chief clerk of the Buffalo Common Council as he regularly went from his home to city hall in the morning and then left at noon to spend the rest of the day running his bar on the city's East Side. It resulted in an investigation in which the chief clerk admitted failure to regularly put in a full day at city hall. And, even though the practice was technically permissible under city ordinances, procedures were revised required time-in and time-out sheets for such "exempt" employees.

In another investigation, **WIVB-TV's** Costantini, chief photographer Don Yearke and researcher Frank Fraboni followed telephone company trucks as employees traveled regularly to taverns to spend several hours of their working time virtually every day. It brought company suspensions and subpoenas of the **WIVB-TV** employees at forthcoming arbitration hearings.

Other investigative reports dealt with misleading mortgage operations; poor fire protection and a drug problem at a nearby Jobs Corp facility; an alleged illegal search of a student's room at the State University of New York at Fredonia, and manipulation of public access to a swimming pool in South Buffalo.

KOMO-TV Seattle offered a five-part reminder to the community of the havoc nature can wreak from below the earth. In the opening segment of *Earthquake: Are You Ready?*, reporter Bob Thronsdon traced the history of Puget Sound earthquakes using photos of the 1949 and 1965 disturbances that shook the area. The other four segments dealt with the extent of community preparedness for similar future disasters, how individuals can cope during quakes, and procedures to be taken after the emergency. The series was slotted within 5 p.m. news just four days after the 17th anniversary of Seattle's last big earthquake.

Another special segment in **KOMO-TV's** 5 p.m. news was *Fly for Proof*, a three-parter on the arduous Federal Aviation Administration tests of the Boeing Number One 757 in California. Boeing is a Seattle company that had \$2 billion in investments on the line. **KOMO-TV** Business and Economics Editor Don Usher and cameraman Dave Mann did the on-scene reports and interviews.

Mindful of **Cleveland's** large concentrations of Poles, **WKYC-TV** there in August 1981 presented a five-part series on *New Courage in the Old Country*. For it, reporter Ed Miller and photographer Bill Geddie spent a week in Poland gathering material on how the people there live and work while struggling against communism. Points visited included Warsaw and

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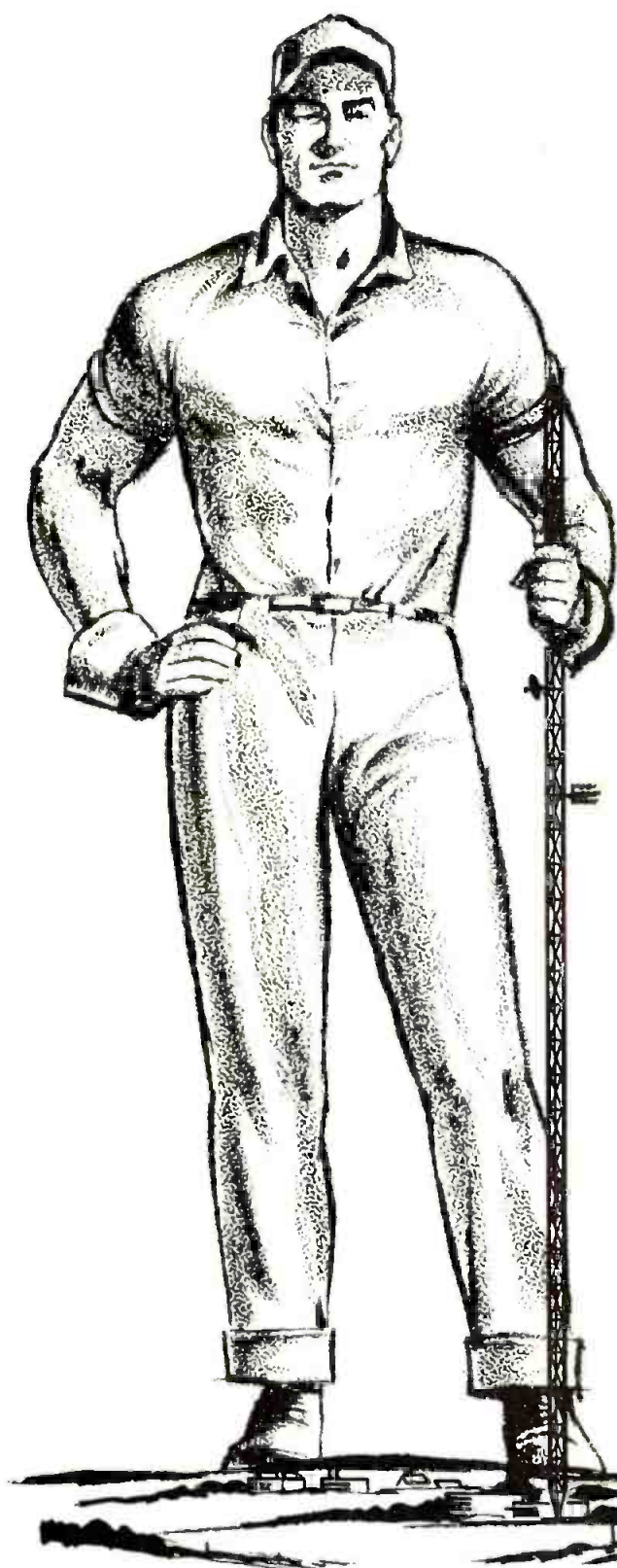
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Gdansk, where the Solidarity union took shape, with the last stop at the Auschwitz concentration camp that became infamous under the Nazi regime. In September 1981, material from the trip was used in a half-hour special that also focused on relevance of Poland's crisis to the Polish community in Cleveland. Then, in November, WKYC-TV aired *Polish Refugees: Gamble for Freedom*, a five-parter based on reporter Noah Nelson's journey to refugee camps in Vienna, where thousands of Poles were temporarily staying after fleeing from Poland. The series explored the problems of those people without a country.

Other notable documentary efforts of WKYC-TV included *Cleveland Press: Final Edition*, presented June 17, 1981, the day after the demise of the 103-year-old newspaper. It included coverage of the last day of publication, comments from *Press* staffers and an overview of the often controversial history of newspapers.

And, in February 1982, the station did a five-part series, *Readin', Writin' and Fightin'*, on violence in local public schools. This was followed by a 20-minute rap session between WKYC-TV reporter Ed Miller and seven students, who gave reasons for the situation and suggested ways that violence could be curbed.

The investigative reports of WCCO-TV Minneapolis-St. Paul's I Team, five fulltime journalists, continued to prod the community into action on critical issues. One, *Sexual Abuse of Children*, was the result of six years of research by reporter Don Shelby and investigations in 1981-82. It used case histories to contrast disposition of such crimes against children with those against adults, focusing on the authorities' leniency and community per-

missiveness in connection with the former. The report prompted Minneapolis to radically strengthen its prosecution policy in cases involving sex offenses against juveniles, and at least one law has been passed by the state legislature, based on recommendations made during the series.

The I Team's *Central State Waterproofing* series was based on infiltration of the Midwest company of that name by I Team members posing as salesmen/inspectors and telephone solicitors. With cameras hidden in homes that had basements certified as sound by outside civil engineers, viewers watched Central State salesmen in action. WCCO-TV said its findings of deceptive practices and its focus on the business history of the company's owner resulted in the closing of Central States' office in Minnesota, the state attorney general instituting an investigation and charges of theft by swindle against Central States' owner and Minnesota manager. In addition, WCCO-TV said, some of its information is being used by the Federal Trade Commission in a separate investigation of the company.

A financially-strapped and ailing Albuquerque, N.M., woman learned she had inherited a sizable estate, thanks to a three-day search by KSDK(TV) newsmen John Auble. Auble had come across a story about the 1978 stroke and subsequent death of a Joseph Witt in St. Louis a year after Witt had been a big lottery winner in Illinois and the unsuccessful four-year hunt by executors to locate an heir. Auble found evidence in files at Witt's former firm that showed he had willed everything to a daughter, Marie Katherine Witt, by his divorced wife. Auble went through 1954 class records at McKinley High in St.

Louis, found a classmate who remembered the Witt girl at a class reunion, her marriage to a Bob Long and a subsequent move to Albuquerque. Auble then worked with KOAT-TV there and a telephone directory to locate the heiress to \$50,000 for the next 15 years, her late father's bank account and insurance proceeds. Auble said she seemed most moved by the fact that her father, whom she had not seen in 24 years, had remembered her.

WBNG-TV Binghamton, N.Y., news reports brought attention to one weakness in a state law barring wide or heavy trucks from state highways. The reports showed how trucks carrying nuclear wastes from a regional power plant were forced from the highways and had to park over weekends in suburban Binghamton, creating unrest among residents as well as posing safety concerns. The reports and editorials were a prime factor in the state's decision to drop that regulation for trucks carrying nuclear waste and a local board's action to forbid such unattended parking.

Each month, WSB-TV Atlanta airs a one-hour prime time documentary, *Special Edition*. Most recent subjects were fear of crime, retracing the path of the 1960 black freedom marchers, a tribute to the industry of the American worker, asbestos hazards in a local Veteran Administration hospital and problems of Vietnam veterans. The most aggressive *Special Edition* was a much expanded report on the social and psychological impact of Atlanta's missing and murdered children case. It was presented Monday through Friday in 30-minute late-evening programs over four weeks. Typical topics: the strain on all Atlanta children; stress on the police; effects on black/white relations in the community, and the media's coverage of the investigation.

When WSB-TV sent a unit to the Sugar Bowl in New Orleans to cover the University of Georgia's football appearance there, it expanded the sports coverage to include news report that compared Atlanta and New Orleans as big convention towns.

WKYC-TV Cleveland's investigative reporters, Tom Meyer and Carl Monday, uncovered documents and other information about a doctor with one of the largest podiatry practices in Ohio. Findings supported charges that the doctor was billing Medicare and Medicaid for surgery that was unnecessary, excessive and at times never even performed. Records also were said to show 24 malpractice suits pending. The doctor got an injunction that prevented the immediate airing of the story but the judge reversed his decision the next morning and the station editorialized on the order's infringement on First Amendment rights. The doctor is now under investigation by the Ohio Medical Board, according to the station.

WKYC-TV's I Team also provided reports on alleged payoffs and forging of records in Cleveland's building department. The Meyer-Monday findings included in-



President Reagan on WCCO-TV Minneapolis.



We're Having a Baby on WTVD Raleigh-Durham, N.C.

vestigations of inspectors who claimed to inspect up to 10 buildings a day. But, according to the reporters, those same inspectors were running personal errands, visiting massage parlors and going home in the middle of the day to play cards. Four inspectors were subsequently fired and one indicted by a county grand jury, according to the station. Other I Team reports dealt with court leniency and bribes in prostitution cases; the tactics of a man who allegedly assaulted and attempted to have sex with teen-age girls whom he lured to his apartment with promises of modeling careers (he eventually was arrested on the basis of the reports), and a report on local safety standards for carnival rides that led to cancellation of several carnivals and official investigations of safety procedures.

In January 1982, WKYC-TV added Erin Moriarty, a consumer reporter and member of the Ohio Bar Association. Her more significant reports dealt with confusing and deceptive advertising of IRA accounts; clarification of obscure portions of a new Blue Cross program; legal issues involved in a radar speeding violation charge, and a look at advertising's use of catch phrases and manipulative techniques.

□

Cancer quackery was the basis of a series from **WBBM-TV Chicago's** investigative unit, headed by Pam Zekman, who earlier shared in two Pulitzer prizes for newspaper investigative reporting. The unit found worthless cancer detection tests by more than 200 practitioners across the country and widespread distribution of drugs and pills that had no proven value. Following the initial TV reports, the Illinois attorney general and the state's Department of Registration and Education announced a joint probe for possible license revocations, the U.S. attorney's office in Chicago began looking into the matter, and an Illinois state senator has planned hearings later this summer.

Another investigation, into group medicine plans and led by WBBM-TV's Mike Flannery, brought attention to plans that failed to pay benefits. It helped to bring quick action by federal and state authorities. Congressional hearings in Chicago brought new legislation to close loopholes in a 1974 law that allowed shaky medical insurance plan. Also, one group insurance program was barred from doing business in Illinois.

WBBM-TV's education editor, Renee

Ferguson, in a special report raised questions about the teaching methods of Marva Collins, who had received national attention on CBS-TV's *60 Minutes* and had been the basis of a made-for-TV movie. Ferguson's findings were based on one year of follow-up research with parents of Collins's pupils, teachers at the school and others critical of Collins and the media acclaim she had received.

□

WABC-TV New York's Target 7 correspondent John Johnson examined the pros and cons of the foster care system in a five-part report. It included interviews with children that elicited accounts of trauma and neglect and a girl's account of repeated beatings and sexual abuse. In one segment, New York Judge Daniel Leddy dubbed the foster-care system "subsidized child abuse by taxpayers."

Target 7 team members posed as hospital volunteers and with hidden cameras in compiling material for a special, "The VA: Hell for Heroes." It dealt with Veteran Administration hospitals and incidents reported as misdiagnoses, mistreatment, misplaced medical records and incompetence by personnel.

For its *Cocaine: The Snowball Effect*, Johnson took his team to the streets of Bogota to trace the drug pipeline from Colombia to Miami to New York's Kennedy International Airport. Among problems was the reneging by Bogota officials of an earlier-promised expedition to the cocoa leaf fields, and detention of the crew by the Colombian military while producer Joan Morgan was held at gunpoint in the WABC-TV van.

Other noteworthy investigations included reports on illegal dumping of toxic chemicals in the city as well as incidents of traces of toxin in home heating oil deliveries in the metropolitan area, and a five-part series on five unsolved murders with the purpose of reaching viewers who might have further information.

□

Within one week after "The County Tax Scandal" was telecast by **WTAE-TV Pittsburgh's** Action Team, the U.S. attorney's office handed down three indictments. Involved were Allegheny court assessors charged with taking payoffs. The assessors were suspended and eventually convicted of the crimes.

□

Among the reports produced by **WHIO-TV Dayton, Ohio**, was the story of a newly married couple who discovered the bride was suffering from a terminal disease. The news crew went inside the home of the couple to film their everyday life together.

The station also took an ongoing look at the heritage, cultural diversity and contributions of ethnic groups living in Miami Valley where Dayton is located.

□

A WLYH-TV Lancaster, Pa., documentary focused on the activities of the Ku Klux Klan in south central Pennsylvania. Reporter Paul Roda looked into racial at-

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cludes and ceremonial rituals of the Klan as well as feelings of minority organizations about the Klan's teachings and philosophies.

Among the **WGGB-TV Springfield, Mass.**, projects was a five-part series on nurse-midwives in which a reporter and photographer followed a young mother through pregnancy and taped the birth of her baby.

CSAT-TV San Antonio, Tex. aired a 45-minute special report on the assassination of federal judge John Wood. The report included the indictment and arrests, background and profile of the individual suspects, investigation of evidence the government collected through wiretaps and other electronic eavesdropping devices and live interviews with the local U.S. Marshall in charge and the alleged hit man's defense attorney in Houston.



Inside the KKK on WLYH Lancaster, Pa.

WFSB-TV Hartford, Conn., produced an investigative report on the killing by a white policeman of a black teen-ager suspected of shoplifting. The incident provoked racial tensions and the Ku Klux Klan became involved. WFSB-TV's reporting won an award from UPI for best television coverage of a news story in New England.

The investigative team at WFSB-TV also examined the presence of international spies in Connecticut. Reporters interviewed U.S. FBI agents and a former Soviet spy. The series described methods used by Soviet spies to obtain information about the nuclear submarine shipyard in Groton, Conn.

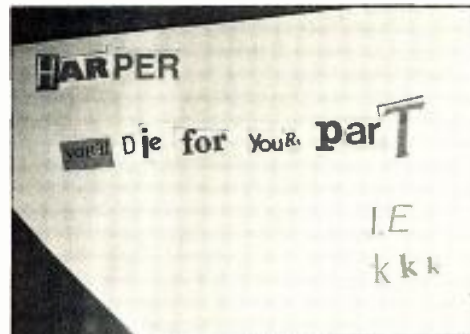
WNGE-TV Nashville developed a two-part report on the dangers of ureaformaldehyde poisoning from insulation, focusing on the use of these materials in mobile homes. Another series examined the Tennessee prison system.

KMOL-TV San Antonio, Tex., stirred the city government to take remedial action against abuses by some local taxi drivers. Correspondent-producer Mike Cavender focused on charges to passengers arriving at San Antonio International Airport. He used hidden camera and microphone techniques and an off-camera staff member to document random instances of illegally high rates by various means. The telecast came as the city council was considering a

fare increase at the drivers' request. However, the proposed hike was stayed, the city instituted more stringent taxi inspection procedures and even revised airport taxi rates.

When **KMOL-TV** learned of the possibility of toxic chemicals being dumped in a remote part of the county, reporter Bruce Howard was assigned to document the presence of cancer-causing agents in barrels that had been stored illegally for months. The story and several follow-ups resulted in the Air Force cleaning up the site and disposing of the chemical elsewhere, according to **KMOL-TV**.

Human Cargo, a five-part special report chronicling the smuggling of illegal aliens from Haiti to south Florida, was one of several major investigative series produced by **WPLG-TV Miami**. Put together by reporter Mark Potter and photographer Lance Heflin, the report was later recut



Note received by WTHR Indianapolis reporter after Klan show aired.

and aired as a special segment of ABC's **20/20** and is one of the few affiliate reports ever used on that program, according to the station. Potter also produced a series on the *Columbia Drug War* in south Florida and reporter Clarence Jones produced an in-depth report on Florida's bail bonds program, which led to passage of new state law reforming the process.

Cincinnati has the highest cancer death rate in the country, a statistic that prompted **WLWT** there to take a closer look at the problem. The station discovered an apparent link between an abandoned asbestos dump and a higher than normal cancer rate in the neighborhood. With help from members of the medical community, a medical survey was taken in the neighborhood. The results confirmed the suspicions. The Environmental Protection Agency was contacted by **WLWT** and, following an inspection of the site, a cleanup was ordered.

The Hidden Addicts: Women Alcoholics was the subject of a **WRGB-TV Schenectady, N.Y.**, documentary. Written, produced and narrated by Judy Sanders, the program explained the social stigma of the female alcoholic. Interviews with area women of different backgrounds addicted to alcohol and area experts on the subject were featured in the report.

A totally computerized news department

is in the works for **WTLV Jacksonville, Fla.** The project is a cooperative effort between the station's parent company, Harte-Hanks, and the Quanta Corporation (formerly Systems Concepts). In the meantime, **WTLV** boasts being the first broadcast television station in Jacksonville with a 24-hour-a-day news operation. Among its public broadcasts last year, was a series called "The Cancer Nobody Talks About," which informed viewers about colon cancer. In a cooperative effort with a pharmaceutical company, a drug store chain and a local hospital, the station coordinated a testing program so that viewers could determine whether they had colon cancer symptoms. Of those viewers picking up testing kits at the pharmacy chain outlets, 13 were found to have potentially cancerous polyps, and six were confirmed to have colon cancer. All had surgery that, according to **WTLV**, the Jacksonville medical experts say probably saved their lives.

The biggest news at **WTVN-TV Dayton, Ohio**, has been news expansion. But in going from a half-hour to an hour, **WTVN-TV** developed two separate, hard-news shows, each with different sets and anchors. A syndicated soap opera feature, *Weathergraphics*, new equipment and staff, were added. Documentaries this past year have examined four-day and three-day work weeks, parole hearings and release, crib death, shoplifting, video games, convention business and the Guardian Angels, volunteer anticrime patrols.

With more homes for mental patients being established in the suburbs of **Detroit**, **WDIV** there investigated this new suburban dilemma. The station went to local psychiatric hospitals and talked with staff and patients on the subject. **WDIV** also went into the suburbs and talked to residents about their fears of their new neighbors.

Health and medicine were big news at **WJAR-TV Providence, R.I.**, this past year. The station did a five-part program on emergency medicine, examining the absence of paramedics in the state and the constraints on ambulance attendants in administering first aid. Other reports looked at cancer, midwifery, arthritis and narcolepsy.

The conditions exposed in the famous CBS documentary, *Harvest of Shame*, continue, **WTVJ Miami** found, among migrant Haitian farm workers. In a five-part series, the station found primitive housing, exorbitant rents, illegal wage reductions and beatings from bosses. The station took information from lawyers representing Haitians, uncovered medical reports, pay receipts, copies of law suit settlements and complaint forms. Interviews with Haitian workers were also obtained, through the help of translators. Other investigative series on the station examined the human side of a dying cancer victim and the safety of streets and highways in Florida.

A six-part investigative series on the trucking industry in Wisconsin by **WISN-TV Milwaukee** found drivers riding back roads to avoid being weighed and deficient safety mechanisms on 58 of 110 trucks stopped by federal inspectors. The series also showed damage to roads and other safety problems. Another investigation of Milwaukee's police chief found the majority of viewers supported the chief. A poll of police officers, however, found most wanted him to retire.

WXYZ-TV Detroit set out to determine who the 20 most influential people in the city were. Reporter Steve Handelsman spent six months compiling a list of 500 candidates. The candidates were reviewed by a panel of experts and had to answer a questionnaire. With the help of a computer the final list was drawn. Included were auto executives Lee Iacocca and Henry Ford II but also many behind-the-scenes businessmen and an attorney, rather than the local political leaders as many expected. The 20 on the list were profiled and interviews with each were a part of the presentations WXYZ-TV aired.

A five-part series examining the new IRA tax-deferred bank accounts by **KSTP-TV St. Paul** drew heavy response from the audience. In answer to requests for information, the station printed an IRA pamphlet and has mailed 1,500 copies. The series examined the different IRA plans and options that are available.

Reports by the investigative unit at **WJBK-TV Detroit** on X-rays brought to light some dangers. It was found that virtually anyone "even an untrained office receptionist" could give X-rays. Further segments turned up faulty equipment and gaps in federal regulation overseeing X-ray procedures. WJBK-TV also investigated overcharging by taxicabs.

How does a station cover the arrival of a would-be competitor? **KBDI-TV Boulder, Colo.**, did not shy away from the task, covering the Denver cable franchise hearings, including the three evenings when each company made their proposal. Nine hours of prime time were used and an additional prime time show, *The Cable Showdown*, also was broadcast. KBDI-TV carried live coverage, with KOA-TV Denver, of the council meeting when the final vote was taken.

Nuclear armament also gained prime-time coverage at KBDI. In April the station broadcast 16½ hours dealing with nuclear war by covering hearings and demonstrations, interviewing political and religious leaders, examining local installations and emergency relocation plans. The station hopes to distribute the series nationally.

With the Fort Stewart military installation in the coverage area of **WSAV-TV Savannah, Ga.**, the station has beefed up its coverage of the base. A reporter and photographer followed 10,000 soldiers on

maneuvers as part of a rapid deployment force training mission in Florida. The two spent six days and nights in the field. The nine-part series won a Georgia Associated Press award.

Reports by **WBZ-TV Boston** on drug-pushing doctors did not stop with the first indictment. By the time the station completed its probe, there were other indictments, legislation, action by the state medical society and the creation of a special state police drug unit. The series began when the station pinned an overdose victim's death to a psychiatrist, who prescribed drugs in lethal doses to the man. The doctor was indicted on 102 counts of unlawful drug distribution. Further reporting found a statewide pill-pushing problem among doctors. When the station looked at what the state was doing, it found no police officers assigned to follow irresponsible pill pushing by doctors. The station showed how Rhode Island handled the problem via a sophisticated computer system that produced a 50% drop in prescriptions for dangerous and abused drugs. The Massachusetts state legislature set aside \$250,000 for a similar computer system and a special police drug unit.

Sexually transmitted diseases and the need for effective sex education were the subject of *Is Ignorance Bliss?*, a one-hour documentary produced by noncommercial **WCNY-TV Syracuse, N.Y.** The show featured interviews with victims of syphilis, gonorrhea and genital herpes and explored the mental and physical effects of VD. In addition, there were interviews with parents, students, teachers, psychologists and sexologists to discuss the effectiveness of sex education in solving the problem of VD and teen-age promiscuity and the role of education in shaping a more sexually responsible society.

As the state of North Carolina was allocating millions of dollars to develop and attract companies from California's micro-electronics industry, **WTVD Durham, N.C.**, sent news and documentary teams to California to file live stories and develop a documentary on the process. The stories included live split-screen conversations between anchor Larry Stogner and North Carolina officials. The project cost well over \$10,000 and utilized multiple microwave repeaters to relay feeds from California's Silicon Valley to the satellite uplink in San Francisco.

A congressional investigation and a military crackdown were the results of a report by John Pauly of **WKBW-TV Buffalo, N.Y.**, showing reserve soldiers drinking and using drugs while on duty.

After WKBW-TV showed footage of how easy it was to roam the halls of schools after three sexual attacks on grade school students, the school superintendent ordered school security beefed up.

New York state passed legislation after a nine-month series of reports by WKBW-TV

turned up more than 100 pieces of cancer causing radioactive jewelry. The station revealed the existence of the problem tested more than 13,000 pieces for the public at its studios and helped diagnose several cases of cancer.

In a battle of logistics, **KGTV San Diego** put together *Mount St. Helens: Two Years After*. Two of the three reports were to be done live from the area surrounding the volcano's danger zone, uplinked to a satellite from Seattle. Communication between San Diego and the remote area around the volcano were accomplished by feeding air audio and production booth audio through a phone patch to Seattle and then through a UHF two-way system which had to go through at least one repeater station to get the 120 miles to the remote site. The four-person team worked for four days shooting, writing and editing the first two reports. Those tapes were flown to Seattle and then pre-fed during the first part of each day's satellite time. Each report included a live introduction followed by the pre-produced package and then a live close with questions from the anchor team in San Diego.

In an investigative piece, KGTV reporter Bree Walker found dangerously high levels of lead in six different samples of calcium food supplement called bone meal. The food supplements are made by national companies and sold in health food stores and grocery stores nationwide. As a result of Walker's story, state food and drug officials began a statewide investigation of bone meal samples in conjunction with the Food and Drug Administration.

Public station **KCTS-TV Seattle** has expanded its staff as well as its scope with its mini-documentary series. Consisting of nightly six-minute segments and multi-part programs, the pieces cover both news and feature stories, combining personal drama with public policy. To date, topics have ranged from *Seattle After World War III*, the followers of Bhagwan Shree Rajneesh and the relationship between Washington and British Columbia (where 50% of the station's viewers live.)

"Come Together" is a half-hour documentary that aired on the noncommercial **Portland, Ore.** series, *Front Street Weekly*, the story of four mentally ill people. The show used vignettes and personal accounts to portray their struggle and eventual recovery from mental illness.

WCBS-TV New York investigated the deaths of three people in a Staten Island, N.Y., psychiatric center. A reporter discovered each patient had been treated with mood-altering drugs, restrained by a straightjacket or tied down to beds, all violations of state mental health laws. As a result of the story, WCBS-TV reports that changes have been made at the facility.

Children with cancer was the subject of another WCBS-TV report, focusing on the Ronald McDonald House in New York, established to house children receiving

reatment and their families. The reporter talked to children and their parents and followed the ups and downs that occurred during their stay in New York. One child's story was told in detail, from the time she arrived at the airport through her departure, after being cured of cancer.

But WCBS-TV did not confine its reporters or stories to the New York area. During the year, correspondents went to Mount St. Helens to examine the mountain and its surroundings two years after the eruption; to El Salvador to report on refugees there, and to Nicaragua to take a look at political tensions.

Locally, safety on New York subways, the suburbanization of blacks in Bergen county, N.J., and the nursing shortage were among reports aired on WCBS-TV.

□

Because birth records are sealed, thousands of adoptees choose to circumvent the court systems and search by whatever means they can to find their natural parents. **KICU-TV San Jose, Calif.**, ran a prime time half-hour special titled *Birthright*, about a 36-year-old adoptee who searched and found his natural father. The documentary captured the emotional, first time meeting of father and son and pointed out the need for legislation on this issue.

□

In 1977 the Johnstown-Altoona, Pa.-area was hit with a flood. This past year **WTAJ-TV Altoona** uncovered some problems that have begun to plague the residents. After the flood there was an influx of contractors to help rebuild the town. Many did poor quality jobs. The station interviewed citizens who had received unsatisfactory work that failed to meet the building codes. The show linked the awarding of contracts to heavy contributors to the former mayor's campaign.

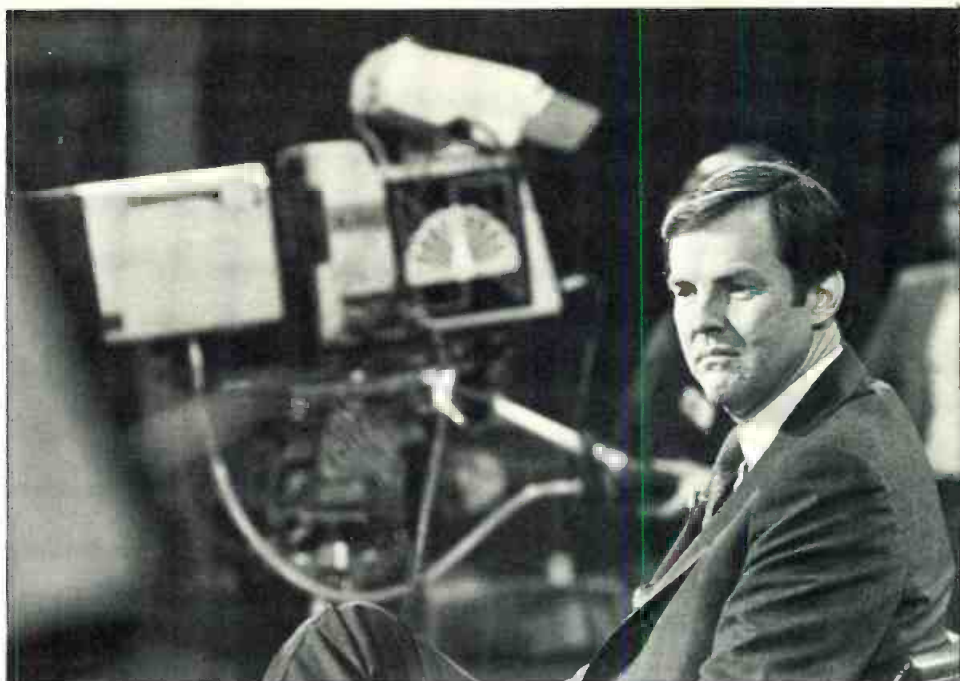
Another problem addressed by **WTAJ-TV** was that of gypsy moths that can destroy vegetation. A five-part series detailed state spraying locations, judged the effectiveness of the program and told homeowners how to get rid of the moths if their property didn't qualify for the state spray program.

Public Affairs

Unemployment in the auto industry is one of the chief economic problems of **Detroit**, and **WTVV-TV** took a week-long look at the issue through news and special programs. One segment, targeted to teenagers, discussed strategies to use in finding summer employment. Another segment looked at professionals out of work. A prime-time documentary on how individuals cope with permanent layoffs was presented. And a question-and-answer show and a debate on restricting auto imports were also included.

□

Among the public affairs offerings on **WJTV-TV Jackson, Miss.**, *Focus* pro-



New Jersey governor Thomas Kean on WNBC-TV New York's *New Jersey Town Meeting*.

gram have been the equal rights amendment, the effect of Reaganomics' on Mississippians, black history and high blood pressure. And three times a day, the station airs a two-minute interview program presenting various groups, organizations and special events.

□

Part of the public affairs efforts of non-commercial **KPTS-TV Hutchinson, Kan.**, is two call-in shows featuring Kansas Governor John Carlin and State Senator Ross Doyen. Both are off the air now since both officials are running for re-election. The governor's show began with an opening statement followed by questions from four reporters and the public. A similar format was followed with Doyen, who interviewed another legislator. Both shows were produced monthly.

□

A 10-part series on family violence was a part of **WISN-TV Milwaukee's** Family Violence Week last October. One five-part segment dealt with battered spouses, others on child abuse and incest. The effort began with a family violence quiz, followed by a 90-minute special that included viewer call-ins. During the week, in addition to the 10-part series which aired on the 6 p.m. and 10 p.m. newscasts, **WISN-TV's** noontime show featured special reports on battered women and children, incest victims along with law enforcement officials. The station earlier helped establish a family violence hotline and after the series and the PSA's aired, calls increased.

□

On **KNME-TV Albuquerque, N.M.**, a nightly show, *The Illustrated Diary*, features interviews, panel discussions and documentaries. One documentary examined the depletion of the nation's largest underground water reservoir, the Ogallala, and its effect on farmers and businesses. *Diary* also followed local elections and broadcast a debate among eight mayoral candidates in Albuquerque.

KNME-TV provided additional debate time when a run-off election between the two final candidates was necessary.

□

Public station **WXXI-TV Rochester, N.Y.**, last fall began producing a weekly local news review, *Rochester Week*, modeled after *Washington Week in Review*. Four journalists discuss the week's events, and the station reports that viewership had doubled by February. **WXXI** has replaced its nightly 30-minute news shows with a documentary series. Topics have included the danger of postponing elective surgery, the failures and successes of the urban school district and the plight of Vietnam veterans.

□

KPMX-TV Phoenix observed Veteran's Day by presenting a five-part special report, *Haunted Heroes*, and a 12-hour "Vet-a-Thon" designed to match unemployed veterans with prospective employers and to heighten public awareness of the plight of Vietnam veterans.

In another report, the station spent six months researching, editing and taping a five-part news special on pedophilia and child sexual abuse, *He Told Me Not to Tell*. This was followed by a 90-minute prime time special moderated by reporter Linda Alvarez and featuring a panel of experts and a phone number for viewer questions.

□

The Eighth Decade Consortium, a co-op venture of five TV stations, produced *Fed Up With Fear*, a five-part special that focused on crime and the elderly, women and crime, inner-city crime, middle-class suburban crime and juvenile crime. An annual undertaking that started the previous year, **KOMO-TV Seattle** was designated to collate and produce the 1981 special. At a May 1981 meeting in St. Paul, 10-minute assignments were made to each station in the consortium: **WJLA-TV**

Washington; KSTP-TV Minneapolis-St. Paul, WCVB-TV Boston and WRAL-TV Raleigh-Durham, N.C. Under the supervision of KOMO-TV Director of News Lois Mathis, videotaped segments were collated, edited and tied together with script bridges and teases. *Fed Up With Fear* was telecast Sept. 15 in prime time in all five cities, earning local and national honors that included a first-place award from Sigma Delta Chi. Several stations appended a phone-in hot-line show for the public to call in its reaction and for advice on how to become involved in crime-prevention programs.

□ **KOA-TV Denver's** news and information programming includes *All Night Live*, a nightly simulcast with KOA(AM) there. While it is primarily a talk show, the TV station provides news updates and staffs a live mobile unit for on-the-scene reports when a major story breaks. To strengthen its journalistic efforts, KOA-TV has hired 37 new faces, nearly half of the news staff of 80, since last September. A number of these reporters have been assigned specialist beats in various areas of news as well as on I-Team 4, KOA-TV's investigative unit. Also, in the past 10 months, KOA-TV has added four new bureaus, including one in Washington.

□ In its war against drug misuse, **WABC-TV New York** began "Drug Watch" with two weeks of editorials on the subject, aimed a large portion of its programs at the growing epidemic and concluded with *An Essay on Drugs*, a powerful documentary that includes street segments with drug users to show the harsh physical and mental destructions.

A special, *Jobs That Kill*, dealt with little publicized information on the presence of toxic substances in the workplace and the potential physical effects. Host Doug Johnson also probed questions of alleged cover-ups by companies to keep workers in the dark about these dangers.

Another noteworthy documentary was *Is My Baby O.K.?* It was a five-year-later followup to a WABC-TV 1977 program on prematurely born children and the special-care obstetrical services available.

□ An international flavor was injected into public affairs programming of **WTAE-TV Pittsburgh**. News reporter and weekend anchor Sally Wiggin spent three weeks in China producing and shooting stories on subjects there. A regular contributor to WTAE's news, psychologist Ellen Frank, has just returned from Israel and is preparing a series based on that trip. Earlier, Dr. Frank presented a multi-part series, "Refuseniks," dealing with dissidents who have been denied permission to leave Russia.

□ Impending drought conditions prompted **WLYH-TV Lancaster, Pa.**, to begin a public service campaign aimed at water conservation. As an on-going series, the *Water Watcher* reports paid special attention to stories concerning water table levels in the

area and gave tips and "water watcher kits" to viewers to save money and water through home conservation measures.

□ Just before Memorial Day, **WUTR Utica, N.Y.**, produced a three-part series on a fatal accident involving a driver under the influence of alcohol. The show tied in the problem of drunk driving legislation and safe driving over the holiday. Following the report, a stronger state drunk driving law was passed.

□ **WCAU-TV Philadelphia** devoted a month of segments to *Project Aging*, a series on issues concerning senior citizens. Housing options for the elderly, being single and how to choose the correct method of cataract surgery were some of the topics covered.

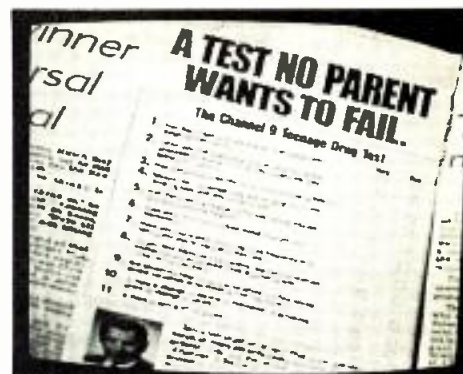
Another public affairs series produced by WCAU-TV profiled "hard-to-adopt" children and those looking for Big Brothers/Big Sisters.

□ **KMOL-TV San Antonio, Tex.**, assigned medical reporter Barbara Bedrick to produce a week-long series on colon and rectal cancer, the third largest cancer killer among Americans. In addition to presenting information on a cancer few people talk about, the station, with the cooperation of a local grocery chain, distributed more than 8,000 free home test kits. The kits were returned to the American Cancer Society which credited KMOL-TV with helping to find a number of positive cases.

Another medical series, "Lovesick," was about a significant increase in the rate of venereal disease among San Antonio's gay population. It focused on factors contributing to this VD rise, the symptoms of the various strains of the disease, and suggested ways that viewers could arrange confidential screening tests with the local public health agency.

As part of its 5 p.m. news, KMOL-TV presents "Wednesday's Child," a weekly story about a special-needs child in the community for which local adoption agencies have been unable to locate a permanent family.

Also, KMOL-TV has inaugurated "Channel 4 TelePoll." This seeks viewer opinion through a 900 number on issues that the



Drug test on WCPO-TV Cincinnati.

station's reporters have researched and discussed on air. The findings are given twice-weekly.

□ Shortly after **WKFT-TV Fayetteville, N.C.**, (home of Fort Bragg and Pope Air Force Base) went on the air in June 1981 it sought to cover the military news angle. This entailed producing a news segment three times a week dealing solely with the military and aired during prime time newscasts, with the interviewers supplied by the military.

Since these early reports, WKFT-TV has covered the rotating of men and machines in the NATO countries, the training of El Salvadoran soldiers at Fort Bragg and Operation Gallant Eagle which involved the dropping of some 3,000 men and over a million pounds of equipment into the Mojave Desert in California. During the latter incident six paratroopers died and hundreds of others were injured during wind gusts of up to 40 miles per hour.

□ **KMTV Omaha** broadcast *Town Hall Crime: Your Concern* as the first in a series of programs reviving the concept of the colonial town hall meetings. The live program featured a panel of four guests, studio audience and a call-in line to accept questions from viewers about techniques on self-protection and crime prevention.

□ *No Place to Call Home* was a half-hour documentary produced by the New Jersey

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Network. The noncommercial network is comprised of **WNJS(TV) Camden**, **WNJM(TV) Montclair**, **WNJB(TV) New Brunswick** and **WNJT(TV) Trenton**. The program examined the lives of several New Jersey "bag ladies." Producer Janice Selinger and reporter Kent Manahan filmed the program throughout New Jersey interviewing four women and community officials. The film explores their lives and some of the factors that lead them to the streets. Another New Jersey Network contribution to the documentary field was *The Dollar Dream*. That film looked at the New Jersey lottery, providing interviews with lottery officials and winners, and ticket sellers. In addition, the network features a regular investigative series, *A Closer Look*, for the evening newscast. The series examines in-depth events and issues of importance to New Jersey. *Help Wanted: Jobs for Minorities* was a five-part series on minority unemployment that aired on *A Closer Look*.

Noncommercial **KQED San Francisco's** current affairs department characterized 40 new documentary specials in the 1981-82 season as "special purpose programs." These special purpose documentaries covered a wide range of topics including science, art, politics, environment, legal affairs, education and the question of nuclear weapons. In addition to offering in-depth coverage, the special purpose documentaries are presented with flexibility in their format. Depending upon interest and complexity of a given subject, formats take one of three categories: (1) Notes—5- and 10-minute programs airing during the prime time schedule. (2) Specials—30- to 60-minute comprehensive coverage. (3) Theme nights—Entire evenings devoted to single subjects, with a host and guest experts in studio discussion throughout the presentation. The theme nights format has proved to be successful in both attracting and building audiences, particularly through phone-in segments which have reflected high public involvement, especially in prime time.

Project Aging on **WCBS-TV New York** was a month-long series that included an hour-long prime time special and a half-hour children's special. The series attempted to prove that age does not necessarily hinder activity, using a group of tap dancers in



Nevada Week in Review on **KLTV Las Vegas**.

their 70's and the senior olympics as examples. The children's special featured poems, essays and skits performed by children to find out how they perceive aging. Other facets of the series examined social security, the question of institutionalizing the elderly and stereotyping of older citizens.

A year-long project on **WCBS-TV** was *Thursday's Child*, a series on hard-to-adopt children. Other public affairs reports included government funding for the arts, the gentrification of Chinatown and auto theft.

KGTV(TV) San Diego reports success with its adoptive program, *Tuesday's Child*. The feature, which focuses on children available for adoption, has produced the following results: 10 adoptions, 89 new families beginning the home study process and a six-fold increase in inquiries for black children. Another **KGTV** weekly feature is a random telephone poll of 500 adults on local and national issues of the day.

KPTV(TV) Portland, Ore., broadcast a three-hour, live election preview that ran commercially uninterrupted and won high praise from both the candidates and the public. Election coverage also was the focus of the three-hour *Your Choice* show, which airs in May and November.

Noncommercial **wskg-TV Binghamton, N.Y.**, has changed its focus from fires and police scanner news to government, medicine, law and consumer problems. On what the station terms "rotating items," each day of the work week is designated for a particular area affecting the viewers. On each Monday, the *Legal Ease* series has a local attorney discuss New York State law and how people can deal with litigation. Other days are concerned with health, consumer problems, natural and people-made phenomena, and previews and critiques of leisure and entertainment in the area. Recently, one series, *Consumer Savvy*, was singled out as the "Best Public Affairs" series of 1981 for this size market by the New York State Broadcaster's Association.

Public television station **WSBE-TV Providence, R.I.**, contributes to the public affairs scene through its weekly *Statehouse Reports* series. The series provides in-depth coverage of the Rhode Island Senate and House. The 7 p.m. report supplies live coverage of the legislature

along with interviews and analysis.

Public television station **WUCM-TV University Center, Mich.**, saw its 10-year-old daily public affairs program, *Day by Day*, expand to a statewide audience. The series which is now carried by a number of Michigan public TV stations, was changed to *Rapp Round Michigan*. It has covered such topics as Zionism, surrogate motherhood and the tax revolt.

Unemployment was on the minds of many Milwaukeans this year. And **WJMT-TV Milwaukee** devoted a week to the subject. Every night the station's 5 p.m. newscast, anchored by John McCullough, was broadcast live from remote locations throughout the state. He interviewed employees and the unemployed from a variety of industries. The series climaxed with a live, satellite-linked interview with U.S. Secretary of Labor Ray Donovan.

Finding homes for hard-to-adopt children and catching criminals are parts of **KETV(TV) Omaha's** public affairs programming for 1982. *Wednesday's Child*, a joint effort with the state Department of Public Welfare, profiled children not easily placed in adoptive homes because of physical or mental handicaps or age. *Crime Stoppers* works with local police and the drama department of the University of Nebraska-Omaha to re-enact hard-to-solve crimes on the air with the hope that a viewer may recognize the events and provide information to the police.

Last January, noncommercial **WCFE-TV Plattsburgh, N.Y.**, produced a 90-minute special on volunteerism. The special was community effort featuring representatives from more than 35 agencies. The program included interviews with state and local officials and the area's congressmen. Phones were set up at the studio to take calls. The program resulted in many viewers signing on as volunteers.

9 Crimebeat is part of **KBTB(TV) Denver's** attempt to address the problem of crime. The series consists of reports broadcast on the evening news educating viewers in ways to protect themselves from crime. The station also presents a series of reports inviting the audience to help solve crimes. KBTB offers rewards for information on the crime and has spent \$25,000 on rewards. The station also produced a



Thursday's Child on **WCBS-TV New York**.



Signing the news on **WTOL-TV Toledo, Ohio**.



Greater Fall River (Mass.) Cable TV telethon and auction for fire victims.

90-minute special on teen-age drug abuse.

□ *Teach the Children*, a two-hour public affairs program, was responsible for raising \$76,000 to aid local school children in **San Antonio, Tex.** Produced by **KENS-TV** there, the program focused on the economically and socially deprived children who were unable to attend school due to a lack of school supplies.

□ **KOTV(TV) St. Joseph, Mo.'s** public affairs programming includes two monthly specials. *Two at Large*, looks at topics on statewide issues and presents personality profiles. *Outdoor Almanac* explores conservation and outdoor issues. Every week the station also airs two 30-minute shows, *Close Up* and *Target*, which examine local and regional issues.

Cable

Public affairs programming found its niche on cable last year. **UA-Columbia Cablevision in Oakland, N.J.,** introduced a public affairs series, *If I'm Elected*, which features live and taped interviews and debates with candidates vying for public office. Candidates for state



UA-Columbia's (New Jersey) candidate interviews.

and local races were featured when the series began in the spring of 1981. The series will now focus on Senate and congressional candidates.

□ When taxpayers in Broward, County, Fla., staged a tax protest, **Selkirk Cable** covered a commission meeting live where hundreds of taxpayers protested a 100% land tax increase. The meeting had to be moved to an auditorium to accommodate the 2,500 protesters, some of whom were allowed to speak to the county commission for three minutes each. Selkirk cablecast the five-hour event without interruption.

□ Earlier this year, **Warner Amex in Columbus, Ohio,** aired a 13-week pilot program on business news. Included were news summaries, trend analyses, guest commentaries and features. Electronic graphics and a board-room-style set were used. A staff of eight produced the shows, which will return in the fall. The Columbus system also cablecast a five-hour, two-way satellite public affairs show linking that city and Washington. Qube polling was used and equipment included two transponders on two separate satellites, an ENG unit in Washington and local



Anti-drunk driving demonstration on Warner Amex's Cincinnati system.

microwave hops on both ends.

In its first joint production among its four Qube systems in **Columbus, Ohio; Houston; Dallas,** and **Cincinnati,** Warner Amex used dual city polling for public response to policy questions on the presidential debates. A Qube four-camera remote truck originated the program.

One news area cable systems have found relatively untouched is the coverage of local elections in the outlying areas of the cities of license. In a number of places Warner Amex has filled the void. Near **Boston,** for example, Warner followed local elections in six towns on election day, using field reports filmed earlier in the day, voter returns, and four crews in the field interviewing candidates as the returns came in. In **Houston,** Warner helped a local civic association air a candidates night for the mayoral and city controller races. The program was taped in a neighborhood church with three cameras. Similar forums were done in other Houston suburbs. In Warner's systems near **Cincinnati,** the company has offered a *Mayor's Forum* to each of the 47 communities that have Warner systems. To date eight mayors have participated and three more are scheduled. The program included interaction from local residents.



Big splash. The news staff at Cablevision of Connecticut, a joint venture between Scripps-Howard, Chuck Dolan and others in Fairfield county, Conn., pose in front of one of three of the news operation's cars. In addition to the 38 news staffers, the system has four VTR's, three studio cameras, one microwave and 15 videotape field units. Cablevision plans to cover the local news in the county, dwarfed by the broad-

cast signals of New York. A 30-minute local news show at 6:30 p.m. is scheduled along with an hour-long talk show, *The Fairfield Exchange*. Throughout the day local news stories will be presented on videotext over the news channel. Scripps-Howard brought in personnel from its **WUAB-TV Cleveland** to sift through 750 resumes. Of the 38 news staffers, 10 are town correspondents.

1982

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12-21	12-21	12-21
12-22	12-22	12-22
12-23	12-23	12-23
12-24	12-24	12-24
12-25	12-25	12-25
12-26	12-26	12-26
12-27	12-27	12-27
12-28	12-28	12-28
12-29	12-29	12-29
12-30	12-30	12-30
12-31	12-31	12-31

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Syracuse AM goes dark

WOLF, on air since 1940, yields to competitive pressures; new owners seek to sell

Reportedly throwing in the towel to cut its financial losses, WOLF(AM) Syracuse, N.Y. went off the air Friday (July 16). The station has notified the FCC, and is seeking permission to stay off the air for a period of 90 days.

The decision to go dark—by owners Brent W. Lambert and Eric H. Johnson, who bought the station last year—apparently didn't come as a complete surprise to station personnel. WOLF's financial situation reportedly has been deteriorating.

WOLF went on the air in 1940. It operated on 1490 khz with 1 kw day and 250 w night. Lambert and Johnson, Boston ophthalmologists who also own KIOQ-FM Bishop, Calif.; WKE(AM) Newport and WSTJ(AM) St. Johnsbury, both Vermont, and two-thirds of KEVA(AM) Evanston, Wyo., filed an application with the FCC to sell the station last month to AGK Communications. While the two paid \$700,000

for the station last year, they've agreed to sell it for \$427,741. But because Lambert and Johnson haven't owned the station for three full years, they must seek a waiver from the FCC's trafficking rule.

Although Lambert and Johnson refused to comment on the sale, sources who have been following the station's progress attributed much of WOLF's difficulties to a tough competitive environment and the station's decision to change its format from top-40 to country and western. While WSEN(AM) Baldwinsville, N.Y., had been offering a country format in the Syracuse market before WOLF made the change, WRRB(FM) Syracuse launched a C&W format of its own, introducing even more competition they said.

AGK Communications Inc., which has agreed to purchase WOLF, is owned by Allan Gerry (47%), George and Russell Kimble (brothers) (15% each), and Craig Fox (23%), who also own WAQX(FM) Manlius, N.Y., and hold a construction permit for a new TV station at Scranton, Pa. The Kimbles also own WCGR(AM)-WFLC(FM) Canandaigua, N.Y., and are the owners of WDNV(AM) Dansville, N.Y.

The FCC approved the sale of WOLF(AM) to Listener's Network (which is owned by Lambert and Smith) on May 15, 1981. The seller was Wolf Broadcasting Service Inc., which was owned by Robin B. Martin, who owns 55% of Deer River Broadcasting Group (WFGL(AM) and WFMP(FM) Fitchburg, Mass., and WRUN(AM) and WKGW(FM) Utica, N.Y.).

Back to the bank for MGM/UA in wake of Begelman departure

MGM United Artists Entertainment Co. has refinanced \$525 million in bank debts at an interest rate one-half of one percent above the prime in a move company officials say was unrelated to the departure of David Begelman as chairman of chief executive of the firm's UA subsidiary.

Vice Chairman Frank Rosenfelt said it was merely a coincidence that the refinancing agreement was reached two days after Begelman's July 12 dismissal. The move consolidates what had been separate bank credit lines with separate collateral at MGM and UA. The company also denied that its banks had urged it to fire Begelman, who pleaded to contest to check forging charges in a 1977 embezzlement scandal while Begelman was president of Columbia Pictures.

On July 6 MGM/UA announced a \$4.4 million loss for its third quarter, largely attributed to the poor box office performance of several motion pictures produced during Begelman's two-and-one-

half year tenure at United Artists.

MGM inherited a \$235 million debt last year when it acquired United Artists for \$380 million from Transamerica Corp. The studio was forced to borrow much of the money needed to purchase UA and its total debt is now estimated to be about \$600 million. According to MGM/UA Chairman Frank Rothman, the company will carry out a strategy designed to reduce its debt that includes selling UA's music library and a library of early Warner Brothers films for more than \$100 million.

The studio's new credit line is being provided by a consortium led by Bank of America and including Chemical Bank, Bankers Trust, Bank of New York, Manufacturers Hanover, Mellon Bank and Marine Midland.

MGM President Donald Sipes has been assigned to "temporarily assume" Begelman's duties.

Leaner KCET sees survival this year

The management team of one of the nation's largest public television stations believe its financially troubled outlet will operate within a balanced budget during the fiscal year that began July 1 and that no further drastic steps will need to be taken to solve the station's problems.

KCET has turned the corner," declared Dennis Stanfill, chairman of the Los Angeles station's board of directors (and former chairman and chief executive officer of 20th Century-Fox Film Corp.) "We're on the way to recovery." Stanfill, presiding over a July 15 news conference at the KCET studios, said the station still faces serious difficulties—including carriage of a \$3.2 million debt—but he believes they can be overcome.

Acting General Manager Charles Weiss unveiled an operating budget of "approximately \$16 million" for the 1983 fiscal year, about \$2.5 million less than the station's 1982 expenses. The pared-down budget reflects a reduction in KCET's full-time staff from 240 last year to 136 today as well as cutbacks in program production, salaries and expansion plans.

Weiss announced the station has received "a number of bids" for sale of its four-and-a-half-acre studio in Hollywood and those are still being evaluated.

CBS help. CBS Inc. has made a \$250,000 grant to establish a nonprofit corporation, Hispanic Policy Development Project, to focus on the needs and problems confronting Hispanic communities in the U.S. CBS also pledged an additional \$1 million in matching funds over a three-year period beginning in 1983.

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Stock Index

Exchange and Company	Closing Wed. Jul 21	Closing Wed. Jul 14	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	41 5/8	41 1/8	+ 1/2	+ 1.21	8	1,197
N Capital Cities	75 1/4	72 7/8	+2 3/8	+ 3.25	12	980
N CBS	38 3/4	39 1/4	+ 1/2	+ 1.27	6	1,110
N Cox	28 3/4	28 3/4			13	814
A Gross Telecasting	23 5/8	24 1/2	- 7/8	- 3.57	6	18
O LIN	22 1/2	20 1/4	+2 1/4	+11.11	14	230
N Metromedia	218	214	+4	+ 1.86	15	865
O Mooney	4 1/4	4 1/4			5	3
O Scripps-Howard	17 1/2	17 1/2			10	180
N Storer	25 1/4	27 1/8	-1 7/8	- 6.91	13	404
N Taft	31 1/2	32 3/8	- 7/8	- 2.70	8	301
O United Television	8 1/8	8	+ 1/8	+ 1.56	13	97

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	20 1/8	20 1/4	- 1/8	- .61	14	79
A Affiliated Pubs.	24 3/8	24 1/2	- 1/8	- .51	9	126
O A.H. Belo	18 3/4	18 5/8	+ 1/8	+ .67	9	176
N American Family	10 1/8	10 1/4	- 1/8	- 1.21	9	136
O Associated Commun.	9 1/4	9 1/2	- 1/4	- 2.63	22	22
N John Blair	35 3/8	34	+1 3/8	+ 4.04	8	134
N Charter Co.	7 3/8	8 1/4	- 7/8	-10.60	9	161
N Chris-Craft	38 5/8	38	+ 5/8	+ 1.64	10	86
N Cowles	38 1/8	37 1/2	+ 5/8	+ 1.66	23	151
N Dun & Bradstreet	74 3/8	70 1/4	+4 1/8	+ 5.87	17	2,014
N Fairchild Ind.	16 3/4	16 3/8	+ 3/8	+ 2.29	6	218
N Gannett Co.	34 7/8	32	+2 7/8	+ 8.98	11	1,849
N General Tire	24	24 1/4	- 1/4	- 1.03	9	565
O Gray Commun.	34 1/2	34 1/2			8	17
N Gulf United	20 7/8	21 1/4	- 3/8	- 1.76	7	559
N Harte-Hanks	27 1/4	26 1/4	+1	+ 3.80	10	267
N Insilco Corp.	13 1/4	12 3/4	+ 1/2	+ 3.92	6	199
N Jefferson-Pilot	24 3/4	24 3/4			5	532
O Josephson Intl.	9 1/4	8 3/4	+ 1/2	+ 5.71	8	35
N Knight-Ridder	29 3/4	29 3/4			10	960
N Lee Enterprises	23 5/8	24 3/4	-1 1/8	- 4.54	9	163
N Liberty	11	11 5/8	- 5/8	- 5.37	6	140
N McGraw-Hill	51	49 7/8	+1 1/8	+ 2.25	13	1,268
A Media General	34 3/4	34 3/4			8	241
N Meredith	61	60 3/8	+ 5/8	+ 1.03	7	188
O Multimedia	31	31			12	314
A New York Times Co.	40 5/8	40 3/4	- 1/8	- .30	10	507
N Outlet Co.	31 3/4	32 3/8	- 5/8	- 1.93	42	84
A Post Corp.	26 1/8	26 1/2	- 3/8	- 1.41	14	47
N Rollins	13	12 7/8	+ 1/8	+ .97	7	345
N San Juan Racing	22 1/8	22 1/8			49	95
N Schering-Plough	31 7/8	30 1/2	+1 3/8	+ 4.50	10	1,694
N Signal Cos.	17 1/8	17 3/8	- 1/4	- 1.43	6	1,238
O Stauffer Commun.*	44	44			11	44
A Tech Operations	17 5/8	18	- 3/8	- 2.08	8	16
N Times Mirror Co.	41	39 1/4	+1 3/4	+ 4.45	10	1,400
O Turner Bcstg.	11	10 1/4	+ 3/4	+ 7.31	18	224
A Washington Post	35 3/4	34 1/2	+1 1/4	+ 3.62	13	502
N Wometco	27 1/4	27 1/4			15	371

CABLE						
A Acton Corp.	5 1/2	5 5/8	- 1/8	- 2.22	46	26
N American Express	39 1/4	38 1/4	+1	+ 2.61	7	3,650
O Burnup & Sims	11 1/4	11 1/8	+ 1/8	+ 1.12	12	98
O Comcast	16 3/4	16 1/2	+ 1/4	+ 1.51	14	74
N General Instrument	39 1/2	38 3/8	+1 1/8	+ 2.93	13	1,218
N Heritage Commun.	9 1/8	7 1/2	+1 5/8	+21.66	29	66
O Rogers Cablesystems	4 3/8	4 1/8	+ 1/4	+ 6.06	18	96
O Tele-Communications	15 1/4	15 1/4			33	322
N Time Inc.	29 3/4	28 3/4	+1	+ 3.47	10	1,480
O Tocom	10 1/4	10 1/4			10	51
N United Cable TV	20 7/8	18 1/8	+2 3/4	+15.17	15	228
N Viacom	20	20			14	226

PROGRAMING						
O Barris Intl.	2	2			20	11
N Columbia Pictures	72	72			14	704
N Disney	51 3/8	54 3/4	-3 3/8	- 6.16	16	1,712
N Dow Jones & Co.	40 5/8	37 3/8	+3 1/4	+ 8.69	15	1,275
N Filmways	7 3/8	7	+ 3/8	+ 5.35	1	42
O Four Star	2 1/2	2 1/2			14	1
N Getty Oil Corp.	49 1/2	49	+ 1/2	+ 1.02	5	4,016
N Gulf + Western	12 1/8	12	+ 1/8	+ 1.04	3	895
N MCA	67 1/4	64 7/8	+2 3/8	+ 3.66	18	1,604
N MGM/UA	6 1/2	6 3/4	- 1/4	- 3.70	13	323
O Reeves Commun.	29 3/4	29	+ 3/4	+ 2.58	10	242
O Telepictures	7 1/2	6 3/4	+ 3/4	+11.11	26	36
O Video Corp. of Amer.	8	7 3/4	+ 1/4	+ 3.22	42	13
N Warner	47	46 3/8	+ 5/8	+ 1.34	12	3,005
A Wrather	22 7/8	22 5/8	+ 1/4	+ 1.10	25	51

SERVICE						
O BBDO Inc.	44 1/2	43 3/4	+ 3/4	+ 1.71	8	129
O Compact Video	3 5/8	4	- 3/8	- 9.37	3	11
N Comsat	56	52 1/8	+3 7/8	+ 7.43	15	448
O Doyle Dane Bernbach	16	16 1/4	- 1/4	- 1.53	8	88
N Foote Cone & Belding	31 1/4	30 3/4	+ 1/2	+ 1.62	7	84
O Gray Advertising	60	60			5	34
N Interpublic Group	29	28 5/8	+ 3/8	+ 1.31	8	134
N JWT Group	18 7/8	18 1/2	+ 3/8	+ 2.02	15	98
O MCI Communications	43 3/8	44 1/2	-1 1/8	- 2.52	24	2,084
A MovieLab	2 5/8	2 3/4	- 1/8	- 4.54	4	4
O A.C. Nielsen	47 1/8	46 1/2	+ 5/8	+ 1.34	13	529
O Ogilvy & Mather	32 1/4	32	+ 1/4	+ .78	9	136
O Telemation	2 3/4	3	- 1/4	- 8.33	7	2
O TPC Communications	2 3/8	2 1/2	- 1/8	- 5.00	2	2
O Unitel Video	7	7			11	8
N Western Union	30 1/8	30 1/8			9	513

ELECTRONICS/MANUFACTURING						
O AEL	13 1/4	13 1/4			5	25
N Arvin Industries	12 5/8	12 5/8			9	86
O C-Cor Electronics	22	20 1/2	+1 1/2	+ 7.31	23	65
O Cable TV Industries	5 1/2	6	- 1/2	- 8.33	7	16
A Cetec	4 3/8	4 3/8			11	5
O Chyron	19	18 1/4	+ 3/4	+ 4.10	15	51
A Cohu	4	4			7	6
N Conrac	23 5/8	23 5/8			9	51
N Eastman Kodak	77 1/2	75 7/8	+1 5/8	+ 2.14	11	12,593
O Elec Missile & Comm.	12 1/2	11 1/2	+1	+ 8.69	46	36
N General Electric	68	68 3/8	- 3/8	- .54	9	15,487
N Harris Corp.	26 5/8	25 1/2	+1 1/8	+ 4.41	10	833
O Microdyne	9 3/8	8 1/8	+1 1/4	+15.38	12	4
N M/A Com. Inc.	14 1/4	14 1/8	+ 1/8	+ .88	13	554
N 3M	56 1/4	55 1/8	+1 1/8	+ 2.04	10	6,607
N Motorola	68 1/8	64 1/2	+3 5/8	+ 5.62	13	2,442
O Nippon Electric	76 1/4	73 1/2	+2 3/4	+ 3.74	27	2,955
N N. American Phillips	36 1/4	33 3/8	+2 7/8	+ 8.61	5	495
N Oak Industries	18 3/8	18 3/4	- 3/8	- 2.00	8	299
A Orrox Corp.	8 1/4	8 1/4			18	18
N RCA	19 5/8	17 3/8	+2 1/4	+12.94	10	1,480
N Rockwell Intl.	33 3/4	33 3/4			9	2,575
A RSC Industries	4 1/2	4 5/8	- 1/8	- 2.70	41	14
N Scientific-Atlanta	12 1/4	13	- 3/4	- 5.76	12	286
N Sony Corp.	12 1/2	12 3/4	- 1/4	- 1.96	10	2,88
N Tektronix	54	52	+2	+ 3.84	13	1,01
O Telemet (Geotell Inc.)	1 5/8	1 5/8				
A Texscan	12 3/4	12 3/8	+ 3/8	+ 3.03	20	74
N Varian Associates	39 3/4	36	+3 3/4	+10.41	17	319
N Westinghouse	28 7/8	27 1/8	+1 3/4	+ 6.45	6	2,462
N Zenith	12 3/8	13 1/8	- 3/4	- 5.71	32	234

Standard & Poor's 400 Industrial Average 124.90 122.29 + 1.61

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. + Stock traded at less than 12.5 cents. **** Stock inactive due to limited bidding.

Changing Hands

PROPOSED

KMAC(AM) San Antonio, Tex. □ Sold by Kiss Broadcasting Inc. to Salem Media of Texas Inc. for \$1 million. **Seller** is subsidiary of Capitol Broadcasting Inc., Raleigh, N.C.-based group owner of four AM's, five FM's and one TV, principally owned by James F. Goodmon and brother, Ray H. Goodmon, and estate of A.J. Fletcher. Its most recent acquisition was WDRV(AM)-WLTV(AM) Statesville, N.C., for \$1.75 million (BROADCASTING, June 28). Capitol Broadcasting bought KMAC along with co-located FM in 1980 for \$4.65 million (BROADCASTING, Nov. 10, 1980) and will seek waiver of three-year rule because sale price is less than one half of allocated price for station when purchased in 1980. **Buyer** is owned by Stuart W. Epperson and brother-in-law, Edward G. Atsinger III (50% each), who own KUKA(AM)-KMFM(AM) San Antonio; WEZE(AM) Boston; WNYM(AM) New York and WRFD(AM) Worthington, Ohio. Last year they bought KUKA for \$800,000 (BROADCASTING, Aug. 17, 1981), and will sell it to make room for KMAC to as yet unannounced buyer. Although KUKA was bought only last year, three-year rule does not apply when purchasing suggested facilities. Epperson also owns KAKC(AM)-

KCFO(AM) Tulsa, Okla., and WKBA(AM) Vinton, Va. Atsinger also owns KDAR(AM) Oxnard, KTED(AM) Fowler, 25% of KGBA(AM) Holtville, and 20% of KGFT(AM) Carpinteria, all California. He and sister, Nancy Epperson, are principal owners of applicant for new FM at Los Angeles which is in hearing with competing applicants. KMAC is on 630 khz with 5 kw full time. **Broker: Blackburn & Co.**

KTBB(AM) Tyler, Tex. □ Sold by Smith County Broadcasters to Broadcasters Unlimited Inc. for \$857,164. **Seller** is owned by Marshall Formby and nephew, Clint Formby (30% each), Graddy Tunnel and Don Chaney (20% each). Formbys also own KPLE(AM) Temple and KPAN(AM) Hereford, both Texas. They bought KTBB in 1974 for \$440,000 (BROADCASTING, April 1, 1974). **Buyer** is owned by current part owner, Don R. Chaney (30%), and B.W. Wallis, Aubrey Irby, Wilton Fair, Wade Ridley and Isadore Roosth (14% each). Except Chaney, each owns 20% of KBUS(AM) Mexia and KMOO(AM) Mineola, both Texas. KTBB is on 600 khz with 1 kw full time.

WSLG(AM) Gonzales, La. □ Sold by Ascension Parish Broadcast Co. to The Gonzales Weekly Inc. for \$700,000. **Seller**

is owned by Carl Sauceman and R. E. Hook (50% each). Hook owns WAQT(AM) Carrollton, Ala.; 65% of WMAG(AM)-WQST(AM) Forest, Miss.; 55% of WRUS(AM)-WAKQ(AM) Russellville, Ky., and 55% of WRAG(AM) Carrollton, Ala. **Buyer** is owned by Crawford A. Bishop and wife, Arlene E. Bishop (50% each). Crawford Bishop is Gonzales bank president and with wife publisher of *The Gonzales Weekly*. They have no other broadcast interests. WSLG is 10 kw daytimer on 1090 khz.

WTTN-AM-FM Watertown, Wis. □ Sold by Watertown Radio Inc. to Select Communications for \$650,000. **Seller** is owned by Carl V. Kolata and wife, Marcella Kolata (100% jointly), who have no other broadcast interests. **Buyer** is owned by Arthur W. Gaulke Jr. (60%) and John Timm (40%). Gaulke is Sussex, Wis., management consultant. Timm is station manager at WEZW(AM) Wauwatosa, Wis. Neither has other broadcast interests. WTTN is 1 kw daytimer on 1580 khz. WTTN-FM is on 94.1 mhz with 20 kw and antenna 285 feet above average terrain.

WSBR(AM) Boca Raton, Fla. □ Sold by Burbach Radio Inc. to Goldcoast Communications Inc. for \$600,000 plus \$274,770 for new tower site. **Seller** is principally owned by Robert H. Burstein and John L. Laubach Jr., who also own WEYZ(AM)-WCCK(AM) Erie, Pa.; WESA-AM-FM Charleroi, Pa., and WXIL(AM) Parkersburg, W. Va. **Buyer** is owned by Sam C. Digges (50%) Hunter S. Marsten Jr. and Charles W. Sullivan (25% each). Digges is former president of CBS Radio Division. Marsten is New York businessman. Sullivan is New York attorney. They have no other broadcast interests. WSBR is 1 kw daytimer on 740 khz.

WSGC(AM)-WWRK(AM) Elberton, Ga. □ Sold by Elberton Broadcasting Inc. to Radio Elberton Inc. for \$505,000. **Seller** is owned by Lewis Shurbutt, who has no other broadcast interests. **Buyer** is owned by Nathan Hirsch and Dell Pressey (50% each), who own WWNS(AM)-WMCD(AM) Statesboro, Ga., which they bought two years ago for \$790,000 (BROADCASTING, May 7, 1980). WSGC is on 1400 khz with 1 kw day and 250 w night. WWRK is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

WOLF(AM) Syracuse, N.Y. □ Sold by Listeners' Network to AGK Communications Inc. for \$427,741. **Broker: Blackburn & Co.** (See story, page 94.)

WCCD(AM) Athens, Ga. □ Sold by B & W Georgia Broadcasting Co. to Classic Communications Ltd. for \$340,000. **Seller** is owned by William O. Woodall and Frank Bird Jr. (50% each) who bought WCCD in 1979 for \$265,000 (BROADCASTING, Oct. 15, 1979). Woodall owns WGAF(AM) Valdosta and 25% of WGRA(AM) Cairo, both Georgia, and one-third of WSMY(AM)-WPTM(AM) Roanoke Rapids, N.C. **Buyer** is principally owned by Larry E. Blount, who

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AM
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BEVERLY HILLS, 90212
9465 Wilshire Blvd.
(213) 274-8151

is law school professor at University of Georgia, Athens, and has no other broadcast interests. WCCD is 1 kw daytimer on 1470 khz.

WBEJ(AM) Elizabethton, Tenn. □ Sold by WBEJ Inc. to CB Radio Inc. for \$335,000. **Seller** is owned by Anne T. Hazen and estates of James L. and Raymond C. Turenline, who have no other broadcast interests. **Buyer** is owned by Darrell Bryan, Don Crisp and brother, Bill Crisp. Bryan and Don Crisp are principal owners of WSMG(AM) Greenville, Tenn. Crisp brothers each own 30% of WSUX-AM-FM Seaford, Del. WBEJ is on 1240 khz with 1 kw day and 250 w night.

WMAF(AM) Monroe, N.C. □ Sixty-six percent sold by Frank A. Funderburk to M. Howard Baucom for \$300,000. **Seller** is transferring majority control to remaining stockholder. **Buyer** has no other broadcast interests. WMAF is 1 kw daytimer on 1060 khz.

KRKC(AM) King City, Calif. □ Sold by Radio del Rey Inc. to King City Communications Corp. for \$270,000. **Seller** is owned by John D. Feldman and Arthur B. Hogan (45% each) and David A. Ruleman (10%), who bought KRKC in 1978 for \$184,800 plus \$144,000 for 12-year non-compete agreement (BROADCASTING, Nov. 6, 1978). They are principal owners of KOWN-AM-FM Escondido, KMYC(AM)-KRFD(FM) Marysville and KNJO(FM) Thousand Oaks, all California, and, excluding Ruleman, principal owners of KCMX-AM-FM Ashland, Ore. **Buyer** is owned by William Gittler and wife, Marianne (100% jointly). William Gittler is vice president of sales at KCAL-AM-FM Redlands, Calif., and has no other broadcast interests. KRKC is on 1490 khz with 1 kw day and 250 w night.

□ Other proposed station sales include: WKKS(AM) Vanceburg, Ky.; KNFT(AM)-KLCK(FM) Bayard, N.M.; WLNA(AM)-WHID(FM) Peekskill, N.Y. (BROADCASTING, July 19); WYSH-AM-FM Clinton, Tenn. (BROADCASTING, July 19); WPGV(FM) Huntingdon, Tenn., and WBAH(TV) [CP] Memphis, Tenn. (see "For the Record," page 108).

APPROVED

WUSW(FM) Lebanon, Tenn. □ Sold by Triplett Broadcasting of Tennessee, debtor-in-possession, to Mooney Broadcasting Corp. for \$2.5 million. **Seller** is owned by Wendell A. Triplett (100%), who also owns co-located WCOR(AM), WTOO-AM-FM Bellefontaine and WOFE(FM) Port Clinton, both Ohio, and is former owner of WTKC(AM) Lexington, Ky., which he recently sold for \$745,000 (BROADCASTING, June 28). Triplett bought WUSW along with WCOR three years ago for \$1,025,000 (BROADCASTING, Dec. 24, 1979). **Buyer** is publicly traded, Knoxville, Tenn.-based group owner of four AM's and two FM's which also bought WUNO(AM) San Juan, P.R. (see below). Earlier it sold WMAK(FM)

Hendersonville, Ky., for \$1.35 million (BROADCASTING, June 7). George P. Mooney is president and 9.76% owner. WUSW is on 107.3 mhz with 100 kw and antenna 730 feet above average terrain.

WUNO(AM) San Juan, P.R. □ Sold by San Juan Broadcasting Corp. to Fidelity Broadcasting Corp. for \$1.2 million. **Seller** is subsidiary of publicly traded Mooney Broadcasting Corp., Knoxville, Tenn.-based group of four AM's and two FM's which also bought WUSW(FM) Lebanon, Tenn. (see above). **Buyer** is owned by Jose J. Acosta and family who also own WFID(FM) Rio Piedras, P.R. WUNO is on 1320 khz with 5 kw day and 1 kw night.

KBAI(AM) Morro Bay, Calif. □ Sold by Morro Bay Investment Corp. to Alan Everett for \$700,000. **Seller** is owned by Robert E. Darling and Dino R. Fulvio (37.04% each), Larry E. Kelley (15.23%), Michael Cardenas (6.17%) and Darling's father-in-law, Stanley W. Swenson (4.53%), who have no other broadcast interests. Darling and Fulvio bought majority control of KBAI six years ago for \$51,480 (BROADCASTING, Feb. 9, 1976). **Buyer** is Huntington Park, Calif.-based real estate investor and has no other broadcast interests. KBAI is on 1150 khz with 5 kw full time.

WDKN(AM)-WTNQ(FM) Dickson, Tenn. □ Sold by Dickson County Broadcasting Co. to American Communications Inc. for

\$700,000. **Seller** is owned by C.S. Hawkins, who was majority stockholder in group that bought WDKN(AM)-WTNQ(FM) five years ago for \$500,000 (BROADCASTING, Oct. 31, 1977). **Buyer** is principally owned by Stephen H. Coltrin, who is New York-based radio consultant and has no other broadcast interests. WDKN is 1 kw daytimer on 1260 khz. WTNQ is on 102.3 mhz with 3 kw and antenna 250 feet above average terrain.

KNCN(FM) Sinton, Tex. □ Sold by KNCN FM C 101.3 Inc. to Tippie Communications of CC Inc. for \$610,000. **Seller** is owned by estate of Bruce B. Baxter, which has no other broadcast interests. Baxter was principal owner in group which bought station, then silent, six years ago for \$124,500 (BROADCASTING, Aug. 23, 1976). **Buyer** is principally owned by Henry B. Tippie, who owns 95% of KRIO(AM) and 92% of KVLV(FM), both Edinburg, Tex., and is director of Rollins Inc., Atlanta-based group owner of five AM's, one FM and three TV's. KNCN is on 101.3 mhz with 100 kw and antenna 360 feet above average terrain.

□ Other approved station sales include: WKLN(FM) Cullman, Ala.; WMOI(FM) Monmouth, Ill.; WKXO(AM) Berea, Ky.; WMDJ(AM) Martin, Ky.; WLPQ(AM) [CP] Pittsburg, Ky.; KLID(AM) Poplar Bluff, Mo.; KMBL(AM) Junction, Tex., and KMMZ(AM) Greybull, Wyo. (see "For the Record," page 109).

March 31, 1982

Nationwide Communications, Inc.

has completed its initial entry into the CATV industry through the purchase of the assets of

Fairfield Cablevision Associates

a cable system serving over 14,000 basic subscribers in the principle cities of Lancaster and Circleville, OH and several surrounding counties.

Todd Hepburn, Vice President of the undersigned initiated this transaction and represented the buyer in the negotiations

**THE
TED HEPBURN
COMPANY** Cincinnati, Ohio

Getting down to business at CTAM 82

In session, tracks and speakeasies, advice on how to improve cable sales predominates; in works is organizational shift to Atlanta

Next to the Chicago River and not far from Lake Michigan, 1,150 cable marketers, programmers and operators met to talk about their business as the Cable Television Administration and Marketing Society held its 1982 annual conference last week in Chicago.

By many standards, it was a quiet meeting. In contrast to last year's Boston

affair, there were no tumultuous announcements. The big story was that true to the conference "Winds of Change" theme, CTAM is about to undergo a transition: the organization's directors have decided to hire a permanent staff to replace the current volunteer structure and staff contracted from Larkin and Co. in Washington. That means Lucille Larkin's tenure as CTAM's executive director will pass as well: CTAM will hire a permanent executive director, an associate director and another staffer or two.

But if Chicago seemed quiet, it also

seemed that those in attendance genuinely appreciated the opportunity to engage in the discussions and exchanges of information the CTAM format permitted. As soon-to-be-president Art Dwyer of Cox Cable told the opening session of the conference, "there's cause for concern about the future" of cable, given the tough economic conditions in the nation and the competition the industry is beginning to feel from STV, MDS, SMATV and other quarters. It's marketing that's going to make the difference for the industry, the conferees were told again and again.

To be sure, there were repetitions of traditional cable marketing concerns—continuing debate over selling "from the top down" or "the bottom up," to discussions of how to organize a door-to-door sales force. But new ideas were evidenced as well—for example, co-operative advertising efforts by the varied cable systems in a market were being urged, both as an acquisition tool and as a response to competition from STV and other newer media.

A reflection of the industry's interests could be found in the Track Day series of concurrent seminars, where the heaviest attendance was logged at the subscriber acquisition track—a discussion of such marketing basics as mass media advertising, door-to-door selling, direct mail sales and telephone sales. Other tracks certainly pulled respectable attendances—subscriber retention, advertising sales and program packaging—but perhaps oddly, given the talk of cable's need to concern itself with competition, the multi-family dwelling sessions drew only sparse crowds.

There was provocative information in the Track Day sessions—points raised included Marc Lustgarten's claim (he's vice president of programming and technical services of Cablevision of Long Island) that packaging pay services together can boost revenue and cut churn. He said Cablevision has managed a very low 1.5% disconnect rate with such an approach. And there were charges by another operator that the programmer/system relationship is at a nadir—Daniels & Associates' Bill Fogarty pointed to the Turner Broadcasting ad directed against an operator in Missouri to back that claim.

One of the most popular aspects of the conference was the "speakeasy roundtables" session, which gave those on hand a chance to wander among 42 tables where individual topics were mulled over. The speakeasies, too, provided a rough gauge of operator interest—the tables on broadcaster/cable cooperation in a market and municipal ownership were virtually deserted, while selling (advertising time) without numbers, cable and sales philosophies for 1982 and developing pay-per-view opportunities were SRO. □



Live wire for cable's marketing hot seat

"I'm a perfect example of the value of CTAM," the organization's new president told BROADCASTING last week in Chicago, recalling the grounding in cable it provided for him when he moved to the industry from General Electric three years ago. "The need to supply intelligence to the industry has never been greater," Art Dwyer (of Cox Cable) continued. His main job: to preside over CTAM's transition from a volunteer organization into a marketing group with a full-time staff. Dwyer says he means to put CTAM "in a position of keeping ahead of the industry," not merely keeping up with it.

Speaking of the move CTAM's executive offices will make from Washington to Atlanta as part of the transition (see above), Dwyer said "I want it under my nose for the first year" as an executive director, associate director and other staffers are hired. (Dwyer also notes that four members of CTAM's Incoming board are based in Atlanta.) Whether the organization would remain in Atlanta permanently is something Dwyer doesn't think critical, although he is sure CTAM shouldn't be headquartered in Washington: "We're not a political organization."

Dwyer concedes there's talk that major MSO's may internally supply their marketers with much of the knowledge CTAM so far has been passing on to members, although pointing out that "the bulk of the industry still doesn't have the corporate wrappings of major MSO's" and thus needs a conduit for such material. While saying "our first objective is still to serve the industry as a whole," he thinks it's clear that part of CTAM's challenge in the future is to also "find out what the critical issues are for smaller portions of our members. You'll see some of those voices coming back to CTAM next year," he promises.

Cable's call to arms

Wheeler urges 'pre-emptive strike' in the form of marketing to combat cable's competition

It could easily be identified as the rhetoric of war, as National Cable Television Association President Thomas Wheeler spoke of an "aggressive response" in the form of a "pre-emptive strike" on the part of the cable industry to battle new competitors in the video marketplace. But the allusions to war emphasized the seriousness of the cable industry's need to market itself, the central issue of the CTAM conference where Wheeler was the Tuesday luncheon speaker.

Wheeler called for action on three fronts to meet the challenge of new technologies: "the formulation of public policy which removes government-imposed competitive advantages; the utilization of new services to make each channel an important revenue source, and the development of new strategies for marketing against our competition."

On the public policy front, Wheeler repeated his assertion that cable should not be hampered by local government intrusion since other competitors are locally unregulated. Senator Barry Goldwater's (R-Ariz.) cable bill would go a long way to free cable from the disadvantages it faces, Wheeler said, and he urged cable operators in the audience to send Mailgrams to Senate Commerce Committee members voicing support for the legislation. (S. 2178 was scheduled for markup last Thursday, see "Top of the Week".)



Wheeler

In the new services field, Wheeler found pay-per-view leading the way, but said transactional, security, interconnect and local data distribution services must also be aggressively pursued. "We have two great advantages over our competitors," Wheeler said, "only cable is two-way and only cable isn't spectrum limited. We must seize those advantages."

Wheeler's marketing remarks included information on NCTA's National Programming Conference preceding the Western Cable Show in Anaheim, Calif., in November. One marketing strategy, a better understanding of consumers, "will be the predominant theme" at the programming conference, Wheeler said. NCTA has commissioned focus group studies among subscribers and nonsubscribers and the quantified results will be released at the conference. That information will fuel two further research studies, he said: how to gain nonsubscribers and increase demand among present subscribers.

A second marketing strategy cable needs to address is promotion, advertising and product differentiation, which have been for the most part ignored, Wheeler said, since cable to date has focused on pricing. "SMATV operators call themselves 'private cable,' expanded capacity MDS is called 'wireless cable,' and in Washington the STV station advertises itself as 'cable without the cable,'" he said.

A third strategy Wheeler listed was cable as a consumer service business, the subject of CTAM's opening session.

When Wheeler spoke of the "need to get down to the nitty-gritty of our response to our new competition," he urged cable operators not to shy away from entering multifamily dwelling units, where satellite master antenna systems are flourishing. One cable company, which Wheeler declined to name, "has given the directive to its managers that their ability to provide service to MDU's will be an integral part of their performance evaluation," Wheeler said. He said managers have been instructed to "negotiate new financial arrangements" and even lease earth stations to the multi-unit owner. "The name of the game is that a piece of a loaf is still better than no loaf at all. If the manager has to rewrite the normal procedures a bit in order to get that piece of the loaf, so be it," Wheeler concluded.

NCTA and CTAM will be setting up an ad hoc committee to help NCTA in its research and marketing studies for the November programming conference. Members include Char Beales, NCTA vice president for media services and research, and CTAM President Art Dwyer and director Greg Liptak of Times Mirror. □

Touching the untouchables

CTAM session examines ways to reach the 44% who don't subscribe to cable television

Professional direct marketing, advertising appealing to the emotions and a concentration on selling the unsexy basic cable package were among the techniques advocated at a CTAM session attempting to find ways of reaching "The Untouchables"—cable nonsubscribers.

Session moderator Charles Townsend, vice president of marketing and programming at United Cable, prefaced the remarks by graphing cable penetration among the top 20 MSO's, now "stagnant" at around 56%. "Traditional marketing techniques aren't working," Townsend said, and the cable industry must find ways to reach the remaining 44%.

One of the more psychological approaches was taken by Chuck Beisch, cable advertising consultant. Beisch said "The Untouchable" already has a conditioned response to refuse cable that must be broken through. Cable must "upset his mindset," Beisch said, "and give him a reason to subscribe."

"The key is emotion," Beisch said, "to short-circuit the intellectual decision not

to take cable." Beisch said Continental Cablevision in Richmond, Va., ran ads in newspapers and television proclaiming: "You just missed Burt Reynolds," or "You just missed the NBA playoffs." The idea was to create an emotional response, Beisch said, playing on people's frustration on being left out. The ads excited the sales force, which in turn produced substantial increases in penetration, he said.

If Beisch was selling emotion, Burt Stanier, Group W senior vice president of marketing and programming, was selling professional direct marketing. That was the cornerstone to improving penetration, said Stanier, who believes 60%-80% penetration is achievable.

Stanier ran through five other points supporting the direct marketing approach that Group W has instituted in its systems. They include heavy broadcast advertising expenditures, targeted direct mail, a mixed programming package, improved customer service and the hiring and training of outstanding people. One system found an 8% basic pay increase and a 17% increase in pay to basic ratio after a direct marketing campaign was instituted.

Jerry Maglio, president, Rainbow Programming Services, said "selling basic has

become passe," adding it now needs equal time. Maglio predicted cable could increase penetration 5% "if marketing efforts were intensified" and another 10% if cable would conduct "more intelligent marketing." More intelligent marketing includes doing research to identify opportunities, offering a variety of differentiated services, and clustering those services and matching them with consumers to find the right package for each particular customer, he said. To Maglio, the last named was cable's real marketing challenge.

In his remarks, Tom Willett, marketing vice president at Continental Cablevision, took a step back to examine a long-term strategic issue: What are you going to do about the new competition? Willett suggested post-audience research to find out what does and doesn't work, and said cable should not fear pulling the plug on nonperformers. He also emphasized proper training for the customer service representative. "Stop paying lip service and get on with it," he said.

And Willett said cable needed "to create a unique selling proposition," showing it superior. The answer to get that message out, said Willett, was spot TV advertising. And Willett was emphatic: "Look at what

STV has done," recalling NCTA President Tom Wheeler's remarks the day before on how STV and SMATV operators have successfully marketed by playing off the word "cable" in their ads.

Willett also suggested cable operators should "wipe the blood of franchising off the floor," and pool ad dollars in markets to promote cable. "Together, we can do it. Apart, we're victims of the new tech-

nologies," Willett said.

The session closed with a videotaped speech by one of the Muppets. The character began calmly explaining to a gathering of employees the strengths of the company. He ended with arms waving, exhorting the company to "Sell, Sell, Sell." Amidst audience chuckles, the tape served to remind cable operators of their latest marketplace challenge. □

Making pay-per-view work

CTAM session on addressability shifts to mechanisms needed to make pay-per-view fly

In the final session of CTAM's conference, cable operators were chided for their failure to spend sufficient dollars to promote pay-per-view programming, were offered the marketing help of a major movie studio in promoting pay-per-view programming, got a run-through of economic models of addressability and received a variety of statistics and presentations drawing on the experiences of operators who have done pay-per-view marketing.

The session, on the related subjects of addressability and pay-per-view, was moderated by Bob McGroarty, senior vice president of marketing and sales for Warner Amex Satellite Entertainment. McGroarty started off by noting growth predictions of addressability at 11.2 million to 17 million homes by 1985. And separating pay-per-view products into two categories—continuous channel services from which the subscriber makes an "impulse buy" and planned pay event programs like major fights. McGroarty noted that each requires different marketing strategies and technologies—the former needing two-way addressability, the latter accomplished by telephone or other advance order taking.

It was Rick Kulis, vice president of marketing of Don King Sports, who labeled advertising and promotion one of cable's stumbling blocks to date in pay-per-view programming. Others he said are order fulfillment trap distribution, and billing instead of collecting payments in advance. Those were all reasons why cable has fared relatively poorly in pay-per-view compared with STV operations, Kulis intimated. Tallying the figures for the major boxing events that have dominated pay-per-view since June of 1980, Kulis said STV delivered 1.5 million homes and realized \$18 million in gross revenue from five events, against the 250,000 homes and \$4 million logged by cable.

Kulis acknowledged factors operating in STV's favor, among them the geographic limitations on cable systems. But he also noted that STV operators are pulling in 40% to 50% penetration figures in marketing major events, compared with the overall 10% to 20% level being pulled in by cable operators.

Twentieth Century-Fox's president of pay television, Andrew Wald, extended an offer to help any operator or MSO that

desired his company's marketing help in going pay-per-view. Wald's company is offering cable operators *Star Wars* on a pay-per-view basis in September. He also noted that the movie industry wants to view its pay television revenues on a per-head basis, and he defended the producers' desire to license to pay-per-view after theatrical release and not day-and-date. He said it gives the pay-per-view run the benefit of the promotion campaigns mounted by those he called "the country's best marketers"—the movie studios.

Fox is willing to do the *Star Wars* run with traps, Wald said, although adding "the word from Fox is get addressable" for the future.

Robert Hosfeldt, general manager of Gill Cable, shared his company's experience in pay-per-view marketing with the CTAM conferees. Gill would have had a 40% buy rate on the Holmes/Cooney

fight, Hosfeldt asserted, instead of the 25% it logged, had the telephone company not cut Gill's lines on the day of the fight.

One complaint Hosfeldt had was that the guarantees demanded by the promoters "made it impossible to make much money" from the fight. (Some say no cable operator made money on the event.) Among his other observations were that telephone callouts (Hosfeldt used a computer telephone system with a recording of Cooney's voice) are the best promotional vehicle for pay-per-view events; that he doesn't want day-and-date release on films because he appreciates the studio's promotion, although he wants the films six months before they go to pay cable networks, and that "you have to have" advertising in pay-per-view events to make them profitable.

Larry Wangberg, senior vice president of Warner Amex Cable, reviewed the Warner experience on its Qube systems in Columbus (Ohio), Cincinnati and Pittsburgh. One result Wangberg has seen is that pay-per-viewers usually also take two other pay cable services—something manifested both in systems where pay-per-view preceded and those where it followed pay launches. Satisfaction levels scored by pay-per-view customers hit 90% or better, and in Warner's new-build systems 85% to 90% of all new customers are signing up for Qube (which permits pay-per-view). Prices for Qube pay-per-view product vary greatly—from 50 cents for some instructional programs to \$3-\$4 for feature films and \$10-\$15 for major sports events. □



CAB's input. "Be Flexible." That was the advice management consultant Jim Hooker had for sales managers interested in sharpening their leadership skills.—different management situations will require different styles of leadership in dealing with employees. Hooker's appearance during CTAM's Track Day was organized by the Cabletelevision Advertising Bureau, and marked the kickoff of a concerted CAB effort at providing cable systems with sales management training and information, says CAB President Bob Alter.

The value of an ad image

CTAM offers pointers in creating a comprehensive media plan for cable systems

With the wiring of urban America, and the cable industry nearing the "threshold" of 50% subscriber penetrations, cable operators are starting to look at mass media advertising to a degree not seen before. That was the message with which Brian Gail, Ted Bates Advertising senior vice president, opened Track Day's session on "Developing Mass Media Advertising," which drew one of the heaviest attendances at Track Day panels. Joining Gail to discuss various approaches to the use of mass media were Chuck Beisch, a consultant with Communications and Marketing for Cable, and Storer Cable's vice president of marketing, Doug Wenger.

Wenger, with the aid of a colorful slide show, detailed for the audience the "umbrella" campaign Storer has employed throughout its systems, one tied to an overall theme "commitment to excellence." As Wenger described it, the campaign had roots that went deeper than advertising, that were part of a general corporate strategy aimed at establishing a Storer identity. Stationery was redesigned and made uniform throughout the Storer companies as were company uniforms. A

system-wide policy guide and marketing plan were other elements of the package.

In its media application, the umbrella included institutional ads, among them radio image spots promoting the "commitment to excellence" theme. Under the umbrella, Wenger said, it's possible to include "sub-themes" such as the "get with the show" marketing pitch Storer employs. Wenger advised operators not to forget television—including within that category promotion on the system itself. It is one of the reasons Storer encourages local systems to install commercial insertion equipment, Wenger said.

From the corporate level, Storer also dispatches a monthly marketing kit, including print slicks that local systems can use, which gives Storer "some control over our national image." Another technique the MSO employs is to design its own ads for national program services, providing Storer with a uniform image but one that can be subsidized with the programmer's co-op dollars.

Communications and Marketing's Beisch looked to sell the operators on direct response advertising, a technique he said sold \$120 billion worth of merchandise in the last year. Direct response has come a long way since its early days, Beisch said, and is now utilized by the likes of IBM, ITT, the U.S. Army and HBO (among other Time Inc. units). Beisch ran two different Time Inc. ads for the audience—one for a Time-Life Books series, the other for Preview, the Time STV operation in Boston.

Direct response, Beisch posited, "goes one step further" than regular ads. It makes the viewer take action, even if the action is just to decide not to respond. Beisch's whole premise was based on the notion that all advertising is beginning to look similar, and direct response marketing is needed to distinguish a marketing message. The situation, he said, confronts cable as well, where the public is hard-pressed to distinguish among cable ads, movie trailers and broadcast promotional spots.

Ticking off the necessary elements of a direct response pitch, Beisch listed, in order: an attention-getting device; the premium (the gimmick that "drives the consumer over the edge" to place the order); the reprise, and the "response vehicle" (the address or telephone number).

Brian Gail ran through the motions of structuring a media plan for the operators, stressing how they could evaluate the performance of various mass media (including spot TV, spot radio, newspapers and outdoor) in achieving communications goals. Gail encouraged cable marketers to use spot TV in cooperative efforts with other area systems, and to leverage joint system spot buys off the national advertising campaigns of program suppliers. Among other advice Gail offered: Use local radio to strengthen local identity; use metro area stations cooperatively with other systems to promote events, and for major drives take advantage of metro zoned editions of major dailies but don't forget efficient local papers. □

Developing the customer service edge

CTAM opener brings in heavyweights in direct selling business to bestow advice on marketing

The Cable Television Administration and Marketing Society presented three major league players in the customer service field at the convention's opening session, to explain how to win and maintain customers. And although the companies represented—Federal Express, Avon and National Car Rental—have developed a customer service sophistication cable is striving for, the collective message was simple: An emphasis on people selling to people will make the difference as cable battles other home entertainment competitors on the doorsteps of America.



Corbett



Adam



Otte

Heinz Adam, customer services vice president for Federal Express, said: "Customer service can't be justified on a P&L ledger. ... it's a philosophy." And Adam urged cable operators to create a philosophy. At Federal Express, it was the definite line ending FE commercials: "absolutely, positively overnight."

"We feel we're the impetus for improvement," Adam said of his department, being the "eyes and ears of the company." When complaints arise, the company's philosophy is to resolve the problem, log it and do what is necessary to prevent it from recurring. Establishing credibility is a must, he said.

Adam presented commercials that Federal Express used to introduce itself in the market ("America, you have a new airline") and the present "people-oriented commercials" used to bring in more customers. When the commercials produced a flood of phone calls, Federal Express had to set up three airline-style reservation centers to handle the business. A staff of 1,100 at those centers now log 65,000 customer calls per day.

Adam also warned that a company must put its money where its mouth is if it considers customer service important. The initial outlay at Federal Express to hire and train hundreds of service people was \$50 million, Adam said.

Representing a company that has become synonymous with customer service was William Corbett, director of public relations for Avon. Much of the Avon technique is to install confidence in the local

Avon representative, who motivates the customer to buy, he said. "People are the basic source of success" in direct selling, Corbett said. In an often repeated statement, Corbett said the people representing the company are on the firing line. Because they are sometimes the only person from the company a customer will see, Corbett said, customer service is even more important.

Avon introduces 200 new products each year and builds its schedule around two-week selling periods, each with a new campaign with new brochures and products, Corbett said. Once the sale has been made, delivery of the product is important. Corbett said on-time delivery, a money-back guarantee and a quality product at a

reasonable price are Avon's customer satisfaction code.

Jean Otte, director of consumer affairs at National Car Rental, said that since prices are competitive in the car rental industry, NCR has to differentiate itself through customer service. She said instituting a maintenance check list allowing customers to comment on the service had been a great help in finding and correcting mistakes. Trends can be spotted in complaints and rectified before more customers are lost, she said.

Otte stressed the need for solving the customers' problems. She said studies show 55% to 70% of those who complain can be won back. The process of admitting a mistake, correcting it and apologizing to the customer gives the company an opportunity to re-educate and resell the customer, she said. If a customer has had a good experience, Otte said, studies show he will tell three or four people. If he has had a bad experience, however, Otte said, he will tell nine people. Otte also stressed the value of positive reinforcement for employees.

Panel moderator Robert Wright, president of Cox Cable, prefaced the session by saying cable must create a national identity, much like Federal Express, Avon and National Car Rental. With pay services the key to the future, Wright said, the cable industry must decide how much to spend per sub to gain and retain subscribers, as customers in tighter economic times are looking for a better return on the \$30 a month they spend on cable. □

The continuing saga of Radio Marti

In the latest installment, lawyers for WHO Des Moines think they've found a document that could point the way to another frequency for station that would bombard Cuba with administration's propaganda

If there is a "smoking gun" in the Radio Marti story, lawyers for WHO(AM) Des Moines think they've found it in a 1980 Voice of America report that appears to undercut Reagan administration arguments that VOA stations are barred by law from offering the kind of programming the administration wants Radio Marti to broadcast to Cuba.

The attorneys, who are fighting what has seemed a losing battle to divert administration interest from 1040 khz as the Radio Marti frequency—who operates on that frequency—also have uncovered a "feasibility study" that shows the FCC in 1981 had suggested frequencies other than 1040 khz for what was then referred to as "Radio Free Cuba."

The two documents were among several that the attorneys obtained from the International Communication Agency through a Freedom of Information Act request. And Kenneth D. Salomon, one of WHO's Washington lawyers, made it clear that who "would make a big thing" of the material in testimony before the Senate Foreign Relations Committee in a hearing on the Radio Marti bill (S. 1853) tomorrow.

WHO officials are concerned that Cuban retaliation against Radio Marti broadcasting news of Cuba to that country on 1040 khz would take a form that would seriously affect WHO's signal. Indeed, the "Radio Free Cuba Feasibility Study," dated July 15, 1981, offers some basis for that concern. It notes that Cuba "has already implied" that two 500 kw stations it has proposed establishing, on 1160 khz and 1040 khz, "are in retaliation" for the VOA station now broadcasting from Marathon Key, in Florida, to Cuba on 1180 khz, and added: "The NTIA [National Telecommunications and Information Administration] and the FCC both see increased U.S. broadcasts to Cuba leading to jamming of the frequencies involved, with even greater interference to U.S. broadcasters." Cuban-caused interference is already a serious problem for stations in a number of states.

The document likely to play a major part in WHO's testimony—to be presented by Robert Engelhardt, vice president of Palmer Communications Inc., the licensee—will stress the language in a June 1980 document entitled "VOA Broadcasting to Cuba." It appears to

counter arguments that Assistant Secretary of State for Inter-American Affairs Thomas O. Enders has used to counter proposals that the VOA station on Marathon Key assume the burden—and risk—of Radio Marti. He has maintained that the VOA's duty, as specified by law, is to broadcast news of the United States to the world, not news of any particular country to that country.

The document—unsigned—takes note of such a directive. But it goes on to point out that VOA has managed to do the kind of programming that sounds like that which the administration says will be a staple of Radio Marti. It says that "for some years" VOA carried a program "tailored" for Cuban listeners "as a response 'to the Bay of Pigs debacle in 1961.'" In 1974, the Nixon administration decided to meld the material in that program "into the general flow of programming in Spanish to the hemisphere," according to the report. And that material has included interviews with Cuban political prisoners and refugees, as well as news of Cubans in Angola and Ethiopia. One of the points Enders has made is the need to inform Cuba of the fate of its troops in Africa.

The document also contains arguments against the kind of facility now at the center of a growing controversy. It says evidence suggests that Cubans have used VOA broadcasts as a means of learning about their own country, as well as the outside world and the U.S.

As for the "feasibility study," it says the commission identified two clear channels—640 khz (KFI Los Angeles) and 1540 khz (a Canadian clear)—"that, directionalized, would be the most feasible," presumably for broadcasting to Cuba (the context does not make the meaning absolutely clear). But it rules out 1580 khz because it is used by VOA for its Caribbean broadcasts from Antigua. Therefore, it suggests one of two other clear channels whose dominant stations are less distant from Florida—770 khz (WABC New York) and 830 khz (WCCO Minneapolis)—it says could be used with 640 khz. The study does not mention 1040 khz, which the FCC is said to have recommended for Radio Marti.

Kalman Schaefer, the FCC's adviser on international affairs, said he was not familiar with the document. But, he said 1040 khz was recommended after "an evolutionary" process, on the basis of administration-supplied criteria—a frequency whose use would result in minimal interference to U.S. stations and provide maximum coverage of Cuba.

(The study referred to pairs of frequencies because officials say two would be

needed to cover all of Cuba.)

The feasibility study also says jamming would be "the most serious potential hazard to a Radio Free Cuba." For jamming AM broadcasting would be "easier, less costly and more effective" than jamming shortwave. And not only would there be no effective defense against the practice, if Cuba were willing to invest enough money and effort into the project, but the interference would not be limited to stations on the Radio Marti frequency. It also would "result in serious interference to American service areas." In fact, the report says the jamming could affect foreign stations within a range of 1,000 miles. But Cuba, according to the report prepared by the VOA, would be less likely to be blamed by the foreign countries than would the U.S., "which would be associated with the responsibility for the resulting interference."

By whatever name, the proposed station is receiving a great deal of attention in Congress. After passing through the House Foreign Affairs and Commerce Committees, it is now pending before the Senate Foreign Relations Committee. And the Senate Commerce Committee has asked and received permission to review the matter, in view of the committee's responsibility for domestic broadcasting. □

TV in Senate vote last in '82 line

Rules Committee approves revised proposal, but close call is expected on floor

The Senate won't act on a resolution to allow televising of its proceedings until it has completed all other business on this session's agenda, according to Majority Leader Howard Baker (R-Tenn.), who last week joined six other members of the Rules Committee in approving a revised proposal for televised proceedings. Baker said later he remains "optimistic" that the Senate will admit TV, while broadcast representatives, although concurring, predicted the final vote would be close.

The resolution (S. Res. 20) passed the Rules Committee on a straight party-line vote, although three Republicans reserved the right to oppose the measure when it reaches the floor and a fourth, Senator Mark Hatfield (R-Ore.), said he hadn't yet decided how he'll finally vote. All five Democrats on the committee opposed the proposal after being defeated on amendments, offered by Senator Wendell Ford (D-Ky.), to restrict electronic coverage to radio and to put off deciding about coverage until after a special committee,

led by two former senators and charged with recommending changes in Senate rules and procedures, reports its conclusions in June 1983.

The Senate had previously passed the resolution, but on condition that its effective date would not be set until after the Rules Committee recommended any changes in Senate rules that might be needed to accommodate TV and outlined regulations for governing operation of a broadcast system. That conditional approval ended a three-week filibuster against the proposal led by Senator Russell Long (D-La.).

As passed, the resolution recommends gavel-to-gavel coverage of the Senate and that cameras be controlled, as they are in the House broadcasting system, by congressional staffers rather than the media.

Baker predicted another filibuster when his resolution again comes to the floor, probably in late September or early October. He also predicted that a bipartisan coalition—not a vote along party lines—will approve S. Res. 20. Reserving the right to fight the measure on the floor were Senators Jesse Helms (R-N.C.), John Warner (R-Va.) and Robert Dole (R-Kan.). □

Geller fights back

He asks FCC to reconsider denial of license for his Gloucester, Mass., FM; claims decision is 'unprincipled' 'arbitrary' and 'unacceptable'

The FCC erred in denying Simon Geller renewal for WVCA-FM Gloucester, Mass., and granting a competitor's application for a new FM on those facilities, according to a petition for reconsideration Geller filed at the FCC last week. The commission should have granted Geller renewal, the petition said.

"The commission has told Simon Geller that he is obsolete, that his specialty format and unique personal style are no longer 'adequate' to serve the needs of Gloucester, that he must be replaced by an untested corporation owned and run by nonresidents who will bring to Cape Ann one more nondistinguished 'diverse' format complete with more commercials, more talk shows and more network news—all of this 'in the public interest,'" the petition said. "This result is unprincipled, arbitrary, inconsistent with governing precedent and congressional intent, and not rationally linked to the public interest—in short, this result is unacceptable," the petition said.

The FCC denied Geller renewal last May (BROADCASTING, May 24). A commission majority said Geller, who has been broadcasting mostly symphonic music on WVCA-FM for the past 18 years, was basically qualified to be a licensee, but said that Geller didn't deserve a renewal expectancy for his past programming record, which was short on nonentertainment pro-

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

Grandbanke, the commission said, deserved a minor preference for proposing broader coverage, but it also deserved a substantial preference for its proposal to devote 28.7% of its programming to news, public affairs and other nonentertainment programming. (Geller proposed to devote less than one-half of 1% to nonentertainment programming.)

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

According to the petition, however, the commission decision was wrong on several counts. First, the petition said, the decision "flagrantly" disregarded the commission's radio deregulation order and ignored the considerable support expressed for Geller. According to the petition, the commission and Grandbanke were the only entities that had gone on the record against Geller. "For the commission to ignore this unprecedented factual record is nothing short of arbitrary and an abuse of discretion," the petition said.

Perhaps the "most unreasoned" aspect of the commission's decision, the petition said, was its failure to grant Geller a renewal expectancy, especially since the commission had granted Geller renewal

for similar proposals twice before. "By twice renewing Geller's license, the commission certified that Geller was operating in the public interest," the petition said. "The commission is bound by the common law doctrine of equitable estoppel from denying what it previously had found as a fact, i.e., that Geller's proposal complied with the commission's public interest mandate," the petition said. Since Geller—as the commission itself noted—had always offered more nonentertainment programming than he had promised, he should "have been accorded the benefits normally associated with performance in excess of promise, i.e., his renewal expectancy," the petition said.

According to the petition, the FCC should also permit Geller to amend his application for renewal—to bring it up to date. Since the commission issued its order denying renewal, a citizen group, Save Our Station, had stepped forward to offer financial and volunteer assistance that would enable Geller to increase his offering of nonentertainment programming to 5.35% of his total programming, the petition said. The FCC should also permit Geller to amend his application to reflect a new antenna site—one the petition said insured that his "coverage area is now substantially equivalent to Grandbanke's"—and to increase his proposed hours of operation from 44 to the 93.5 hours per week the petition said he had been offering since January 1981.

The petition said the FCC's decision to diminish Geller's preference for diversification was in error. "Considering Geller's programming under the diversification issue is nothing more or less than giving the programming double weight," the petition said. Then, while the commission only gave Geller a slight preference for integration of ownership with management, the petition said it should have awarded him a full preference. "The important,

Pro-professional oversight. During a news conference last week, Senator Bob Packwood (R-Ore.) wasted no time in stating his strong aversion to an amendment in Senate bill (S. 2499) that reauthorized the Federal Trade Commission and exempts state-regulated professional groups from FTC oversight. Packwood is chairman of the Senate Commerce Committee, which adopted the bill over his strong objections (BROADCASTING, May 17). He was joined at the news conference by Congressman James Florio (D-N.J.), chairman of the House Commerce Subcommittee that oversees the agency (BROADCASTING, May 24). Both indicated that neither the House nor Senate bill is likely to move until a compromise is struck. The House bill is a bare-bones authorization still stuck in full committee (BROADCASTING, May 24). The Senate bill, however, is ready for full Senate passage, but Packwood said it won't move until the House bill does. They suggested it may be a long wait, perhaps even until after Oct. 1, when the FTC's authorization runs out. In that case, Florio noted, a continuing resolution could be adopted to keep the agency afloat. Also included in the Senate bill is an amendment that would exempt advertising from the commission's "unfairness" standard.

The conference was called by the "Coalition to Save Jurisdiction of the Federal Trade Commission over the Professions," a group of consumer organizations and health professionals.



Packwood



Florio

overriding fact should be, however, that Geller has provided a valuable, indeed irreplaceable, service to the Gloucester community," the petition said. "That Geller has chosen to serve primarily cultural needs, as opposed to other supposed needs, should not in fairness result in a depreciation of the value of his service," the petition said. □

AT&T drawn into border war—on Canada's side

Legislation to deter U.S. companies from using Canadian videotext technology draws wrath of Bell

The border broadcaster war that began over the advertising revenues U.S. television stations along the northern border were losing because of a 1975 Canadian tax law has mushroomed into a conflict in which some of the country's largest companies (including AT&T) are involved—perhaps surprisingly, on the Canadian side.

At issue is the announced intention of Senator Daniel P. Moynihan (D-N.Y.), to offer an amendment to an administration-backed retaliatory bill that would deter U.S. companies from using the Canadian-developed Telidon technology for videotext and teletext.

Sean J. McCarthy, director of development for Time Inc., last week wrote Sena-

tor Robert J. Dole (R-Kan.), chairman of the Senate Finance Committee, urging him to oppose the proposed amendment. "We are sympathetic to the border broadcasters' complaints against Canadian restrictions," McCarthy wrote. "However, the Congress should not cripple a wholly unrelated, growing industry that is likely to become an important component of the U.S. economy."

Besides Time Inc. and AT&T, McCarthy was writing in behalf of RCA Corp. (and its subsidiary, NBC) Times Mirror Co., Apple Computer Inc., General Instrument Corp., Hallmark Cards Inc. and Video Data Systems.

The controversy stems from the Canadian law that denies tax deductions for advertising placed on American media. After years of attempting to persuade Canada not to adopt the measure and then to modify or repeal it, the U.S., first under President Carter and then under President Reagan, proposed legislation that would mirror the Canadian measure. Pending in Congress is legislation that would deny tax benefits to Americans advertising on Canadian media. But the border broadcasters and their supporters in Congress have decided that the measure is not strong enough to impress Canada. Including Telidon—a service and technology in which the Canadian government has invested millions of dollars in hopes of capturing a large share of the teletext and videotext markets in the U.S. and the rest of the world—in the bill, the border broadcaster warriors felt, would make an impression. □

And the Canadians are concerned. But no more, apparently, than the companies that plan to use the North American standard of videotext and teletext, for a key element of the standard is the Telidon technology. Under the amendment Moynihan will propose, U.S. companies would be denied tax deductions and tax credits for expenditures in connection with Telidon.

McCarthy noted that "an intense marketplace debate" over technical standards for "electronic publishing" is underway in the U.S., but that the North American standard, developed principally by AT&T, "is rapidly gaining acceptance among U.S. broadcasters, cable TV operators, newspaper publishers, bankers and equipment manufacturers."

But the proposed amendment, he said, could force the U.S. market to abandon the North American standard in favor of "the only alternative standard"—Britain's Prestel/Ceefax system. "Even if conversion were economically viable we are convinced that it is not—the amendment would mean heavy losses for those who have adopted the North American standard and would place them at a substantial disadvantage compared to competitors using the British standard," McCarthy wrote.

"Thus," he added, "the amendment would severely and arbitrarily handicap one of the two standards, encourage a foreign technology which many companies believe is inferior, and interfere with the decision on which standard would be used." □

Journalism

CBS 'TV Guide' response on the firing line

Critics, CBS employees express mixed opinions on network's answers to 'TV Guide' charges; 'Washington Post's' Shales suggests CBS handling of issues will have 'chilling effect' on journalism

CBS News management drew mixed reviews last week for its conclusion—itsself a sort of mixed decision—that the news organization's controversial *The Uncounted Enemy: A Vietnam Deception* had been right in substance but flawed in preparation.

The 90-minute documentary, broadcast Jan. 23, had been under in-house investigation for six weeks as the result of charges against it in an article in *TV Guide*, which called it "a smear," in late May. Based on the investigation, CBS News President Van Gordon Sauter said "we stand behind this broadcast," but also found that some CBS News standards had been violated in its production and said

that, among other changes, a CBS vice president would be named to "review and evaluate" future complaints (BROADCASTING, July 19).

The report—which Sauter said represented not only his views but those of Burton Benjamin, the CBS News senior executive producer who conducted the investigation, and Edward M. Joyce, CBS News executive vice president—got its biggest public panning last week from Tom Shales, a *Washington Post* writer. Shales, who had publicly admired the documentary when it appeared and publicly attacked *TV Guide's* charges against it, spent 55 column inches in last Monday's *Post* denouncing what he, and his headline writer, called CBS's "lavish apologia."

Shales reported that Sauter had been under "immense pressure" from CBS's highest corporate levels to "bend over backward" and perhaps to produce a scapegoat—and under pressure, too, from CBS-TV affiliates. CBS News "insiders" and news people at other networks "are

expressing alarm and disbelief" at CBS's handling of the affair, Shales said, suggesting it will have a chilling effect on TV investigative journalism generally.

Maybe, he said, CBS News "should also start apologizing" for such past triumphs as *Harvest of Shame* and *The Selling of the Pentagon*. In any case, he concluded, it was a bad day for CBS News and "it may have been a bad day for all of broadcast journalism."

There seemed little doubt that CBS newsmen would have been happier without the Sauter memo's public fault-finding. Outside sources with contacts inside CBS News said they understood, as one put it, that "some of the guys over there are mad enough to chew nails." But CBS News people were not inclined to discuss the subject publicly. "We're not supposed to talk about it," one insider said. "But," he added, "we do take these things seriously, and we don't like it when somebody breaks our rules [standards]."

Officials of NBC News and ABC News

similarly didn't want to say much for quotation.

An ABC executive called it a CBS "internal matter" that he had no strong opinions about, "one way or the other." But he thought CBS "positioned itself wrong." If there is an investigation, he felt it should be conducted "by someone who does that regularly, or by an outsider." The way CBS handled it, he said, "what they accomplished" in the broadcast "tends to get lost." And, he added, "I think some people in CBS think there shouldn't have been an investigation—but ultimately you have to answer your criticisms."

An NBC News official felt that CBS "painted itself into a corner" by announcing it would investigate the *TV Guide* charges. It would be better off, in his opinion, if it had "stonewalled." After all, he said *TV Guide* didn't allege errors of fact, only of procedures. He also felt there was a question as to how enthusiastic CBS reporters may now feel about tackling tough, controversial stories. He was most critical, however, of CBS News's plan to create, in effect, an ombudsman—although ombudsman, he insisted, is the wrong word for what CBS News seems to have in mind, dealing with internal as well as external complaints.

"An ombudsman deals with matters after the fact," he said. "If he deals with them before the fact, he's not an ombudsman, but a censor." Moreover, he said, if one person is in charge of responsibility, others don't have to be responsible. "Having everybody share the responsibility—and if errors get through, correcting them on the air as soon as they're brought to your attention—is the way to handle this problem," the spokesman said.

NBC and its parent RCA Corp. have been using this argument in resisting efforts by Accuracy in Media to get an ombudsman installed at NBC News—and within other news organizations. CBS News's decision, NBC sources think, will be a boon to AIM, "because now they'll say, 'If you'd done this, you wouldn't have had this problem.'"

CBS corporate authorities seemed to take with relative calm Shales's report that Sauter had been subjected to corporate pressures, although they denied he had been. Naturally, one said, Sauter took the *TV Guide* charges seriously, and so did corporate management, from Chairman William S. Paley down. But as for anybody's putting pressure on Sauter, "Oh, God, no."

Fred W. Friendly, once one of CBS News's most aggressive investigative producers and for two years its president (1964-66), now professor emeritus of Columbia University School of Journalism, said he was "very proud" of CBS News's handling of the *TV Guide* charges. "They handled it as well as they could," he said. "They had to reply, and they did reply."

Friendly, who resigned the CBS News presidency when corporate management refused to clear live coverage of a congressional hearing he judged important, and who has never let old ties inhibit his criti-

cism, said his feelings of pride stemmed from "CBS's ability to take a position in adversity—not only under attack but not able to rebut some of the charges successfully." Every news organization has sometimes found itself in that position, he said, and "often they have stonewalled," although "sometimes they've come around later and admitted they goofed." In its finding that, as he put it, "the sweep of the program was right, but some of the techniques were flawed," Friendly said, CBS News was "quite mature."

He was concerned about the unidentified "whistle-blowers" within CBS News who had to have supplied much of the information for the *TV Guide* piece. "If there were people who didn't like what they saw going on," he said, "why didn't those persons go to the executive producer, or to their colleagues, and say, 'I'm concerned about what we're doing'?" In a healthy organization, that's the way it is done. I wouldn't want to be working in a place where someone was leaking privileged information."

Friendly also was concerned lest the whole episode have a chilling effect on CBS News's documentary work, although he said friends there had assured him it wouldn't. Through the years, he said, "CBS News has done all the hard shows. I don't mean just when Ed Murrow and I were there, but also in the last 15 years or so. They've taken on the toughest situations: The cigarette lobby, the military—you know the whole list. I just hope everybody isn't so gun-shy they [won't produce] the hard-hitting, fire-in-the-belly stories that are the hallmark of CBS News."

Time will tell, he said, whether reassurances he's received from within CBS News are justified. "I hope," he added, "they'll get some good *CBS Reports* on the air very soon—hard-hitting but carefully done and documentable... Hopefully, all this will prove to be just an event that happens. To be more careful and prudent is not to be skittish or fearful. I hope they'll be prudent but bold."

Friendly wished the facts and findings of CBS's investigation could somehow be put on television—a wish that the *New York Times* also advanced. In an editorial last Monday, the *Times* said "a good deal of the anger about television programing springs from a belief that nobody at the networks listens, or cares." The editorial kept an open mind about whether the production lapses had affected CBS's broadcast, but said CBS was right in taking seriously the complaints about it. "But how much better," the *Times* said, "if the argument would now go, at each network, ... to the wider matter of giving other aggrieved viewers a way to talk back in an imaginatively produced prime time forum."

The *Wall Street Journal* also carried an editorial, commending CBS for creating "a historic milestone in broadcast journalism" by "openly and seriously [responding] to charges against such a program." But the broadcast, the *Journal*

said, had missed the real point, "covering the story as a two-bit coverup, when it was a Greek tragedy" in which U.S. leaders misled the public and "tried to fight a war without rallying the people behind them," thus losing public support and, ultimately, the war. But, the editorial concluded, "CBS at least opened the door that leads to the most important lesson of Vietnam."

Meanwhile, NBC sources who predicted Accuracy in Media would welcome CBS News's creation of an ombudsman proved right. Reed Irvine, founder and chairman of AIM, said "we're very enthusiastic about that," but not favorably impressed by much else in the Sauter report.

"CBS didn't come clean," Irvine said. "It's much worse than they're admitting." He called for CBS to release Benjamin's full 68-page report on his investigation, and added: "Unless they do that, as far as I'm concerned they're covering up." He said he didn't think they would, however—unless "the media" demanded it, and he thought it strange that media were not demanding it.

(At least one executive, respected among newsmen and normally more favorably disposed toward network news operations than Irvine is, also said he thought the Benjamin report should be released. "Bud Benjamin is a man of utmost integrity," he said. "I'd go with him any time." But CBS News officials thus far have argued that the Benjamin report is, and will remain, an internal document.)

Irvine said that by coincidence he had met with CBS officials—President Tom Wyman, Broadcast Group President Gene F. Jankowski and CBS News's Sauter and Vice Presidents Roger Colloff and Bob Chandler—for an hour and a half on the day the Sauter report was released. But he said that although Sauter gave him an oral account of the report at that meeting, he did not get a copy in time to discuss it in any detail at the meeting.

The meeting, Irvine said, had been set up as a result of criticisms he made, and CBS officials failed to answer, at the annual meeting of CBS shareholders last spring in Boston. Among them were some pertinent to the "Vietnam Deception" program including, he said, his belief that CBS News tends in its documentaries to reach conclusions first and then marshal evidence that supports them. That question was discussed at the meeting but Irvine said he left with his suspicions unallayed.

Another point Irvine had made at the shareholders meeting, he said, was that Walter Cronkite, CBS News special correspondent, should not have been elected to the CBS board. He said he had opposed the election because Cronkite "had done some very strange things over the years impacting on our national security or the Soviet Union." He said he had never implied that Cronkite is a Communist or called him a "Communist dupe" as suggested in the Shales piece in the *Post*. "I do think he's done some things that gave aid and comfort to the Soviet Union," he added. But none of this, he said, came up at the meeting with CBS officials. □

More to listen to from NPR

Proposed service includes jazz and classical shows, hourly newscasts and lead-in to 'All Things Considered'

National Public Radio is considering an expansion of its programming services. The plan, the Integrated Program Service (IPS), would offer member stations a number of programming options, including a 24-hour, seven-days-a-week classical service, a six-day overnight jazz service, and hourly newscasts from 6 a.m. until 11 p.m. plus a new half-hour program at 4:30 p.m. preceding the network's *All Things Considered*.

While the Public Broadcasting Service and stations across the country face retrenchment (BROADCASTING, May 24), NPR is managing to hold its own. However, NPR Executive Vice President Tom Warnock said that the network is treading cautiously. NPR, he said, is proposing to offer the new service as a means of reducing operating costs at the stations. The IPS would provide an additional 200 hours of programming a week at a cost of \$5,000 a year to NPR members. NPR currently offers about 60 hours a week. The additional hours would save stations from supplying the programming themselves. The service would be what Warnock called "meat and potatoes programming—high volume, low cost—programming done well."

The proposal, which emerged earlier in many different forms, has been discussed

Advisers. How does a foreign TV distributor crack the U.S. market? Nine Americans will try to provide non-U.S. companies with some answers Nov. 5 at a Paris planning meeting in advance of the first American Market for International Programs scheduled in Miami Beach a year later (BROADCASTING, May 31).

Those Paris-bound to address the "special programming needs and requirements in all areas of the U.S. telecommunications market" are Andre Blay, chairman and president, Andre Blay Corp.; Dick Colbert, president, Colbert Television Sales; Alvin Flanagan, president, Gannett Broadcasting; Peggy Green, senior vice president, Dancer Fitzgerald Sample, and president, Program Syndication Services; Richard Harper, president, Richard Harper Associates; Alan Perris, president, Post Newsweek Productions and Post Newsweek Video; Barry Thurston, vice president, programming, Field Communications; Robert Taylor, vice president and general manager, CBS Cable, and Wally Schwartz, president, Blair Television.

AMIP, backed by Perard Associates, is being spearheaded by Bernard Chevry, organizer of the MIP-TV and other marketplaces in Cannes, France, and Harvey Seslowsky, president of the National Video Clearinghouse and Broadcast Information Bureau.

periodically by NPR over the past two years. The issue surfaced most recently at the NPR conference in Washington (BROADCASTING, April 26). NPR will present the idea this week to its board. It spent the past months discussing IPS with its stations.

Warnock explained that the jazz and classical programming services would be solicited from stations and independent producers. The hourly newscasts, he said, would be used by stations to fill in during the afternoon and evening five days a week. Warnock noted that only the newscasts and the lead-in show for *ATC* would be produced at NPR. With the major ingredients of the IPS produced outside NPR, only small expansion at the network would be necessary.

IPS, Warnock said, would contain the basic characteristics of the current NPR programming services. Like a cable system, IPS would consist of tiers. The first tier,

called NPR Basic, would supply such programming mainstays as *Morning Edition* and *All Things Considered* at no cost other than the station's membership fee. The other tier, called NPR Plus, would contain the expanded services. Warnock said NPR is expecting to expand its satellite capacity from eight to 12 channels by early next year, enabling it to carry all the new services. In addition, he said, stations could drop in and out of the classical music service to pick up other feeds.

The initial cost to set up the service is estimated at \$1.5 million. NPR hopes to obtain 30% of that from the private sector. Warnock noted that the network has had some promising indications from a foundation that appears willing to donate the funds. He said NPR will continue to seek foundation support for the services, but that it also hoped that funds from the new ventures it is exploring (BROADCASTING, June 28, July 19), will eventually cover some of the cost.

If the board approves the proposal, Warnock said, the new service could be on line in early January. He noted that NPR's extended programming service (EPS) would continue. EPS is a mixed bag of programming services produced by independents and stations.

In addition to the proposed IPS, NPR board members are expected to approve a budget for fiscal 1983 which for NPR begins next Oct. 1. The budget, Warnock said, shows an increase of about \$500,000 to provide for the new services. Warnock said that a target budget of \$27 million is being presented but that the actual figure will fall somewhere between that and a basic (worst case) budget of \$22 million. He said some programs will be dropped unless NPR comes up with the funds. *Options in Education*, *NPR Journal* and *Comuniqué* are a few that would not be renewed. However, he pointed out that the IPS and the new news program will replace some of those programming needs. During the year, he said, NPR may have to lay off 10 to 15 employees in the worst case.

PlayBack

Spring radio listening. Statistical Research Inc., Westfield, N.J., has issued its spring 1982 RADAR report showing that 73% of persons, 12 or older, hear one or more network commercials in average week, up 2% from fall 1981 report. This translates to about 131 million persons. Report reveals that ABC Information emerged in first place among people 12 and older in the Monday through Sunday, 6 a.m.-12 midnight period, with 1,929,000 listeners during average quarter hour. NBC Radio was leader for weekly cume audiences in Monday through Sunday, 6 a.m.-12 midnight period, with 31,472,000 listeners. In morning drive time, Monday through Friday, ABC Information also led with 3,175,000 listeners.

Award winner. Radio-Television News Directors Association has awarded its first Michele Clark Fellowship to Magdalena Garcia of WGBS(AM)-WLYF(FM) Miami. Fellowship, tribute to CBS correspondent Michele Clark who was killed in plane crash in 1972, consists of \$1,000, and is planned to be presented annually.

In the marketplace. Watermark/ABC Radio Enterprises will premiere *Musical!*, new weekly three-hour program highlighting stage and screen music, Aug. 21-22. ABC-FM Radio Network will introduce *Movienews*, new short-form weekday feature, beginning Aug. 2. Program will be written and hosted by Roger Ebert, co-host of PBS-TV series, *Sneak Previews*, and forthcoming syndicated series, *At The Movies*.

Changing' time. WRNG(AM) Atlanta, which has had all-talk format for years, will switch to all-news on Sunday (Aug. 1) when it becomes CNN Radio affiliate. To reflect his change, WRNG becomes WCNN(AM) on that date.

For the Record

As compiled by BROADCASTING, July 12 through July 16, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CII—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

FM applications

■ Giddings, Tex.—Wallace Broadcasting seeks 101.7 mhz, 1.8 kw, HAAT: 366 ft. Address: Route 1, Box 6616, La Grange, Tex. 78945. Principals: Michael G. Wallace and wife, Marlene F. Wallace (50% each), who have no other broadcast interests. Filed July 12.

■ Midland, Tex.—Jerry W. Black seeks 106.7 mhz, 100 kw, HAAT: 453 ft. Address: 1534 Dilg League Drive, Shreveport, La. 71109. Principal: Jerry W. Black (100%), who is general sales manager at KRMD-AM-FM Shreveport, La., and has no other broadcast interests. Filed June 24.

TV applications

■ Sanger, Calif.—Sanger TV Associates seeks ch. 59; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,949 ft.; ant. height above ground: 880 ft. Address: 1522 K Street, N.W., Washington, D.C. 20005. Legal counsel: Kenkel & Barnard, Washington. Consulting engineer: Lawrence Behr Associates, Greenville, N.C. Principal: Leo I. George (100%), who is Washington attorney and has no other broadcast interests. Filed July 2.

■ Santa Rosa, Calif.—Black Television Workshop seeks ch. 62; ERP: 2,500 kw vis., 500 kw aur., HAAT: 3,000 ft.; ant. height above ground: 60 ft. Address: 390 Hayes Street, San Francisco 94102. Estimated construction cost: \$1,186,000. Legal counsel: B.T. Wade Jr., Washington. Consulting engineer: Lechman, Colligan, Ledford & Johnson, Washington. Principals: Noncommercial corporation headed by Dianne Millner, president, who is Oakland, Calif., attorney. Filed July 9.

■ Orlando, Fla.—Metro Broadcasting Inc. seeks ch. 65; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,387 ft.; ant. height above ground: 1,379 ft. Address: 201 East Pine Street, Room 1200, Orlando 32802. Consulting engineer: Kessler & Gehman Associates, Gainesville, Fla. Principal: Arthur E. Grindle, president and 14.29% owner. Applicant is closely held group of seven stockholders, none of whom have other broadcast interests. Filed July 7.

■ Shreveport, La.—Great Central Communications Co. seeks ch. 33; ERP: 653 kw vis., 65.31 kw aur., HAAT: 1,865 ft.; ant. height above ground: 1,823 ft. Address: 91 Cedar Avenue, Poughkeepsie, N.Y. 12603. Consultant: Edward M. Johnson Associates, Knoxville, Tenn. Principals: Saul Dresner and brother, Alfred Dresner (45% each) and Milton Aninger (10%). Dresner brothers are principals and directors of WELV (AM)-WDRE (FM) Ellenville, N.Y., and WCCC-AM-FM Hartford, Conn. Filed June 12.

■ Shreveport, La.—Media South Broadcasting Corp. seeks ch. 33; ERP: 2,483 kw vis., 248.3 kw aur., HAAT: 1,201 ft.; ant. height above ground: 1,222 ft.

Address: 1156 15th Street, Suite 1022, Washington, D.C. 20005. Principal: Subsidiary of Multi Media Communications, which is owned by Martin E. Firestone, George Mitchell, John Fergie (25% each), Elliot Cole and Vincent Messia (12.5% each). They are applicants for new TV at Jackson, Miss., and own 90% of permittee WSJN (TV) San Juan, P.R., (BROADCASTING, May 25, 1981) and applicant for new TV at Portland, Ore., (BROADCASTING, Jan. 11). Filed July 6.

■ Gallup, N.M.—Lea County TV Inc. seeks ch. 3; ERP: 93.76 kw vis., 9.38 kw aur., HAAT: 170 ft.; ant. height above ground: 296 ft. Address: 801 West Broadway, Hobbs, N.M. 88240. Estimated construction cost: \$102,000; first-quarter operating cost: \$200,000; first-quarter revenue: \$100,000. Consultant: Edward M. Johnson Associates, Knoxville, Tenn. Principals: William H. Graham, Eddie M. Robinson, Dorothy Runnels and Anthony Wofford (25% each). They also are applicants for new TV's at Abilene and Odessa, both Texas; Bartlesville, Okla.; Hobbs, La Cruces and Carlsbad, all New Mexico. Filed July 12.

■ Las Cruces, N.M.—Lea County TV Inc. seeks ch. 48; ERP: 665 kw vis., 66.5 kw aur., HAAT: 260 ft.; ant. height above ground: 296 ft. Address: 801 West Broadway, Hobbs, N.M. 88240. Consultant: Edward M. Johnson Associates, Knoxville, Tenn. Principals: William H. Graham, Eddie M. Robinson, Dorothy Runnels and Anthony Wofford (24% each), who also are applicants for new TV's at Hobbs, Gallup, Carlsbad, all New Mexico; Abilene and Odessa, both Texas; and Bartlesville, Okla. Filed July 12.

■ Abilene, Tex.—Lea County TV Inc. seeks ch. 15; ERP: 665 kw vis., 66.5 kw aur., HAAT: 274 ft.; ant. height above ground: 296 ft. Address: 801 West Broadway, Hobbs, N.M. 88240. Estimated construction cost: \$102,000; first-quarter operating cost: \$200,000; first-quarter revenue: \$100,000. Consultant: Edward M. Johnson Associates, Knoxville, Tenn. Principals: William H. Graham, Eddie M. Robinson, Dorothy Runnels and Anthony Wofford (25% each). They also are applicants for new TV's at Odessa, Tex.; Bartlesville, Okla.; Hobbs, La Cruces, Gallup and Carlsbad, all New Mexico. Filed July 12.

■ Odessa, Tex.—Lea County TV Inc. seeks ch. 24; ERP: 665 kw vis., 66.5 kw aur., HAAT: 250 ft.; ant. height above ground: 296 ft. Address: 801 West Broadway, Hobbs, N.M. 88240. Estimated construction cost: \$102,000; first-quarter operating cost: \$200,000; first-quarter revenue: \$200,000. Consultant: Edward M. Johnson Associates, Knoxville, Tenn. Principals: William H. Graham, Eddie M. Robinson, Dorothy Runnels and Anthony Wofford (25% each). They also are applicants for new TV's at Abilene, Tex.; Bartlesville, Okla.; Hobbs, La Cruces, Gallup and Carlsbad, all New Mexico. Filed July 12.

■ Anacortes, Wash.—Sterling Associates Ltd. seeks ch. 24; ERP: 3,548 kw vis., 354 kw aur., HAAT: 2,391 ft.; ant. height above ground: 234 ft. Address: 418 Uptain Building, Chattanooga, Tenn. 37411-4065. Legal counsel: McCampbell & Young, Knoxville, Tenn. Consulting engineer: Sterling Communications, Chattanooga, Tenn. Principals: James E. Price and A.G. Thiessen (50% each), who are Chattanooga consulting engineers and applicants for new TV's at Madison, Wis. (BROADCASTING, April 5) and Rochester, Minn. (BROADCASTING, Oct. 26, 1981). Thiessen also is applicant for new FM at Hilton Head Island, S.C. (BROADCASTING, Dec. 21, 1981). Price also is applicant for new FM at Poplar Bluff, Mo. (BROADCASTING, March 29) and new TV at Lynchburg, Va. (BROADCASTING, May 24). Recently they both filed for new TV at Waterloo, Iowa (BROADCASTING, July 5). Filed July 7.

FM actions

■ Martinez, Ga.—Columbia County Broadcasters granted 94.3 mhz, 3 kw, HAAT: 300 ft. Address: 3726 Washington Rd. (P.O. 4538) Martinez 30907. Estimated construction cost: \$50,200; first year operating cost: \$108,000; revenue: \$90,000. Format: Standard pops. Principals: R.E. Watkins Jr. and Patrick G. Blanchard (50%). Watkins is Martinez construction contractor. Blanchard is Martinez banker. They have no other broadcast interests. (BPH-800714AM). Action

June 25.

■ Duluth, Minn.—North Central Christian Broadcasting granted 89.1 mhz, 4.94 w, HAAT: 230 ft. Address: 2816 Hagberg Street, Duluth 55811. Estimated construction costs: \$7,675; first-quarter operating cost: \$750. Format: Educational. Principal: noncommercial corp.: Robert A. Baker is president. He is industrial engineer and has no other broadcast interests. (BPED-810701AJ). Action July 2.

■ Spindale, N.C.—Moonglow Broadcasting Co. granted 1520 khz, 500 w-D. Address: 303 West Main Street, Spindale, N.C. 28160. Estimated construction costs: \$115,600; first-quarter operating cost: \$18,400; first-year revenue: \$100,000. Principals: Billy B. Martin (34%), Wayne S. Hardin and Frances P. Anderson (33% each). Martin is sports announcer at WAGY (AM) Forest City, N.C., and commercial manager at WCAB (AM) Rutherfordton, N.C. Hardin is Spindale, N.C., realtor. Anderson owns Fort Lauderdale restaurant. None have other broadcast interests. (BP-811224AE). Action July 8.

TV actions

■ Honolulu Hawaii—Aloha Channel 15 Inc. dismissed application for ch. 14; ERP: 1892 kw vis, 189.2 kw aur., HAAT: 16 ft.; ant. height above ground: 459 ft. Address: 380 South Street, Honolulu 96813. (BPCT-810928KI). Action June 24.

■ Johnstown, Pa.—Johnstown Family T.V. Inc. dismissed application for ch. 8; ERP: 316 kw vis, 63.2 kw aur., HAAT: 1,153 ft.; ant. height above ground: 259 ft. Address: 3545 Edgewood Circle, Cleveland, Tenn. 37311. (BPCT-811224KE). Action May 25.

■ Ponce, P.R.—Ponce & Yanco UHF granted ch. 14; ERP: 101.8 kw vis., 10.18 kw aur., HAAT: 781 ft.; ant.

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height above ground: 53.2 ft. Address: 10FF Portugal St. Res. Sultana, Mayaguez, P.R. 00708. Legal counsel: Baraff, Koerner & Olender, Washington. Principals: Hector Nicolau (60%) and P.R. Fermain (40%). Nicolau is Mayaguez, P.R., consulting engineer. Fermain is Miami radio consultant. Nicolau owns 16% of WVEO-TV Mayaguez. (BPCT-820401KF). Action June 30.

Ownership changes

Applications

■ **KRKC(AM)** King City, Calif. (1490 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Radio Del Rey Inc. from stockholders (100% before; none after) to King City Communications Corp. (none before; 100% after). Consideration: \$270,000. Principals: Sellers are John D. Feldmann and Arthur B. Hogan (45% each) and David A. Ruleman (10%). Buyer is owned by William Gittler and wife, Marianne (100% jointly). William Gittler is vice president of sales at KCAL-AM-FM Redlands, Calif., and has no other broadcast interests. Filed July 12.

■ **WSBR(AM)** Boca Raton, Fla. (740 khz, 1 kw-D)—Seeks assignment of license from Burbank Radio Inc. to Golden Coast Communications Inc. for \$600,000 plus \$274,000 for new tower site. Seller is principally owned by Robert H. Burstein and John L. Laubach Jr., who also own WEYZ(AM)-WCKC(FM) Erie, Pa.; WESA-AM-FM Charleroi, Pa.; and WXIL(FM) Parkersburg, W. Va. Buyer: Sam C. Digges (50%), Hunter S. Marsten Jr. and Charles W. Sullivan (25% each). Digges is former president of CBS Radio Division. Filed July 9.

■ **WKKS(AM)** Vanceburg, Ky. (1570 khz, 1 kw-D)—Seeks transfer of control of Ohio Valley Broadcasting Inc. from Charles Jordan Jr. (33.33% before; none after) to Courtney N. Spear (none before; 33.33% after). Consideration: \$65,000. Principals: This transaction amounts to more than 50% transfer change since last long form was filed at FCC. However, this transfer constitutes only one-third of total stocks and assets of licensee. Avery L. Stanley owns balance two-

thirds interest. Filed July 12.

■ **KNFT(AM)-KLCJ(FM)** Bayard, N.M. (AM: 950 khz, 5 kw-D; FM: 92.7 mhz, 3 kw)—Seeks transfer of control of KNFT Inc. from Keith and Janalie LeMay to Jack Moulton and Richard Van Scoyk. Consideration: \$111,290. Principals: Sellers own 68.3% of stock and are transferring 51%. Buyers are currently minority shareholders in KNFT/KLCJ. Filed July 9.

■ **WLNA(AM)-WHUD(FM)** Peekskill, N.Y. (AM: 1420 khz, 5 kw-D; FM: 100.7 mhz, 50 kw, HAAT: 500 ft.)—Seeks assignment of license from Highland Broadcasting Corp. to Radio Terrace for \$4.2 million (BROADCASTING, July 19). Seller is owned equally by Francis V. Lough and Irving Cottrell, who have no other broadcast interests. Buyer is owned by Gary B. Pease, who is former vice president of General Communicorp, New Haven, Conn.-based owner of WPLR(FM) New Haven and WSCR(AM) Hamden, Conn. Filed July 9.

■ **WYSH-AM-FM Clinton, Tenn.** (AM: 1380 khz, 1 kw-D; FM: 104.9 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Clinton Broadcasters Inc. to Mack Sanders for \$1.2 million. (BROADCASTING, July 19). Seller: George R. Guertin, John Paxton (40% each) and James Stair (20%). Guertin owns 53.3% of WMTN(AM)-WAZI(FM) Morristown, 42.5% of WBNT(AM) Oneida, both Tennessee, and 33.3% of WIXI(AM) Lancaster, Ky. Stair owns 66.6% of WIXI and 42.5% of WBNT. Paxton owns 13.3% of Morristown stations. Buyer owns WVOK(AM) Birmingham, Ala., and WJRB(AM) Madison, Tenn. Sanders also owns WNOX(AM) Knoxville, Tenn., which he bought for \$1.2 million (BROADCASTING, March 22) and WIZO(FM) Franklin, Tenn., which he bought for \$800,000 (BROADCASTING, May 17). He also has been granted FCC approval to buy WRKK(FM) Birmingham, Ala., and is spinning off WYSH to comply with FCC's overlap rules (see below). Filed July 8.

■ **WYSH(AM)** Clinton, Tenn. (1380 khz, 1 kw-D)—Seeks assignment of license from Mack Sanders to Odis Ray Harper for \$500,000 (BROADCASTING, July 19). Seller is spinning off WYSH to comply with FCC's overlap rules (see above). Buyer is former Lynn, Ala., mobile home manufacturer and has no other broadcast interests. Filed July 8.

■ **WBEJ(AM)** Elizabethton, Tenn. (1240 khz, 1 kw-D, 250 kw-N)—Seeks assignment of license from WBEJ Inc. to CB Radio Inc. for \$335,000. Seller: Anne T. Hazen and estates of James L. and Raymond C. Turrentine, who have no other broadcast interests. Buyer: Darrell Bryan, Don Crisp and Bill G. Crisp (one-third each). Bryan and Don Crisp are principal owners of WSMG(AM) Greenville, Tenn. Don Crisp and Bill Crisp each own 30% of WSUX-AM-FM Seaford, Del. Filed July 9.

■ **WPVG(FM)** Huntingdon, Tenn. (100.9 mhz, 3 kw, ant. 300 ft.)—Seeks transfer of control of Magic Valley Broadcasting Inc. from Ernest Vickers Jr. (51% before; none after) to Ed R. Perkins and Ben Garver. Consideration: Assumption of \$154,757.31 debt. Principals: Seller is bowing out to remaining stockholders. Buyers currently jointly own 49% of WPVG(FM) and have no other broadcast interests. Filed July 8.

■ **WBAH(TV)** [CP] Memphis, Tenn. (ch. 30, 1.452 kw vis., 145 kw aur., HAAT: 502 ft.)—Seeks assignment of construction permit from Memphis Area Telecasters to The Television Corporation of Memphis. Application proposes reordering of stockholders. Currently stockholders are: Memphis Thirty Inc. and TV 30 Inc. (40.932% each) and the Television Corporation stations (18.136%). After transaction, stockholders will be: The Television Corporation stations (51%), TV 30 Inc. and Memphis Thirty Inc. (24.5% each).

Actions

■ **WRKK(FM)** Birmingham, Ala. (99.5 mhz, 100 kw, HAAT: 870 ft.)—Granted assignment of license from Brennan Properties Inc. to Sandrin Inc. for \$2.6 million. (BROADCASTING, July 19.) Seller: Daniel M. Brennan and brother, Cyril G. Brennan (24.9% each), sister Kathleen Brennan Roush (22.5%) and their mother, Mary S. Brennan (5%). Roush and Cyril Brennan also each own 7.7% of nonvoting preferred stock in WBAM-AM-FM Birmingham, Ala., which is principally owned by their sister-in-law, Frances U. Brennan. Buyer: Subsidiary of Jaco Inc., which is owned by Mack Sanders (100%). He owns WVOK(AM) Birmingham, Ala., and WJRB(AM) Madison, Tenn. This year he also acquired WNOX(AM) Knoxville and WIZO(AM) Franklin, both Tennessee and has bought, subject to FCC approval, WYSH-AM-FM Clinton, Tenn. (see above). (BALH-820414FZ). Action June 28.

■ **WKLN(FM)** Cullman, Ala. (92.1 mhz, 3 kw, ant. 155 ft.)—Granted transfer of control of Jonathan Christian Corp. from Robert C. Haa to Donald H. Mosley. Consideration: \$72,000 less amount equal to 56% of debt. Principals: Seller is transferring his 56.25% interest in licensee. Buyer owns Birmingham, Ala., recording studio and has no other broadcast interests. (BTC-820405HE). Action July 7.

■ **KBAI(AM)** Morrow Bay, Calif. (1150 khz, 5 kw-U)—Granted transfer of control of Morro Bay Investment Corp. from stockholders (100% before; none after) to Alan Everett (none before; 100% after). Consideration: \$700,000. Principals: Sellers are Robert E. Darling, Dino R. Fulvio (37.04% each), Larry E. Kelley (15.23%), Michael Cardenas (6.17%) and Darling's father-in-law, Stanley W. Swenson (53%), who have no other broadcast interests. Buyer Everett is Huntington Park, Calif., real estate investor and has no other broadcast interests. (BTC-820520HJ). Action July 8.

■ **WMOI(FM)** [formerly WDRL] Monmouth, Ill. (97.7 mhz, 3 kw, ant. 210 ft.)—Granted transfer of control of O'Connor Broadcasting Inc. from Michael G. O'Connor (65% before; none after) to Forest J. & Joan D. Mitchell. Consideration: \$29,000 for forgiveness of debt. Principals: Seller O'Connor bought station along with other members of Mitchell family last year for \$225,000 (BROADCASTING, Sept. 14, 1981). Buyer Forrest Mitchell and family are principal owners of KGRN(AM) Grinnell, Iowa. (BTC-820512FG). Action July 7.

■ **WKXO(AM)** Berea, Ky. (1500 khz, 250 kw-D)—Granted assignment of license from Morro Bay Investment Inc. to Berea Broadcasting Inc. for \$155,000. Seller: Roger M. Oliver and James C. Tillery (50% each) who have no other broadcast interests. Buyer: Robert J. Spradlin (100%), who is general manager of WMST-AM-FM Sterling, Ky., and is also president and 50% owner of WFLE(AM) [CP] Flemingsburg, Ky. (BAL-820420GU). Action July 2.

■ **WMDJ(AM)** Martin, Ky. (1440 khz, 2.5 kw-D)—Granted transfer of control of Floyd County Broadcasting Co. from Mary F. Jones, executor for estate of James A. Jones (50% before, none after) to Dale McKinney (none before, 50% after). Consideration:

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\$10,171.54. Principals: Seller owns 50% of licensee and is relinquishing interest to new investor. Buyer is announcer at WDOC(AM) Prestonsburg, Ky., and has no other broadcast interests. (BTC-820513FQ). Action July 7.

■ **WLPQ(AM)[CP]** Pittsburg, Ky. (1600 khz, 500 w-D)—Granted transfer of control of Q Radio Group Inc. from Tony M. Price (66.77% before; none after) to John B. Begley (none before; 66.77% after). Consideration: \$12,000. Principals: Transferor is relinquishing interest in permittee. Transferee is president of Lindsey Wilson (Ky.) College and former president of WAIN-AM-FM Columbia, Ky., which was recently sold (BROADCASTING, Feb. 1). (BTC-820329FG). Action July 9.

■ **KLID(AM)** Poplar Bluff, Mo. (1340 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Lucile Lidenton to Poplar Bluff Broadcasters Inc. for \$475,000. Seller has no other broadcast interests. Buyer: Closely held group of 11 stockholders headed by Bruce W. Schneider, president and 20% owner. He is president and principal owner of St. Louis, Mo., station representative firm and has no other broadcast interests. (BAL-820521HK). Action July 8.

■ **WUNO(AM)** San Juan, P.R. (1320 khz, 5 kw-D, 1 kw-N)—Granted assignment of license from San Juan Broadcasting Corp. to Fidelity Broadcasting Corp. for \$1.2 million. Seller: Subsidiary of Mooney Broadcasting Corp., which also owns WERC(AM)-WKXX(FM) Birmingham, Ala.; WSEV(AM)-WYU(FM) Sevierville, Tenn.; and WMAK(AM) Nashville, Tenn. It also recently sold WMAK(FM) for \$1.35 million (BROADCASTING, June 7) and also bought WUSW(FM) Lebanon, Tenn. (see below). George P. Mooney is president. Buyer: Jose J. Acosta (45.2%), sister Carola A. DeCamaro (20.5%) and their mother, Victoria S. Acosta (34.3%), who own WFID(FM) Rio Piedras, P.R. (BAL-820507HU). Action July 6.

■ **WDKN(AM)-WTNQ(FM)** Dickson, Tenn. (AM: 1260 khz, 1 kw-D; FM: 102.3 mhz, 3 kw, HAAT: 250 ft.)—Granted assignment of license from Dickson County Broadcasting Co. to American Communications Inc. for \$700,000. Seller: C.S. Hawkins (100%), who is also president and 51% owner of WAWE(AM)-WXYL(FM) Crossville, Tenn. Buyer is owned by Stephen H. Coltrin, chairman (87.5%), David T. Christofferson (12%) and Roderick Waldorf (.5%). Coltrin is New York radio consultant. Christofferson is Nashville attorney. Neither has other broadcast interests. (BAL-H-820524HS, HT). Action July 8.

■ **WUSW(FM)** Lebanon, Tenn. (107.3 mhz, 100 kw, HAAT: 730 ft.)—Granted assignments of license from Triplett Broadcasting of Tennessee debtor in possession, to Mooney Broadcasting Corp. for \$2.5 million. Seller: Wendell A. Triplett (100%), who also owns WTOO-AM-FM Bellefontaine, Ohio; WOSE(FM) Port Clinton, Ohio. He also is former owner of WTKC(AM) Lexington, Ky., which was recently sold for \$745,600 (BROADCASTING, June 28). Buyer is publicly traded, Knoxville, Tenn.-based group owner of four AM's and two FM's and who also recently sold WMAK(FM) Hendersonville, Tenn., for \$1.35 million (BROADCASTING, June 7) and also sold WUNO(AM) San Juan, P.R. (see above). George P. Mooney is president and 9.76% owner (BALH-820415GB). Action July 6.

■ **KMBL(AM)** Junction, Tex. (1450 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Heart-of-the-Hills Communications Corp. to Murnic-Mead for \$95,000. Seller: Thomas McCampbell is president of licensee that bought KMBL eight years ago for \$58,000 (BROADCASTING, May 20, 1974). Buyer: J.A. Mike Murphy, Robert Meadows and J. Michael Nichols (one-third each), who have no other broadcast interests. (BAL-820513FR). Action July 2.

■ **KNCN(FM)** Sinton, Tex. (101.3 mhz, 100 kw, HAAT: 760 ft.)—Granted assignment of license from KNCN FM C 101.3 Inc. to Tippi Communications of CC Inc. for \$610,000. Seller: Estate of Bruce B. Baxter (100%), which has no other broadcast interests. Buyer: Principally owned by Henry B. Tippie, who owns 95% of KRIO McAllen and 92% of KVLY(FM) Edinburg, both Texas. He also is director and less than 1% shareholder of Rollins Inc., Atlanta-based group owner. (BALH-820525EB). Action July 8.

■ **KMMZ(AM)** Greybull, Wyo. (1140 khz, 10 kw-D)—Granted assignment of license from KMMZ Broadcasters Inc. to KMMZ Radio Limited Partnership for \$425,000. Seller is principally owned by Robert D. and Marjorie M. Zellmer, who also own 90% of KRZJ-AM-FM Beloit, Kan.; 78% of KRZJ(AM) Wray, Colo. Robert Zellmer in addition owns 10% of new AM grant at Hayden, Colo. Marjorie Zellmer owns 52% of

new AM grant at Springerville, Ariz. Buyer: Robert N. Baird (80%) and Dennis E. Reno (20%). Reno is employee and 4.84% owner of KMMZ. (BAL-820518GN). Action June 29.

Facilities changes

AM applications

Tendered

■ **WSDS** (1480 khz) Ypsilanti, Mich.—Seeks CP to change hours of operation to U by adding 5 kw-N; install DA-2; and make changes in ant. sys. Ann. July 16.

■ **WRSC** (1390 khz) State College, Pa.—Seeks CP to change hours of operation to U by adding 1 kw-N; increase D power to 2.5 kw; install DA-N; change TL; and make changes in ant. sys. Ann. July 13.

■ **WCGB** (1050 khz) Juana Diaz, P.R.—Seeks CP to change hours of operation to U by adding 500 w-N; increase D power to 5 kw and make changes in ant. sys. Ann. July 14.

■ **KURV** (710 khz) Edinburg, Tex.—Seeks CP to increase D power to 1 kw and install DA-2. Ann. July 13.

■ **KUTI** (980 khz) Selah, Wash.—Seeks CP to change city of license to Selah, Wash.; change hours of operation to U by adding 500 w-N; install DA-N; and make changes in ant. sys. Ann. July 12.

Accepted

■ **KFLR** (1230 khz) Phoenix—Seeks CP to make changes in ant. sys. (increase D radiation efficiency.) Ann. July 13.

■ **KWKH** (1130 khz) Shreveport, La.—Seeks modification of CP (BP-20,980, as mod.) to modify N directional standard pattern. Ann. July 13.

FM applications

Tendered

■ **KEZS** (107.5 mhz) Liberal, Kan.—Seeks CP to change frequency to 107.5 mhz.; change ERP to 100 kw; change HAAT to 511 ft.; change TL; change type trans. and make changes in ant. sys. Ann. July 13.

■ ***WHEI** (93.3 mhz) Tiffin, Ohio—Seeks CP to change frequency to 93.3 mhz; change ERP to 15.1 w (H); change HAAT to plus 52 ft. (H); replace transmission line and make changes in ant. sys. Ann. July 13.

■ **KXXY** (96.1 mhz) Oklahoma City—Seeks CP to change TL; change HAAT to 1,167 ft. and make changes in ant. sys. Ann. July 14.

Accepted

■ **KRIM** (95.1 mhz) Winslow, Ariz.—Seeks modification of CP (BPH-790810AD, as mod.) to change TL; increase ERP to 100 kw; increase HAAT to 721 ft. and change TPO. Ann. July 15.

■ **WLS-FM** (94.7 mhz) Chicago—Seeks CP to change TL; decrease ERP to 4.4 kw; increase HAAT to 1514 ft. and change TPO. Ann. July 16.

■ **WCSJ-FM** (104.7 mhz) Morris, Ill.—Seeks CP to make changes in ant. sys.; change TL; change type trans.; increase ERP to 6.64 kw; increase HAAT to 208 ft. and change TPO. Ann. July 15.

■ ***KLPI** (89.1 mhz) Ruston, La.—Seeks modification of CP (BPED-800102BI) to change TL; change SL and RC; change type trans.; change type ant.; change ERP to 4 kw; change HAAT to 283 ft. and change TPO. Ann. July 15.

■ **KVCL-FM** (92.1 mhz) Winnfield, La.—Seeks CP to make changes in ant. sys. (change ant. to circularly polarized.) Ann. July 13.

■ ***WCVH** (90.5 mhz) Flemington, N.J.—Seeks CP to make changes in ant. sys.; increase ERP to 78 kw; decrease HAAT to 450 ft. and change TPO. Ann. July 13.

■ **WVNJ-FM** (100.3 mhz) Newark, N.J.—Seeks CP to change TL; change ERP to 7.76 kw (H) and 5.54 kw (V); increase HAAT to 1,223 ft. and change TPO. Ann. July 15.

■ **KINB** (107.3 mhz) Poteau, Okla.—Seeks CP to increase ERP to 100 kw; change type trans.; change type ant. and change TPO. Ann. July 15.

■ **KITO** (95.9 mhz) Vinita, Okla.—Seeks CP to decrease ERP to 1.75 kw; increase HAAT to 378 ft. and change TPO. Ann. July 13.

■ **WSPI** (95.3 mhz) Shamokin, Pa.—Seeks CP to change TL; decrease ERP to 900 w; increase HAAT to

505 ft. and change TPO. Ann. July 13.

■ **WWWK** (107.7 mhz) Warrenton, Va.—Seeks modification of CP (BPH-811216AM) to increase ERP to 20 kw and change TPO. Ann. July 13.

■ **WCWV** (92.9 mhz) Summersville, W.Va.—Seeks modification of CP (BPH-781101AF, as mod.) to change TL; decrease ERP to 10.95 kw; increase HAAT to 900 ft. and change TPO. Ann. July 13.

TV applications

Tendered

■ **KTXH** (ch. 20) Houston—Seeks MP to change ERP to 5,000 kw vis., 500 kw aur.; change TL and change ant. sys. Ann. July 14.

Accepted

■ ***KAET** (ch. 8) Phoenix—Seeks CP to change HAAT to 1,758 ft.; change TL; and change ant. sys. Ann. July 13.

■ ***KVCR-TV** (ch. 24) San Bernardino, Calif.—Seeks MP (BPET-597 as mod.) to change ERP to 1,318 kw vis., 131.8 kw aur.; change HAAT to 1,673 ft.; change TL and change ant. sys. Ann. July 13.

■ **KSHO** (ch. 26) Honolulu—Seeks CP to install aux. sys. Ann. July 14.

■ **KTMA-TV** (ch. 23) Minneapolis—Seeks MP to change ERP to 1,740 kw vis., 347 kw aur.; and change HAAT to 1,170 ft. Ann. July 14.

■ **KXLI** (ch. 41) St. Cloud, Minn.—Seeks MP (BPCT-800828KE) to change ERP to 2,422 kw vis., 277 kw aur., and change ant. sys. Ann. July 16.

■ **KOMC-TV** (ch. 8) McCook, Neb.—Seeks CP to change ERP to 297.2 kw vis., 59.4 kw aur. Ann. July 16.

■ **WHRO-TV** (ch. 15) Hampton-Norfolk, Va.—Seeks CP to change ERP to 2,500 kw vis., 250 kw aur. Ann. July 16.

AM actions

■ **KABN** (830 khz) Long Island, Alaska—Granted CP to change frequency to 830 khz, and increase D and U power to 10 kw. Action June 30.

■ **KPCO** (1370 khz) Quincy, Calif.—Granted CP to change hours of operation to U by adding 500 w-N; increase D power to 5 kw; install DA-2, and make changes in ant. sys. Action July 8.

■ **KJJZ** (1390 khz) Westminster, Colo.—Granted modification of CP (BP-800226AN) to change ant. pattern. Action July 2.

■ **WPUL** (1130 khz) Bartow, Fla.—Granted CP to increase D power to 2.5 kw. Action July 2.

■ **WWJQ** (1260 khz) Zeeland, Mich.—Seeks CP to change station location to Zeeland, Mich.; change hours of operation to U by adding 1 kw-N and install DA-2. Action July 2.

■ **KKAQ** (1460 khz) Thief River Falls, Minn.—Granted CP to increase D power to 2.5 kw. Action July 8.

■ **WDER** (1320 khz) Derry, N.H.—Granted MP of CP (BP-790725AD) to decrease tower and add top loading. (change ant. sys.) Action July 2.

■ **WARV** (1590 khz) Warwick and E. Greenwich, R.I.—Granted CP to change hours of operation to U using power of 5 kw (increase D time from 1 kw); change TL; and make changes in ant. sys. Action July 2.

■ **KZZI** (1510 khz) West Jordan, Utah—Granted modification of CP (BP-801202AA) to change mode of operation from DA to non-DA; and change TL. Action July 8.

FM actions

■ ***KAHS** (95.1 mhz) Arcata, Calif.—Granted CP to change frequency to 95.1 mhz. Action July 2.

■ **KOKQ** (95.1 mhz) Oakdale, Calif.—Granted modification of CP (BPH-9978, as mod.) to make changes in ant. sys.; change TL; change type trans.; change type ant.; increase HAAT to 500 ft. and change TPO. Action July 7.

■ **KEWT** (105.1 mhz) Sacramento, Calif.—Granted CP to change type ant.; change type trans.; increase HAAT to 482 ft.; retain existing trans. and ant. for aux. purposes and change TPO. Action July 7.

■ **KFMB-FM** (100.7 mhz) San Diego, Calif.—Granted CP to install aux. ant. at main TL, to be operated on ERP of 38.4 kw (H); change HAAT to 536 ft. (H) and change TPO. Action July 7.

■ **KKHI-FM** (95.7 mhz) Walnut Creek Calif.—Granted CP to make changes in ant. sys.; decrease ERP to 6.3 kw; increase HAAT to 1290 ft. and change TPO. Action July 8.

■ **WBYZ** (94.5 mhz) Baxley, Ga.—Granted modification of CP (BPH-800317AH) to make changes in ant. sys.; change TL; change type ant.; decrease HAAT to 361 ft. and change TPO. Action July 7.

■ **WFLQ** (100.1 mhz) French Lick, Ind.—Granted modification of CP (BPH-780831AM, as mod.) to correct TL and SL. Action July 7.

■ **KKUZ** (102.5 mhz) Joplin, Mo.—Granted CP to change TL, SL and RC; change type ant.; decrease HAAT to 409 ft. and change TPO. Action July 7.

■ **WTYJ** (97.7 mhz) Fayette, Miss.—Granted modification of CP (BPH-801210AG) to make changes in ant. sys.; change TL; change type trans.; change type ant. and change TPO. Action July 8.

■ **KALS** (97.1 mhz) Kalispell, Mont.—Granted mod. of CP (BPH-800428AF, as mod.) to make changes in ant. sys.; change type trans.; change type ant.; increase ERP to 26.45 kw; decrease HAAT to 2,488 ft. and change TPO. Action July 7.

■ ***WSIF** (94.7 mhz) Wilkesboro, N.C.—Granted CP to change TL. Action July 7.

■ **WVUD-FM** (99.9 mhz) Dayton, Ohio—Granted CP to install aux. trans. and ant.; change ERP to 7 kw and HAAT to 131 ft. and change TPO. Action July 7.

■ **KOFM** (104.1 mhz) Oklahoma City—Granted CP to make changes in ant. sys.; add RC at SL; change type trans.; change type ant.; increase ERP to 100 kw; decrease HAAT to 1,318 ft. and change TPO. Action July 7.

■ **KLLB** (101.1 mhz) Portland, Ore.—Granted CP to make changes in ant. sys.; change SL and RC; change type trans.; change type ant.; decrease ERP to 97.02 kw; decrease HAAT to 1635 ft. and change TPO. Action July 7.

■ **WFMZ** (100.7 mhz) Allentown, Pa.—Granted CP to install aux. ant. sys. at main TL; change ERP to 3.6 kw; change HAAT to 768 ft. and change TPO. Action July 7.

■ **WFMZ** (100.7 mhz) Allentown, Pa.—Granted CP to increase ERP to 17 kw; decrease HAAT to 868 ft. and change TPO. Action July 7.

■ **WLID** (98.9 mhz) Vieques, P.R.—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; increase HAAT to 952 ft. and change TPO. Action July 7.

■ **WBGY-FM** (93.3 mhz) Tullahoma, Tenn.—Granted CP to change TL; change type ant.; increase HAAT to 911 ft. and change TPO. Action July 7.

■ **KIXY-FM** (94.7 mhz) San Angelo, Tex.—Granted CP to increase ERP to 100 kw and change TPO. Action July 7.

■ **WAKG** (103.3 mhz) Danville, Va.—Granted CP to install aux. ant. at main TL; change ERP to 15.2 kw; change HAAT to 557 ft. and change TPO. Action July 7.

TV actions

■ **KTIE** (ch. 63) Oxnard, Calif.—Granted CP to change ERP to 5,000 kw vis., 500 kw aur.; change HAAT to 1,556 ft.; and change TL and ant. Action June 30.

■ **KRBK-TV** (ch. 41) Sacramento, Calif.—Granted MP (BPCT-820115KF) to change ERP to 5,000 kw vis., 500 kw aur.; change HAAT to 1,490 ft. and change TL. Action June 30.

■ **WBOC-TV** (ch. 16) Salisbury, Md.—Granted CP to change ERP to 4,000 kw vis., 400 kw aur.; change trans. and make changes to ant. sys. Action June 30.

■ **WFBT-TV** (ch. 29) Minneapolis—Granted MP (BPCT-4985) to change SL. Action June 28.

In contest

Procedural ruling

■ **San Juan, P.R. TV proceeding** (Comark Television Inc., Three Star Telecast Inc.)—ALJ Walter C. Miller approved joint agreement; dismissed Comark's application with prejudice; granted Three Star's application; approved reimbursement to Comark for \$24,112.44. (BC Doc. 81-833-4). Action June 21.

FCC actions

■ FCC voted to consider authorizing use of subscription television by public TV licensees as vehicle to further development of public broadcasting service (current FCC rules limit STV operation to commercial stations). Action July 15.

■ In response to petitions for declaratory ruling by National Association of Public Television Stations and Public Broadcasting System, and clarification petition by Metropolitan Opera Association Inc., FCC will permit public broadcasters to air paid promotions for non-profit groups as long as announcements do not interrupt regular programming. Action July 15.

■ FCC affirmed Jan. 1982 staff action which denied equal time complaint against WATR-TV Waterbury, Conn. Action July 15.

■ FCC directed American Television of Utah Inc. to choose which of two applications it has pending for channels 13 and 14 at Salt Lake City it will pursue. Action July 15.

■ FCC scheduled oral argument on exceptions to initial decision of ALJ Lenore G. Ehrig renewing license of WIOO(AM) Carlisle, Pa., and denying mutually exclusive application of Carlisle Broadcasting Association for new station on WIOO's frequency. Action June 14.

■ FCC granted license renewal to WABZ(FM) Albemarle, N.C., and denied competing application of Victor Broadcasting Inc. for same frequency. Action affirmed earlier decision by ALJ Thomas B. Fitzpatrick, who determined past record of WABZ warranted renewal. Action July 12.

■ District of Columbia U.S. Court of Appeals affirmed FCC's renewal of WESH-TV Daytona Beach, Fla., which is owned by Cowles Broadcasting. Upon remand from Court, FCC found that stations past performance

outweighed, although slightly, issues designated against it.

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.

Actions

Transmit-receive

■ **Racom Service Corp.** for Marshalltown, Iowa (E4126).

Receive only

■ **Mead Date Central** for Miamsburg, Ohio (E4441).
■ **Beaver Dam Radio Inc.** for Beaver Dam, Wis. (E4442).

Other

■ FCC will no longer mail copies of documents to commenting parties in general rulemaking proceedings. Copies will continue to be mailed to petitioners, members of Congress and other government entities. Ann. July 16.

Call letters

Applications

Call	Sought by
	New AM
KSDP	Sand Point Broadcasting Inc., Sand Point, Alaska
	New FM's
WOWZ	Irwin County Broadcasting Corp., Ocoila, Ga.
KBHW	Minnesota Christian Broadcasters Inc., International Falls, Minn.
KTW8	Jomay Broadcasting Inc., Las Vegas
WELK	Elkins Radio Corp., Elkins, W. Va.
	New TV
WCEE	Pyramid Broadcasting Corp., Mount Vernon, Ill.
	Existing FM's
KQAK	KMPX San Francisco
WQLZ	WC8Y-FM Cheboygan, Mich.
KPNY	KFAH Alliance, Neb.
KPEZ	KMXA Austin, Tex

Grants

Call	Assigned to
	New AM
KLLK	Henry Radio Co., Willits, Calif.
	New FM
KCR8-FM	Minnesota Public Radio Inc., Bemidji, Minn.
	New TV's
WKAF	The Great Onondaga County Telecasting Corp., Syracuse, N.Y.
WGGF	The Great Lebanon County Telecasting Corp., Lebanon, Pa.
WSMF	Southern Metro Telesystems Inc., Florence, S.C.
	Existing AM's
WCNN	WRNG North Atlanta, Ga.
WAFX	WLYV Fort Wayne, Ind.
KXRX	KWNT Davenport, Iowa
WSTD	WGTR Naytick, Mass.
WKZY	WOTK St. Johns, Mich.
WHVW	WWWI Hyde Park, N.Y.
WLPR	WFBA San Sebastian, P.R.
	Existing FM's
KWBO	KWBO-FM Hot Springs, Ark.
WMGG	WCXX Clearwater, Fla.
WMJI	WWWM Cleveland
KPAS	KLMF-FM Fabens, Tex.

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

Looking for General Sales Manager. Send resume with references and salary requirements to GII Rozzo, WMZQ, 5513 Connecticut Ave., NW, Washington, DC 20016. EOE, M/F.

General/Sales Manager for northern Ohio radio station near Cleveland market. Strong sales management background essential. Send letter and resume to Box 451, Wadsworth, OH 44281.

Sales Manager for New York's Hudson Valley. Stations WGHQ(AM) and WBPM(FM) offer a great opportunity for the right individual who knows how to work with a five-person sales department, knows co-op promotion, merchandising, retailing, and community involvement. Must be organized, a good trainer, a leader. Earnings: Salary plus commission, travel allowance. Send letter of interest, resume and salary requirements to Walter Maxwell, WGHQ/WBPM, CPO Box 1880, Kingston, NY 12401. EOE.

Sales Manager needed for newly acquired AM/FM combo in Utah. Potential for move to general manager. Great climate, great place to live. Tremendous opportunity for the right person. If you're afraid of long hours, if you can't sell, if you don't like a challenge, if you can't hire and direct a sales staff, if you can't put together creative, self-liquidating promotions, don't waste my time and yours. If you can and will do these things, and you have the references to prove it, call Bruce Long, 307-864-2119, between 10 AM and noon (MST).

Are you a successful local Sales Manager ready for your first management opportunity? Do you thoroughly understand and enjoy local selling? Can you recruit, train and motivate others? Are you energetic, optimistic, honest and stable? If you fit the preceding description, we would like to hear from you regarding this opportunity in a competitive medium market in an attractive Western state. Box C-119. EOE/MF

General Manager/Sales Manager. Run it like you own it for absentee owner. Results rewarded. New FM serving 200,000 in north central Massachusetts. Solid, small market experience, guts, energy and integrity essential. Call Ed Mattar, 617-754-1000.

HELP WANTED SALES

If you have a good sales record and aspire to be Sales Manager and possibly manager later of 24-hour station in medium size Minnesota market write us. Absentee owner has both positions open. Write Box C-54.

Three religious stations - Grand Rapids, Lansing, and Miami. Looking for self-motivated and independent individual for each location. Send resume to: Fred Jacob, 325 East 28th Street, Grand Rapids, MI 49508. EOE.

Account Executive: You never get a chance to make a first impression. We're looking for individuals who are heavy hitters, with a minimum of 3 years of successful selling experience for a new central Nebraska 100,000 watt FM powerhouse. Your reply will be held in strict confidence. Please, no phone calls. If interested in megabucks, send resume, salary history and references to KSYZ-FM, 3280 Woodridge Blvd., Grand Island, NE 68801. E.O.E., M/F.

Sales manager: Top 40 Northeast market. Are you an organized, experienced pro ready to lead a young sales staff? Must be organized to sell and manage. A tough rewarding job for the right person. EOE. Resume and track record to Box C-98.

Immediate opening for proven sales person in rural VA market. Community involvement essential. Salary & commission. Can lead to ownership for right person. EOE. Box C-122.

Aggressive Sales Manager for new FM stereo located in south Central Iowa. Must be self-starter. The person we are seeking will be responsible for establishing rate card, training sales staff and setting up account lists. Some programming experience helpful. If you can sell a country format, enjoy rural living and have three years' experience, send complete resume, salary requirements and references to J.B. Broadcast, Inc. PO. Box 275, Osceola, IA 50213.

Madison, WI, offers excellent sales opportunity for bright problem solver on the way up. Must have 1-2 years street sales with outstanding record. Strong on creativity with ability to write, sell imaginative campaigns. If you want to make sales your career, we'll teach you a new exciting, profitable way to sell radio. Phil Fisher, WISM AM/FM, Box 2058 Madison, WI 53701. A Midwest Family Station (EOE).

If you love small market radio like we do, can sell, announce, want to move to the sunbelt and have a chance to own a piece of the rock, get in touch with me. Scott McAda, Vice President, WMGO Radio, Box 182, Canton, MS 39046. 601-859-2373. EOE.

Suburban Fairfield County's dominant local radio station seeks an aggressive account executive who is self-motivated and success-oriented. Join our team of top achievers for great income and lifestyle. If you have what it takes to earn it in our rich market, send resume to Michael Fray, GSM, WGCH, 1490 Dayton Ave., Greenwich, CT 06830.

So. California small market station has established list available for experienced salesperson. Growing company, excellent market, great desert climate. Send resume to General Manager, Box 908, Twentynine Palms, CA 92277.

Big Band salesman/announcer wanted for Illinois medium market. Must be stable & successful; strong self-starter interested in building career & making money. Outstanding opportunity - for outstanding person! All details, including track record & past 4 years earning history, in first letter to Richard Jakle, WJKL Radio, Douglas Ave., Elgin, IL 60120. 312-741-7700. EOE.

HELP WANTED ANNOUNCERS

Mature voiced, knowledgeable communicator for morning drive slot in beautiful East Coast college town. EOE. Resume and salary requirements to Box C-43.

KOWB, Laramie, Wyoming, is accepting tapes and resumes for an opening Sept. 1st. Seeking an experienced announcer with good production. Western applicants preferred. PO. Box 1290, Laramie, WY 82070.

Talk radio. If network talk radio has done you in, then contact us. We've got an exciting 24-hour major market station and we're looking for a telephone talk personality with pizzazz. Send resume to Box C-70. EOE.

Operations Manager/morning personality. You never get a second chance to make a first impression. That is why we are looking for an individual who's capable of recognizing an exceptional opportunity with a new central Nebraska 100,000 watt FM powerhouse. All replies in strict confidence. No phone calls, please. Send tape and resume to KSYZ-FM, 3280 Woodridge Blvd., Grand Island, NE 68801. E.O.E. M/F

Announcers-Engineers for two group-owned stations in mid-Atlantic and Southwestern Coast Regions. Send tape and resumes to Group Engineers, POB 11045, Augusta, GA 30907.

Major market radio station is looking for a basketball announcer, preferably with NBA play-by-play experience to broadcast local N.B.A. games. Send resume to Box C-125. An equal opportunity employer.

Suburban Washington A/C seeks personality, good production essential. T&R: John Long, WPRW, Box 1460 Manassas VA 22110. EOE, M/F.

WONE, a country music station, has immediate opening for a part-time announcer. Tapes and resumes to: Dean Taylor, WONE, 11 South Wilkinson St., Dayton, OH 45402. An equal opportunity employer.

Entertaining, experienced morning personality for top-rated A/C station. Work with pros and live in the beautiful Berkshires. Finest facilities in the Northeast. Send tape, resume, and salary requirements to Bob Catan, Operations Manager, WUPE, PO. Box 1265, Pittsfield, MA 01202. EOE/MF

News, talk, MOR, 3kw FM with strong local orientation. Send tape and resume to Kevin Meek, WZZY, PO. Box 427, Winchester, IN 47394. 317-584-9482.

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.

WBAP/KSCS is looking for maintenance personnel with a two (2) year technical degree. One (1) -two (2) years' experience maintaining R.F. and A.F. equipment. E.O.E. Send resume, salary requirements to: Bob Moore, WBAP/KSCS, One Broadcast Hill, Fort Worth, TX 76103.

Chief Engineer for major market operation. Highly successful company needs quality Chief. Must have above average management and technical skills. We can meet your requirements if you can meet ours. Send resumes to Box C-77. Male/Female, E.O.E.

Assistant Chief Engineer opening at top Washington, D.C. AM & FM requiring First Class FCC license and min. one year broadcast experience. Studio and Transmitter maintenance required. Call and send resume to: Delbert Keeling, WGAY AM/FM, 8121 Georgia Avenue, Silver Spring, MD 20910. 301-587-4900.

Radio engineer for growing N.C. group. Proofs, STL's, automation, directional. S18-20K with benefits for right person. EOE. Contact Susan Prillman, 919-276-2911, or send resume to Box 529, Laurinburg, N.C. 28352.

Chief Engineer, North Central California, 5KW DA2, and class A FM. Great station, great group: great place to live. Experienced only. Contact Bill Croghan, Group Chief Engineer, 209-883-0433.

Radio Chief Engineer. Are you looking for a good situation working with good people? KMAX is a 3,000 watt FM station with a 2,000 foot antenna located in Pasadena, CA. Looking for experienced RF/maintenance, audio and transmitter person who takes pride in their work. We are an EOE employer. Call or send resume: Darby Cunningham, VP/GM, KMAX, 3844 East Foothill Blvd., Pasadena, CA 91107 213-681-2486.

Chief Operator for noncommercial/education FM at Jersey Shore. Temporary, one-year appointment. Standard engineering responsibilities plus supervision and training of student broadcasters. 37.5 hours weekly, 1:30 to 10:00 PM four days with one overnight for PM. BA or equivalent experience. First or Second Phone preferred. \$13,280, plus excellent fringes. Please send letter and resume no later than August 2, 1982, to J. Davidson, Brookdale Community College, Lincroft, NJ 07738. An Equal Opportunity/Affirmative Action Employer.

HELP WANTED TECHNICAL CONTINUED

State of the art AOR FM. Radio engineer wanted to maintain new FM. Seeking engineer who demands best signal in town from his equipment! Hands on maintenance. Mature experienced veterans encouraged. Top salary. Box C-126.

Group Technical Director (medium markets, mid-west) Requirements: Strong administrative ability, must have organizational skills and work well with other departments. At least 3 years' experience with sophisticated directional arrays. Responsible for design, installation and maintenance of transmitter, directional arrays, studios, microwaves, et al. Compensation mid-20's, plus benefits. Innovative individuals meeting the above requirements and who are seeking a career opportunity should send resume to Box C-106. An equal opportunity employer.

HELP WANTED NEWS

News and Farm Reporter wanted for the Fresno, California area at radio station KYNO. Must be experienced in both news and agricultural fields, and have a good on-air delivery. Salary open. Send tapes and resume to Alan Richmond, Program Director, KYNO Radio, P.O. Box 6029, Fresno, CA 93703. EOE.

Play-by-play announcer, with news experience, wanted for opening at KYNO in Fresno, California. Must have experience in both, no beginners. EOE. Send tapes and resumes to: Bob Brill, News Director, KYNO Radio, P.O. Box 6029, Fresno, CA 93703.

News Director & news personnel. You never get a second chance to make a first impression. That's why we're looking for individuals who are capable of recognizing an exceptional opportunity with a new central Nebraska 100,000 watt FM powerhouse. All replies in strict confidence. No phone calls, please. Send tape and resume to KSYZ-FM, 3280 Woodridge Blvd., Grand Island, NE 68801. E.O.E., M/F.

Anchor/Reporter needed for 100,000 watt Adult/Contemporary. Tape & resume to Gary Mitchell, ND, KBIU, P.O. Box 3306, Lake Charles, LA 70602. EOE, M/F.

Northeastern independent all-news station is seeking a radio news editor. Requires two years' experience in news, strong writing skills, the ability to motivate others. Full resume, including references to Box C-127. Equal Opportunity Employer.

News Director, strong voice, ready to get involved with great community. 10 KW Midwest giant offers stability, benefits, responsibility, good salary, small town setting. Tapes and resumes to Al Cline, KGGF, P.O. Box 853, Coffeyville, KS 67337.

Managing Editor for California Public Radio. Make assignments for 25 station network. Supervise journalists at Sacramento, Los Angeles and San Francisco production centers. Excellent management and journalistic skills required. Resumes only to Donovan Reynolds, CPR, 385 Eighth Street, San Francisco, CA 94103.

Needed immediately: Newperson for central Minnesota AM/FM. Information station seeks experienced broadcaster with strong air delivery and writing skills to join news team. Send tape and resume to: Bill Henderson, WJON/WWJO Radio, Box 220, St. Cloud, MN 56302. An Equal Opportunity Employer.

News Director/Morning Anchor for top rated AM/FM combo. Continue high level of excellence for award-winning news department. Finest facilities in the Northeast. Work with outstanding staff in the beautiful Berkshires. Send tape, resume, and salary requirements to: Philip A. Weiner, VP/GM, WUPE/WUHN, P.O. Box 1265, Pittsfield, MA 01202. EOE/MF.

News Director. Small Northern California AM-FM. Initiative and reporting ability more important than air talent. Daily talk show. Resume to Box C-139.

Radio News Directors and newpersons needed by Stuart Broadcasting operating stations in Iowa, Missouri, Nebraska, Kansas, Wyoming. Send T & R: Stuart Broadcasting, Box 80209, Lincoln, NE 68501. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Production Director. No air shift. You never get a second chance to make a first impression. If you are an individual with a minimum of 3 years' experience, detail oriented, creative, and desire to work with state of the art equipment for new central Nebraska 100,000 watt FM stereo powerhouse, reply now in strict confidence. No phone calls. Send tape and resume to KSYZ-FM, 3280 Woodridge Blvd., Grand Island, NE 68801. E.O.E., M/F.

Operations Manager. Small-medium Northern California AM-FM. Supervise internal staff, airshift, promotions. Automation and management experience required. \$1,000-\$1,500 per month. Resume to Box C-140.

Program Director—public radio station. Program Director for WMRA-FM. Supervise NPR subscription and locally produced, maintain assortment file, supervise and train student staff, teach one course per year. Be familiar with classical music programming and have announcing and feature production experience. MA/MS and on-air experience required. Non-tenure T&R, \$18,000.00 per calendar year. Starting date: Mid-September. Send resume, audition tape, three (3) letters of recommendation, transcript of highest degree, to Dr. Rex M. Fuller: Chair, Search Committee for Program Director: Department of Communication Arts: James Madison University: Harrisonburg, VA 22807. Closing date: August 16, 1982. James Madison University is an equal opportunity, affirmative action employer.

SITUATIONS WANTED MANAGEMENT

Dynamic General Manager - self-motivated, sales-oriented, assertive, experienced, all the credentials and abilities. Major market background. Now leading top-rated, highly profitable, highly respected AM/FM medium market combination. Seeking larger market or group management opportunity. Write Box C-71.

Employed GSM searching for challenging GM position in East. Admirable experience and references. Box 3086, Old State Road, Schenectady, NY 12303.

General Manager seeks stable, reliable group or company to grow with. Prefer Delaware, Maryland, Virginia, South Carolina. Documented ability to produce revenue increase and profit. Available August 15th. Write Box C-75.

Does this 30-second commercial cover your needs? An all-around manager, assistant or sales manager who is very strong in personal sales, just under 190,000 last year, and trains in a variety of new marketing methods. Interested in 25 years of creative experience in most formats in all size markets, with the talent for writing, production, programming, promotions, major presentations and community involvement? Southern or Northeast markets of any size preferred. Box C-74.

Unique situation makes available credible individual with 10 years broadcast and 10 years ad agency experience in management/ownership positions. Have large reserve of on-air promotions to substantially increase revenues immediately from local accounts. Strong background in administration and management. Multi-talents geared to medium or major markets. Willing to re-locate. Contact: Hugh M. Metheny, 1701 Sandy Spring Road, Sandy Spring, MD 20860. 301-924-5237. (Baltimore-Washington mkt.)

V.P.-General Manager: Innovative, highly competitive, people-oriented. Seeking developmental challenge with dynamic broadcaster (in major market). Management, sales and programming backgrounds. Experience with the four largest companies, three of the top ten markets. Get acquainted contacts welcomed. Box C-112.

Exceptional general manager looking for exceptional opportunity. 18 years doing it all, managing AM/FM. Expertise includes sales, profits, programming, superior leader and motivator, people-oriented. Excellent track record can be checked. Write Box C-114.

Successful executive with excellent credentials in AC, BM & religious formats desires GM or GSM in top 100 market. Has made the toughest situations profitable. A real go-getter! I'll do the same for you Box C-117.

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.

Experienced account executive would like to re-enter broadcasting. Desire sales or sales manager's position, any location and any market size. Write Box C-107.

Number one in present job. Seeking new challenge in sales. First Class license. Over three years broadcast experience. Write Box C-113.

SITUATIONS WANTED ANNOUNCERS

Catch a rising star and put him on your payroll. Young anchor/reporter seeks PBP opportunity. PBP experience, 4 major sports. Impressive track record, references. Talented, personable, committed to excellence. For more than your money's worth, call Barry, 617-823-5822.

Black communicator. Talented and looking. 3 yrs. exp. Dance, contemp. country, news. KITT, KSDO, KCBQ. Larry, 714-571-5340.

Major Market Talk Host. Strong air work. Hosted own shows in New York, Chicago, Philadelphia, and Miami. Now free to negotiate. Seeking position that's mutually beneficial. Write Box C-101, or call 212-684-0470.

Hard Worker-excellent references—good production. Recently weekend/swing for No. 1 medium market CHR FM. Desire full-time CHR/AC position. Prefer Northeast. Alan, 203-347-7445.

I love sheep, cows, swamps, deserts, mountains, and small small markets, trained broadcaster wants day-nite weekend and holiday shift, for charismatic tape, write Box C-108.

Help Reagan take me off the unemployment line! Creative, versatile, trained beginner wants to help improve your ratings. Rock, Jazz or COM. Will relocate. Call Gary Fargo, 312-975-9880, after 5 pm.

Two years commercial experience in small market, want to move up. Adult, Top 40, MOR. Want to be creative, not just push buttons. Call Dave, 201-777-0749, anytime.

Creative DJ with two years on-air commercial radio experience looking for medium market break. Productive and reliable. For T&R, contact Jim Mulvaney, 312 388-3040; 12832 May, Chicago, IL 60643.

Professional sound and attitude. Dependable, cooperative, eager for first break. Available now. Brian Davis, 414-255-2078.

Where I grew up, the kids didn't smoke joints to get stoned. They rolled gunpowder and had a blast. Take my tape, please. Daniel Winton, 213-328-4427.

Returning to Midwest, in mid-August. Over twenty years all round air experience. Solid references. Wide news background and strong production. Prefer nights. Personal interview required. Box C-109.

Young, energetic, announcer, hard working and loves production; seeking employment in small-medium market. Call Anthony at 615-459-6382.

Country DJ, production pro with 5½ years' experience looking for solid position. T.C. 2823 E. Malapai, Phoenix, AZ 85028. 602-992-2957.

Danny (213) 328-4427. Caressing the shores of America's consciousness with soothing waves of auditory delight. Melody, fantasy, ecstasy. A dream to set me free.

Quality play-by-play, air shift. Sports director. 3 years' experience. You'll never know unless you call 516-437-2688.

Do you want a large increase in your ARB's? Former number one sports-talk host in major market. 213-703-7320.

SITUATIONS WANTED NEWS

I'm dependable, creative and willing to do whatever it takes. All formats and news, but prefer sports. Willing to relocate. For tape, resume write Pete Borowicz, 2204 Joppa Ave., Zion, IL 60099; or call 312-746-1350.

Recent Ohio U. grad seeks challenging sports reporting/PBP position. 4 years radio & TV experience covering college & high school events. Great PBP, 4 major sports. Willing to relocate. Video & audio tape available. Rob Meltzer, 212-224-4351, or write Box C-85. PS.: will also make coffee.

Experienced Announcer seeks break in news/reporting. Aggressive & ready. Northeast Coast only. Tape & resume: Monica Braddy, 212-634-8562, after 6:30 p.m.

Very special PBP sportscaster, anchor and interviewer seeks advancement. Nine years' experience; talented, dependable and consistent. 516-781-0037. Gary.

News department need rejuvenating? Motivating, demographics-oriented ND is available at 904-269-4940. Major-market experience. If you want the news team to beat, call now.

Experienced News Director available for large to medium Sunbelt market. Serious, respected journalist. Effective motivator and manager. Write Box C-100.

Sports Director. 10 years' experience, seeks P-B-P and sports talk in medium/major market. Available now! Call 616-530-8273.

13 yr. radio & T.V. sports announcer, with 8 years play-by-play hockey. Also, extensive sales & marketing experience. Looking for major league challenge, with dynamic station. PBP preferred. Write Box C-104.

Capitol Hill radio reporter. Covering your Congressional delegation and other Washington news. Ed Connors, 800-424-5020.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Major Market total entertainer seeks challenging PD/air slot. Hard working, stable—unbelievable at remotes. Write Box C-131.

Wonder where all the good old radio people went? Like them back? I've got something better. Something new. I'm not a company. I'm an individual with an ability to position. Proven experience record. I have no degree in Journalism. I promise. 805-255-9135, ask for Mr. C.

Major Market AOR announcer with production director-promotion director-research experience. ready to program small-medium AOR. Tim, 216-884-8438.

Heeere's Johnny! Talented promotion/production/on-air person. No job too big—no market too small. Call John Reed Baker, 415-820-2993.

Suffering from mediocre-itis? The Bahamas, a lawnmower, an engraved pen and they still don't buy? This is no time for 5-deep and down. If you're interested in polishing things up, let's talk. I've got 15 years in successful programing, good calls, just want right chemistry. 805-255-9135, ask for Mr. C.

TELEVISION

HELP WANTED MANAGEMENT

Cablecasting Manager to manage production, commercial sales, and local origination facility for award winning cable TV system on tropical island of Guam. Ideal advancement opportunity for experienced cablecasting or TV station manager with strong marketing and administrative skills ready to move up into first-rate 20,500 subscriber cable TV operation. Five years management experience desired. Compensation package commensurate with experience and ability. Send resume to: R. Jerry Staggs, General Manager, Guam Cable TV, 530 W. O'Brien Drive, Agaña, GU 96910. Tel. 477-9334.

Traffic. Boston station, affiliated with the Christian Broadcasting Network, seeks an experienced Traffic Manager. Computer knowledge and three years' experience required. Send resume to: L. Bramlett, 100 Second Avenue, Needham Hts., MA 02194. Equal Opportunity Employer.

Director of Development. Enchanting Lake Superior setting small market public TV station seeks strong, energetic, take-charge, executive, to head new development function. CPB women/minority/training grant position guaranteed for one year; renewal based on financial success. BS degree in marketing, advertising, broadcasting, or related field. Minimum three years of experience in sales/development required. Salary to \$21,962. Apply to Personnel Department, NMU, Marquette, MI 49855, by August 10. WNMU is an equal opportunity/affirmative action employer.

HELP WANTED SALES

Sales Representative: Southeast ABC affiliate has opening for local retail sales representative with 2 years TV sales experience preferred, but will consider applicants with radio experience wishing to enter television. Compensation package includes guarantee, commission and full range of benefits. First year earnings \$25-35,000. Write Box C-79.

Local sales—ABC/VHF affiliate in Florida has immediate opening for account executive with strong broadcast sales experience. Must be self-starter. E.E.O. Send resume to Box C-105.

HELP WANTED TECHNICAL

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.

Hands-on Chief Engineer—Maintain transmission system (baseband processing, microwave, UHF TV transmitters, translator) in accord with FCC regulations and perform other duties required under Part 73.661. Some studio equipment maintenance. Participate in planning and construction of expanded production and master control facilities. Position requires a minimum of 5 years employment in operating, maintaining and repairing broadcast equipment, including at least 1 year at UHF facility. Experience with Klystron transmitters essential. Some management experience preferred. Excellent growth and advancement opportunity. Contact: H.D. Lung, V.P. KSCI, 1950 Cotner Avenue, West Los Angeles, CA 90025. 213-479-8081. Equal Opportunity Employer.

TV Switcher/Director. Experience with Vital switcher preferred. Send resume to: John Shand, Program Director, WTVR-TV, 3301 W. Broad Street, Richmond, VA 23230. E.O.E.

Video Technician—Maintenance & operation of on-campus CCTV, studio, and related television equipment. AAS in electronics preferred, minimum 3 years' experience. Deadline Sept. 15, 1982. Send resume to: Dr. Joseph S. Gardiner, Director Instructional Resources Center, State University College, Oneonta, N.Y. 13820. An equal opportunity employer.

Broadcast Maintenance Engineer wanted for growing ABC affiliate in South Florida. Must be capable of maintaining engineering equipment, studio cameras, Quad, and TCR 100. Two years' maintenance experience required. Send resume and salary requirements: Personnel, WPEC-TV, Fairfield Drive, West Palm Beach, FL 33407. EOE, M/F.

Broadcast Maintenance Engineer. 2-3 years VTR maintenance experience necessary. Familiarity with analog & digital troubleshooting. Duties will include: systems maintenance of switchers. 1" VTR's & 3/4" VTR's. Salary commensurate with experience. Call 212-370-9191.

KUAT-TV public broadcasting in southern Arizona is looking for a qualified engineer. We need an experienced maintenance engineer who will be part of our maintenance team providing preventative maintenance daily repair and installation of new equipment, with emphasis on one-inch editing equipment. Two years experience plus FCC license is required. Please send resume, by 8-20-82, to Employment Office, Babcock Building, University of Arizona Tucson, AZ 85721. Call Director of Technical Services Ronald Stewart at 602-626-2183 for additional information. The University of Arizona is an equal opportunity, affirmative action employer.

Wanted: Maintenance Engineer—Skilled in the maintenance of ENG equipment and studio equipment. The station is gearing up for the purchase and installation of state-of-the-art equipment to be installed in a new building. The engineer hired will be expected to be able to contribute to the planning process for the new equipment, its installation and maintenance, as well as the maintenance of existing studio equipment. Write: Mr. Charles Goode, Studio Chief Engineer, WOWK-TV, P.O. Box 13, Huntington, WV 25706. Equal Opportunity Employer.

Maintenance Engineer—established post-production house has immediate opening for experienced engineer. Tape, CMX, switcher experience a must. Call Gregory Reis, 312-280-2200.

Studio Maintenance Engineer for Northeast top 50 market. Equipment includes Ampex cart and one-inch, RCA two-inch and film, Grass Valley switching, full ENG, and much more. Apply to Fred Lass, Chief Engineer, WNYT-TV, a Division of Viacom Broadcasting, Box 4035, Albany, NY 12204. WNYT is an equal opportunity employer.

Assistant to the chief engineer.—Telecommunications Division needs Assistant to the Chief Engineer with FCC 1st or General license. SBE certification a plus. Work with state-of-the-art radio, TV and satellite facility at West Windsor, N.J. campus, including public radio station WFFM, Mercer County Community College cable TV network, closed circuit TV and radio/TV academic programs. Requires maintenance and construction experience in radio and/or TV. BA or AA degree desirable. Salary dependent upon experience. Excellent fringe benefits. Respond with resume to: Mercer County Community College, Personnel Services, Dept. GS, P.O. Box B, Trenton, N.J. 08690. Equal Opportunity Employer, M/F.

Experienced E.N.G. maintenance engineer. TV control room operations background. First Phone/General license also required. Contact Darrell Hunter, WKEF-TV, 513-263-2662. EEO/M/F.

Maintenance Technician. We have an opening for an individual with an AA degree or equivalent in electronics. This position requires an FCC General Class License, installation/maintenance experience with both studio and UHF transmitter equipment desired, digital a must. Type C-1", RCA quad, RCA and Norelco cameras, Epic editing, Grass Valley and Vital switchers, RCA transmitter. Competitive salary and excellent benefits. M/F E.O.E. Send resume to: Director of Engineering, WPGH-TV, 750 Ivory Avenue, Pittsburgh, PA 15214.

Manager, Technical services for the University media organization. Responsible for personnel and hardware. Includes: Multi-camera, Quad, 3/4", 1/2", analog and digital, repair facility, BSEE or equivalent. Five years' increasing responsibility. Salary commensurate with experience. Send resume to: University of MO-Columbia, Personnel Services, 309 Hitt Street, Columbia, MO 65211. AA/EEO.

HELP WANTED NEWS

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.

Anchor/Producer: We need an experienced professional to co-anchor early and late news on a medium market Midwest station. Send resume and salary requirements to Dick Westbrook, WAND-TV, 904 Southside Drive, Decatur, IL 62525. An Equal Opportunity Employer.

News Director needed by medium market TV in Southeast. Must have experience in administration, journalism and techniques. Good salary and fringe benefits. Resume to Box C-53. EOE.

HELP WANTED NEWS CONTINUED

Sportscaster—Medium midwest market with major university connection looking for experienced anchor and play by play persoh. Equal Opportunity Employer. Send resume and references to Box C-80.

Wanted: News Director for ABC affiliate serving Naples, Ft. Myers, FL. Prefer director with UHF experience in fighting powerful VHF station. Good equipment, fringes and working conditions. Must be good people handler and have excellent qualifications and recommendations. Does not have to be the number one person in present position. Prefer someone from Florida or a Southern State, but not an absolute must. Individual selected will be given latitude to run the department. Send resume, tape to: WEVU-TV 26, 28950 Old 41 Road, SE, Bonita Springs, FL 33923.

Weekday Co-Anchor needed for dominant No. 1 top fifty news station in Northeastern PA. Must have reporting experience and strong writing skills. Rush tape, resume, and salary requirement to Sue McInerney, WNEP-TV, Wilkes-Barre/Scranton Airport, Avoca, PA 18641.

Midwest CBS affiliate seeking to fill weekend news anchor and general assignment reporting position. Experienced news professional with potential for main anchor back-up. Rush resume, audition tape and salary history to News Director, WMBD-TV, Peoria, IL 61604 E.O.E., M-F.

WGBH/Boston: Award-winning public television nightly news seeks top-notch replacement for Nieman-bound reporter/producer. Right candidate is experienced broadcast journalist in search of alternative opportunity. No rookies, please. Letter and resume (no calls) to WGBH, Personnel Department (A-126), 125 Western Avenue, Boston, MA 02134. An Equal Opportunity Employer. Deadline: August 15, 1982.

Reporter: needed to handle general assignments for dominant No. 1 station in the Northeast. Aggressiveness, good writing skills and a knowledge of ENG is required. Rush tape, resume and salary requirement to Sue McInerney, WNEP-TV, Wilkes-Barre/Scranton Airport, Avoca, PA. 18641.

TV news reporter/producer, University of Florida. Requires a Bachelor's degree and five years' experience. Must include at least one year with ENG equipment, on-camera performances, broadcast writing, reporting, and producing. Salary \$18,000-\$20,000, negotiable. Preference given candidates with demonstrated leadership qualities and a desire to develop marketing skills required in public relations. Send complete resume by July 29, 1982, to: Mr. George P. Bradley, Employment Manager, 337 Stadium, University of Florida, Gainesville, FL 32611. Equal Employment Opportunity/Affirmative Action Employer.

Weatherperson: Group-owned CBS affiliate in top 100 Midwest market seeks warm, authoritative, knowledgeable primary weather anchor with proven communications skills. Excellent benefits and opportunity for career advancement within 6-station group. Send resume and air check to Bruce Childs, WANE-TV, 2915 West State, Fort Wayne, IN 46808. EEO/M-F.

We're looking for the right individual to help carry on a sports tradition of excellence. Position opening soon for experienced sports reporter to be the second man of a leading sports team. Successful applicant should have minimum 2 years' experience, good radio and TV play by play and capable of anchoring weekend TV sports. E.O.E./M-F Rush resume, salary history, references to Box C-124.

Group-owned stations in five midwestern markets looking for self-motivated TV people. Possible openings for anchors, reporters, sports people. Excellent benefits, good pay, growing company with room to move up. Send resume to Box C-96. We are an Equal Opportunity Employer. M/F.

Energetic, experienced news producer wanted. If you can work well in a large news department, and are better than average, rush resume to Box C-120. EOE.

News Director. Outstanding opportunity for experienced aggressive News Director in Sunbelt major market. Send complete resume in first letter. All inquiries held in strictest confidence. An equal opportunity employer. Write Box C-134.

Producer/Director. Large Eastern market looking for experienced producer/director. Must have creative writing ability, location shoot experience, control room directing and editing background. Write: P.O. Box 1986, Pittsburgh, PA 15230. An Equal Opportunity Employer. M/F.

Northeastern top fifty station is looking for an aggressive weekend anchor/reporter. Good writing skills and production experience a must. Rush tape, resume and salary requirement to Sue McInerney, WNEP-TV, Wilkes-Barre/Scranton Airport, Avoca, PA 18641.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

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.

PM Magazine co-host. If you're interested in working with one of the top rated PM Magazine shows in the nation, now's your chance. Our Midwest atmosphere is the best available. Previous experience in PM Magazine is an asset. Will be required to do daily wraps as well as produce own stories and work with male co-host already on staff. Reply with salary requirements, resume and demo tape to: Personnel Assistant, WDTN TV2, P.O. Box 741, Dayton, OH 45401. EOE.

Recent radio/TV college graduates. Production/operations opportunities available at WXVT. Get your break into TV broadcasting. Send demo tape or resume to: Production Manager, WXVT, P.O. Box 5815, Greenville, MS 38701.

Top 50 market PM Magazine seeks co-host with television on-air and story producing experience to work with male co-host already on staff. Send tape and resume to Gary Brown, WBRC-TV, P.O. Box 6, Birmingham, AL 35201.

Major affiliate seeking feature reporter for locally produced magazine show. Looking for strong on-air personality and demonstrated skills writing, producing and reporting human interest and news-related magazine stories. Send audition tape and resume to P.O. Box 9494, Seattle, WA 98109. EOE.

Number one PM Magazine in top sixty market needs co-host to work with our very talented female co-host already on staff. Must be excellent writer and producer with lots of energy! Previous PM experience preferred. Send resume, tape, and salary requirements to: Jo-Allison Phillips, WTOL-TV, P.O. Box 715, Toledo, OH 43695. E.O.E., M/F.

Associate Producer. Major market network affiliate has an opening for an associate producer on a nationally syndicated talk show. Prefer applicants with previous experience in production of a talk show and a degree in communications. Send resume to Box C-111. Equal Opportunity Employer.

Top rated PM magazine operation is looking for co-host/story producer, to join current female co-host, cameraperson and producer. Send tape, salary requirements to P.O. Box 7220, Reno, NV 89510.

SITUATIONS WANTED MANAGEMENT

Need a competitive, loyal programing/promotion director who's already planning for the 90's? Write immediately. Currently employed. Box C-132.

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-97.

SITUATIONS WANTED SALES

TV programming international sales. Experienced German TV executive with best connections in the industry—fluent in German, English and French seeks position in sales dept. US or Paris and Munich. K.O. Enterprises, 55 Sutter, Suite 814, San Francisco, CA 94104. 415—441-2639.

SITUATIONS WANTED TECHNICAL

To prospective employers: Recent "tape" school graduate, hard working & responsible—w/ENG, editing, tech, & post production experience. Presently seeking an entry level position in either television/cable industries. T/R on request. Call (evenings): 212—766-5043. Write: D. Farber, 671 Rutland Road, B'klyn, N.Y., 11203.

We're not Batman & Robin, but can they edit, technical direct, produce, and direct? This dynamic duo seeks an eastern U.S. adventure. Our line is open. 904—744-1137.

SITUATIONS WANTED NEWS

Producer/Writer/P-T Reporter with major TV news network seeks full-time on-air position in large or medium market. Dedicated, hardworking, attractive, 28. Need to advance career on-air. Write Box C-72.

Energetic, black female with B.A. in broadcast journalism, good production skills and some experience seeks entry level television news position. Pamela Davies, 634 W. 95th St., Chicago, IL 60628.

Ambitious female seeks entry level reporting position. B.A. Communications, Internships major Denver stations. Writing, editing, shooting ability. Contact Cynthia Ellis, 303—364-6720; 800 Evanston Street, Aurora, CO 80011.

Hardworking, mature male (33) with TV news reporting experience seeking re-entry into the field. Reply Box C-59.

UPI award winning, medium market newsman, seeks TV reporter/anchor position. 4 years' experience, knowledgeable and ambitious. Gary, 212—937-6851.

Reporter/anchor/producer needs to advance. Currently employed. Experienced, dedicated, diligent, mature, appealing, 31. Box C-82.

Story Editor/Associate Producer for syndicated magazine show, is ready to put experience to good use for news dept. in small or medium market. Call Sandy, 213—766-0376.

Attorney-Reporter—Award-winning reporter formerly with nation's second largest law firm. General, legal and investigative reporting. Currently in top 40 market. Reply Box C-62.

Solid Journalist. Television/radio background. Reporting, anchoring, News Director. On vacation. Can respond immediately. Write Box C-91.

Aggressive and articulate sports journalist with 4 years' experience in all facets of field (edit/shoot/report/anchor/produce) seeks position with sports staff that strives for quality and innovation. Mark, 607—748-8591.

Versatile, experienced movie and book reviewer/sports anchor. Ready to move up to bigger market. Will head arts department or do anchoring and reporting. Please call 212—840-3636.

Bright college grad seeks FT, daytime TV production position in N.Y. metro area. Experienced in all aspects of studio and remote productions. Call 914—946-6545 after 5 pm to reply. Ask for David Jr.

Director: 5 years' directing experience directing 6 & 10 pm news in mid 60's market, net affiliate. Wants challenge of larger market & fall book. Also experienced in all phases of 3/4" EFP and live sports programming. Write Box C-135.

Experienced small market news director looking for reporter's position in medium market. Box C-136.

Meteorologist seeking weather only, some T.V. and radio experience in top 20 market, good appearance, enthusiastic, medium Midwest market desired. Write Box C-137.

I write, report, shoot and edit film or tape. Degree and internships. Dependable, creative, hard-working female. Willing to travel. Kris McCullough, 815—248-2460.

Young female with B.S. in Journalism and on-air experience looking for entry level sports or general reporting position. Can write/shoot/edit/report. Award winner. Willing to relocate. Call Laura, 301—262-4711.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Production Engineer with 5½ year's experience in both production and on-air television. B.A. in Broadcasting Engineering with First Class license. Able to handle cameras, tape, ACR's, switchers, and editors. Call Ken, 213-874-8011.

CMX 340 X certified editor, 22 years creative video/film experience. NBC, ABC, NASA. Brochure available from Box C-133.

Production Manager—Experienced, respected, creative, award winning. Call 617-739-2200 ext. 660; Evenings, 914-941-2937. Leave message for Bill. I'll return your call.

CABLE

HELP WANTED SALES

Sales/Public Relations. Growing Ohio cable group has immediate opening for sales/public relations oriented individual. Primary responsibility will be the direct sale of advertising time to area retail accounts. Will also interface with local governments such as city councils for the purpose of obtaining and renewing cable franchises. Previous related experience required. Send resume stating salary requirements to Box C-129. EOE, M/F/H.

HELP WANTED TECHNICAL

Video System Technician—to plan, install, maintain new studio/remote facility. Degree or experience essential. \$18,000-\$23,000. Send resume to: P.O. Box 50406, Indianapolis, IN 46250.

ALLIED FIELDS

HELP WANTED SALES

Sales person—Full line broadcast and professional video equipment. Must have operating knowledge of teleproduction systems and desire to make over \$50,000/year in commissions. Send resume to Melanie, 3459 Cahuenga Blvd., West Hollywood, CA 90068.

HELP WANTED INSTRUCTION

Electronics Instructors. Ivy Tech-Region 10 is seeking two electronics instructors—one for each of its operations in Columbus and Bloomington. Applicants should have a bachelor's degree in engineering technology with 1-3 years field experience or a two-year associate degree with equivalent experience. Previous teaching experience is highly desirable. Applicants for the Bloomington, Indiana position should have a strong background in communication electronics and mathematics. Applicants for the Columbus, Indiana position should have a strong background in industrial electronics, digitals, and microprocessors. Ivy Tech has an attractive benefit package for its full-time instructors, including: health, life and dental insurance, TIAA/CREF retirement program, and a personal educational development program. The 12 month salary range for these positions is \$17,300-\$24,000. Applications will be accepted through August 6, 1982. Forward letter of application and resume to: Gregory K. Flood, Director of Operations/Bloomington, Ivy Tech-Region 10, 303 North Curry Pike, Bloomington, IN 47401. Ivy Tech is an equal opportunity/affirmative action state college.

SITUATIONS WANTED MANAGEMENT

Cable/broadcast mgt. Professional. State-of-art experience. Advertising, computers, program scheduling. PPV. 614-481-5062.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant Cash for Broadcast Equipment: Urgently need good used: transmitters, AM-FM-TV, film chains, audio consoles, audio-video recorders, microwave; towers; WX radar; color studio equipment. Ray LaRue or Bill Kitchen, Quality Media Corp., 404-324-1271.

Wanted: Good, used EMCEE ITFS transmitters model TS-10-B-S with cabinet, remote control, etc. 213-743-5145.

\$500 Reward for UHF Transmitters: for information which leads to our purchase of any UHF TV transmitter. Call Ray LaRue or Bill Kitchen, 404-324-1271.

AEL-FM25KW transmitter wanted for parts or auxiliary. Also, any recent 5KW FM transmitter. 517-349-2040.

Western Electric amplifiers, tubes, mixers, other products. Call 213-576-2642.

FOR SALE EQUIPMENT

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.

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., 404-324-1271.

Incredible Camera Buy! New Thomson MC-301 ENG camera includes 14:1 Fuji, servo/zoom lens, 1.5" viewfinder, (3) satcons, AC supply, carrying case, factory warranty, your price \$6,950! Call while they last. Ray LaRue, Quality Media Corp., 404-324-1271.

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., 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., 404-324-1271.

Sparingly used Ampex VPR-20 portable video recorder W/TCG, color stabilizer, battery packs and charger, carrying case, 30-day warranty. \$35,000. Used Ikegami HL-77 camera in good condition, good tubes, as is. \$10,000. Three used RCA TK-76 cameras, as is, all are still working. \$6,000 each or as group \$15,000. New Ikegami ITC-350 cameras, four with 1428 plumbs, 9 others with sats, at cost. Both studio and ENG versions available. Landy Associates, Inc., Cherry Hill, N.J. 609-424-4660; Framingham, Mass. 617-877-9570.

For sale or trade. 2 "VR-3000" 2-inch portable recorders. Excellent condition. Low priced. 312-236-5535. Panos Productions, (days).

Solid State TV Exciters: Change out your old tube-type unit to the new NEC solid-state, IF modulated Exciter. Upgrade your present transmitter and improve your reliability, color, and stability problems. Call Ray LaRue, Quality Media Corporation, 404-324-1271.

Audiotronics model 110A control console. Excellent condition. For information, call Terry, 301-652-9740.

For sale-2-years-old Sono Mag ESP-I automation system with 4 carousels, 4 Otari reel-to-reels, automatic loader, manuals, & misc. spare parts. Excellent condition! Lloyd Mayberry 817-559-3331.

Complete satellite Earth station including 10' Microtech dish, 120-degree LNA, feedhorn & rotor, STS receiver w/RF modulator, all associated cables & Wegener demodulator & control unit. For details, contact Robert Purcell, 202-872-1920.

90-ft galvanized tower-new: 3-ft. face, 2½" solid round stock, 5 sections. No hardware, on ground, painted, as is, where is, South Georgia. \$4,500. 912-439-9215.

New 2 Ghz Terracom TCM601B TV relay transmitter and receiver, 525 ft. of 1½" heliax, 10' dish w/radome. Available now-no 8 month wait from factory. Sid Shumate, 804-977-7082.

Video production switcher—ISI 902 with encoded Chroma-Key, color black background, and key edging. Purchased 1 year ago and in excellent condition. Asking \$6500. Reply: P.O. Box 253, Blue Bell, PA 19422, or call 215-828-8700.

SMC DP-2 stereo automation system, 3 reels, 5 carousels, 3 carts, printer, encode center, video monitors, extras. KMAJ, P.O. Box 4407, Topeka, KS 66604; 913-272-2122.

Phototypesetter, model No. 3100. Bought in June 1978. Various lenses, fonts, chemicals included. \$2,000 or best offer. B. Scheller, KOTV, 918-582-6666.

Copper strap, wire, screen. Check our prices. 317-962-8596, ask for copper sales.

TK-27 color film camera, \$5000. Call or write: T. Arthur Bone, WPRI-TV, 25 Catamore Blvd., East Providence, R.I. 02914. Tel: 401-944-1287.

16 MM single system film equipment, good condition; (7) Frezzolini LW16 cameras w/sound head built on amp, Ang 12 x 120 zoom, 400 ft. mags; (1) CP16A W/built in amp, 12 x 120 zoom, 400 ft. mags; (3) Angenieux 12 x 120 zoom lenses 2/w0 degree eyepiece—1/w 1 inch finder. Make offer on any or all. Contact Hal Stopfel, WHAS-TV, 502-582-7220, or Box 1084, Louisville, KY 40201.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letterhead). O'Liners, 1448 C West San Bruno, Fresno, CA 93711.

D.J.'s - Want a dynamic aircheck? Top comedy team show you how!!! Hilarious instructions (cassette) \$5. Comedy, Box 111, Newburgh, IN 47630.

MISCELLANEOUS

D.C. News Bureau—3 room office suite available in broadcast center on Capitol Hill. Large main office with extra electrical service, separate editing room pre-wired to feed center, third room for office space. Approx. 800 sq. ft. total. Available immediately. Contact Lucky Severson, Standard Communications Inc., 236 Massachusetts Ave., NE, Suite 110, Washington, D.C. 20002. 202-543-4826.

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter or trade—better! For fantastic deal, write or phone: Television & Radio Features, Inc., Newberry Plaza, 1030 N. State, Suite 40-E, Chicago, IL 60610. 312-944-3700.

INSTRUCTION

Announcers! Upgrade your performance! Avoid embarrassing errors of speech which discredit you and your station! Broadcasters' Career Advancement Language Guide now available in cassette format from San Diego's Language Improvement Services. An absolute must for every announcer! An incredible value! Send \$9.95 to LIPS, 416 West San Ysidro Blvd., Suite K-33, San Diego, CA 92073. Prompt delivery! Prepare for major markets! Send today for this outstanding one-hour presentation, which combines valuable instruction with entertaining humor. 100% money back guarantee.

CONSULTANTS

It's remarkable! How No. 5 station outbilled No. 1 and No. 2 stations combined! Free money making information packet. Write Box C-64.

Communicators: looking for a job? Let's face it! Everybody won't get a job this year. But, the folks registered with CPS stand a better chance than you do. Find out more. Contact: Communications Placement Service, 2025 Eye Street, N.W., Suite 813, Washington, D.C. 20006; 202-659-8251.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

RADIO
Help Wanted Management

MARKETING RESEARCH

Research Project Manager Associate Project Manager

Our growth is on your side.

The Arbitron Ratings Company, one of the nation's leading television, radio and cable audience measurement firms is looking for experienced researchers to design, test and analyse survey experiments. Due to our expanding activities, we have immediate openings for a research project manager and a research associate.

Candidates should have a least 3-5 years experience in all phases of survey research with a research supplier. A degree in the social or management services is required.

Join a leader and take advantage of this outstanding career opportunity. We offer excellent benefits and a convenient suburban location. For immediate consideration, please send a detailed resume with salary requirements, in confidence to:

J. Orange
Personnel Administrator
The Arbitron Ratings Company

A Control Data Company
4320 Ammendale Road
Beltsville, Maryland 20705
An affirmative action employer. M/F

Situations Wanted Announcers

I AM SICK OF BARTENDING

to make my ends meet! I'm a fully trained announcer looking to start my career at an AOR, MOR or progressive FM rock station. I have a good professional attitude - no ego - reliable, and enjoy production work. I'm ready to start work for you anywhere and anytime. If you are interested in knowing more about me, feel free to call! 312-653-3456, Dave Kammes. Or write to Box 34, Winfield, IL 60190

LET'S MAKE BEAUTIFUL MUSIC TOGETHER!

Highly creative and motivated Jill-of-all-trades with 5 years writing and DJ experience and talent in programming, promotion, announcing, writing, and production available to wear one or many hats in any size market, preferably in the South. Main interest in talk, MOR, AC, or top-40. Please call 201-825-3380, or reply to Box C-115.

TELEVISION

Help Wanted Management

GENERAL MANAGER

New station-Sunbelt-100+ market-ready to be built and staffed! Contact us if: you are aggressive, can motivate people, good at programming, can make the dollars with or without network.

Send resume and salary expectations and tell us how you can handle the above. We will share ownership for your smarts! KLMB-TV, Inc., P.O. Box 38620, Houston, TX 77088.

Help Wanted Programing, Production, Others

PROGRAM DIRECTOR

KSTP-TV, a division of Hubbard Broadcasting Inc., has an immediate opening for the position of Program Director. Experience is absolutely essential. Send a resume to: Ralph J. Dolan, Vice President, Station Manager, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. No telephone calls, please. Equal Opportunity Employer.

KSTP-TV



LOCAL SALES MANAGER

KAMA, El Paso's prestige Spanish language radio station, has a rare opportunity for a local sales manager. This station has a ten-year history of successful operation. Our present sales manager is moving into a GSM position with a local TV station after eight years with KAMA. We will consider someone ready for a "move up." Knowledge of Spanish and/or Spanish language programming is helpful, but not necessary. Solid references are required. Write John Frankhouser, Executive Vice President, 4150 Pinnacle No. 120, El Paso, TX 79902; phone 915-544-7600.

Help Wanted Sales

DAYTON CABLE-TV SALES REPS

needed to sell five (5) basic satellite channels interconnecting this Fall in the 48th-ranked A.D.I. A ground floor opportunity for your future! Prefer radio-trained experienced peddlers only. Resumes to Doug Collins, Continental Cable-Vision of Ohio, Box 24339, Dayton, OH 45424. E.O.E.

Help Wanted News

NEWS DIRECTOR/LOS ANGELES

If you can lead a staff of major market news veterans, then we want you to be our News Director in Los Angeles. Major contemporary station seeks unique individual to perform on-air and oversee news operation of one of the nation's most-respected broadcast facilities. Mail resume and letter stating salary requirements to Box C-118. EOE, M/F.

Situations Wanted Management

RADIO GENERAL MANAGER

Successful General Sales Manager of well known major market radio station desires greater responsibility. Proven track record and highest industry recommendations. Top skills in sales and programming strategy. Prefer Sunbelt or Northeast. Reply Box C-92.

TALK STATIONS: RATINGS WOES GOT YOU UPSIDE DOWN?

Let me turn you around. Top 25 Ops. Mgr. (also now on-air) looking for a challenge. Creative, energetic. Talk to me. Write Box C-86.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road, Dept. PR., Ann Arbor, MI 48106

CO-HOST/STORY PRODUCER

PM Magazine in medium Southeastern market seeks co-host with good story producing skills. Will join female co-host now on staff. Please send tape and resume to: Julie O'Reagan, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. An Equal Employment Opportunity Station.

**Help Wanted Programing,
Production, Others
Continued**

ASSISTANT DESIGN DIRECTOR

WCVB-TV, Boston, a subsidiary of Metro Media, Inc. offers a challenging position as an Assistant Design Director to assist the Design Director and News Art Director in managing skilled professionals to formulate concepts, create designs, and ensure highest quality artwork for the station. Other responsibilities include the control of daily budgets, assisting directors in the art area, and managing job flow between designers and production artists.

Position requires high degree of style, strong design sense and ability to design projects within deadlines. Must be able to manage skilled personnel. Knowledge of animation and type design is necessary. Preference will be given to candidates with at least 3 years of graphics art experience and 1 year associated with television.

If interested, please send resume (no telephone calls please) to WCVB-TV, Personnel Department, Y782, 5 TV Place, Needham, MA 02192.

An Equal Opportunity Employer M/F.

Help Wanted Technical

Maintenance Technicians

With our recently developed 24-hour all news cable service, Group W Satellite Communications, a division of Westinghouse Broadcasting and Cable Company is fast becoming a recognized cable industry leader.

Currently, we have several outstanding opportunities for highly skilled individuals experienced in the installation and maintenance of television and studio facilities to join our newly constructed network operations center. A broad knowledge of television studio technology along with an understanding of computer technology are highly desirable qualifications.

Located in an extraordinary waterfront location convenient to New York City, GWSC provides a highly supportive environment that recognizes talent and rewards contributions. You'll also receive competitive salaries and generous fringe benefits. For prompt consideration, please forward resume and salary history, in confidence to: Dept. BCT

Manager, Technical Operations



Satellite Communications

41 Harbor Plaza Drive

P.O. Box 10210
Stamford, Connecticut 06904

An Equal Opportunity Employer, M/F

SPECIAL HALF-PRICE OFFER

For the issues dated August 2, 9, 16 and 23 **ONLY**, BROADCASTING will reduce Situations Wanted rates to 25c per word with a \$3.75 weekly minimum. Blind Box numbers: \$1.50 per issue. These special rates apply **ONLY TO SITUATIONS WANTED NON-DISPLAY ADS FOR THE ABOVE LISTED WEEKS**. Payment must accompany the order.

Help Wanted Technical Continued

BOSTON UHF

**W X N E - T V needs
maintenance & operating
engineers.**

Experience needed on:

TCR-100 VTR
TK-44 CAMERA
TK-27 FILM CHAIN
TK-28 FILM CHAIN
GVG-1600 SWITCHER

Resume or phone call to Stevan Vigneaux, 100 Second Avenue, Needham Heights, MA 02194, 617/449-4200, ext 28.

BOSTON 25

VISCOM

A division of Visnews, the world's largest television news agency, is seeking a Chief Engineer for its new Operations Centre in New York. Applicants should have a keen interest in international news and extensive experience in television broadcasting, particularly 3/4" U-matic and one-inch type C video tape equipment and operations. Familiarity with terrestrial and satellite transmission systems would be an advantage. Responsibilities will include working supervision of a small operating staff, planning and installation of news facilities, coordination with domestic and international carriers, and liaison with broadcasters and other clients. It is expected that the successful candidate will make a significant contribution to the continued success of Visnews in the growth area of international news. This is a unique opportunity for a self-starting broadcast engineer with entrepreneurial flair. Applications to:

Viscom International (Chief Engineer)
Empire State Building
350 Fifth Avenue, Suite 8208
New York, NY 10118

Help Wanted Technical Continued



TRANSMITTER MAINTENANCE ENGINEER

for
KGO-TV, San Francisco.

Candidate must be experienced in maintenance testing and proof of performance measurements for T.V. broadcast transmitters. Will also be required to maintain a 40 KW television transmitter in accordance with FCC rules and ABC standards. General radio/telephone operator's license required. Send resumes to:

Robert Edens
ABC Personnel
126 Hyde St.
San Francisco, CA 94102

An Equal Opportunity Employer.

Help Wanted Sales

LOCAL SALES MANAGER

Network affiliated station within the top 40 markets. Sunbelt area, looking for persons with previous sales management experience. Person should be heavy on creative and promotional sales. Send resume to Box C-23. An equal opportunity employer. M/F

LOCAL SALES CALIFORNIA

Network affiliate in top 25 market is looking for energetic local sales representative with minimum of two years experience. Group operator, excellent benefits, stable market. Big emphasis on creating new business. An equal opportunity employer. M/F. Send resume to Box C-138.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

Help Wanted News

KSTP-TV needs a top notch general assignment reporter. We want an experienced person who can dig out good stories and make them come alive on television. Send a resume and samples of your best work to: Bob Jordan, News Director, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. No beginners or telephone calls, please. Equal Opportunity Employer.



KSTP-TV

METEOROLOGIST/WEATHER ANCHOR

Aggressive Sunbelt market station looking for a professional to gather and prepare, then deliver weather information for six and eleven PM newscasts. Send tape and resume to Dave Walker-News Director, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. An Equal Employment Opportunity Station.

NEWS DIRECTOR

Outstanding opportunity for experienced aggressive News Director in Sunbelt major market. Send complete resume in first letter. All inquiries held in strictest confidence. An equal opportunity employer. Write Box C-130.

MAJOR CALIFORNIA MARKET METEOROLOGIST

Network affiliate in 21st market looking for a professional to add to the staff. Degree and/or AMS seal preferred. Ability to interpret satellite and radar and present weather in an interesting, innovative style and warm, outgoing manner. Send tape and resume to Jim Morgan, News Director, KXTV, 400 Broadway, Sacramento, CA 95816. An EOE employer. M-F.

Situations Wanted Programing, Production, Others

NEWSCAST DIRECTOR

Major market-available now. Emmy award. National references. Due to management change, seeking immediate employment elsewhere. Call Jim in Atlanta: 404-876-4071.

WELL ROUNDED

University of Miami grad with PM, sports, research, and promotion experience is looking for a creative position with a fast-paced broadcasting operation. Available immediately. Will relocate. Call Bruce, 305-531-5745.

Books For Broadcasters

**T5213 HANDBOOK OF RADIO PUBL-
CITY & 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 ills. **\$12.95**

**S6001 THE POLITICS OF BROADCAST
REGULATION**, Third Edition, by Erwin G. Krasnow, Lawrence D. Longley, Herbert A. Terry. Completely revised to take into account dramatic changes in the field, such as increased competition from cable television and innovations involving satellite transmission and the regulatory climate. Political, economic, and technological changes are described and analyzed. Looking at broadcast regulation from a public policy perspective, the book is organized in two parts. Part One traces the evolution of broadcast regulation and shows how regulations and broadcasting policy are determined by the FCC, the broadcast industry, citizens groups, the courts, the executive branch, and Congress. Part Two provides five case studies of broadcast regulatory policies. A closing section gives a broad overview of broadcast regulation, relating the analytical and theoretical material in Part One to the specific facts brought to light in the case studies of Part Two. 304 pages, annotated bibliography, index. **\$8.95(paper)**

BROADCASTING BOOK DIVISION

**1735 DeSales St., N.W.
Washington, D.C.
20036**

Please send me book(s) number(s) _____. My _____ payment is enclosed.

Name _____

Firm or call letters _____

Address _____

City _____

State _____ Zip _____

ALLIED FIELDS
Help Wanted Technical

ADVANCE YOUR CAREER IN AUDIO TELECONFERENCING

The Maricopa Community College District in Phoenix, AZ, currently has the following Audio Teleconferencing position open at Rio Salado Community College:

TECHNICIAN

You will need an AA degree in electronics and one to two years of broadcast electronics experience.

District application and unofficial transcripts must be received by August 20, 1982. All inquiries should be addressed to Personnel Office, Drawer J.

ARICOPA COMMUNITY COLLEGES

3910 E. Washington Street
Phoenix, Arizona 85034

An Equal Opportunity Employer M/F/H

Help Wanted Programing, Production, Others

SOUTHEAST'S TOP PRODUCTION FACILITY

seeking video tape editors. Must have at least one year active experience with DVE, 1" VTRs, production switchers and computer editing. Must work and communicate effectively with clients. Contact:

Operations Manager
Video Tape Associates
2040 Sherman Street
Hollywood, FL 33020

Radio Programing

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
included in each series



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California 90069. Telephone:
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Employment Service

RADIO JOBS

10,000 radio jobs a year for men and women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspeople & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list. \$6.00. Special bonus: six consecutive weeks, only \$14.95—you save \$21.00! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.**

Miscellaneous

STUDIOS AVAILABLE FOR RENT

New, state of the art, first class audio production & broadcast studios with mixing consoles, stereo tape machines, audio processing gear, turntables, stereo cart machines and announce booths. Conveniently located in mid-town Manhattan, available for daily or hourly rental. All inquiries to Box C-121.

RADIO SURVEYS

100 calls \$495.00. \$127.00 down & \$33.00 per month. \$50.00 rebate if you buy before Nov. 1, 1982. Now in our 8th year of growth. Call Dick Warner collect 404-733-0642.

S-A-M-S

ENG HELICOPTER

1981 Bell Jet Ranger III. 333 hours total time. Full King avionics with Collins auto pilot. Taburn, Microwave Associates, Wulfsburg and Sony broadcast equipment. Equipped and ready for live work. Full specifications and price on request of principals only. Write: Mr. George Vaughan, P.O. Box 1016, Opa Locka, FL 33054. Phone: 305-685-8014.

Wanted To Buy Stations

GROUP OWNERS INTERESTED

in buying Florida properties. Principals only. Reply with confidence to Box-C-116.

For Sale Stations

BROKERAGE

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S	Medium	Fulltime	\$750K	\$100K	Bill Cate (904) 893-6471
SW	Small	Fulltime	\$495K	\$125K	Bill Whitley (214) 387-2303
MW	Small	AM/FM	\$350K	\$72K	Bill Whitley (214) 387-2303
MW	Small	FM	\$325K	\$125K	Bill Lochman (816) 254-6899
E	Small	Fulltime	\$325K	\$150K	Jim Mackin (207) 623-1874
S	Small	AM/FM	\$300K	\$87K	Ernie Pearce (615) 373-8315
NW	Small	AM/FM	\$275K	Terms	Greg Merrill (801) 753-8090

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Fates & Fortunes

Media



Mugar

David Mugar, board chairman, New England Television Corp., Boston, licensee of WNEV-TV there, assumes additional duties as chief executive officer. **Edward Fredkin**, president and CEO, has resigned to devote more time to his Pittsburgh-based Three Rivers Computer Co. **Betram Lee**, senior VP, NETC, succeeds Fredkin as president.



Lee



Baker

Winthrop Baker, executive VP and general manager of WNEV-TV, named president and chief executive officer of station.

Trygve Myhren, chairman and chief executive officer, American Television & Communications Corp., Englewood, Colo., named VP of parent, Time Inc.

Robert Backman, general manager, KWEN(FM) Tulsa, Okla., named VP of parent, Katz Communications.

Mike Kirtner, general manager, WTCR(FM)-WHEZ(FM) Huntington, W. Va., named VP-general manager of co-owned WAEB(FM)-WKKW(FM) Allentown, Pa., and VP of WTCR-WHEZ. **Mike Buxser**, sales manager, WVA(FM) Charleston, W. Va., joins WTCR-WHEZ as Kirtner's successor.

Jack Rattigan, from WRAP(FM) Norfolk, Va., joins WNOR-AM-FM there as VP, general manager.

Skip Broussard, general sales manager, WTX(FM) New Orleans, joins co-owned WTB(FM) Kansas City, Mo., as general manager.

Chet Hollinger, from WWBA-FM St. Petersburg, Fla., joins WTAN(FM) Clearwater, Fla., as general manager.

Dennis Israel, president and director, Greater Long Island Communications, operator of WGL(FM) Babylon, N.Y., resigns.

Revised management structure announced at noncommercial KUSC(FM) Los Angeles: General manager **Wallace A. Smith** continues in that post but takes on new duties in development and fund raising. **Ann Worth**, assistant station manager, named station manager. **Nikki Mike**, director of programming administration, named assistant to general manager.

John Long, program director, KULF(FM) Houston, joins WCCO-FM Minneapolis as operations manager.

Ken Cinco, operations manager, WYWF(FM) Tampa, Fla., joins WDBO-FM Orlando, Fla., in same capacity.

S. Anders Yocom, VP, program production, noncommercial WTTW(TV) Chicago, named VP, corporate affairs.

Jeff Wright, development director, noncommercial WNMU-FM Marquette, Mich., joins noncommercial WAMC(FM) Albany, N.Y., in same capacity.

John Brennan, treasurer, Capitol Broadcasting Co., Raleigh, N.C., named senior VP.

Philip Ranns, controller, WUHQ-TV Battle Creek, Mich., named VP.

Fred Meyer, managing director of Wander Ltd., Berne, Switzerland food company, subsidiary of Sandoz Ltd., Basel, Switzerland, joins CBS Inc. in New York on Oct. 1 as senior VP and chief financial officer, succeeding **Charles Follette**, who resigned last March.

M. Wayne Wisheart, treasurer, Des Moines Register and Tribune Co., Des Moines, Iowa, joins Palmer Communications, station group owner and cable MSO there, as controller and assistant treasurer. **Ronald Fall**, auditor, Palmer's Davenport, Iowa, office, named corporate auditor and assistant secretary.

Ira Lovitch, sales manager, KSRR(FM) Santa Monica, Calif., joins KJOI(FM) Los Angeles as new business development manager.

Robert Mendez, with California attorney general's office, Los Angeles, joins NBC law department there as senior attorney.

Charlotte O'Brein, community affairs manager, WGN-TV Chicago, elected assistant secretary for parent, WGN Continental Broadcasting Co., there.

John Lubetkin, VP-co-founder, Matrix Enterprises, based in McLean, Va., joins MetroVision's Prince George's county, Md., system as VP-general manager.

Jerry Pilcher, building superintendent and purchasing agent, Summit Cable Services for Iredell county in Statesville, N.C., named VP-general manager. **Adrian Cox**, director of special projects for parent, Summit Communications, Winston-Salem, N.C., named VP-general manager of Summit's cable system there. **Brenda Brunk**, assistant general manager of Winston-Salem system, named VP-general manager of Summit's Cable Services of Thom-A-Lex, Lexington, N.C. **Charles King**, cable consultant, based in Orlando, Fla., joins Summit as general manager of its Marietta, Ga., system.

Richard Wadman, regional operations manager, MDS operator, Colony Productions, Boston, named general manager of Colony's Greater Boston Cable Corp., Woburn, Mass.

Lana Miller Ritzel, account executive, KIZ(FM)-KAZY(FM) Denver, joins Daniels & As-

sociates there, cable MSO and financial house, as VP, mergers and acquisitions services.

Stephen Clarke, VP, finance and administration, American Cable Television, Phoenix, named VP, operations.

Ed Callahan, director, research and development, United Cable Television, Denver, named VP, research and development. **Jim Deveraux**, general manager, UCT's Casper, Wyo., system, named manager, newly formed Rocky Mountain district. **Greg Dvorak**, business manager, Santa Fe, N.M., system, named general manager.

Lionel Monagas, VP and station manager, WRBV(TV) Vineland, N.J., joins Comcast Cablevision of Philadelphia as director of franchise development.

Bob Jones, marketing manager for corporate marketing, United Cable, Boise, Idaho, named to same post at United's Treasure Valley, Idaho, facility, responsible for all marketing activities in Boise, Garden City, Meridian, Eagle, Nampa, and Caldwell, all Idaho.

Dorothy Harris, manager, new business assimilation, Harte-Hanks Cable, San Antonio, Tex., named director of finance and accounting for cable company.



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Advertising

Jean Goldsmith and **Jamie Graham**, creative supervisors, Grey Advertising, New York, named VP's.

William Perkins and **Gregory Walker**, account supervisors, and **Barry LoGiudice**, creative supervisor, Benton & Bowles, New York, named VP's.

James McCoubrey, senior VP, area director, Canada/Latin America region, Young & Rubicam, New York, named deputy area director and general manager, Europe, based in London. **John Destler**, president, Grey International, New York, succeeds McCoubrey.

George Niles, VP-media services and strategic planning, Hood, Hope & Associates, Tulsa advertising firm, joins Eisner & Associates, Baltimore, as VP, media services.

Edward Haymes, senior VP-finance, Needham, Harper & Steers, New York, named executive VP and chief financial officer.

Andrea Saks, director of research, Hill, Holliday, Connors, Cosmopolis, Boston advertising firm, joins Ingalls Associates there as VP, marketing research.

John Gilbert, senior account executive, Boasberg Co., Kansas City-based advertising firm, named account supervisor.

Howard Gold, executive art director, BBDO, Atlanta, joins D'Arcy-MacManus & Masius, St. Louis, as art director.

David Gulick, account executive, D'Arcy-MacManus & Masius, St. Louis, named senior account executive. **Kelly Miles**, assistant ac-

count executive, named account executive.

Joe Campagnolo, account executive for Turner Broadcasting Sales, Chicago, named VP, regional sales manager, TBSI, Los Angeles.

Erica Farber, director-promotional sales development, McGavren-Guild Radio, New York, named VP.

Jon Johannan, director of marketing services, Katz Television, New York, named divisional VP, marketing services. **Greg MacGregor**, from WDBO-TV Orlando, Fla., joins Katz, Jacksonville, Fla., as account executive.

Denise Durbin, from KPLR-TV St. Louis, joins Katz American Television there, as account executive.

John Buckley, sales representative, HR/Stone, joins CBS-FM National Sales, Chicago as account executive.

Thomas Griffin, Midwestern VP, Savalli & Schutz, joins Lotus Reps, Chicago, as account executive.



Moss

Skipp Moss, local and national sales manager, WGN-TV Chicago, joins KTXH(TV) Houston as general sales manager.

Michael Rix, sales manager, TeleRep's New York lions sales team, joins KTXH and co-owned KTXA(TV) Dallas, as national sales manager.

Lloyd Low, local sales manager, KCPQ(TV)

Seattle, named national sales manager.

Gene Hodges, Northeast regional manager, SESAC Inc., New York, joins WKJA-FM Belhaven, N.C., as general manager and sales manager.

Jerry Frentress, local sales manager, KWKH(AM) Shreveport, La., named general sales manager. **Skip Miller**, account executive, succeeds Frentress.

Bob Polunsky, local sales manager, Harte-Hanks's KENS-TV San Antonio, Tex., named general sales manager of Harte-Hanks cable channel 29 there.

Kelly Seaton, account executive, ABC Radio, Chicago, joins WGN(AM) there as national sales manager.

Dennis Gergits, account executive, WPTV(TV) West Palm Beach, Fla., named national sales manager.

Matt Reiff, account executive, KHTV(TV) Houston, joins KTXH(TV) there as local sales manager.

Kari Kammerzell and **Bruce Olson**, account executives, KARZ(AM) Phoenix, named local sales managers.

Scott Davis, retail sales coordinator, WFAA(AM) Dallas, joins KYND(FM) Pasadena, Tex., as local sales manager.

Dabney Cortina, account executive, WRC(AM) Washington, joins WJLA-TV there in same capacity.

John Latzer, account executive, WGTR(AM) Natick, Mass., joins WEEI-FM Boston in same capacity.

Tom Williams, program director, KWKH(AM) Shreveport, La., named agricultural sales specialist.

Lee Nixon, from WTVQ-TV Lexington, Ky., joins WJXT-TV Jacksonville, Fla., as account executive.

Mollie Bowers, account executive, WMAY(AM) Springfield, Ill., joins WXYZ(AM) Detroit in same capacity.

Otto Miller, from WNEW(AM) New York, and **Marjorie Abagnalo**, from WRNW(FM) Briarcliff Manor, N.Y., join WPIX-FM New York, as account executives.

Programing



O'Brien

Ed O'Brien, account executive, Worldvision Enterprises, Beverly Hills, Calif., named VP and general manager for Worldvision Home Video, New York effective Aug. 23.

Michael Brustin, director, drama development, NBC Entertainment, Los Angeles, named VP drama development

Michael Levine, director, on-air promotion NBC Entertainment, Los Angeles and **Carole Coates-West**, manager, current drama programs, named directors, current drama programs.

Named senior VP's, 20th Century-Fox Television, Los Angeles: **Peter Grad**, VP, development; **Barry Lowen**, VP-executive producer



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special projects: **Lea Stalmaster**, VP, current programs; **Mark Evans**, VP, production management, and **Dayna Kallns**, VP-business affairs.

Gerald Adler, VP-general counsel, Playboy Publications, Chicago, joins Viacom Enterprises, as VP-managing director of its London subsidiary, Viacom International Ltd. **Peter Press**, VP-deputy managing director for MGM/UA for Australia and Southeast Asia, based in Sydney, Australia, joins Viacom International Ltd., and Viacom Pacific, Viacom Enterprises subsidiary in same post responsible for same territory.

Sidney Sapsowitz, director of financial planning, MGM/UA Entertainment Co., Los Angeles, named VP, financial services.

Michael McCormick, American Express Co., card division, New York, joins Showtime there as director of affiliate marketing.

Gloria Feldman, director of foreign administration, Polygram Pictures, Los Angeles, joins ABC Motion Pictures there as manager, distribution administration.

Karen Marino, administrative assistant for sales administration, Metromedia Producers Corp., Los Angeles, named manager.

Don Silverman, producer and consultant, Paramount Television, Los Angeles, joins Playboy Channel there as supervising producer.

Susan Jacobi, contract station services coordinator, NBC, joins CBS's Radioradio, New York, as manager, affiliate clearance administration.

Linda A. McMann, account executive, Group W Productions, Los Angeles, named Northwestern division manager in San Francisco.

Henry Mandell, senior corporate auditor, 20th Century-Fox Film Corp., Los Angeles, named supervisor, accounting, Oak Media Development Corp., based in San Diego.

Bobby Roth, independent producer, joins Universal Television, Los Angeles, as writer, director and producer for television.

Michael Young, sports anchor and commentator, ABC Sports, Los Angeles, joins *Soap World*, Barry & Enright Productions there as co-host.

Barbara Newman, former reporter, ABC News, New York, joins *Jack Anderson Confidential*, Barry & Enright Productions, Baltimore, as producer.

Fred Wymore, sports director, KOVR(TV) Sacramento, Calif., joins *ABC News This Morning*, New York, as sports correspondent.

Joel Schumacher, freelance writer-producer, based in Los Angeles, joins Universal TV there as writer-producer and director for special projects, series and made-for-TV movies.

Roger Twibell, freelance sports reporter, Entertainment and Sports Programming Network, Bristol, Conn., named anchor-announcer.

Ted Shaker, producer for CBS's *NFL Today*, named executive producer for *NFL Today* and *CBS Sports*, new Saturday NCAA football pregame, half-time and postgame program, which debuts this fall.

Donald Pascarella, chief operating officer of MDS and STV operations Satellite Television & Associated Resources, Richmond, Va., joins Cox Broadcasting Corp.'s STV service in St.

Louis as general manager.

Jeff Schiffman, head of his own video production business, based in New Canaan, Conn., joins WNEV-TV Boston as VP, programming, and executive producer of station's November Project. Project is WNEV-TV's afternoon programming effort expected to debut later this year.

Frank Liebert, broadcast manager, noncommercial WTTW(TV) Chicago, named director of program production.

Dave Cooke, producer-director, WBKO(TV) Bowling Green, Ky., joins WLKY-TV Louisville, Ky., as director. **Janice Sinkhorn**, with WLKY-TV, named assistant to program manager.

Ara Guzelimian, director of program development, noncommercial KUSC(FM) Los Angeles, named program director. **Karen Webb**, executive secretary to general manager, KUSC named programming assistant.

Jennifer Jones, staff psychologist, University of Washington, joins KIRO(AM)-KIRO-TV Seattle, as television commentator/reporter and radio talk show hostess.

Mike Randall, co-host and story producer, *PM Magazine*, WDBJ-TV Roanoke, Va., joins WFSB(TV) Hartford, Conn., as *PM Magazine* co-host.

Jim Guy, weathercaster-reporter, WCHS-TV Charleston, W. Va., joins WZZM-TV Grand Rapids, Mich., as *PM Magazine* host.

Tim Moreland, sports director and commentator, KFOR(AM) Lincoln, Neb., joins WCCO(AM) Minneapolis as sports coordinator.

Ellen Dltmanson, from WRAU-TV Peoria, Ill., joins KGW-TV Portland, Ore., as design director.

Kevin Cramer, production assistant, noncommercial WPBT(TV) Miami, named associate producer, cultural programming. **Alina Valle**, facilities operations assistant, WPBT named production assistant.

Michael Easterling, production manager, WJZ-TV Baltimore, named producer, *Evening Magazine*.

Jeff Slater, writer-producer, WHWH(AM)-WPST(FM) Princeton, N.J., named music director and air personality. **Debbie Doff**, from WLIR(FM) Garden City, N.Y., joins WHWH-WPST as writer-producer.

Brian Smith, field producer, *PM Magazine*, WOC-TV Davenport, Iowa, joins WDTN(TV) Dayton, Ohio, as videographer, *PM Magazine*.

Bill Bergey, from Philadelphia Eagles professional football team, joins WIP(AM) Philadelphia as sports commentator.

Bob Johnson, former member of Cincinnati Bengals professional football team, joins WLWT(TV) Cincinnati as sports commentator.

Eli Zaret, sports director and anchor, WRIF(FM) Detroit, assumes additional duties as sports anchor for co-owned WXYZ(AM) there.

Chris Smart, music director, WTYN(AM) Tryon, N.C., named program director and air personality.

Vicki Anne Hodgson, promotion director, KQRS-AM-FM Golden Valley, Minn., named assistant program director.

Janet Patterson, advertising and promotion director, Cumberland County Memorial Auditorium, joins WFNC(AM)-WQSM(FM) Fayetteville,

N.C., as continuity-production director.

Ellen Caplan, administrative assistant, Goldberg/Marchesano advertising, Washington, joins WGAY-AM-FM Silver Spring, Md., as production director.

Sheila York, air personality, KILT-AM-FM Houston, joins WHN(AM) New York, in same capacity.

News



Lane

John Lane, VP, deputy director, CBS News, New York, named VP, director of news coverage, responsible for regularly scheduled hard news broadcasts. **Ernest Leiser**, VP, assistant to president, CBS News, succeeds Lane. **Shirley Wershba**, with CBS News special events unit, New York, named

producer, CBS *Morning News*.

Philip Balboni, director of editorials and public affairs, WCVB-TV Boston, named VP, news. He succeeds **James Thistle**, who becomes news consultant to WCVB-TV's parent Metromedia Television.

James Farley Jr., director, radio news operations, NBC, New York, named managing director, radio news. **Art Kent**, NBC News correspondent, Tel Aviv, named managing director of affiliate news services, based in New York. **Arthur Lord**, bureau chief, Burbank, Calif.,

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NBC News, named director of special news operations there. **Dennis Murphy**, reporter, KING-TV Seattle, joins NBC News there as general assignment correspondent.

Rabun Matthews, news and public affairs director, KTVI(TV) St. Louis, joins WJLA-TV Washington as news director. **Doug Nielson**, assignment manager, WBAL-TV Baltimore, joins WJLA-TV as news assignment manager.

Dave Christianson, news reader, Satellite Music Network, Mokena, Ill., named news director.

Susan Schiller, from CBS-owned KMOX-TV St. Louis, joins CBS's WCAU-TV Philadelphia as news producer.

Jon Steinberg, manager of consumer programming, Warner Amex Cable Communications, New York, joins WLS-TV Chicago as consumer reporter.

Appointments, news department, KHOU-TV Houston: **Harold Geiger**, from KATC(TV) Lafayette, La., to producer; **Ria Griffin**, reporter-trainee, to morning producer-reporter; **John Shaw**, freelance photographer, Houston, to overnight news photographer, and **Sandy Rivera**, part-time reporter-producer, to full-time reporter.

Denise Cannon, anchor, WVTM-TV Birmingham, Ala., joins WGN-TV Chicago, in same capacity. **Harry Gold**, weekend sports producer, WBBM-TV Chicago, joins WGN-AM-TV as sports writer-producer. **Bob Jordan**, reporter, WGN-TV, named weekend anchor-reporter.

Mark Weaver, anchor, AP Radio Network, Washington, joins WBAL(AM) Baltimore in same capacity.

Paul Dandridge, reporter-anchor, KNBC(TV) Los Angeles, joins KABC-TV there as reporter.

Lester Holt, general assignment reporter, CBS-owned WCBS-TV New York, joins CBS's KNXT(TV) Los Angeles in same capacity.

Bob Howard, part-time news anchor, KFWB(AM) Los Angeles, named reporter.

Greg Floyd, news director, WENT(AM) Gloversville, N.Y., joins WTEN(TV) Albany, N.Y., as general assignment reporter.

Larry Cosgrove, chief meteorologist, KATC(TV) Lafayette, La., joins WOI-TV Ames, Iowa, in same capacity.

Technology

Jim Neese, director of engineering, United Cable Television Corp., Denver, named VP, director of engineering.

Robert Auguste, with Cinema Products, Los Angeles, named VP, engineering.

Francis Carroll, VP, finance, RCA, commercial communications division, Camden, N.J., joins Sony Broadcast Products, New York, as VP, administration.

Rusty Vernon, district manager, Sony Video, Detroit, named government marketing manager for Northeast and mid-Atlantic regions, based in Lanham, Md.

Carl Raasch, mobile group sales manager, Midwest Corp., joins Broadcast Systems, Austin, Tex., as sales manager, Great Lakes region, based in Cincinnati.

Louis Ingutti, purchasing agent, Syroco Inc.,

Baldwinsville, N.Y., joins Magnavox CATV Systems, Manlius, N.Y., as manager of purchasing.

Ken Simons, regional sales manager, Shure Brothers, Evanston, Ill.-based manufacturer of microphones, high fidelity products and electronic components, named sales manager, Western region.

Jeffrey Grant, from S.E.L. Computer Systems, Fort Lauderdale, Fla., joins Jerrold division, General Instrument, as account executive, Atlanta.

Erik Kaldor, editor, film department, WJLA-TV Washington, joins WTLV(TV) Jacksonville, Fla., as ENG editor.

Jeff Stone, sales engineer, Hoffman Video Systems, joins Lyon Lamb Video Animation Systems, Los Angeles, as VP, sales.

Robert Corti, manager of editorial services, VCA/Teletronics, New York based post-production facility, named scheduling manager.

Promotion and P.R.



Fransecky

Roger Fransecky, VP, public affairs, Westinghouse Broadcasting and Cable, joins Home Box Office, there as VP, corporate affairs, starting in mid-August. **Robbin Ahrold** continues as director of public relations and publicity for HBO, reporting to Fransecky.

Cheryl Kagan, account executive,

Rogers & Cowan, Los Angeles, named director of talent and special projects, television division.

Pat Argue, VP, advertising and public relations, WOR-TV New York, joins Viacom Enterprises there as director of public relations.

Celeste Reid, public relations specialist, First National Bank, Boston, joins WNEV-TV there as special projects director.

Gracelyn Brown, audience promotion manager, WJZ-TV Baltimore, joins WFLD-TV Chicago as promotion manager.

Diane Alexander, creative director, WRTV(TV) Indianapolis, named director of advertising and promotion.

Linda McArthur, sales promotion manager, Stoneridge Mall, Pleasanton, Calif., joins KYUU(FM) San Francisco, as advertising-promotion manager.

Cathi Page, programming-promotion assistant, KRQR(FM) San Francisco, named promotion director.

Allied Fields

John Sivatko, VP, club services, American Advertising Federation, Washington, resigns.

Jack Hayes, general manager, KLAS(AM) Las Vegas, leaves to form station management consulting firm, Programing Plus, there.

Craig Collins, general sales manager, WJJD(AM)-WJEZ(FM) Chicago, joins Arbitron Midwestern Radio Station Sales there as account executive.



Harris

Kenneth Harris, senior associate, analytical services division, Ferguson Bryan & Associates, Washington, financial consulting firm, joins Broadcast Capital Fund, private nonprofit venture capital company there established by National Association of Broadcasters, as VP, finance and administration.

Elected officers, Iowa Broadcasters Association: **Jerry Bretey**, general manager, KGLO(AM) Mason City, president; **William Bolster**, VP, general manager, KWWL-TV Waterloo, VP, and **Jack Gilbert**, senior VP, KCAU-TV Sioux City, treasurer.

Ray Carroll, associate professor of broadcast and film communication, University of Alabama, Tuscaloosa, Ala., named editor of "Feedback," quarterly magazine of Broadcast Education Association.

Deaths



Garroway

Dave Garroway, 69, first host of NBC-TV's *Today* program in 1952, who continued in that role for nine years, died of apparently self-inflicted gunshot wound in his home in Swarthmore, Pa., July 21. His son, Michael, said his father had been suffering from postoperative complications following open heart surgery. Last Jan. 14, Garroway appeared on *Today* with other personalities from program to celebrate its 30th anniversary. He was recruited as host of *Today* after he was acclaimed as host of *Garroway At Large* variety program which originated in Chicago and was carried by NBC-TV. In addition to his duties on *Today*, Garroway found time to appear as host on NBC-TV's *Wide, Wide World* series and on NBC Radio's *Monitor* during mid-1950's. After leaving NBC in 1961, he appeared briefly on other programs, including *Nightlife*, talk show on NBC-TV and variety series on CBS-TV titled *The Newcomers*. Garroway is also survived by his wife, former Sarah Lee Lippincott, son, David Jr. and daughter, Paris Newrock.

Jackie Jensen, 55, former sports director, KTVN(TV) Reno, sports commentator for ABC Sports, and one-time professional baseball player, died of heart attack July 14 at University of Virginia hospital, Charlottesville, Va. He is survived by his wife, Katherine, two sons, and daughter.

Kenneth More, 67, British TV actor, famous for his role in epic *Forsyte Saga*, died July 12 in London of Parkinson's disease. More was also in 1980 television production of *A Tale of Two Cities*. He is survived by his wife, Angela.

Leona Stephens West, 98, former radio actress known for her role in WOR(AM) New York, show, *The Hollisters*, died of heart attack July 22 at Englewood, N.J., hospital. West also performed on several NBC Radio Network shows in 1940's. She is survived by her husband, Lewis West, and stepson David.

NCTA's number-two man: Mooney does double duty

When the National Cable Television Association's two senior vice presidents—the trade association's “two number two's”—unexpectedly quit last year, NCTA President Tom Wheeler looked at his organizational options and decided he could recombine the two jobs into one. In September 1981, he pulled from the closet the mantle of executive vice president, which he had been the last to wear before assuming the presidency in 1979, dusted it off and placed it on the shoulders of Jim Mooney.

Mooney, then NCTA's chief lobbyist, was the natural successor to Robert Ross, senior vice president, government affairs. Mooney had spent 10 years on Capitol Hill as a high-level aide and Ross had hired him as a potential replacement. With no experience at managing an organization the size of NCTA, however, Mooney's ability to take on simultaneously the administrative responsibilities of Kathryn Creech, senior vice president, industry affairs, was largely unknown.

Having watched Mooney work for nine months as chief lobbyist, Wheeler professes to have had no doubts about Mooney's ability to be his one number two. What has surprised Wheeler is how well Mooney has performed over the past year. “His administrative capacity is superb,” Wheeler says. And on the political front, he says, Mooney can take much of the credit for defeating the referendum in St. Paul, that would have empowered the city to own and operate a cable system, getting the Senate cable bill (S.2172) as far as it has gotten and holding together the cable copyright legislation.

Mooney, 39, now seems quite comfortable in his job and in the beige modernity of his seventh-floor office in NCTA's headquarters. He is the physical opposite of his boss. His short stature, round face and graying hair are in marked contrast to Wheeler's tall, angular frame, dark hair and moustache. During an interview, Mooney smokes Newsports or absentmindedly reaches over the back of his chair to rumble between his fingers the mulch of a large potted ficus that relieves the monotony of the office decor.

As a boy of 14 growing up in the small town of Tiverton, R.I., Mooney had had a peculiar ambition: to hold a senior appointed political job in Congress. Perhaps because of the singularity of the ambition, it didn't take him long to fulfill it. He studied history at the University of Rhode Island and law at New York University “to acquire the intellectual furniture” and began his public service in 1969 with the Equal Employment Opportunity Commission in Washington. His career didn't



James Pierce Mooney—executive vice president, National Cable Television Association; b. May 28, 1943, Tiverton, R.I.; BA, University of Rhode Island, 1965; JD, New York University School of Law, 1968; legislative counsel and acting director of legislative affairs, U.S. Equal Employment Opportunity Commission, 1969-1971; administrative assistant, Representative John Brademas (D-Ind.), 1971-77; chief of staff, Office of the Majority Whip (Brademas), U.S. House of Representatives, 1977-81; vice president, government relations, NCTA, 1981; present position since September 1981; single.

begin to flourish, however, until he married it in 1971 with that of John Brademas, a representative from northern Indiana. Mooney was an aide to the liberal Democrat for six years and when Brademas was elected majority whip in 1977, Mooney was elevated to chief of staff of the Office of the Whip. Mooney had arrived, at least as far as the Tiverton adolescent was concerned.

That Mooney was available when NCTA was looking for a chief lobbyist in late 1980 can be attributed to the voters of Indiana's third congressional district. They spurned their long-time congressman as part of the nation's general shift to the right. Without his patron, Mooney found himself without a job.

But that was fine with Mooney. After a decade on the Hill, he had had enough. “I had gone as far as there was to go and there was no up in the sense of gaining responsibility or of being promoted to a higher grade and making more money.” Mooney had also begun to find his work repetitive. The bills were different, but the work—keeping Democratic congressmen informed, plotting legislative strategy and mustering votes—was always the same.

Ross and Wheeler saw Mooney's performance of these repetitive tasks as a rare attribute and it played a large role in their selecting him from among more than 75

applicants for the job. Ross, now a private communications attorney, said NCTA was looking for someone with a good working knowledge of the Hill. As head of the Whip's team, Mooney had “sat in on the highest councils of the Democratic party” and he knew as well as anybody “how the levers got pulled in enacting legislation.” Ross also had been impressed by Mooney's intelligence, specifically his ability to grasp complex concepts quickly and to “separate the wheat from the chaff.”

Reflecting the duality of his job, Mooney has well thought out philosophies about running the association and directing its lobbying efforts. Seven vice presidents report to him and his relationship with them is governed by the Mooney maxim: “Department heads ought to be department heads. I shouldn't second guess them every 10 minutes or follow them around into all the nooks and crannies, constantly trying to direct their activities.”

“We should prize our leanness,” says Mooney, who retains a distaste for bloated bureaucracies from his days at the EEOC. “Keeping it lean is perhaps the best way of keeping an organization like this effective.” If growth is allowed to get out of hand, he warns, NCTA could evolve into a “bureaucratic organization more occupied with its own internal housekeeping than with doing the job it was put here to do.”

Mooney is still considered around Washington to be more the politician than the administrator, although the perception may change as his years of service to NCTA increase. Over the past year and a half, he has guided NCTA through difficult legislation and has won the respect of Hill aides and his fellow lobbyists.

The key to effective lobbying, he maintains, is homework. “Determine what your constituents' basic interest is and then try to reconcile that with the basic policy attitudes of the member of Congress you are dealing with.”

As one who has experienced the best and worst of lobbying from both sides of the desk, Mooney says that “too many trade associations expect Congress to vote for their position simply because it is their position. They overlook that you have to make a case and it has to be reasonable and that you are unlikely to prevail if your position is contrary to the public interest.

Mooney clearly enjoys his job and notes that for the long-time public servant it offers a “remarkable opportunity” to make the transition into the private sector. What lies beyond the NCTA for Mooney? “I don't know. I haven't got it all thought out. I'm more interested now in concentrating on this job, which involves a lot more responsibilities than I ever had before.”

Field Enterprises was reported Friday to be in discussions looking to sell one or more of its five TV stations—all of which, Field confirmed, are available for purchase “if,” as one source put it, “the price is right.” Insiders said management had decided to dispose of stations and concentrate on other communications areas (company is already in teletext, subscription TV and cable and owns *Chicago Sun-Times*). Asking price was said unofficially to be in **\$300-million range**; one published report went to \$350 million, but other sources suggested even \$300 million was too high in today’s market. Field—which as recently as last winter tried but ultimately failed to buy Liberty Communications and its TV and cable properties for close to \$300 million (BROADCASTING, Dec. 7, 1981, et seq.)—reportedly prefers to sell all five stations as group, though financing specialists thought this unlikely to happen. Field, which already owned 22.5%, acquired remainder of stock in group from Kaiser Broadcasting in 1977 for \$42.6 million. Stations, all UHF, are WFLD-TV Chicago, WBHK-TV San Francisco, WLVI-TV Cambridge, Mass. (Boston), WKBD-TV Detroit and WKBS-TV Burlington, N.J. (Philadelphia).

AM stereo pioneer and equipment manufacturer **Leonard Kahn** late Friday afternoon (July 23) got word he’d been waiting 22 years to hear: notification from FCC that his system was first to be granted **FCC type-acceptance**. He immediately began alerting 14 Kahn-equipped stations that they could begin regular broadcasting in new medium.

Second quarter earnings at ABC were up 7%, to \$59.3 million, \$2.06 per share on revenues that climbed 12% to \$684.8 million. While ABC listed “record performance of our television operations” as hefty contributor to improved earnings, company also noted role played by recent swap of stock for debentures—latter’s \$4.6 million, 16 cent per share addition to net income, in fact, outpaced net earnings growth year-to-year by \$1 million, 6 cents per share. Reduction in provision for income taxes by \$2.4 million also helped boost net; pre-tax operating earnings grew only 1.1%. ABC said its television network logged record profits despite jump in news costs; owned television stations reported record revenues and profits; but radio profits declined while revenues rose—developmental expenses and costs of Superradio suspension were cited. On corporate level, earnings also “reflect the increased development expenses for ABC Video Enterprises and ABC Motion Pictures” the company said. For first half, net income rose 22% to \$83.5 million, \$2.90 per share on 13% revenue growth to \$1.3 billion.

House debate on Radio Marti bill (H.R. 5427) began on floor Friday, as broadcasters were being asked to play major role in affecting final vote. Backers of administration measure that would authorize station to broadcast news of Cuba to that country, won initial parliamentary skirmish in persuading leadership to schedule it for floor action only three days after Rules Committee granted rule, on Tuesday. But opponents, led by Representative Timothy Wirth (D-Colo.), chairman of Telecommunications Subcommittee, contended measure was being ramrodded through House before broadcasters could be organized to urge their representatives to vote against bill. If, as expected, Radio Marti broadcasts on AM frequency, broadcasters fear Cuba will retaliate with harmful effects to U.S. broadcasters. Several phone calls on Thursday resulted in House leadership’s office receiving enough calls from stations and at least one network—NBC—to persuade it to schedule item last on Friday’s calendar, and then only for general debate. Vote on measure and amendments was put off until late this week. And while some amendments are substantive—for instance, Representative Thomas J. Tauke (R-Iowa) will propose restricting Radio Marti to shortwave frequency—many are being proposed simply to delay vote and gain additional time. Representative Thomas Harkin (R-Iowa) is preparing 28 amendments, each of which will be debated for five minutes.

Worldvision Enterprises has filed suit in Los Angeles Superior Court seeking up to about **\$11.5 million in damages against Lorimar and BBC**. Suit alleged that Lorimar and BBC illegally negotiated deal for 1982-83 season of *Dallas* in Britain and that Worldvision remains exclusive distributor of Lorimar-produce show there. Temporary restraining order has been issued, preventing Lorimar from supplying BBC with materials regarding 1982-83 *Dallas* season or from interfering with Worldvision syndication. Order is in effect until hearing on preliminary injunction Aug. 4. Suit said that Worldvision wanted \$40,000 per episode for upcoming season of *Dallas* and refused BBC \$35,000 offer (same as previous season). Lorimar and BBC own, suit claimed, settled on \$35,000. It also said that Worldvision has generated \$31,885,000 in gross sales from Lorimar since it began foreign distribution of company’s product in 1977—\$20,200,000 of that sum from *Dallas*.

U.S. and Canada are, as one U.S. official put it, in t-crossing an i-dotting stage of drafting agreement that would permit satellite transmissions of business communications between two countries. New service reportedly would enable companies in two countries to transmit data at about half cost of terrestrial services now in place. Agreement would be in form of letters to be exchanged between U.S. State Department and Canadian embassy in Washington, possibly as early as this week. After months of sticky negotiations, two sides finally reached agreement in principal last month (BROADCASTING, June 21). Major element calls for companies involved to negotiate division of revenues. Earlier, Canada had insisted on equal split. Question of satellite transmission of television service has been deferred. Canada, concerned about being swamped by American culture, is reluctant to open yet another door to American entertainment programming. Companies that already have FCC clearance to provide trans-border service by satellite are Satellite Business Systems, owned by IBM, Comsat and Aetna Life & Casualty Co., and American Satellite Co., owned by Fairchild Industries Inc. and Continental Telecom Inc. U.S.-Canadian agreement would have to be cleared by Intelsat, worldwide satellite consortium, which will review it to determine whether agreement is technically compatible with, and would have adverse economic impact on, worldwide system.

Blair Radio is in process of issuing **somber report on national spot radio**. Through second quarter, Blair estimates that total national spot radio is probably flat or minimally over 1981, noting that current recession seems to be different from any in past in that national radio has not prospered. Blair strikes one bright note: Third quarter for its represented stations should grow more than 8% over 1981, though business is slow in Boston, Chicago and San Francisco.

Amendment to require FCC to renew license of any VHF operator who requests reassignment to state not now served by a VHF licensee was passed by Senate Thursday in major telecommunications reform bill. Sponsored by Senator Bill Bradley (D-N.J.) amendment has support of RKO General Inc., whose license for WOR-TV New York is said to be in jeopardy after FCC denied renewal this year of company’s license to operate WNAC-TV Boston.

FCC has instructed its staff to draft decision **denying renewal of WIOO Inc. for WIOO(AM) Carlisle, Pa.**, and granting competing application of Carlisle Broadcasting Associates for new station on that frequency. FCC’s proposed action, which came in wake of oral arguments last week, would overturn 1979 initial decision by Chief Administrative Law Judge Lenore G. Ehrig that had granted WIOO renewal. In 1975, FCC had disqualified WIOO Inc. from becoming permittee of new FM station in Carlisle, finding that WIOO had knowingly violated FCC’s notarization requirements and gone too far in attempting to discourage competition for FM.

FCC last week voted to institute notice of inquiry on whether it should **expand so-called Aspen Institute rule**. Ruling permits broadcasters to cover **political debates** without subjecting themselves to equal-time demands from candidates not included, provided debate is sponsored by third party, and debate is broadcast live, or, if taped, is rebroadcast by next day. In notice, however, FCC seeks comment on whether broadcasters themselves should be allowed to arrange debates, and whether rebroadcast restrictions should be dropped or relaxed. Notice also seeks comment on whether exemption for bona fide news documentaries should be interpreted to permit presentation of exempt documentaries with incidental but significant use of candidates' appearances. Action comes in response to petitions by Henry Geller, former head of the National Telecommunications and Information Administration, National Association of Broadcasters and Radio-Television News Directors Association (BROADCASTING, April 26).

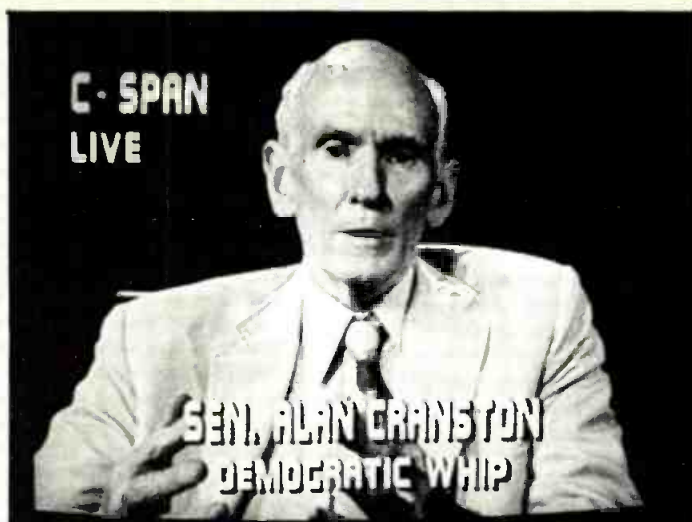
Western Union's **Westar V**, launched into orbit last month at 123 degrees west longitude, **was put to work last week**. Several cable networks plan to use bird to deliver programing. Among first to move to satellite was Satellite News Channels, which shifted over from Westar IV. It will be joined there by WOR-TV New York, Black Entertainment Television, CBS Cable and others.

Intergovernmental Cable Communications Authority, representing 11 communities in **Oakland County, Mich.**, has recommended that joint venture of **Tribune Cable Communications and United Cable be awarded cable franchises** for communities. Once each community ratifies ICCA's decision, Tribune/United of Oakland can begin construction of promised 108-channel, two-way system. There are more than 104,000 homes in franchise area.

Baltimore released RFP last week for cable television franchise, demanding 100-channel residential service. RFP also asks that system be interactive and addressable at turn-on and gives cable operator two years to install satellite uplink. For local origination, RFP requests minimum of one permanent and two mobile studios with microwave capability. (One mobile studio is to be available to city 24 hours a day.) RFP also demands institutional loop with 20 upstream and 20 downstream channels. Franchise contains 302,680 homes. Bids are due Nov. 17.

Momentum is building for award of cable franchise for Montgomery county, Md. (Washington suburb), to joint venture of Tribune Cable and United Cable. John Hansman, county's able TV project manager, last Friday recommended venture, citing fact that it is only applicant promising to wire entire county, according to consultant to Tribune/United. Decision is now in hands of County Executive Charles Gilchrist, who is expected to make that decision next month.

roadcasting evangelist Pat Robertson's CBN Continental broadcasting Network is negotiating to sell WYAH-TV Portsmouth, Va. CBN is asking \$10 million for station it bought in 1961, according to source. Spokesman for CBN said growing market for independent TV's makes putting WYAH-TV on block merely opportunity. Revenues from sale could go toward CBN university, CBN's satellite cable system and its ministerial outreach programs, spokesman said. Tidewater viewers will not lose CBN programing, spokesman added, because service is carried on Cox cable system in area. Last year CBN sold three of its FM stations: WMIV South Bristol township for \$700,000; WBIV Wethersfield for \$500,000 and WOIV DeRuyter township, for \$42,500, all New York. CBN also recently sold its construction permit for TV at Richmond, Va. WYAH-TV is on ch. 27 with 341 kw visual, 1,440 kw aural and antenna 970 feet above average terrain.



Although Democrats were unanimous in their opposition to TV in **Senate resolution** sent to floor by Senate Rules Committee last week (see story, page 102), Senate's Democratic Whip, appearing on C-SPAN call-in program, last week indicated support for concept. "I think TV will come to the Senate. . . . I think it should come to the Senate," Alan Cranston (D-Calif.) told C-SPAN's cable audience. "I expect to vote for it coming to the Senate, but I want to know the details of any particular plan before I make up my mind." Although Cranston said he understands the objections of many of his Senate colleagues, he said he believes the people "have a right to watch their public servants at work." Cranston disagreed with assessment of Senator Wendell Ford (D-Ky.), who cast all five votes against resolution in committee (his own and four proxies), that \$3.5 million was too much to spend to bring TV to Senate. The Senate is trying to save money, Cranston said, but "opportunity of the public to better understand the Senate . . . is worth some investment of public funds."

U.S. delegation to be headed by Bernard Wunder, chief of National Telecommunications and Information Administration, will leave Aug. 22 for **two weeks of discussions** on international telecommunications issues in **Japan and Republic of China**. Accompanying Wunder will be Ron Frankum, deputy science adviser to President Reagan; General William Hillsman, head of Defense Communications Agency; William Diefenderfer, chief counsel to Senate Commerce Committee; David Aylward, chief counsel to House Telecommunications Subcommittee; Mimi Weyforth Dawson, FCC commissioner; Kalmann Schaefer, special assistant to FCC chairman for international affairs; Sherman Unger, general counsel to Department of Commerce, and Matthew Scocozza, deputy assistant secretary of state for transportation and telecommunications.

Chet Collier, VP, BBI production and distribution firm, named executive VP, syndication, at commonly owned Metromedia Producers Corp. Collier, based in Boston, replaces Alan Silverbach and Herbert Lazarus, MPC VP's, worldwide syndication, in consolidation of BBI/MPC syndication activities. **Robert Wood**, on production side, continues as MPC president. Metromedia Inc. acquired BBI with purchase of WCVB-TV Boston (BROADCASTING, July 27, 1981 et seq.).

Vic Morrow, 51, television actor best remembered for his role in *Combat* series, was killed July 23 in Castaic, Calif., when helicopter crashed during filming of Vietnam war scene for TV show. Morrow, along with two Vietnamese children were killed when helicopter carrying camera crew was hit by debris from simulated warfare and crashed into set where revival of television series, *Twilight Zone*, was being filmed.

Where's the fire?

The process of finding a new president of the National Association of Broadcasters is in disarray. What started as ostensibly a measured exercise in executive selection has degenerated into a popularity contest among candidates who nominated themselves. It is entirely possible that an eminently qualified president lurks among those now panting after the job, but, considering the probable method of ranking one above the others, his discovery would be purely accidental.

For reasons beyond the understanding of this page, the members of the inaptly named "selection" committee seem beset by a determination to finish their work in time to leave the final decision up to the NAB board at a meeting scheduled for Aug. 9. Perhaps, on second thought, the urge for hasty disposition is explainable. Somewhere in one of those self-advancement books is no doubt a chapter on how to pass a botched job off to someone else who is dumb enough to take responsibility for it.

It is instructive to review a story in the May 24 issue of this magazine, reporting the outcome of the first meeting of the selection committee which was then striking out bravely to find a paragon embracing, among other attributes too numerous to list here, "demonstrated leadership and executive ability" and "sharp intellect." The committee said it would look for someone who is "politically astute," "an effective lobbyist," an "innovative problem solver," "a charismatic, articulate, forceful spokesperson," "aggressive, energetic and visionary about the future." The committee noted some sentiment favoring the selection of a broadcaster but decided to extend its search beyond that calling. Eddie Fritts, then chairman of the selection committee and still joint board chairman of the NAB (although "on leave" as of last Friday), observed: "We agreed that someone who runs a good broadcast station may not necessarily run a good association."

Fritts also said at the same time: "The person we're looking for hasn't even been born yet." The remark took on extra pertinence two months later when Fritts left the committee without a chairman to run for the president's job.

It is also instructive to recall that the first meeting of the selection committee was not held until a popular choice for the NAB presidency had removed himself from consideration. Richard Wiley, former FCC chairman, now Washington managing partner of the prominent Chicago-based law firm of Kirkland & Ellis, was sounded out by Fritts at a breakfast meeting. As could have been expected, Wiley demurred. No tangible inducement was offered to a man who is secure in present employment, prominent on the Washington scene, sought by major clients and making more money every day.

As far as is known, Wiley is the only person of importance whom the selection committee made as much as a passing effort to see. The committee merely waited for the appearance of candidates and at one point expressly rejected the engagement of a recruiting firm to search for prospects.

The passive approach to selection has produced six candidates from whom, it is now written, one will be picked by election of the board Aug. 9. If that scenario is followed, no one will ever know the wider options that a search would have produced.

The incumbent NAB president is returning to work after convalescence from surgery. A functioning bureaucracy is still in place. Quite apart from all of this, a so-called futures committee is due with a report that may recommend major changes in the structure and function of the association. The first question before the selection committee at its scheduled meeting Aug. 3 ought to be: What's the rush?

Innocent bystander

The Republican-controlled Senate Commerce Committee has voted to reduce FCC membership from seven to five, and the Democratic-controlled House Telecommunications Subcommittee may go along. If this appears to be an unusual fit of bipartisan harmony, consider the circumstances.

The proposal to shrink the FCC was introduced by Senator Harrison Schmitt (R-N.M.), who labels it a cost-cutting measure. But it is no doubt welcomed by Senator Ted Stevens (R-Alaska) as a way to rub Ronald Reagan's nose in his appointment of Stephen Sharp (as opposed to Stevens's candidate) to a seven-year term on the FCC. If the bill becomes law, Sharp could serve only a year (assuming he is ever given a confirmation hearing by a Senate committee that is waiting for Stevens to say yes or no). Schmitt has no personal stake in the outcome of the legislation. His candidate, Henry Rivera, got on the FCC in time to be safe for his original tenure.

Over in the Democratic House, people talk of favoring the measure as a means of cutting FCC costs, as though economy had ever been a cornerstone of Democratic policy. The truth is that Democrats are savoring a Republican-led maneuver in the Senate that will effectively deny the Republican President the chance to name two more members to the FCC during his present term. The spectacle of Republicans in the Senate upstaging the Republican in the Oval Office sends shivers of appreciation through a Democratic House.

For years, this publication has supported the notion that the FCC could get along as well, perhaps better, with five members as with seven. As deregulation presumably proceeds, the reduction of personnel makes even more sense.

Those opposed in principle to the reduction in FCC force (as distinguished from those opposing it in its present connection with shabby politics) fear that somehow bad policy would be made if a majority of two, out of a quorum of three, could prevail. They fail to note that more than one FCC decision of national consequence has been made in the past by three votes out of seven. The choice here is to side with Anne Jones who, as reported elsewhere in this issue, served as a senior staffer at the five-member Securities and Exchange Commission where "things worked just fine."

It is sad, however, to see action initiated in context with a vindictive senator's opposition to the appointment of Sharp. Couldn't this wait another year?



Drawn for BROADCASTING by Jack Schmitt

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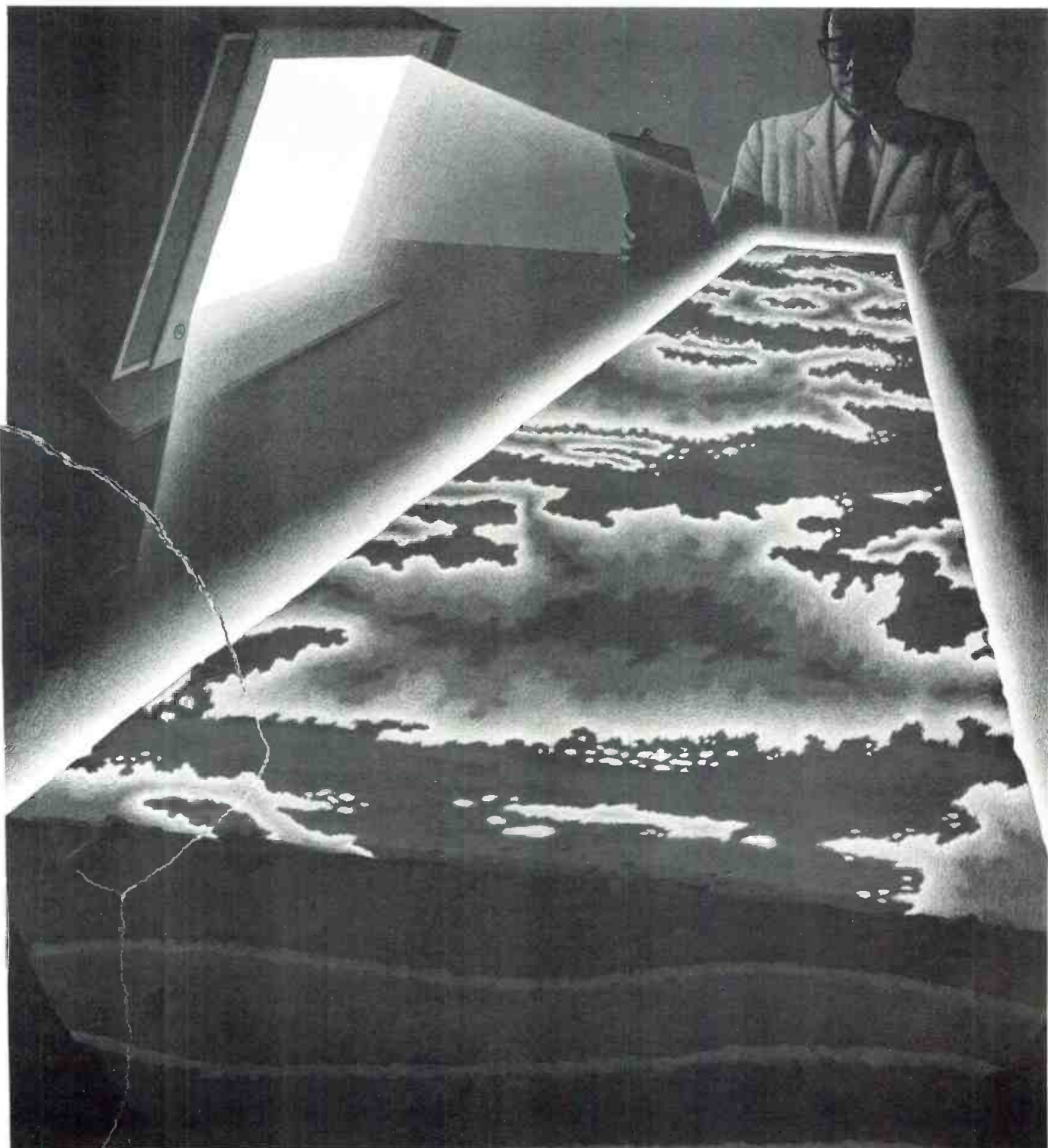
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The secret? NEC's digital processing, plus E-FLEX's huge 128-event built-in memory. Quite an achievement for an under-\$80,000 system. And our trajectory function is only one of the effects it makes possible.

Our exclusive new effects put excitement at your fingertips.

For instance, take Multi-Move. With it, you can turn a moving figure into as many as 16 compressed images—and have the action continue in each frame. And there's an improved, continuously variable mosaic effect that gives you smoother transitions.

E-FLEX also lets you create backgrounds and borders that track through any movement—even flips and tumbles. And in the two-channel mode, its new reciprocal function makes effects like page turns and rotating cubes smooth and simple to program.

Our bubble memory system lets you store effects on the shelf.

If you use the same effects over and over—for opens, closes, and the like—E-FLEX's optional bubble memory will save you hours every time you edit.

You program the effects just once, and transfer them to a bubble memory cartridge. When you need the effects again, simply drop in the cartridge. And since the cartridges last indefinitely—unlike discs or tapes—you may never have to reprogram.

Let us boggle your mind some more.

There are E-FLEX features we haven't even mentioned yet.

And some of them, you'd have to see to believe. That's why we suggest you see E-FLEX for yourself. To arrange a demonstration, call us today at 1-800-323-6656. In Illinois, call (312) 640-3792.

E-FLEX. New from NEC.



NEC

NEC America, Inc.
Broadcast Equipment Division
130 Martin Lane
Elk Grove Village, IL 60007