

Broadcasting Aug 9

KSTP-TV Delivers The Audience You Need.



7 Day Average



Monday - Friday



Monday - Friday



Monday - Saturday, 7-10 PM
Sunday 6-10 PM



Monday - Friday
6:30-9 AM
12 Noon-3 PM



Minneapolis / St. Paul

*May, 1982, Arbitron. Subject to limitations of survey.
For more information, call KSTP-TV Sales (612) 646-5555 or your nearest Petry Office.

30112 LIBRARY
A U L I B R A R Y
S E R I A L A C Q U I S I T I O N
M O N T G O M E R Y
A L 30112
SCK NEC/84

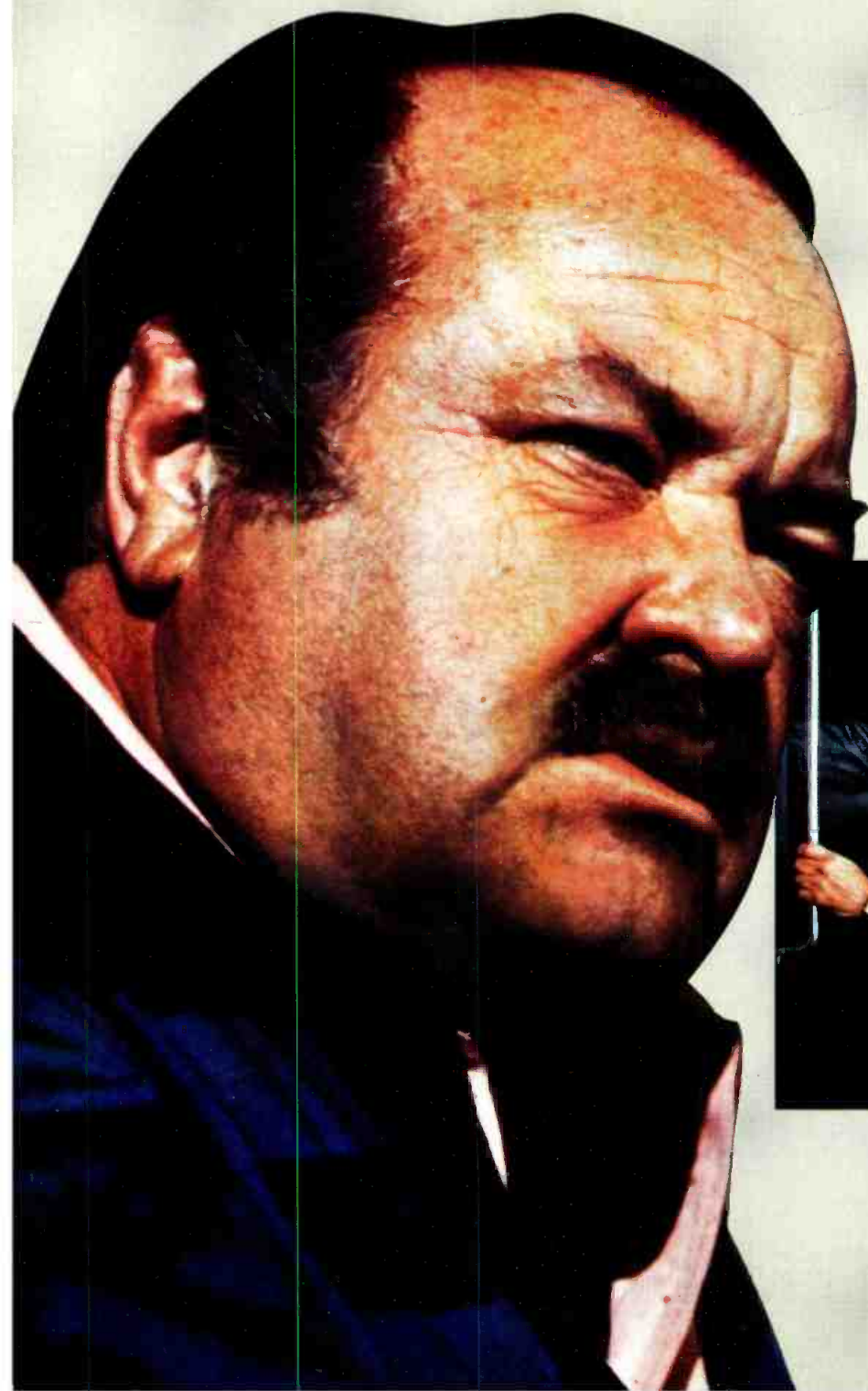
51st Year 1982
Agonizing choice for the NAB
FCC winds up with bang
CBS, MDS and pay
Football 82

HEAVYWEIGHT!

CANNON IS ONE. He's a bear of a man. An unconventional private eye. Unparalleled in investigative savvy. Relentless in pursuit.

In relaxation, CANNON is a gentleman ruled by compassion... and an insatiable appetite for the sophisticated luxuries of a worldly life.

On television, CANNON is a man people watch!



CBS PUT CANNON ON ITS SIDE

Results were superb. Over a five-year prime-time run, CANNON established an average **21.3 rating** and **34% share** of the **audience** (which topped ABC's 33% and NBC's 25% shares for the same five-year period).*

NOW YOU CAN PUT CANNON ON YOUR SIDE

You'll get a show that **performs better** than her available action/adventure hours.

HOUSEHOLD SHARES

NO. OF
SEASONS

5	CANNON	34
5	KOJAK	32
3	CHIPS	31
8	BARNABY JONES	31
6	ROCKFORD FILES	31
5	QUINCY, M.E.	30
4	INCREDIBLE HULK	30

Source: Nielsen Television Index, National Audience Composition, November / February / May, first season through 1980 / 1981.

You'll get a show that **delivers higher ratings** than prime-time averages for all programs, mystery/suspense programs and hour programs of any format.

HOUSEHOLD RATING	CANNON	21.3
	ALL PRIME TIME PROGRAMMING	19.7
	MYSTERY AND SUSPENSE	19.2
	ALL HOUR PROGRAMMING	19.1
WOMEN 25-54 RATING	CANNON	16.6
	ALL PRIME TIME PROGRAMMING	15.4
	MYSTERY AND SUSPENSE	14.9
	ALL HOUR PROGRAMMING	14.7
MEN 25-54 RATING	CANNON	14.8
	ALL PRIME TIME PROGRAMMING	13.8
	MYSTERY AND SUSPENSE	14.0
	ALL HOUR PROGRAMMING	12.8

Source: Nielsen Television Index, National Audience Composition (NAD) November and February 1971-72 through 1975-76 seasons (original episodes only)
Note: 25-54 data for 1974-76 only.

You'll get a show that is **stronger in reruns** than other hours for syndication.

RERUN SHARE AS PERCENT OF ORIGINAL TELECAST SHARE

CANNON	91.2
CHIPS	87.5
LOVE BOAT	89.7
DUKES OF HAZZARD	87.5
CHARLIE'S ANGELS	84.6
WALTONS	83.3
LITTLE HOUSE	77.1
DALLAS	66.6

Source: NTI, Nov./Feb. original, May reruns, first season through 1980/81.

In short, you'll get a quality Quinn Martin show of imposing strength that is now available for the first time in local markets.

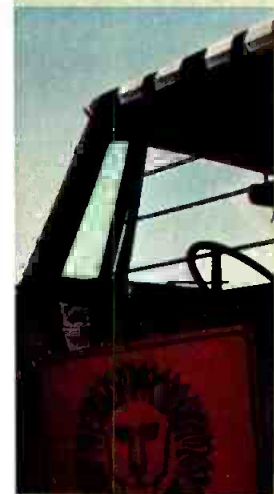
CANNON

124 HOURS

Available September 1983

©1982 Viacom International Inc. All rights reserved.

Source: *NTI, National average audience ratings and share. Season to date, original episodes only. 1971/72 through 1975/76.



Everybody's talking about SIN

Leading national advertisers—Campbell's, Colgate, Johnson & Johnson and Kraft—have been on SIN for years.

So have American Home, Anheuser-Busch, Kellogg's, Kimberly-Clark, Procter & Gamble and McDonalds.

SIN covers 30 million tv homes coast to coast via satellite.

SIN is the only national medium programming specifically for 20 million Hispanics in the U.S.A.

Did you know that SIN is the only U.S. tv network that televised all 52 World Cup soccer matches live this summer?

What is SIN?

I buy what I see advertised on SIN because they speak to me "en Español."

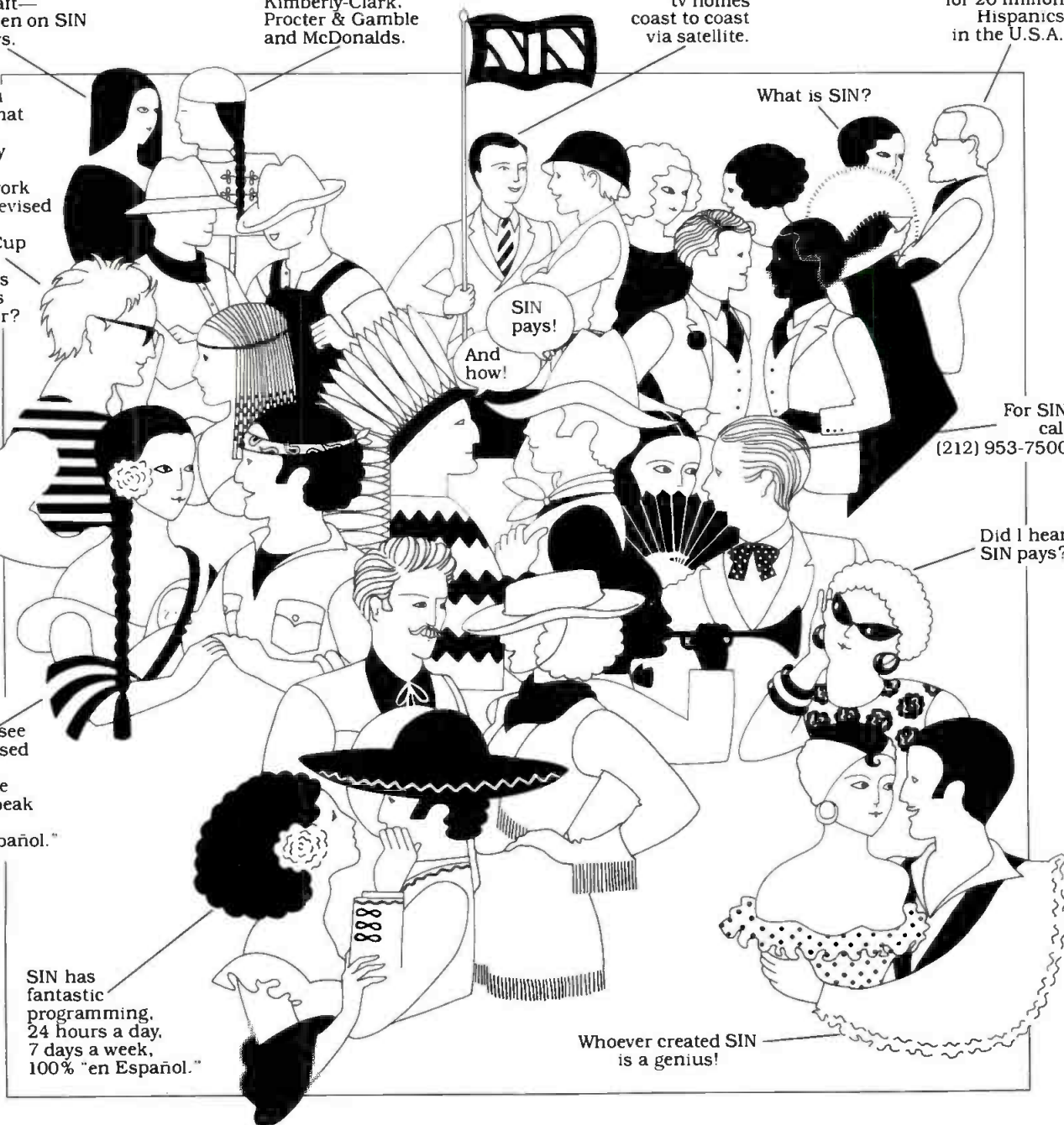
SIN has fantastic programming, 24 hours a day, 7 days a week, 100% "en Español."

Whoever created SIN is a genius!

For SIN call
(212) 953-7500

Did I hear
SIN pays?

SIN
pays!
And
how!



SIN TELEVISION NETWORK 250 PARK AVENUE NEW YORK NEW YORK 10177

Broadcasting **Aug 9**

Thurston gets the nod from NAB's search committee □ FCC's busy day gives the go-ahead to ABC for HVN □ Senate OK's plan to cut FCC to five commissioners □ Football rights zoom 135%

THURSTON RECOMMENDED □ He's surprise—and single—choice that NAB presidential search committee will make to board meeting in Chicago today. Fritts declines to withdraw and there's possibility of deadlock. **PAGE 23.** Closeup of Donald A. Thurston. **PAGE 24.**

FCC REDUCTION □ Senate votes to cut number of commissioners from seven to five, move that administration calls ploy to prevent Sharp replacement of Washburn. **PAGE 25.**

FCC'S BIG FINALE □ Before breaking for August hiatus, commission gives go-ahead to ABC's Home View Network plan, opens door for FM's to offer new nonbroadcast services, proposes to lengthen day for daytime AM's and relax nighttime power restrictions, starts rulemaking to lift requirement that all stations keep operating and maintenance logs. **PAGE 26.**

CBS'S MDS MOVE □ Proposal calls for Contemporary Communications to build multichannel system that CBS would program in five markets where it has O&O's. **PAGE 28.**

MPAA POINTS FINGER □ Nine motion picture companies sue Arlington, Va., cable system for copyright infringement, following monitoring by Motion Picture Association of America. **PAGE 30.**

FOOTBALL '82 □ Radio and TV rights payments this season will soar to \$493.7 million, thanks mostly to new NFL and NCAA contracts. Cable's part of the action will push that total past half-billion mark. **PAGE 38.** Local football sales hold up despite specter of players' strike and uncertainty of economy. **PAGE 42.** Three cable networks become prime factors in football coverage. **PAGE 49.** And with flowers of spring, new USFL plans to bloom. **PAGE 49.**

VIEWPOINTS: AM STEREO □ Four of five proponents of systems that hope to be U.S. standard respond to

BROADCASTING's invitation to present their cases in their own words. They are Harris, Kahn, Magnavox and Motorola. Fifth company, Belar Electronics, elects to be silent at this time. **PAGE 50.**

CUSTOMER SERVICE □ RKO Radio Networks will supply affiliates in top 150 markets with digital earth stations, with downlinks, installed by Scientific-Atlanta. **PAGE 54.**

OAK'S DBS GOALS □ Application to FCC outlines three-phase plan to start with two channels in 1984 and to expand to full service covering all four time zones by 1994. **PAGE 55.**

LIBEL VERDICT AFTERSHOCK □ Recent judgments against media cause concern among broadcast journalists, but won't lessen their investigative drive. **PAGE 59.**

CAT OUT OF BAG □ CBS discards British evaluation formula it used in assessing proposed movie plots after creative community learns how to use system. **PAGE 61.**

PBS FARM DATA TEST □ Five public stations are chosen for one-year test in which Department of Agriculture information will be transmitted via closed captioning. Service expected to generate more station contributions. **PAGE 62.**

JWT MAKES CLEAN BREAK □ Troubled syndication unit, cut back earlier this year, is now shut down. **PAGE 63.**

BLUE CHIP BUYER □ Arnie Semsy is vocal advocate of newer media reshaping marketplace. But for BBDO's executive vice president and director of media and network programming services immediate priority is to oversee expenditures of more than \$320 million in established radio and television. **PAGE 87.**

INDEX TO DEPARTMENTS

Ad Vantage.....	11	Closed Circuit.....	7	For the Record.....	66	Programming.....	61
Business.....	63	Datebook.....	18	In Brief.....	88	Special Report.....	35
Business Briefly.....	10	Editorials.....	90	Journalism.....	59	Stock Index.....	64
Cablecastings.....	8	Fates & Fortunes.....	83	The Media.....	55	Technology.....	50
Changing Hands.....	56	Fifth Estater.....	87	Monday Memo.....	14	Washington Watch.....	54

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.

INDEX TO ADVERTISERS ■ ABC Radio Network 16-17 □ ADM Technology Back Cover □ American Image 6 □ Barclays American Business Credit 21 □ Blackburn & Co. Inc. 56 □ Broadcast Information Bureau 19 □ Murkhart/Abrams/Michaels/Douglas 51 □ CBS Radio Radio 34 □ Continental Electronics 65 □ Delta Air Cargo 9 □ Drake Chenault 10 □ Felzer Stations Inside Back Cover □ Firstcom 39 □ Harris Corp., Broadcast Products Division 43 □ Heller-Oak Communications Finance Corp. 57 □ Jones College 57 □ Lester Kamin & Co. 60 □ Katz 45 □ KSTP-TV Front Cover □ MCA 15 □ Phillips Petroleum 11 □ Richter-O'Grady 67 □ George Rodman, Inc. 85 □ William B. Tanner 84 □ Sony 12-13, 46-47, 52-53 □ Spanish International Network 4 □ Storer Broadcasting Co. 32-33 □ Joe Sullivan & Associates 83 □ Taffner Syndication Sales 55 □ Tektronics 31 □ United Press International 36-37 □ Viacom International Inc. Inside Front Cover, Page 3 □ Watermark 22 □

When numbers count... WPOC counts on us!

WPOC/FM 93.1 NATIONWIDE COMMUNICATIONS INC.

711 West 40th Street
Baltimore, MD 21211
301/366-3693

DAVID C. FUELLHART, General Manager

July 19, 1982

Mr. Jerry Williams
American Image
Box 23355
Nashville, TN 37202

Dear Jerry:

It's time I wrote to let you know what has happened since American Images produced the WPOC "Plays It Country" TV and radio spots.

First, from an ARB standpoint, we've had the two best books in our station's history: a 7.9 12+ share (number 3) in our winter book, and a 7.5 12+ share (number 4) in our spring book. Of course, we all know you have to have a good radio station to attain rankings like that in a major market, but we really think that our cume increase from 265,000 in Fall 1981 to 293,000 Winter of 1982 to 307,200 in Spring of 1982 can be mostly attributed to your campaign. It is absolutely on target. It is simple, hard hitting and effective from both a video and audio standpoint.

In fact, the radio promos (jingles) pulled from the TV audio, as well as those we especially produced, won a Gold Award (1st place) at the annual Broadcast Promotion Association Convention this year in San Francisco.

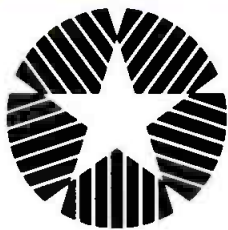
Thank you, Jerry, it is a pleasure to do business with such a professional and competent company.

Sincerely yours,

David C. Fuellhart
David C. Fuellhart
General Manager

DCF/kjh

SO CAN YOU



AMERICAN
IMAGE
PRODUCTIONS

Box 23355
Nashville, Tennessee 37202

Toll Free 1(800)251-2058
In Tennessee: (615)329-1988

Back to basics

Emphasis at National Association of Broadcasters has shifted away from lobbying to station services, according to Futures Committee report, to be delivered at NAB board meeting today in Chicago. Government relations staff should be strengthened, according to report, and lobbying should again become NAB's primary function. As expected, report also asks that Television Information Office be moved from New York to Washington and some of its activities consolidated with those of NAB staff. Report, which board members say contains no "earth-shaking" proposals, also recommends that NAB hire specialist in international affairs.

New frontier

Is there still another spectrum segment within reach of terrestrial broadcasters? CBS, which has long suspected so, is even more certain after analyzing results of 12 ghz experiment conducted from San Francisco's Mount Sutro television tower earlier this year. They show good to better reception at 70% of test sites in standard coverage area—figure that assumes even greater significance against performance of UHF which may reach only 80% of given market, or VHF reaching perhaps 90%.

Results of Mount Sutro tests are expected to be made public momentarily, in hope of persuading FCC and others to set aside portion of 12 ghz band for terrestrial transmissions, not dedicate it all to direct broadcast satellite use. CBS's particular axe to grind: its fervor for high-definition television, which it proposes to use in DBS band. Terrestrial capability would allow affiliates to participate in HDTV scheme of things without going to bird.

Downs and ups

Stock market's general decline last week didn't leave communications shares unscathed—though Warner Communications' 10% drop in stock price from Friday (July 30) close to Thursday (Aug. 5) close was more excessive than most. Tele-Communications Inc. shares weren't far behind, losing 8.5% of their price in those four days of trading. Taft Broadcasting was hardest hit of broadcast group—with 4.4% decline in period, greater percentage loss than that suffered by United Cable Television, 4.2%. CBS took 2.3% drop; LIN lost 2.4%, Heritage Cable 1.5%, Capital Cities 1%. (This all came against background of 2.1% decline in Standard & Poor Index.) Some folks held their own. Outlet, RCA and Scripps-Howard closed Thursday at same price set previous Friday. ABC was off only .6%,

Cox Communications lost but .2%. And some people did all right, against declining market: Viacom shares rose 1.9%, Storer 1%, Wometco 3.4%. Metromedia led gainers; its shares at \$223.50 were up 3.9%.

Media metaphors

Vision of FCC Chairman Mark Fowler goes far beyond cleaning up "regulatory underbrush" (story page 25), although that here-and-now consideration is among his first priorities. In brainstorming with intimates he speaks of future telecommunications world having what he calls "electronic beltway" with (mixing metaphors) individual transponder up and down links providing "spokes in the wheel" of world TV network and subcarriers offering different languages. "What a tremendous force for peace" that would be, chairman says, looking forward to day when "electronic footprints" will truly make possible global village. He has no timetable in mind, but adds it will be beyond his term.

Signs of life

Members of UPI broadcast advisory board seem much encouraged after first formal meeting with news service's new owners (BROADCASTING, Aug. 2). They're apparently confident that UPI's broadcast and cable services will get more and closer attention than under financially troubled former management. New owners, who took over in June, were specifically commended for quick action to jack up services that advisory board survey had criticized. "I'm very optimistic," said one member. "They seem aggressive—but sound," said another. Ken Bagwell of Storer, advisory board chairman, summed up: "Things sure look better than they did three months ago."

Stereo showdown?

General Motors' Delco Electronics, nation's leading manufacturer of auto radios, began in earnest last week to test Harris, Motorola and Magnavox AM stereo systems with plans to begin manufacturing one that proves to be best. Test has significance outside General Motors. Some broadcasters and many top receiver manufacturers—domestic and foreign—are waiting for results of tests before deciding to adopt system. Systems have been undergoing bench testing.

First to get rigorous three-week on-air test will be Motorola. Delco and Motorola engineers went to WIRE(AM) Indianapolis last week and installed Motorola exciter. Tests will begin as soon as system is

debugged. Magnavox and Harris, not necessarily in that order, will get to prove themselves in three-week trials as soon as Motorola test is completed. At that rate, Delco won't be ready with any final results until some time in October. Kahn Communications, maker of fourth system vying for marketplace acceptance, has so far declined to participate in tests, although door, according to Delco, is still open.

Light at end

Compromise amendment that would empower National Telecommunications and Information Administration to choose frequency for Radio Marti (see "In Brief") is gaining support. Senate Commerce Committee, which has secured agreement to review Senate version of bill after it leaves Foreign Relations Committee, is said to be leaning toward favoring compromise, thought to be proposal most likely to pass in House. Original bill, which authorizes construction of high-powered facility on 1040 khz to broadcast information about Cuban government to Cuban people, is set for markup before Senate Foreign Relations Committee this month.

One, two

Contemporary Communications Corp. was apparently not CBS's first choice for partner in its Multichannel Systems proposal (see page 28). Some time before it linked up with CCC last October, CBS had approached Microband Corp. of America, which leases MDS facilities to operators in more than 100 markets. According to Microband President Don Franco, that company was forced to turn down CBS's invitation because of commitments to existing customers.

Association-minded

Organizing committee of some 25 users, providers and students of teleconferencing will meet at fourth annual Satellite Communications Users Conference in Denver on Thursday to further plans for creation later this year of International Teleconferencing Association. Chairman of committee is Patrick Portway, Video Systems Network, San Francisco. Executive director is Jay Robert Brouse, Jay Robert Brouse & Associates, McLean, Va. If all goes according to plan, group hopes to launch association by electing board of directors in Los Angeles in October. Companies represented on organizing committee include ITT, Atlantic Richfield Co., Citibank, NEC America, Pacific Telephone.

Still interested

Don't count Cablevision Systems out of the New York cable franchising process just yet. While many were prepared to do that a scant three weeks ago, the company is said to be looking long and hard at the city's latest offer which would give it slightly altered territory in Brooklyn and substantial incentives to wire the Bronx, including deferment of franchise fees until that borough becomes profitable to operate and perhaps even some direct form of financial assistance. Another factor viewed as a positive sign that Cablevision can be brought back in the fold is that the company has recognized that getting a piece of Queens is out of the question. The city is working very hard to keep the MSO in the process, because the alternative, a consortium of other companies to wire the unfranchised areas, poses untold legal pitfalls.

The name game

It's not CNN2 any more. That news service from Turner Broadcasting System is now CNN Headline News. The change, it's said, ends confusion caused by the old name; some viewers thought they had to turn to channel 2 to see it. CNN2, moreover, "didn't say what the service is all about." Under any name, it's expanding its reach, though more as a broadcast news service than a cable network. In addition to the more than 76 television stations using it in some form, 25 radio stations have signed to carry the audio feed, 12 of them running it for a full 24 hours (plus local inserts).

On the cable side, the 205 CNN Headline News cable affiliates serve 1.5 million subscribers, far behind the 13,855,000 homes on 2,556 systems logged by plain old CNN, and trailing the announced total of 3 million of competitor Satellite News Channels.

CNN, meanwhile, released ratings figures for June, based on CNN coverage households—a 1.0 rating, 3 share on a 24 hour basis, with a weekly cume of 42.1%, adding up to 5.8 million households viewing some part of CNN in an average June week. And a final note from CNN Headline News: Sammons Communications' Morristown, N.J., area system is the first cable operator to provide local inserts for the service—five-minute segments produced by the *Morristown Daily Record*, every half hour from 5 p.m. to 8 p.m.

Lagniappe

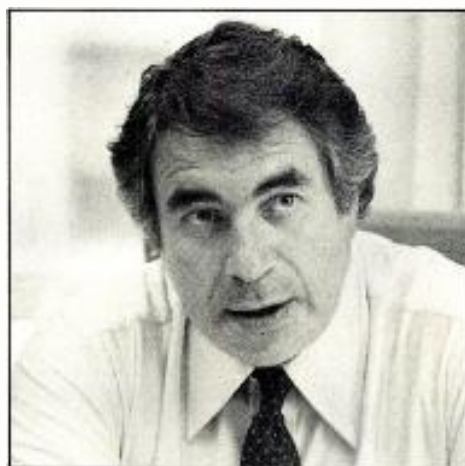
The Entertainment Channel may not regularly get to entertain cable homes in its headquarters city, but the network is quite happy it's been able to put together a deal with Manhattan Cable and Group W Cable to give those systems' New York City subscribers a free peek at one of the Enter-

tainment Channel's selections—the premiere of the RKO/Nederlander production of "Sweeney Todd." The systems get the program free as well; no money is changing hands for the presentation. And WQXR-AM-FM there will simulcast the soundtrack within a weekly concert series underwritten by Delta Airlines.

Meanwhile, the Entertainment Channel says it's lined up two more affiliation agreements—a Cablenet Inc. new-build in Chicago suburbs that will pass 135,000 homes, and three Jones Intercable systems passing 45,000 homes.

Playboy programmer

Paul Klein, the former head of programming for NBC, and more recently head of his own production company, PKO Television Ltd., New York, has joined Playboy Enterprises, Los Angeles, as president of the Playboy Cable Network. He replaces W. Russell Bar-



Klein

ry, who has resigned as head of Playboy Productions, but will remain to aid in the transition and oversee the completion of several projects begun under his direction. Klein's PKO will provide one original program a month to the Playboy Channel and, in addition, Playboy will share an interest in a number of programs already in development.

Angry over access

The New York State Cable Television Association is waging war on that state's Cable Television Commission's mandatory access rules, which took effect July 1. Joined by two local systems, Comax Telcom and Valley Cablevision, the association has filed suit in Federal District Court in Syracuse asking the court to overturn the rules. In addition to requiring systems to provide free channel time to the public (systems with more than 21 channels have to set aside two for access), the rules also reserve 7 p.m.-8 p.m. for state use.

The association claims the rules are un-

constitutional, violating First and Fourteenth Amendment guarantees, and constitute a "taking of property without compensation." The burdens imposed, including studio facility requirements, fall most heavily on smaller, 12-channel systems, it says.

"Access provisions can be best achieved at the local level," says the association's Fred DiMaggio. "There are municipalities with keen interest in local access, but others would prefer expanded channel capacity." And DiMaggio finds particularly disturbing what he sees as government intrusion into programming inherent in the set-aside of time for state programming. The association had previously petitioned the cable commission for a rehearing of the issues involved, but that move was denied.

According to DiMaggio, one problem in taking the matter to court is the reluctance of major MSO's seeking new franchises in New York and elsewhere to join the suit, lest they be labeled before franchise authorities as "anti-access." Still, DiMaggio expects one or two more New York operators to join the association's fight.

Show time

The growth of cable's third largest annual convention continues to show a quantum jump. The Eastern Cable Show, sponsored by the Southern Cable Television Association at the Georgia World Congress Center, already has 230 exhibitors lined up for the Sept. 9-11 convention. Last year there were 225 exhibitors and 3,600 attendees. This year, with registration "way ahead of last year, according to Judy Williams, executive director of the SCTA, the organizers expect 5,000 to 6,000.

Eighteen management and technical sessions begin Thursday morning and continue through Saturday noon. Management sessions include a federal and state legislative panel composed of Senator Wendell Ford (D-Ky.); John Saeman, NCTA chairman; Ed Kears, executive director of the New York State Cable Commission; John Lynch, New Jersey state senator, and Brian Lamb, C-SPAN president. Another sure-to-be-popular session on competitive services includes John Gwin, Oak Industries (representing STV); Keith Fagan, Satellite Television Corp. (representing DBS); John Raines, National Satellite Cable Association (representing SMATV); Don Franco, Microband (representing MDS), and moderator Steven Effros, Community Antenna Television Association. Other sessions examine cable ad positioning, packaging vs. tiering, direct selling, program guides, labor relations, franchise renewal, and affiliate advertising and co-op programs. Friday's luncheon speaker will be Art Buchwald; that evening's entertainment features Bob Hope.

A cable convention in Atlanta would not be complete without the presence of Ted Turner. His Cable News Network will spend

The Cable Television Administration and Marketing Society will hold a Track Day on Wednesday, preceding the show.

Public TV and cable have an unusual arrangement in Rockford, Ill. WPTI is viewer-supported cable channel of Rockford Park Cablevision. Supported by the community, WPTI has been in the works for three years. It debuts Sept. 27 with its first fund-raising



begin cablecasting from 6 p.m. to 9 p.m. seven days a week and expand later. Allen is confident the service will attract viewer support. He noted that WPTI is already funded through the community. Nearly \$700,000 was raised to establish the channel. WPTI has a board similar in makeup to a conventional public TV station with businessmen and professionals. In addition to viewer support WPTI will seek corporate underwriting for its programs.

Spotlight, satellite-delivered pay-cable service, is offering *Viewer's Choice*, an opportunity for subscribers to select the film to be shown and immediately see the winning choice. At 8:45 (EDT) on Aug. 30, subscribers will be able to call a 900 number and choose from Spotlight's four most popular films from the past year. The film receiving the most votes will then be presented 15 minutes after the titles are shown.

In one of its largest cable system acquisitions in terms of basic subscribers, Denver-based American Television & Communications Corp. has made a preliminary agreement to buy Burt Harris's Rochester, N.Y., cable system of 56,000 basic subscribers. ATC, which already operates a 30,000 subscriber system in Rochester and neighboring Webster, N.Y., wouldn't disclose the

On Aug 5, American Express launched How's Business; a pilot cable television program on 536 systems in more than 1,400 communities. Produced by American Express and distributed over the Satellite Program Network, the first segment, entitled "The Quiet Revolution," examined business' response to the needs of the disabled. In the future, the half-hour programs will report on a range of business and financial subjects, and will, according to American Express, provide "not only a supplemental video distribution system to employees, but also a way to narrowcast to particular market segments of shareholders, customers, vendors and establishments honoring the American Express card and travelers checks."

price, but an analyst put it in the \$50 million-\$60 million range if the consideration is based on \$800-\$1,000 per subscriber. The acquisition places ATC on top of the list for New York state cable operators, where it also owns systems in Manhattan, Albany and Ithaca. ATC said that once the deal is closed, the system will have a potential to serve more than 220,000 homes.

Marketing Office in the city nearest you. Or call DASH at (800) 638-7333 for pick up or delivery.

For top priority shipments over 70 lbs., use Delta Air Express. It guarantees your shipment gets on the flight specified. For full details, call your nearest Delta Marketing Office.

Broadcasting Aug 9 1982

Business Briefly

TV ONLY

Lever Brothers □ Sun Light dishwashing liquid. Begins Sept. 6 for 16 weeks in all 50 states. All dayparts. Agency: Batten, Barton, Durstine & Osborn Inc., New York. Target: women, 25-54.

White Lily Foods Co. □ Flour. Begins in late September for nine weeks in about 16 markets. Day and early fringe times. Agency: Tucker Wayne & Co., Atlanta. Target: adults, 25-54.

Quaker Oats Co. □ Aunt Jemima pancake batter. Begins Aug. 30 for eight weeks in five markets. Day, prime and fringe times. Agency: Adcom Inc., Chicago. Target: women, 25-54.

Hasbro Industries □ GI Joe doll. Begins this week for six weeks in 80 markets. Agency: Griffin Bacal Inc., New York. Target: total children.

Beef Industry Council □ Promotion of fresh and processed beef. Begins Sept. 20 for six weeks in 22 markets. Agency: Ketchum Communications Inc., San Francisco. Target: women, 25-54.

Rorer □ Maalox. Begins Sept. 13 for six weeks in 13 markets and four test markets. All dayparts. Agency: Popofsky Advertising, New York. Target: total adults, 35 and over.

Brook Foods □ Ketchup. Begins in mid-September for five weeks in about 20 markets. Day, late fringe and fringe times. Agency: Hutchins/Young & Rubicam, Rochester, N.Y. Target: women, 25-54.

Home Box Office □ Begins Sept. 1 for five weeks in approximately 28 markets. Prime, fringe and day times. Agency: Ted Bates Advertising, New York.

K-Tel International □ Bread (music group) album. Begins Aug. 16 for four weeks in 150+ markets. Agency: Commonwealth Advertising, Minnetonka, Minn. Target: teen-agers, 12-17.

Hasbro Industries □ Snoopy toothbrush. Begins this week for four weeks in 80 markets. Agency: Griffin Bacal Inc., New York. Target: total children.

Pizza Hut of America □ Restaurants. Begins in late August for four weeks in

over 30 markets. All dayparts. Agency: W.B. Doner and Co., Houston. Target: men and women, 18-49.

Brook Foods □ Chili hot beans. Begins in mid-October for four weeks in 25 markets. Day, fringe and late fringe times. Agency: Hutchins/Young & Rubicam, Rochester, N.Y. Target: women, 18-49.

Denny's Restaurants □ Top sirloin dinner. Begins Aug. 11 for three weeks in about 35 markets. Agency: Western International Media Corp., Los Angeles. Target: adults, 18-49.

Wienerschnitzel □ Fast food restaurants. Begins Sept. 7 for three weeks in San Francisco and Sacramento, Calif. Agency: Chiat/Day, San Francisco. Target: adults, 18-49.

Oshkosh B' Gosh □ Back to school promotion. Begins this week for two weeks in 25 markets. Day, fringe and prime access times. Agency: Frankenberry, Laughlin, Bernstein & Constable Inc., Milwaukee. Target: women, 18-34.

Columbo Inc. □ Yogurt. Begins Aug. 30 for two weeks in New York, Boston and Washington. Day and fringe times. Agency: Jordan, Case & McGrath, New York. Target: women, 18-34.

Southland Corp. □ 7-Eleven muscular dystrophy drive. Begins Aug. 29 for one week in 44 markets. Early fringe, late

**#1
ALLEN TOWN**

WLEV-FM—ADULT CONTEMPORARY
Total Persons 12+

Consulted by

*Drake
Chenault*

Join the #1 Club. Call us!
800•423-5084 or 213•883-7400

Arbitron audience estimates Spring, 1982. MSA AQH Monday, Sunday 6A-Mid. Subject to qualifications outlined in the original research.

Rep Report

KROY-AM-FM Sacramento, Calif., and KROI(AM) Sparks, Nev.: To Selcom from McGavren-Guild.

WCRJ-AM-FM Jacksonville, Fla.: To Selcom Radio from Savalli & Schutz.

WUTO(AM)-WOUR(FM) Utica, N.Y.: To Selcom Radio from Roslin Radio.

WWBA-FM St. Petersburg, Fla.: To RKO Radio Sales from Hiller, Newhark & Wechsler.

WKRT-AM-FM Cocoa Beach, Fla.: To Bernard Howard & Co.

WTIP(AM)-WTIO(FM) Charleston, W. Va.: To Bernard Howard & Co. from UBC Sales Inc.

Texas State Network Spanish Information Service: To Caballero Spanish Media from Katz Radio.

USA Cable's new advertisers. First cable buy for United States Shoe Corp. (Freeman shoes) has been made on USA Cable Network on its basic sports, major league baseball and *Sports Look* programming. Agency is Leber Katz Partners, New York. Avis Inc. has placed its first buy on USA Cable Network for schedule in basic sports events and *Sports Look* via SFM Media Corp., New York. Basic sports package includes basketball, boxing, football, tennis, basketball, golf and bowling.

Direct marketing thrust. Entertainment and Sports Programing Network, Bristol, Conn., has appointed Soskin/Thompson Associates, New York, division of J. Walter Thompson U.S.A., as its direct marketing agency. Soskin/Thompson will be responsible for on-air sale of direct response products and services and for creating joint promotional concepts to develop additional sources of revenue for network. Kurtz & Tarlow continues as ESPN's general advertising agency, responsible for consumer and trade advertising.

Quarter flash. Figures provided by the Television Bureau of Advertising last week showed that investments in network television advertising for the second quarter of 1982 reached almost \$1.4 billion, an increase of 14.9% over the same period of last year.

Based on data supplied by Broadcast Advertisers Reports, TVB said the total spending in network television for the first half of 1982 amounted to slightly more than \$3 billion, a rise of 14.4% over the similar period of 1981. For the first six months the largest increase was in weekend daytime, up 27.1% to \$312.6 million, followed by weekend early fringe, up 20.3% to \$108.2 million.

For the first six months, ABC-TV led the network television advertising pack with sales of \$1,072,305,600, followed by CBS-TV, \$1,065,979,000 and NBC-TV, \$868,214,000.

April-June

	1981	1982	% chg.
Daytime:			
Mon.-Fri.	\$ 309,855,000	\$ 346,463,100	+11.8
Sat.-Sun.	102,994,400	138,500,100	+34.5
Early Fringe:			
Mon.-Fri.	72,024,100	81,441,300	+13.1
Sat.-Sun.	41,466,400	52,076,800	+25.6
Nighttime			
Mon.-Sun.	734,283,000	851,332,000	+15.9
Late Night			
Mon.-Sun.	109,119,400	103,409,000	- 5.2
Total	\$1,369,742,300	\$1,573,222,300	+14.9

January-June

	1981	1982	% chg.
Daytime			
Mon.-Fri.	\$ 596,037,900	\$ 656,480,600	+10.1
Sat.-Sun.	246,021,900	312,635,000	+27.1
Early Fringe			
Mon.-Fri.	134,096,100	155,921,700	+16.3
Sat.-Sun.	89,990,600	108,272,700	+20.3
Nighttime			
Mon.-Sun.	1,378,128,000	1,595,191,400	+15.8
Late Night			
Mon.-Sun.	184,895,000	177,997,200	- 3.7
Total	\$2,629,169,500	\$3,006,498,600	+14.4

By network

Quarter	ABC	CBS	NBC	Total
Jan.-March	\$ 493,977,700	\$ 528,875,600	\$410,423,000	\$1,433,276,300
April-June	578,327,900	537,103,400	457,791,000	1,573,222,300
Year-to-date	\$1,072,305,600	\$1,065,979,000	\$868,214,000	\$3,006,498,600

SOURCE: Television Bureau of Advertising, based on Broadcast Advertisers Reports (BAR) data.

*Daypart breaks not comparable to data published prior to 1982.

fringe and prime times. Agency: Young & Rubicam, New York. Target: adults, 18-49.

RADIO ONLY

Greyhound Corp. ☐ Passenger service. Begins in mid-August for three weeks in about 30 markets. Morning, afternoon and early evening drive times. Agency: Bozell & Jacobs, Dallas. Target: adults, 18 and over.

Travelodge International ☐ Motels and hotels. Begins this week for three weeks in about 20 markets. Agency: Dailey & Associates, Los Angeles. Target: adults, 25-54.

RADIO AND TV

Faygo Beverages ☐ Diet soda. Begins Aug. 18 for two weeks in about 15 TV markets and 30 radio markets. Prime time only. Agency: W.B. Doner and Co., Southfield, Mich. Target: women, 18-49.

Gannett Co. ☐ *USA Today*. Begins in early September for varying flights in seven radio markets and 11 TV markets. Agency: Young & Rubicam, New York. Target: adults, 18-49.

Family Fitness Centers. ☐ Begins Sept. 7 and runs through mid-November in six markets. Agency: Evergreen Media Inc., Seattle. TV target: women, 18-34; Radio target: adults, 25-49.

The information specialists at Phillips Petroleum will help you. Call us.

Bill Adams (918) 661-5224
Dan Harrison (918) 661-5204
Jere Smith (918) 661-4982
Susan Stoffle (918) 661-4974
Dave Dryden (918) 661-4987
Bill Flesher (918) 661-6760
Research & Development
Jerry Regan (918) 661-8727



BARTLESVILLE, OKLAHOMA 74004

**NEVER BEFORE HAS
THIS VITAL
COMPONENT BEEN SO
SUCCESSFULLY
INTEGRATED INTO A
1" VIDEO RECORDER**



SONY INTRODUCES A 1" VIDEO RECORDER TAILORED TO THE PEOPLE WHO USE IT: THE BVH-2000.

Because Sony probably has more experience selling and servicing 1" VTR's than anyone else, we're in an unequalled position to understand the wishes of 1" video users.

And now, Sony announces with fulfillment for the broadcast industry: the new BVH-2000 1" video recorder.

WHY "BVH-2000" WILL MEAN DIFFERENT THINGS TO DIFFERENT PEOPLE.

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

That's why there's no one single BVH-2000.

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

You can choose among three different control panels—ranging from a basic model to one with virtually every possible feature and function.

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



A range of plug-in accessories is available.

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

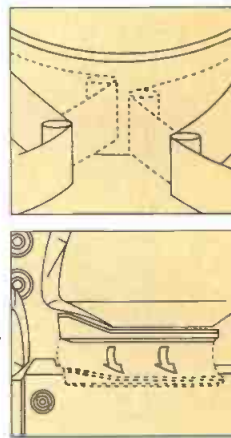
is by lessening the need for it, the Sony BVH-2000 has been designed to be virtually maintenance-free down to the last detail. For example, only brushless DC motors are used, and all incandescent lamps have been replaced with high-brightness LED's.

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.

Remarkably, these are only some of the Sony BVH-2000's innovations. All of them add up to form the answer to virtually every need ever expressed by the users of 1" video.

To find out how it can answer yours, write Sony Broadcast, 9 West 57th St., New York, NY 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; in Atlanta at (404) 451-7671; or in Dallas at (214) 659-3600.

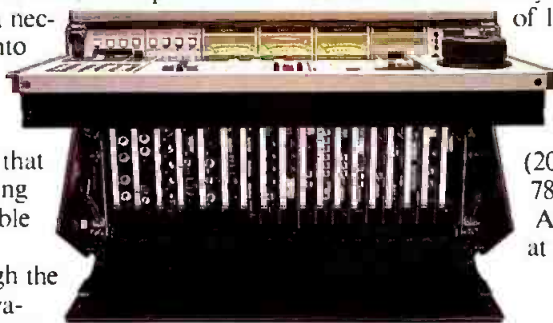
SONY®
Broadcast



To simplify threading, guide posts automatically move away from drum, and audio head cover opens.



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



Front access to all electronic circuits and modules.

Monday Memo

A cable advertising commentary from Thomas E. McKinney, Group W Cable

Answering 'wait and see' advice on cable ads

These thoughts are in response to Walter Flynn's April 12 "Monday Memo," "A Broadcaster's View of Cable Research," which might better have been entitled: "A Competitor's View." As vice president and general manager of ABC Television Spot Sales, Mr. Flynn used BROADCASTING as a platform to warn advertisers against a "stampede," which he defines as something that "threatens the well-being of everybody and everything in the way."

As a member of the broadcasting industry, and one in charge of advertising sales, Mr. Flynn expressed some alarmist views. At Group W Cable, our position is, naturally, somewhat different.

First, Mr. Flynn refers to the "new fad" of cable advertising and, in doing so, belittles the size and power of one of America's most quickly expanding industries. Cable is far from a passing phenomenon. It has been on the American scene for more than 30 years, and now serves nearly 30% of the nation's 81 million television homes.

Broadcast Advertisers Reports noted this past spring that advertisers spent \$31.2 million on ad-supported cable networks in 1982's first quarter alone. This is just a drop in the bucket compared to the \$1.4 billion in ad revenues taken in by the three television broadcasting networks during that period, but clearly more and more advertisers are considering cable television as an option, anxious to get in on the ground floor of what is destined to be a major new advertising medium. In fact, Ogilvy & Mather predicts that local revenues from cable advertising will rise to \$813 million per year by 1986 and top \$2.5 billion by 1990. Advertisers who utilize cable time are seeking a higher income, higher viewing, better educated, more precisely targeted audience. And they're getting what they pay for.

As the cost of network time rose last year, the ratings of ABC, NBC and CBS fell 7%. Many of those viewers are moving to the targeted audiences offered by cable. As network erosion continues, cable television can be essential in replacing that potential customer. Should advertisers cautiously ignore this rising segment of the market, especially when the cost of cable advertising is still relatively low? Of course not.

It is true that Arbitron and Nielsen have not yet found an adequate means of measuring the cable audience. And Mr. Flynn's criticism of other methods of measurement are reasonable. No one is satisfied with our measurement tools at



Thomas E. McKinney is vice president of advertising sales for Group W Cable, the third largest multiple system operator in the nation. Before joining Group W Cable, McKinney was president of Sheridan Broadcasting Corp., a radio group headquartered in Pittsburgh. Prior to that, he was vice president and general manager of the Mutual Black Network. From 1974-1976, he was national account executive at Westinghouse Broadcasting Co.'s Group W Television Sales. He began his professional career at Westinghouse Broadcasting in 1972.

this time, and we look forward to their improvement. But anyone who has kept in touch with the broadcast industry since 1964 knows that both radio and television stations have complained that neither service has found a way to properly measure them, either. These measurement tools will be developed as the need for them becomes more urgent. Like broadcasting, cable television will take some time to pinpoint the size and demographics of its audience. Arbitron has been providing this service to the broadcasting industry since 1949. Advertisers were using television as a tool long before that, and continued to do so as the ratings system developed and improved. To suggest that advertisers should ignore cable until our numbers are written in stone is to advise exclusion from an exciting and expanding marketplace that is cost effective.

Daniel L. Ritchie, chairman of Westinghouse Broadcasting and Cable, has expressed our position on this issue. At a recent meeting of the International Radio and Television Society, he commented that cable measurement in the 80's must be more than a simple counting of heads, taking into account "a demographically accurate definition of who the target audience is—of who actually tunes in—and of what their reaction is to the programming." He also indicated that "measurement systems something like those used for magazines would be

much more appropriate than the quarter-hour rating system still used in broadcasting."

Like magazines, cable television offers the subscriber convenience viewing on subjects of specific interest—news, sports, cultural programs, programs targeted to children and their parents, senior citizens, teen-agers, blacks, Christians, Jews. Cable has the power to address the constituent parts of our national melting pot, a factor no price research service can measure. For example, it stands to reason that a product that performs well on the network news will do well in the all-news environment of Satellite News Channels. The same concept applies to a product that does well in a sports format. That product will also do well on ESPN or the USA Network.

One final consideration about measurement. Any numbers on cable must be calculated against *our* universe, not the ADI utilized by broadcasters. Any other means will be, by definition, misleadingly low. Our overall numbers may be smaller, given the penetration of any individual system, but a smaller, more select audience may be a better buy for a specific product than a network spot that overreaches its target by blanketing a broad, unspecific viewing audience.

Clearly, the networks themselves have belief in the future of cable television, since all three are entering the field as suppliers of programming. ABC, Mr. Flynn's company, must have a greater faith than he does in the cable industry, since ABC's association with Group W is giving birth to one of the prime new ad-supported services—Satellite News Channels.

Cable television offers another attractive option for advertisers. Local origination channels accommodate "infomercials" of 120 seconds or more. Commercials may also be tested for their effectiveness in this arena. The ability to use low-cost local origination channels is limited only by an advertiser's vision.

And vision, after all is said and done, is what advertisers, their clients and the broadcast industry must use when reviewing the issues raised by cable television. We are not trying to destroy broadcasting; our parent corporation and our other partners in the industry are broadcasters. We feel that advertisers who use television, radio, magazine, newspaper and direct mail will find that cable can complement and extend the marketing mix.

We strongly agree that advertisers should not "stampede" to cable advertising. Rather, they should approach cable television with goals and objectives that are well reasoned. This responsible approach, as in any business enterprise, is our only assurance of success.

Nobody else even comes close!



Memories With Lawrence Welk

Already in 160 markets and more coming.

MCA TV

© 1982, UNIVERSAL CITY STUDIOS, INC. ALL RIGHTS RESERVED.

MAKE OUR TALK

Owen Spann



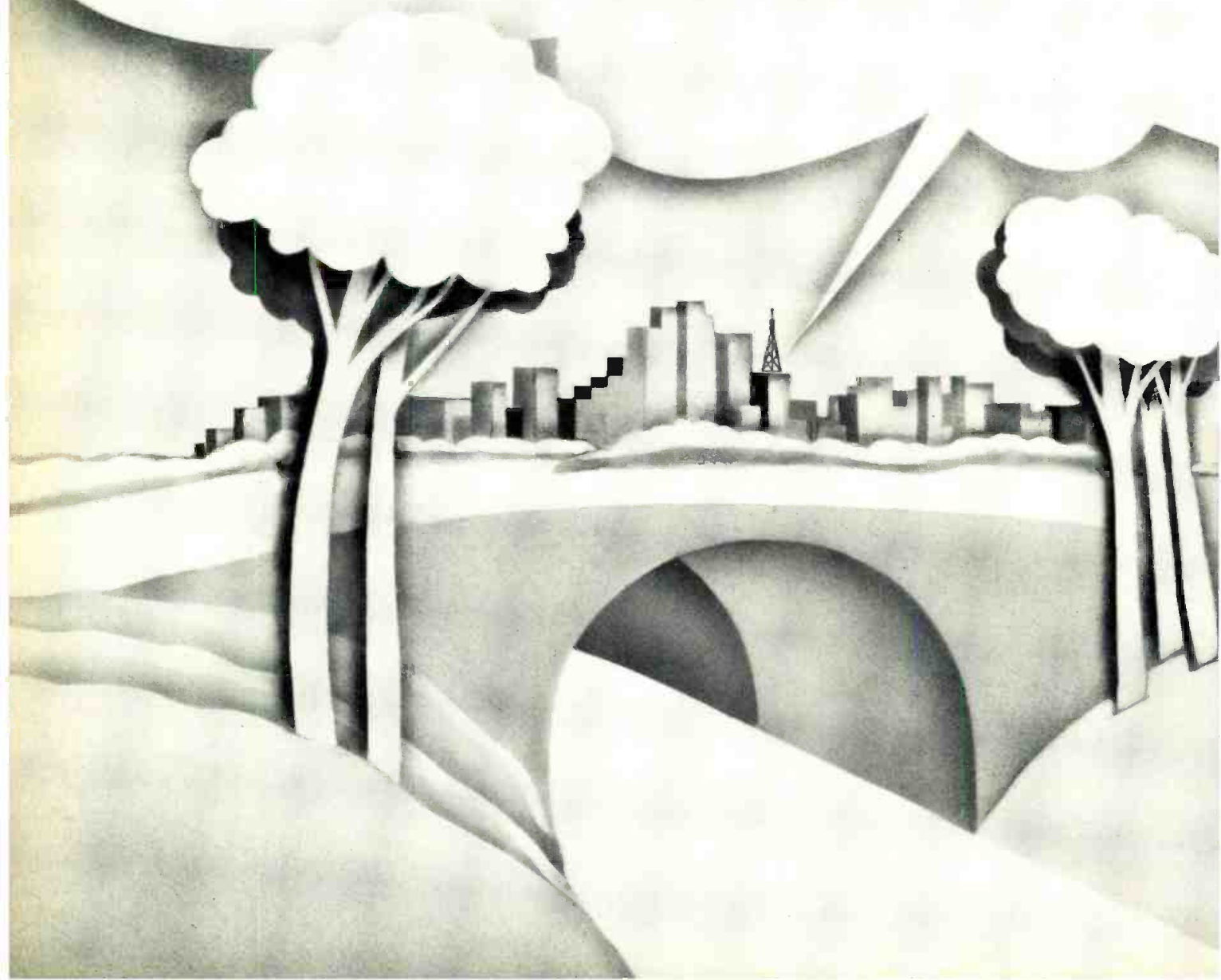
Dr. Irene Kassorla



Michael Jackson



ABC TalkRadio makes your station the hom



...YOUR TALK

Dr. Toni Grant

Ira Fistell

Ray Briem



f the biggest talk talent in the business.

Talk is what's happening in radio today. And with ABC TalkRadio, the top-rated, nationally acclaimed stars of talk radio are on your station. On the phones with people in your market. Building your audience with their proven ability to turn hosting phone calls into engaging entertainment. Personal. Provocative. Helpful. Informative. Radio personalities worth talking to and about.

There's Owen Spann. His "take charge" style captivates listeners. Whether he's interviewing a world leader or a local celebrity, his imaginative wit is a sure audience builder.

And Dr. Irene Kassoria, leading psychologist, best-selling author, and one of the country's most influential women. Her insight and expertise has earned her the respect of colleagues and celebrities the world over.

Michael Jackson, a talk radio giant. He knows everybody worth knowing and interviews them with a provocative and entertaining style.

Then there's Dr. Toni Grant—the original radio psychologist. Brilliant. Eloquent. With a national reputation as an expert in human behavior—and an extensive following.

And Ira Fistell—the "human encyclopedia." His phenomenal store of knowledge on every possible

subject from sports to philosophy and his conversational ease build nighttime audiences.

And finally Ray Briem, the "king of all-night radio." He brings the world to his listeners, keeps them in touch. Provocative, controversial, and entertaining, Ray attracts one of the largest overnight audiences in the history of radio.

They're all there—on your station—building your audience with the most powerful talk format in radio!

Here's the state-of-the-art in talk radio—twelve hours of satellite transmissions that sound like they emanate from your station! You get up to 13 1/2 minutes of local spots and many local station ID's per hour! That means each and every minute sounds like it's your programming! There are also windows in the format for local and any network's news. Everything is tailored by ABC to make sure that our TalkRadio is your talk radio.

To find out how to make our talk your talk, call Bob Chaisson at (212) 887-5939 or Bob Chambers at (212) 887-5351.

ABC TALKRADIO

THESE STATIONS HAVE ALREADY MADE OUR TALK THEIR TALK:

Baltimore	WCBM	Indianapolis	WIFE	Providence	WEAN	Spokane	KSPO
Cleveland	WERE	Kansas City	KCMO	Rochester	WSAY	St. Paul	KSTP
Charlotte	WAYS	New York	WABC	Sacramento	KGNR	St. Petersburg	WNSI
Colorado Springs	KVOR	Norfolk	WNIS	Saginaw	WSGW	Tucson	KNST
Grand Rapids	WTWN	Pittsburgh	WTKN	San Francisco	KGO-FM	Tulsa	KELI
Honolulu	KGU	Portland, Oregon	KLIQ	Santa Barbara	KTMS	West Palm Beach	WJNO

See us at the NAB Programming Conference at the Hyatt Regency, Suite 2629. And at the NRBA, MGM Grand, Suite 1434A.

This week

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

■ **Aug. 11-13**—*Satellite Communications Users Conference*. Regency hotel. Denver. Information: Kathy Chalmers. (303) 694-1522.

Aug. 12—"Investment and Growth Opportunities in the Telecommunications/Information Industry," sponsored by *Washington/Baltimore Regional Association* in conjunction with *Greater Washington Board of Trade and Economic Development Council of Greater Baltimore*. Speakers include: Senator Bob Packwood (R-Ore.) and Larry Harris, FCC Broadcast Bureau chief. Quality Inn-Capitol Hill hotel. Washington.

Also in August

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* se-

venth 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. 26—*Ohio Association of Broadcasters* sales training workshop. New Dublin Stouffer's, Columbus, Ohio.

■ **Aug. 27-28**—*Seventh International Hispanic Film and Video Festival*. Oblate School of Theology, San Antonio, Tex.

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. Information: Emily Burch. (202) 296-4219.

cisco.

■ **Jan. 15-19, 1983**—*Association of Independent Television Stations (INTV)* 10th annual convention. Century Plaza hotel. Los Angeles.

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

Jan. 30-Feb. 2, 1983—*National Religious Broadcasters* 40th annual convention. Sheraton Washington, Washington.

March 17-22, 1983—*NATPE International* 20th annual conference. Las Vegas Hilton. Future conferences: Feb. 12-16, 1984, San Francisco Hilton and Moscone Center, San Francisco.

April 10-13, 1983—*National Association of Broadcasters* 61st annual convention. Convention Center, Las Vegas. Future conventions: Las Vegas, April 29-May 2, 1984; Las Vegas, April 14-17, 1985; Dallas, April 13-16, 1986, and Dallas, April 12-15, 1987.

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

May 3-7, 1983—*American Women in Radio and Television* 32d annual convention. Royal York, Toronto. Future conventions: 1984 convention, to be announced; May 7-11, 1985, New York Hilton, New York; and May 27-31, 1986, Loew's Anatole, Dallas.

May 18-21, 1983—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va. Future meetings: March 11-14, 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.

■ **Sept. 8**—*Society of Cable Television Engineers* workshop: "The Front Line Supervisor: The Key to Keeping Your Company Union-Free." Atlanta Hilton.

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. Keynote speech: FCC Chairman Mark Fowler. 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—*Radio Advertising Bureau* sales clinic. Hilton Airport Plaza Inn, Kansas City, Mo.

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

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

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

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

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

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

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

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

Sept. 19-21—*Washington State Association of Broadcasters* annual fall meeting. Red Lion Inn, Spokane, Washington.

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

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

Sept. 20-22—*National Association of Telecommunications Officers and Advisers* second annual

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 Fran-

conference and convention, "Telecommunications: Managing in the Public Interest." Park Hilton, Seattle.

Sept. 20-23—*New England Cable Television Association* annual convention and exhibition. Dunfee Hyannis hotel, Hyannis, Mass.

Sept. 21—*Radio Advertising Bureau* sales clinic. Hilton Airport Inn, Pittsburgh.

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—*Radio Advertising Bureau* sales clinic. Bloomingdale Marriott hotel-Airport, Minneapolis.

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

Sept. 23—*Radio Advertising Bureau* sales clinic. Ramada Inn, Romulus-Airport, Detroit.

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. 28**—*Radio Advertising Bureau's* sales clinic. Hilton Inn, Florida Center, Orlando, Fla.

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. 3—*Women in Communications* national conference. Brown Palace, Denver.

■ **Sept. 30**—*Radio Advertising Bureau's* sales clinic. Sheraton Center hotel, Charlotte, N.C.

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. 1—"Cable in Context" conference sponsored by Women in Cable with American Television and Communications, Jerrold division of General Instruments, Showtime Entertainment, United Video, Warner Amex Cable Communications, in collaboration with Annenberg School of Communications and Wharton School of Business. University of Pennsylvania campus, Philadelphia.

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

Sept. 30-Oct. 2—Midwest Radio Theater Workshop cosponsored by KOPN(FM) and *Stephens College Warehouse Theater*, both Columbia, Mo. St. Stephens

College campus, Columbia.

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

October

Oct. 1-2—*Society of Broadcast Engineers*, chapter 40, convention. Hyatt Riskey 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**—*Radio Advertising Bureau's* sales clinic. Sheraton Denver Airport, Denver.

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. Information: Don Borchert, (608) 263-2157.

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

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

Oct. 7-8—*Ohio Association of Broadcasters* fall convention. New Marriott North, Columbus, Ohio.

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

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

■ **Oct. 8**—*Radio Advertising Bureau's* sales clinic. Chicago O'Hare Marriott, Chicago.

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. 12**—*Radio Advertising Bureau's* sales clinic. Springfield Hilton (suburban Washington), Springfield, Va.

Oct. 12-13—*Yankee Group*, Boston-based cable consultants, seminar on delivery of interactive services and products via cable. Plaza hotel, New York.

■ **Oct. 13**—*Radio Advertising Bureau's* sales clinic. White Plains hotel, White Plains, N.Y.



For radio programming professionals...

THE RADIO PROGRAMS SOURCE BOOK™ First Edition

Comprehensive information on almost 1300 radio programs and services. • Up to 25 different facts about each listing. 171 information-packed pages to help you every day. • Three different indexes for easy reference: Title Index, Main Category Index, Subject Category Index, plus The Sources section which is a handy listing of Syndicators, Networks, and Producers, complete with addresses, phone numbers and personnel. • A free update is included in the subscription price. THE RADIO PROGRAMS SOURCE BOOK™ is a publication of the Broadcast Information Bureau, Inc., serving the broadcast industry for over 30 years! Only \$59.95 per copy, plus \$3.00 Postage & Handling (Add Tax Where Applicable) Allow 3 Weeks for Delivery. Overseas Charges Extra



Broadcast Information Bureau, Inc.
100 Lafayette Drive • Syosset, NY 11791
(516) 496-3355 Telex: 6852D11

Enclosed find check in the amount of _____
for _____ copy(ies) of THE RADIO PROGRAMS SOURCE BOOK™ or Charge to ☐ Visa or
☐ Mastercard. Card # _____ Expiration Date _____ ☐ Bill me

Name _____
Address _____
City _____ State _____ Zip _____
Firm _____
Signature _____

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**—*Radio Advertising Bureau's* sales clinic. Sheraton-Tara hotel, Framingham (Boston), Mass.

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. 14-17—*American Women in Radio and Television* Southeast area conference. Peabody hotel, Memphis.

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

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

■ **Oct. 17**—*American Society for Information Science* course on electronic publishing including teletext, videotext, videodisks. Columbus Hyatt Regency hotel, Columbus, Ohio.

■ **Oct. 18-19**—Seminars on current business and legal problems of cable television and satellite master antenna television, sponsored by Illinois Institute for Continuing Legal Education. Hyatt Regency Chicago, Chicago. Information: (217) 787-2080.

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. 19-20—*Yankee Group*, Boston-based cable consultants, seminar on delivery of interactive services and products via cable. Rickey's Hyatt, Palo Alto, Calif.

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. MacLauchlin, Colorado State University, Fort Collins, Colorado, 80523.

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

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

Oct. 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. Information: Emily Burch, (202) 296-4219.

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

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

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. Information: Paul Evans, (801) 237-2623.

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. 5-7**—*Intercollegiate Broadcasting System* West Coast convention. Pacifica hotel, Culver City, Calif. Information: KXLU(FM), 7101 West 80th Street, Los Angeles, 90045, (213) 642-2866.

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.

Nov. 8-10—*Subscription Television Association's* Over-the-Air Pay Television Conference and Exposition. Hyatt hotel, Los Angeles Airport, Los Angeles.

Nov. 8-12—*ABC Radio Networks* annual advisory boards meetings. Sheraton Plaza, Palm Springs, Calif.

Nov. 9-11—International Broadcast Equipment Exhibition, sponsored by the *Electronic Industries Association of Japan*. Tokyo Ryutsu-Center, Tokyo.

Nov. 9-14—*National Federation of Community Broadcasters* second conference on "Minority Programming in Public Radio," supported by grant from Corporation for Public Broadcasting. Four Seasons hotel, Albuquerque, N.M.

Nov. 10—*Ohio Association of Broadcasters* new technology seminar. Stouffer's North, Columbus, Ohio.

Nov. 10-11—*Arbitron Radio* workshop. Grand Hyatt, New York.

Nov. 10-12—*Oregon Association of Broadcasters* convention. Jantzen Beach Red Lion, Portland, Ore.

Nov. 10-13—*Society of Professional Journalists, Sigma Delta Chi*, national convention. Hyatt Regency, Milwaukee.



Read with interest

EDITOR: Congratulations on the well thought out and well written Aug. 2 article ("No One Loves The Umpire") on the Arbitron rating service. It is precisely this kind of high quality reporting that sets BROADCASTING magazine apart from the crowd. As one who has spent the better part of 12 years working with the Arbitron surveys and is currently a member of the Arbitron Advisory Council, thank you for providing the radio industry with Ted Shaker's frank replies to some tough questions.—*Alan Tobkes, vice president, marketing services, Eastman Radio, New York.*

Giving viewers the business

EDITOR: BROADCASTING's July 26 round-up of the latest developments in local TV news was depressingly predictable in one aspect. Save for a passing observation by news consultant Al Primo that "people are interested in business and financial aspects of our falling economy," an uninformed observer (for instance, the average TV

viewer) would be unaware that unemployment is at a post-Depression high, that interest rates are at levels unseen in 70 years, that business failures are approaching a post-war record, and that inflation is still holding at a level that was thought intolerable only five years ago.

My ad hoc research indicates that in the past 12 months the top 60 stations in the country have added exactly three full-time business and economics reporters to their rosters. The total of such reporters now stands at an even dozen or so.

Even ignoring questions of journalistic responsibility there are some obvious strategic advantages to covering business and economic news these days. So I'm at a loss to explain what's going on. Or more accurately, what isn't.—*Pete Gonigam, 1980-81 Bagehot Fellow in business and economic reporting, Wilkes Barre, Pa.*

Journalism buff

EDITOR: Regarding your July 26 special report on "Local TV Journalism": My goodness, you did it again! Thank you.—*Rian Danz, Mercer Island, Wash.*

BROADCASTING PUBLICATIONS INC.Sol Taishoff, *chairman.*Lawrence B. Taishoff, *president.*Irving C. Miller, *vice president-treasurer.*Donald V. West, *vice president.*David N. Whitcombe, *vice president.*Jerome H. Heckman, *secretary.***Broadcasting**

The Newsweekly of the Fifth Estate

INCORPORATING

TELEVISION

AND

Cablecasting

1735 DeSales Street, N.W., Washington 20036.

Phone: 202-638-1022.

Sol Taishoff, *editor.*Lawrence B. Taishoff, *publisher.***EDITORIAL**Donald V. West, *managing editor.*Leonard Zeidenberg, *chief correspondent.*Mark K. Miller, *senior news editor.*Kira Greene, *assistant to the managing editor.*Frederick M. Fitzgerald, *senior editor.*Harry A. Jessell, *associate editor.*

Kathy Haley, Doug Halonen, Matt Stump,

assistant editors.

John Eggerton, John Lippman, Kim McAvoy,

staff writers.

Nancy Iyob, Michael McCaleb,

*editorial assistants.*Pat Vance, *secretary to the editor.**Senior Editorial Consultants*

Edwin H. James (Washington)

Rufus Crater (New York)

**BROADCASTING & CABLECASTING
YEARBOOK**John Mercurio, *manager.*Joseph A. Esser, *assistant editor.*

Alfred T. Barnes, Mark W. Jeschke,

*editorial assistants.***ADVERTISING**David Whitcombe, *director of sales and marketing.*Winfield R. Levi, *general sales manager (New York).*John Andre, *sales manager—equipment and**engineering (Washington).*Gene Edwards, *Southern sales manager**(Washington).*David Berlyn, *Eastern sales manager (New York).*Tim Thometz, *Western sales manager (Hollywood).*Charles Mohr, *account manager (New York).*Doris Kelly, *sales service manager.*Christopher Mosley, *classified advertising.***CIRCULATION**Kwentin K. Keenan, *circulation manager.*

Patricia Waldron, Sandra Jenkins,

Vanida Subpamong, Debra De Zarn.

PRODUCTIONHarry Stevens, *production manager.*Don Gallo, *production assistant.***ADMINISTRATION**Irving C. Miller, *business manager.*

Philippe E. Boucher.

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

**"Hello,
BarclaysAmerican/Business Credit?"**



Dial us when you communicate, but your lenders don't.

For professional service and straight talk, call the communications people, BarclaysAmerican/Business Credit.

We can bring you programs for station or equipment upgrading, refinancing and expansions, or an acquisition. Loans start at \$1 million, terms can range to 10 years, and no equity kickers are required.

We can protect your cash flow against money market fluctuations—you don't have to forecast prime rate movements. Loan amounts and principal repayment schedules are based on your projected cash flow.

Our years of experience with radio, television, cable television, satellite communications, and newspapers can channel you smoothly through the rough spots.

So talk with BarclaysAmerican/Business Credit—a power buy in any market.

Call our Special Industries Office.

**Barclays
American
Business Credit**

An affiliate of  **BARCLAYS
Bank**

Service is the difference between our money and other money.™

Corporate Headquarters:

111 Founders Plaza, E. Hartford, CT 06108. 203-528-4831

© BarclaysAmerican/Business Credit, Inc. 1982

' WE DIDN'T HAVE TO GO ALL THE WAY TO HAWAII TO FIND A SATISFIED SPONSOR, BUT



Mike Nobrigo and the crew of MAUI SODA WORKS, Wailuku, Maui, Hawaii.

We didn't have to go all the way to Hawaii to find a satisfied sponsor, but any excuse to go to Hawaii is a good one.

After nine years of hearing about satisfied stations and sponsors of AMERICAN COUNTRY COUNTDOWN, we figured we deserved a personal visit.

We learned that, besides the beautiful countryside, Mike Nobrigo and KVIB Sales Manager Kris Engel both love country music. Just like

the 75,000 local residents who tune in to AMERICAN COUNTRY COUNTDOWN

with Bob Kingsley every week.

Mike and the product he represents on Maui, Coca Cola, sponsor AMERICAN COUNTRY COUNTDOWN because they believe in its consistency, dependability and solid entertainment value.

AMERICAN COUNTRY COUNTDOWN. It is a listening tradition on Maui. And over 300 other places around the world.



WITH BOB KINGSLEY

Carrying the tradition forward.



Broadcasting Aug 9

Vol. 103 / No. 6

TOP OF THE WEEK

Thurston surprise choice of NAB search team

Showdown shaping up in Chicago as board meets today; Fritts declines to withdraw, will go to the mat for presidential post; deadlock a possibility

In a move that appears to have surprised even its own members, the committee named to find a new president for the National Association of Broadcasters recommended last Tuesday (Aug. 3) that a single candidate be considered by the joint board of directors, when it meets in Chicago today (Aug. 9) to elect a new president. By a vote of 8 to 3, with one abstention, the committee endorsed the candidacy of former NAB Joint Board Chairman Donald A. Thurston, president of Berkshire Broadcasting Co., North Adams, Mass.

The committee's announcement came after a four-hour meeting at NAB headquarters during which the 12-member panel first voted to send three names to the board—those of Thurston, NAB Executive Vice President and General Manager John B. Summers, and Edward O. Fritts, Fritts Broadcasting, Indianola, Miss., who is on temporary leave from the joint board chairmanship. After deciding to forward three names the committee took a straw vote and was surprised, according to several of its members, to find it had a clear favorite: Thurston, by a vote of 9-3. It then resolved to send a single candidate and to make it Thurston.

The committee made its decision under considerable pressure from the NAB board, many members of which have made it known in recent weeks that they would prefer to choose from a field of finalists rather than receive a mandate from the committee. At a press conference following their announcement, members of the NAB executive committee, which ratified the search committee's decision minutes after it was made, said they anticipate additional nominations from the NAB board.

Prior to the search committee's meeting, Fritts was said to have secured substantial support among board members. One vote counter contended that among members willing to disclose their votes, Fritts led Thurston 25-7.

Asked if he planned to remain in the race after the committee's recommendation became public, Fritts said he would consult with members of the board before



The chosen: Don Thurston



The challenger: Eddie Fritts

deciding how to proceed. Fritts's supporters who were polling the board last Wednesday and Thursday said they had found "that no director who had planned to vote for Eddie before had changed his vote since the committee's recommendation." Those supporters, however, acknowledged the committee's report to the board could have a considerable impact on the final vote and that its recommendation may already have swayed

members who had previously been uncommitted to Thurston's camp.

TV Board Chairman Gert H.W. Schmidt, who co-chaired the search committee after Fritts resigned as its chairman, will deliver a summary of the committee's activities and report its final recommendation to the board at the outset of today's meeting. Under rules established by the executive committee last week, the board will then hear nominations from the floor and, following discussion, will vote. If no candidate gains a simple majority, the top two vote-getters will be put to another vote. If neither wins a simple majority, the search committee will be asked to return to its task and seek out more candidates. The executive committee designated immediate past joint board chairman, Thomas E. Bolger, president of Forward Communications Corp., Madison, Wis., to chair today's meeting.

At the outset of last week's meeting, several committee members argued for delaying any final recommendation but the committee is said to have reached a consensus to go forward. There was some concern, according to several members, that to delay would have been to forfeit any role in the selection process. There was known to be considerable momentum on the board, scheduled to meet six days later, to go ahead and elect a new president regardless of any recommendation from the committee.

The committee went into its meeting "feeling we'd done our job, but that there was a perception that our search had not been comprehensive enough," said committee member Wade Hargrove, executive director of the North Carolina Association of Broadcasters. "To a man, the committee believed it had not been compromised" by Fritts's decision to resign as its chairman to become a candidate, he said, but there was a great concern for how the search process was to be perceived from the outside. The committee was also concerned, he said, about "preserving unity in the NAB."

The committee appears to have been disinclined to send a single name to the board, but, according to Hargrove, "It was impossible to send Eddie's name alone." Once the committee discovered that Thurston was its clear favorite, however, the "chemistry" of the meeting changed, he said.

Responding to criticism that the com-

mittee's search had not been thorough enough. Hargrove said the search for an NAB president was necessarily "a public process" and could not be expected to be the kind of search conducted for the chief executive officer of a private corporation. According to Schmidt: "The committee feels it has been subjected to unfair criticism. We worked very hard and conducted an exhaustive search." Committee members present at the press conference estimated that the committee actually ap-

proached over 40 prospects to discuss the possibility of their candidacy. "We had a difficult task," said Hargrove. "We couldn't offer the job to a candidate, but could only ask that he seek election by the board."

NAB directors who could be reached last week expressed surprise at the committee's decision. "There's no way to predict how the board will go," said Don Curran, president of Field Communications, San Francisco. Curran, along with other

board members, said he does not know whether the search committee's recommendation will carry great weight with the board. "I'll be very anxious," he said, "to hear how they arrived at their decision."

The committee informed Thurston of its decision shortly after its meeting. It plans to recommend, said Thurston, that he be offered compensation similar to Wasilewski's—in the \$150,000 range—with a "perpetual" contract cancellable by either party on a year's notice. □

MAN IN THE NEWS: DONALD A. THURSTON

They may have found their broadcaster

The man who last week received the endorsement of a special search committee as the best candidate for the presidency of the National Association of Broadcasters is a figure far from unknown in his industry and a leader whose style has already been established as innovative, forward-thinking and, to the discomfiture of some, strong. A small-market radio operator for 33 of his 52 years, Donald A. Thurston, president of Berkshire Broadcasting Co., North Adams, Mass., has believed since April that he is the man best qualified to take over the reins of the NAB when outgoing president Vincent T. Wasilewski retires.

Thurston's name has been connected with the NAB presidency since 1979, when he completed what many have called the most active joint board chairmanship the NAB has ever known. An outgoing radio director's suggestion then that Thurston be elected president was discouraged by Thurston and never considered by the board, but since then, when rumors that Wasilewski was considering leaving NAB have surfaced from time to time, Thurston's name has again been put forward by NAB board members.

As chairman of the NAB, from 1977 to 1979, Thurston became known as a man of ideas. The NAB staff was reorganized during his tenure and the association initiated a number of new programs—most notably, a nonprofit fund for supporting minority ownership in which Thurston himself is still highly active. It also became much more active in First Amendment and international communications issues and laid plans for an in-house engineering laboratory. Membership was at an all-time high when Thurston left the joint board chairmanship and the balance sheet was in the black.

Although the Thurston years have been known as a period of expansion for the NAB, they did not go unaccompanied by a fear among some broadcasters that their outgoing chairman was too idealistic and too confined by his own point of view to see the alternatives. It has been said that the three major networks have resented the \$2.5 million they were each asked to contribute to the minority ownership fund and that Thurston, a small-market radio



broadcaster, is unable to understand their perspective.

To his critics, Thurston maintains he is "exactly the opposite of an autocratic leader" and that none of the initiatives of his chairmanship was opposed by the networks. "My style is to be up front," he says. "It's hard to sway me from my position, but once a position has been established through broad debate, once the course has been charted, I'll follow that course with enthusiasm."

The road to last week's endorsement has been one of community involvement by Thurston, among his fellow broadcasters and in the New England towns where he has lived and operated radio stations. A native of Gloucester, Mass., Thurston had his first job in radio at the age of 19, when he was an announcer at WTNV(AM) St. Johnsbury, Vt. Eleven years later, after working for eight years as general manager of WKE(AM) Newport, Vt., he bought a one-third interest in WMNB(AM) North Adams. He later acquired a controlling interest in WMNB-AM-FM and now owns, in addition to that combination, WCNX(AM) Middletown, Conn., and WSBS(AM) Great Barrington, Mass.

Thurston says he has always been active in broadcast associations, starting out as a member of Boston's Broadcast Executives Club, later winning a directorship of the Vermont Association of Broadcasters and, after that, helping to transform an informal group known as Boston Broadcasters into the Massachusetts Broadcasters Association.

In 1965, Thurston was nominated as an NAB director and subsequently won a seat on the board. Two years later, in his second term, he was elected radio vice chairman and served in that capacity until 1969, when he was no longer eligible for re-election as a director. In 1973, he was again nominated to the board and served until 1977, when he was again ineligible for re-election but ran for the joint board chairmanship, which he won.

While active in the broadcast community, Thurston has also stayed deeply involved in the affairs of his home town, serving in a variety of directorships including one on the board of the First United Methodist Church and as president of the



Consensus after all. NAB presidential search committee members (standing, l to r): Wade Hargrove, executive director, North Carolina Association of Broadcasters; William F. Baker, president, Group W Television group, New York; Cullie Tarleton, senior vice president, Jefferson-Pilot Broadcasting, Charlotte, N.C.; Mark Smith, vice president, KLAS-TV Las Vegas; Stanley W. McKenzie, Seguin Broadcasting Co., Seguin, Tex.; Herbert E. Forrest, president, Federal Communications Bar Association; Jerry Holley, vice president, Stauffer Communications Inc., Topeka, Kan.;

Donald Wear, Washington vice president for CBS Inc.; (seated, l to r): Thomas E. Bolger, president, Forward Communications Corp., Madison, Wis.; Co-chairman Gert H.W. Schmidt (TV board chairman), vice president, Harte-Hanks Communications Television Group, Jacksonville, Fla.; Co-chairman William L. Stakelin (radio board chairman), executive vice president, Bluegrass Broadcasting Co., Orlando, Fla., and Martin F. Beck, president and chief executive officer, Beck-Ross Communications, Rockville Centre, N.Y.

North Adams Chamber of Commerce and that town's Industrial Development Commission. For several years, he also served as small-community representative on the Massachusetts Cable Commission, an experience he says gave him insight into the concerns of state regulators as well as an understanding of what industries, such as cable TV, face in dealing with those regulators.

Contemplating the NAB presidency, Thurston says that if elected to serve, he will work to make the association better structured administratively to do more advance planning. The NAB must "properly position itself" to participate in policy debates and to "be out front" instead of simply reacting to outside conditions, he says. Asked if he anticipates any significant staff changes, Thurston said he "would not comment on that" until the report of an NAB futures committee, due to be delivered this week, is made public.

The NAB needs to change its approach to lobbying Congress and the FCC, according to Thurston, from trying to advance a single position for the entire industry to defining and defending separate positions for each of its constituencies. Each segment of the industry—UHF, VHF, AM and FM—has its own problems, he says, and although the parts can be united on some issues, their individual needs can be better fulfilled through separate, carefully formulated programs.

Thurston, 52, and his wife, Oralie, have

a son, Corydon, 30, and a daughter, Carolie, 26, both of whom are broadcasters. They also have two grandchildren. Corydon is president of a Berkshire Broadcasting subsidiary which operates WCXN(AM) Middletown, Conn., and Carolie, who has worked at several stations outside the family company, is now an announcer and sales rep at WCXN.

If elected to the NAB presidency, Thurston says he'll work "full time" at the job. Decisions about the future operations of his company will be made after today's election. □

Senate votes to cut FCC to 5 commissioners

Despite Reagan administration objections, amendment to trim back commission size is attached to budget bill; fate of Sharp nomination still uncertain

After only a few minutes of debate, the Senate voted Thursday (Aug. 5) to reduce the size of the FCC from seven members to five. It defeated an amendment, offered by Senator John P. East (R-N.C.), to overrule the Commerce Committee proposal, which is attached to an omnibus budget re-

conciliation bill (S. 2774) now headed for consideration by the House.

Presidential staffers had worked diligently in the weeks preceding the vote to try to convince the proposal's primary proponents, Commerce Committee Chairman Bob Packwood (R-Ore.), Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) and Senators Ted Stevens (R-Alaska) and Harrison Schmitt (R-N.M.), to reverse their stand. Failing to convince any of the four to do so, White House Counselor Edwin P. Meese is said to have asked East not to introduce his amendment, to save the administration from defeat. East, however, is said to have refused, because of a commitment made to an FCC representative to advance the amendment.

The administration has argued that the FCC reduction proposal is a ploy to prevent President Reagan from replacing Republican FCC Commissioner Abbott Washburn, whose term expired in June, with FCC General Counsel Steven Sharp, who was nominated to the seat months ago. Commerce Committee leaders have refused to hold confirmation hearings on Sharp's nomination in apparent rebellion against the administration's refusal to nominate Marvin R. Weatherly, an Alaska public utility commissioner, who had been supported for the post by Stevens.

East argued the proposal is "an abuse of the reconciliation process" and that it would hamper the commission's ability to

keep up with a workload that is "considerable" and specialized. Senator Strom Thurmond (R-S.C.), the only other senator to rise in opposition to the proposal, argued that important national policy decisions should not be made by a commission with only five members and that Congress should not reduce the size of the FCC "for the sake of minimal savings."

Packwood defended the proposal, saying the FCC's workload has been reduced in the past year by legislation lengthening broadcast license terms and permitting the use of a lottery for awarding new licenses. The reduction proposal will save \$3.1 million in 1983 and \$500,000 every year after that, he said. "With one other exception, all other regulatory commissions have five members or less," said Packwood, "There is absolutely no need for us to have seven members" on the FCC.

Joining Packwood, Goldwater rapped the administration's attempts to kill the proposal. "The White House is calling around and, as usual, they do not know much about what they are speaking of," said Goldwater. "Contrary to what they say, this will not change the political balance between Republicans and Democrats. The party that owns the White

House will still have control over a five-man regulatory body, just as they have today over seven."

The Senate defeated the amendment by a vote of 71 to 27, with one senator voting "present" and another absent from the roll call.

The FCC proposal, which is expected to survive any opposition in the House, would eliminate the seat Washburn now holds on June 30, 1983, allowing for a short-term appointment to that seat. In addition, the seat now held by Commissioner Joseph Fogarty would be eliminated when Fogarty's term expires, also on June 30, 1983.

The Commerce Committee has taken no action toward confirming Sharp since his nomination was formally announced in late May. A spokesman for the committee said last week that even if the FCC reduction proposal is signed into law, there is no certainty that the committee will confirm Sharp for a short-term seat. FCC Chairman Mark S. Fowler, who, according to the spokesman, ran afoul of the committee because of his active support for Sharp's appointment, "further irritated the committee" by working to defeat the FCC reduction proposal. □

FCC finale: Taking action on HVN, FM subcarriers, daytimers

In last meeting before August adjournment, commission gives green light to ABC's STV and proposes to allow FM broadcasters to offer nonbroadcast services, to lengthen day for AM daytimers, and to lift requirements for keeping maintenance logs

Before breaking for its traditional August hiatus last week, the FCC presented broadcasters with some opportunities to expand their current services and venture into some new ones and, as part of its general commitment to deregulation, moved to lessen some of the broadcasters' paperwork.

- It granted ABC's five major-market television stations and 199 of its 203 affiliates permission to become late-night (early-morning) STV broadcasters and, in so doing, gave the go ahead to ABC's Home View Network.

- It proposed to eliminate restrictions on the use of FM subcarriers, opening the door for FM broadcasters to offer a host of new nonbroadcast services.

- It proposed to lengthen the broadcast day of AM daytime stations, and to relax the nighttime power restrictions on many other AM stations.

- It proposed to lift the requirement that all stations keep operating and maintenance logs, saying that such rules were vestiges of the early days of radio.

When ABC announced the Home View

Network late last April (BROADCASTING, May 3), Broadcast Bureau chief Larry Harris promised prompt action, and that is precisely what it got. The FCC not only approved the individual STV applications for the five ABC-owned stations last week but also waived its rules to grant a "national authorization" encompassing every ABC affiliate willing to participate in the subscription project.

Now that it has cleared its only regulatory hurdle, ABC can move forward with its test and, assuming that all goes well, begin its service in early 1983. HVN is unlike conventional STV broadcasting. As proposed by ABC, HVN stations would broadcast scrambled premium programming each weekday during the predawn hours. The programming would be received in the homes of subscribers, unscrambled and recorded on automatic videocassette recorders. The programming could then be viewed at the subscribers' convenience.

The time of the broadcasts would vary by time zone. Subscribers in the Eastern and central time zones would receive them between 2 a.m. and 6 a.m., while those in the mountain and Pacific zones would get them between 1 a.m. and 5 a.m.

Viewers would be charged a monthly subscription fee of \$19.95 and an initial installation charge of \$100. Because of the nature of HVN, subscribers would also have to buy a VCR (\$600 to \$800) or lease one from ABC for \$30 per month.

Commenting on the FCC's unanimous

action, FCC Chairman Mark Fowler called HVN "creative and innovative" and added: "Our job is to let the services flow."

FM broadcasters are currently restricted in the use of their channels' subcarriers, known as Subsidiary Communications Authorizations (SCA's). They are limited to services that are of a "broadcast nature" and can offer such services only during their normal broadcast hours.

Subscription background music may be the most popular example of current SCA usage, but stations—commercial and non-commercial—have used the SCA's for foreign-language programming, instructional programming, business information, religious broadcasting and reading services for the blind. Stations also were authorized earlier this year to use them for utility load management.

Under the proposed rules, SCA's could be used around the clock for a host of additional services, including paging, electronic mail, transmission of medical information, facsimile, police communications, dispatching and traffic-signal control. Usage would be limited only by the imagination of the broadcaster.

The FCC's action was prompted by its judgment that the SCA's now "constitute a valuable but largely unused resource." Only 942 FM stations, less than 27% of the total with SCA capability were using the capability at the end of 1980, the FCC said. Unused SCA potential then amounted to about 84,500 hours per day, it added.

Although the proposal was adopted unanimously, several of the commissioners, led by Henry Rivera, expressed concern that it would have a negative effect on reading services for the blind, which now, according to Harris, have an audience of about 100,000 people. It was feared that stations now offering the service would abandon it for more lucrative opportunities. In response to the concern, the staff agreed to ask for comments on whether reading services should be mandated in the new rules. "We would be remiss if we did not ask the question," said Commissioner Mimi Dawson.

The FCC also acted to help ease restrictions on the 2,300 AM daytimers and on the many full-time stations that are required to reduce power at night to prevent interference with other stations.

The proposed rules would allow daytimers, according to the interpretation of Greg Skall, the Washington attorney for the Daytime Broadcasters Association, to broadcast a full 12 hours every day, from 6 a.m. to 6 p.m., rather than from sunrise to sunset as prescribed by existing rules.

Skall also felt that the combined notice of proposed rulemaking and notice of inquiry adopted by the FCC contained openings through which the daytimers could win further liberalization of the rules. If the FCC can justify 6 a.m. to 6 p.m., he said, it can justify rules that would allow daytimers to begin broadcasting two hours before sunrise and sign off two hours after sunset. During the winter, he pointed out,

6 p.m. often comes an hour and a half or two hours after sunset.

The daytimers also plan to seek relief from another provision in present rules that, Skall said, discriminates against them. Even if a daytime station adjusts its signal and proves that it is not interfering with any other station at night, Skall said, it still will not be allowed to go full time unless it would be providing the first or second nighttime service to 25% of the market and the market were not served by an FM.

The rules exempt minority and non-commercial daytimers from having to meet the two criteria, Skall said. He hoped the rules resulting from the new proceedings would allow every daytimer to go full time if it can prove its nighttime signal causes no interference.

The other half of the proposed rules would permit stations that now reduce power at night to extend the hours they can operate at full power. Class II outlets could begin broadcasting at 6 a.m., according to the proposed rules, and Class II-D stations could operate past sunset until 6 p.m. with a maximum power of 500 watts.

The move to liberalize the rules will be scrutinized carefully by the powerful clear-channel and regional stations, which fear reduced coverage and increased interference. Harrison Klein, director of radio engineering for Group W, said he is not opposed to increasing the daytimers' day but said such increases cannot be arbitrary. They must be made "in a scientifically valid way." And, he added, that way has not yet been found. "The laws of physics cannot be ignored," he said, "and the laws say that AM waves travel farther at night than during the day."

Another rulemaking adopted last week is intended to lift a burden that broadcasters have carried since the early 1930's: the requirement to keep operating and maintenance logs for FCC inspectors. The current rules require broadcasters periodically to check their transmission systems' dials, meters and digital readouts and jot down the readings in an operating log. They also must record tests and equipment malfunctions in a maintenance log. The FCC proposal would do away with all that. Harris said repeal of the rules would save the industry the equivalent of 146,000 man hours of paperwork and \$1 million a year in costs. According to Harris, the job of making sure a station stays within its technical bounds would shift from FCC inspectors to other broadcasters and the public. If a station's signal oversteps its limits, he explained, the FCC will hear about it and will have the power to reimpose the old logging requirements and subject the "bad actor" to inspection until the FCC believes he has learned his lesson. "The risks of dropping the rules," he added, "are offset by the fact that a broadcaster is not going to be around very long if he doesn't offer quality service." Harris also said the logging requirements have been made obsolete by modern broadcasting technology, which provides

For sale sign. Des Moines-based Meredith Corp. said last week it is considering selling four of its six radio stations: KCMO(AM)-KGEZ(FM) Kansas City, Mo., and WOW(AM)-KEZO(FM) Omaha, Neb. Asking price is in the \$9.5 million range for the Kansas City stations and \$6.5 million range for the Omaha facilities.

Meredith Broadcasting Group President James Conley also confirmed that Meredith is in the final stages of putting together an agreement to buy KSEE(TV) Fresno, Calif., for about \$17million-\$18million. Meredith had announced last May that it was negotiating to acquire the stock of San Joaquin Communications, licensee of KSEE, after the owners had expressed a willingness to sell. KSEE is owned by a group of local businessmen and ranchers who bought the station from McClatchy Newspapers in 1979 for \$13.5 million after filing competing application for the KSEE facilities. McClatchy sold to avoid long and costly hearings. Conley said the transfer application should be filed by mid-August.

Meredith would not explain why it was putting the four radio stations which it bought in the early 1950's up for sale, other than to say the properties had not met "growth objectives." Meredith, Conley said, would prefer one buyer but would consider selling the stations to different groups or individuals. Meredith said it is not selling WGST(AM)-WPCH(FM) Atlanta, Ga., or its five TV stations. Kcmo is on 810 khz with 50 kw day, 5 kw night. Kcez is on 94.9 mhz with 100 kw and antenna 1,060 feet above average terrain. Wow is 590 khz with 5 kw full time. Kezo is on 92.3 mhz with 100 kw and antenna 1,210 feet above average terrain.

Media brokers Robert Mahlman, New York, and R.C. Crister Co., Cincinnati, are handling the transactions. □

"sophisticated and reliable" equipment.

Although many small-market stations may quit keeping logs in the absence of the FCC requirement, Klein said the Group W stations and many others would go on making the entries. Klein said stations "would be foolish not to keep the logs on their own." Logs permit an engineer to track gradual equipment deterioration that could otherwise go unnoticed and lead to big problems.

In addition to its general actions, the FCC also moved to speed up the process for finding an interim licensee for WHBI(FM) Newark, N.J., by designating the seven mutually exclusive applications for oral arguments before a Review Board rather than for an evidentiary hearing before an administrative law judge. The

FCC had previously decided not to renew Cosmopolitan Broadcasting's license for the station after finding Cosmopolitan guilty of a host of violations including promoting a lottery, broadcasting false and deceptive advertising and abdicating control of the programming. The FCC rejected petitions of WHTG-FM Eaton and WDHA-FM Dover, both New Jersey, to delete WHBI. The petitioners had argued that WHBI was short-spaced with them and four other stations and that a new owner might boost power and increase interference.

Although it rejected their petitions, the FCC said it would issue a public notice making clear that applicants for the station's permanent license would be barred from increasing radiation in the direction of any of the short-spaced stations. □

Granath on HVN

At NATAS lunch in New York, ABC Video Enterprises head says test of late-night pay service will start next year

The FCC's approval last Wednesday of ABC's Home View Network plans (see page 26) provided the hot news for ABC Video Enterprises President Herb Granath's luncheon address that day to the National Academy of Television Arts and Sciences in New York. (HVN would for a fee feed a scrambled signal of movies to cassette recorder owners during the wee hours of the night.) Granath used the occasion to review ABC's varied projects in cable programming joint ventures, noting along the way the difficulties its advertiser-supported projects are encountering on the sales front, a condition he blamed on the poor economy.

Chatting with reporters after his presentation, Granath clarified some details of the HVN plans, saying actual market testing of the service would begin in the first quarter of next year, with Chicago "75%

certain" to be the site of the test. Part of the FCC approval granted last week gave ABC blanket permission to apply for STV approval on behalf of its affiliates, and Granath told reporters that of the 208 ABC affiliates, 204 had agreed to carry HVN programming.

Separately, Granath said the CBS/CCC joint application for multichannel MDS (see page 28) wouldn't affect the outlook for HVN. "Their application is like Microband's [filed Aug. 2] ... We've anticipated that kind of service for some time." Asked if ABC planned something similar to that approach, Granath replied with a cryptic "When?"

Commenting on reports that the long-awaited Getty Oil (ESPN)-ABC pay sports project would be named "RSVP" and that the partners were looking to bring Cox Communications and Oak Industries into the venture, Granath said the name is one of several "being looked at" and that while there have been discussions with Cox and Oak, "we've talked to others" as well and no deals are definite.

ABC's existing joint venture with Cox to test pay-per-view is to begin its first test this fall on one Cox system, with plans en-

visioning a rollout to three systems, Granath said. Speaking about that test in his prepared remarks, Granath said he sees pay-per-view programming as the "locomotive" that will "drive the train" of ancillary two-way cable services such as interactive data; that alone those ancillary services couldn't fund two-way service. And pay-per-view, in its various distribution forms, will be "the next major leap" in electronic media, Granath commented at another point.

Reviewing the ARTS and Daytime services offered as part of ABC's venture with Hearst Corp., Granath said ARTS is currently available to 7.5 million homes on 1,650 systems. His discussion of ARTS led Granath to observe that there "will be a shakeout" in cable programming "over the next several years," although he said that shakeout shouldn't be considered unusual, and compared it with the broadcast networks' cancellation of programs during the course of a programming season. The ARTS audience, he said, "is one of the areas that should be served by cable" and "time will tell" if ARTS's narrower approach to cultural programming than that exhibited by CBS Cable and The Entertainment Channel is "smart."

It was Granath's discussion of the Hearst/ABC Video Service's women's offering, Daytime, that sparked the observation that "the marketplace for advertiser-supported cable service is a difficult one" at present. Although commercial broadcast television has done well in the current economic environment, Granath said, "peripheral media like radio and cable" have suffered. However, "the smart ones have budgeted" to cover trouble such as start-up periods, and, including himself in that company, Granath said, "We'll wait it out till the recession recovers."

The Video Enterprises president also included the Group W/ABC Satellite News Channels joint venture in "the same category of advertiser-supported" cable service that will "take a while to build" on the sales side. But he said he's "quite happy with what we see on the screen" (although some "shakeout" is needed there as well). □



Granath

CBS-CCC propose MDS experiment

Contemporary Communications would build multi-channel system in five markets where CBS has O&O's; network would supply programing, research

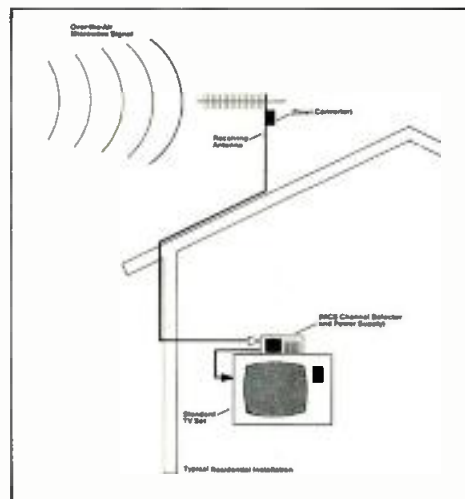
Confident there is a window of opportunity for pay television in "urban pockets not served by cable," Contemporary Communications Corp., the nation's second largest multipoint distribution service (MDS) operator, in collaboration with CBS, proposed last week a multi-channel MDS service in the five major markets where CBS owns television stations. CCC, which calls its proposal the Multiple Channel System (MCS), will build and operate the hardware for the new MDS service. CBS, as its customer, will supply the programming.

The proposal calls for reassigning four to eight unutilized channels currently allocated to the Instructional Television Fixed Service. All of the frequencies are in the 2 ghz band, and CCC wants to free some of the 31 channels in the 2500-2690 mhz band on an experimental basis for MCS. CCC also said its system includes engineering innovations that it hopes will result "in a significant increase in the quality of the received television picture and sound." CCC applied for test authority in New York, Philadelphia, Chicago, St. Louis and Los Angeles.

CBS in addition will conduct market research and analysis through its TV stations division, headed by president Neil Derrough, to determine rate structures and channel utility. The information yielded, CCC said, will prove valuable to the FCC and others considering entering the MDS pay television service because no complete studies based on experience have yet been done. The test service, CCC explained, will be a laboratory to see how MDS competes against other pay services.

The application—supported by a 134-page, CBS-commissioned economic study of MCS scenarios, prepared by Walter Hinchman Associates of Reston, Va.—proposed a coverage area of 25 miles each for New York, Philadelphia, Chicago and St. Louis, and a 45-mile coverage area for Los Angeles. To overcome possible obstruction of microwave transmission from terrain and foliage, CCC is proposing 100 w peak power for the 25 mile coverage area cities and 1 kw for Los Angeles. CCC said it had to seek an additional 20 miles for Los Angeles because "topographical and population characteristics" require it in order to "serve major portions [of that] market." MDS requires direct line-of-sight transmission.

The technical heart of MCS, according to the three-year-old, New Rochelle, N.Y.-based MDS operator, is its proposal to employ separate amplifiers for both visual and aural signals. "CCC's experience with MDS facilities," the application said, "has shown that many systems suffer from lack of quality in the delivered signal, primarily



as a function of intermodulation between visual and aural carriers created by the use of common amplifiers for both portions of the television signal." By using adjacent channel transmissions from a single transmission point, CCC claimed it can "improve signal quality and increase spectrum efficiency."

CCC said that to sustain adjacent channel transmissions all signals could use the same polarization. "Given co-polarized MCS television transmissions, CCC believes that a system can operate on adjacent channels, or on other channel arrangements without regard to relative frequency separation of those channels, subject to such separations being a multiple of 6 mhz for all closely spaced channels."

According to CCC's outline of the MCS system, installation is relatively simple. A microwave signal is transmitted throughout the city, and antennas—which in design look more as if they belong to a lunar module than atop a house—pick up the line-of-sight signal. A down converter is installed next to the receiving antenna, and a cable connects that to the control and supply unit which, in turn, feeds the signal to the television set or "other information device." CBS and CCC executives would not say how much such units would cost the consumer, although they stressed it would have to be competitive with other pay services.

The CCC application estimates construction costs for the five-city MCS test system at \$4.5 million plus another \$500,000 to operate it for the first year. CBS said its investment in that figure is "very small." Some of the financing is to be secured from EAB Venture Corp., a subsidiary of the New York-based European American Bancorp. CCC describes the roughly \$5 million start-up costs as coming about equally from cash on hand, advance customer payments and outside financing. According to a letter filed with the application, European American Bancorp has previously bought \$2.1 million of notes convertible into CCC common stock.

Although an increasing number and

With their application to the FCC last week CBS and Contemporary Communications Corp. have proposed nothing less than a brand new medium: multichannel systems. Its initials, MCS, can be added to the already impressive list of television media that include VHF, UHF, CATV, MDS, DBS, VCR, LPTV, STV, and SMATV.

The companies are hoping that their proposal serves as a prototype for a new multichannel 2 ghz broadcast service that will have the regulatory flexibility to offer television as well as a host of other communications services.

And it is not just a paper proposal. The companies are prepared to step up and spend millions of dollars to show the way. Because there are unanswered technical and marketing questions, CBS and CCC believe a three-year experiment in five markets is necessary before the final shape of the medium can be etched in the stone of the FCC rules.

CBS and CCC also hope that their dollars-and-cents commitment will provide the impetus the FCC needs to permit the commercial use of 28 channels in the 2 ghz band now allocated to the Instructional Television Fixed Service (ITFS) and thus reserved for noncommercial users.

CBS's involvement in the service is part of its corporate strategy to insure itself a place in the pay television business. As a packager of programming, said CBS's Charles Oliver (director of legislative and regulatory policy), CBS has a keen interest in making sure that alternative outlets for its programming are available. If MCS or multichannel MDS prove viable, he said, CBS "is in far less danger of being bottlenecked at the local level."

MCS is similar to but not the same as multichannel MDS, the so-called "wireless cable" service proposed by Microband Corp. of America last February (BROADCASTING, Feb. 15). For one thing, unlike multichannel MDS operators, the MCS operator would control several adjacent channels, allowing, CCC claims, for more efficient use of the band and for the operator to offer services that do not fit neatly into one of the existing 6 mhz channels. For another, MCS would be essentially unregulated. The MCS operator, once awarded a block of channels, could use it for any communications service he desired. (The concept is not entirely foreign to the FCC. Its Office of Plans and Policy is considering a proposal to allow low-power television broadcasters to offer any service they wish ["Closed Circuit," Aug. 2].)

Microband President Don Franco read the CBS application as an endorsement of Microband's proposal. "It validates what we have been saying about the economics of multichannel MDS," Franco did not understand, however, why CBS and CCC thought it necessary for the FCC to wait for the results of their experiment before formulating final rules. Technically, he said there is nothing to test. "The engineering has been around for 30 years," he said. And, he asked: "Why would the FCC care about the results of a marketing test?"

The carte blanche regulation is important to CBS and CCC. They initially plan to use their blocks of channels for multichannel pay television. Unlike Microband, however, they are unsure whether such a pay service can make it in the long run in competition with cable

and DBS. Consequently, they believe MCS operators should be allowed to move quickly into new businesses without running into regulatory obstacles.

Although the freedom to offer other services provides a safety valve, CBS and CCC believe that there is a viable pay television market for MCS. If nowhere else, they said, that market is in the urban centers. "It seems probable that where cable construction costs are high and penetration relatively low," concluded a study by Walter Hinchman Associates contained in the application, "an over-the-air multichannel operator can provide service more economically than cable."

In arguing for nonregulation of MCS, the Hinchman study noted that a local corollary would be the deregulation of cable television by either states and municipalities or by federal pre-emption. "The inefficiencies that the present franchising system could support when cable could recoup... excess costs through monopoly rents," it said, "will no longer be viable when [competition] has eroded those monopoly rents."

The proposal to grant one operator several adjacent channels dovetails nicely with CBS's promotion of high-definition television. HDTV holds the prospects of high-resolution pictures on large, panoramic screens and stereophonic sound, but it requires far too much spectrum to be broadcast over conventional 6 mhz channels. Several adjacent MCS channels, however, would provide the necessary bandwidth. Citing another study that concluded that HDTV would first find its way into homes on videocassettes, the Hinchman study suggested that MCS operators could first offer HDTV as an early-morning videocassette service similar to ABC's Home View Network.

Intrusions upon the ITFS band by commercial operators have been met from the beginning with solid opposition from public television and from schools and nonprofit institutions for which the channels were originally dedicated. But whenever they raise their voices in protest, the commercial operators are quick to point to the historic underutilization of the band.

The Public Broadcasting Service and some of its member stations may be taking some of the edge off the commercial operator's retort. They have applied for groups of four ITFS channels in more than 100 markets for their National Narrowcast Service, which is to provide a variety of instructional, educational and cultural programming. According to a PBS spokesman, the channels would be supported through conventional fund raising and through cost sharing arrangements between the licensee and users. CCC suggested in the application that some of the newfound interest in ITFS by nonprofit groups, not necessarily PBS and its member stations, is an attempt to beat MDS to the frequencies and then "to extract rentals from later applicants who would make commercial use of the frequencies."

Although CBS executives are quick to say their application is not a land grab, others are not quite so sure. "Once you grant someone developmental authority," Franco said, "they get vested rights." With an investment of \$4.5 million in five major cities, added a PBS spokesman, the proposal "seems to be much more than what one would think of as a bona fide test."

variety of electronic media are becoming available to the public, CCC believes its test proposal is worth the risk because there exists an "unsatisfied demand for pay video in the larger urban areas." CCC based its conclusion on the Hinchman study, which recommended minimal regulation to encourage MCS investment and development. The Hinchman study also reported that planned pay services such as DBS are too remote and cable too expensive to penetrate "downscale" areas of the city. The Hinchman study thinks those are places for MCS service.

Although the application notes MCS may only be a transitory service, fading as other pay services become economically feasible, it said there will always exist a "few urban niches which are uneconomical



CBS's Derrough



CCC's Klotz

cal for other multichannel pay media." The application pointed out that once MCS goes head-to-head with other pay services, there will be a bonus side effect: Competition in the marketplace will keep

pay services from overcharging.

But present FCC regulations are in the way, CCC said. "The FCC must act quickly to eliminate the regulatory barriers to use of the ITFS frequencies and to adopt a market-sensitive regulatory structure which will permit the new service to respond with flexibility to the conditions present in each market. The MCS test will provide answers to the feasibility of different channel arrangements in some cities and multiple channel spacing in others; also, tests are intended to show results of a reduced visual-aural ratio under different propagations," the application said.

The application gives no clue to the kind of programming CBS is planning to supply, nor would CBS and CCC executives, when

asked, elaborate. The application reports the general idea is to provide video programming, but it did not rule out the "option of using MCS as a means of distributing the teletext, videotext, and video game programming in which it is already deeply involved, as well as other kinds of content packages not yet developed or publicly announced." CBS executives also said they didn't know whether the CBS eye logo would be part of the MCS identification. Charles Oliver, an attorney for CBS in Washington, said there is a possibility that a source for some of the programming may come from cable networks pulled off the satellites. CBS officials made clear, however, that the MCS proposal is just a test and does not constitute the start of a new business. CBS also would not say how many subscribers would be required to make the service profitable, but said the CCC proposal accounts for coverage of 10 million-12 million viewers.

Howard Klotz is president of the three-year-old, privately owned Contemporary Communication Corp. CCC was formed three years ago out of nine predecessor

companies, all of which were organized, beginning in 1975, to obtain MDS licenses and most also headed by Klotz. Klotz, 42, a Harvard Law School graduate, is a former attorney with the New York law firm of Willkie, Farr & Gallagher, and was also an attorney with the Securities and Exchange Commission in Washington and consultant to the U.S. Commodities Futures Trading Commission. CCC has 25 stockholders, the largest being KC Corp. (18%) and Klotz (13%). KC Corp. is equally owned by Klotz and CCC Chairman William Corpus, 70, former vice chairman of the Great Atlantic & Pacific Tea Co.

The advantage in the MCS test proposal, said Klotz, is that once the FCC gives authorization to begin testing, the system can be up and running shortly. MCS can go on the air for a fraction of the cost of wiring a city, the application said.

CCC holds 21 licenses for MDS facilities and was recently granted FCC approval for 46 applications for the new Digital Electronic Message Service (BROADCASTING, Aug. 2). It also has 14 applications pending for new low-power TV stations. □

TV, WBAL-TV, WJZ-TV and WBFF—but "paid a copyright royalty fee calculated only on the basis of the value of the two" superstations it carried. Not only are the four Baltimore stations 'distant' under the FCC rules, the complaint said, but also are distant by Artec's own accounting. Artec had reported the same four stations as 'distant' in 1978, it said. Second, the complaint alleges that although Artec carried two superstations and the four Baltimore stations in 1981, it failed to pay any fees. "A diligent search of the files of the Copyright Office has been undertaken," it said, "without finding any record of such deposits being made by Artec." Third, the complaint alleges that Artec again failed to make payments for the four Baltimore stations in 1981.

Artec President John Evans claimed last Thursday that the suit was filed a little bit late. He first learned that Artec may be in arrears in its copyright payments, he said, under cross-examination during testimony he gave in behalf of the cable industry before the Copyright Royalty Tribunal last month. (The CRT is considering revising the fee structure for the compulsory license in light of the FCC's dropping of its distant signal and syndicated exclusivity rules last year.) Evans conceded that his company "apparently had made inadvertent clerical errors in its reports and payments. . . . We immediately and voluntarily undertook to check the accuracy of our previous filings and we have corrected our reports and paid in full amounts due for copyright royalties before we had any knowledge of the lawsuit." Artec, he said, has now paid more \$90,000 in fees over the past three years.

Tom Wheeler, president of the National Cable Television Association, felt that MPAA had an ulterior motive for filing its suit. "One can only assume from the timing of the suit that it is an attempt to harass and intimidate cable television witnesses just as they begin their rebuttal before the Copyright Royalty Tribunal." Wheeler tried to downplay the alleged infraction, saying it was "an honest mistake that was subsequently corrected."

MPAA said it has identified several techniques that cable operators use to avoid making payments, including erroneously classifying the type of stations carried, splitting systems so that their gross receipts are understated, reporting gross receipts by "tier" rather than for the entire system and prorating the fees for signals added or deleted during the accounting period.

To scrutinize the copyright filings for underpayment or non-payment, the MPAA has hired Marsha E. Kessler, former lead examiner in the U.S. Copyright Office.

The plaintiffs include Columbia Pictures Industries Inc., Embassy Communications, Filmways Pictures Inc., Metro-Goldwyn-Mayer Film Co., Paramount Pictures Corp., 20th Century-Fox Film Corp., United Artists Corp., Universal City Studios Inc. and Warner Bros. Inc. □

MPAA: compulsory license watchdog

Association sues Arlington, Va., cable company for not keeping up with 'distant signal' payments

Cable operators beware. The Motion Picture Association of America has been monitoring payments of compulsory license fees and has begun to take legal action against cable operators that have not been keeping up with their payments.

The compulsory license was established by the Copyright Act of 1976 as the means by which cable operators are to compensate program suppliers for programming on distant broadcast stations that cable operators import and retransmit to their subscribers.

The first victim of MPAA's crackdown was Arlington Telecommunications Corp. (Artec), a 35-channel system serving 22,000 subscribers in the Washington suburb of Arlington county, Va. In what MPAA is calling the first action of its kind, nine of the 11 motion picture companies that belong to MPAA last week sued Artec, alleging that the cable company infringed on their copyrights by underpaying its "distant signal" fees in 1979 and 1981 and paying no fees in 1980.

The suit, filed in the federal district court in Alexandria, Va., adjacent to Arlington county, asks the court to enjoin Artec from further copyright infringements and statutory damages ranging from \$90,500 to \$3,620,000. The complaint notes that the plaintiffs are entitled to between \$250 and \$10,000 for each violation and it lists 362 violations, each a movie that Artec imported as a distant broadcast signal for which it allegedly failed to pay license fees.

"The refusal by some cable systems to pay their full copyright obligations will no longer be tolerated," said MPAA President Jack Valenti in a prepared statement. "Program suppliers are already forced to subsidize cable pursuant to statutory . . . rates that are far below the marketplace value of the programming. We do not intend to permit our rights to be further eroded by failing to prosecute those cable operators who scoff at their legal obligations."

The evidence used in the suit against Artec was derived from a massive data base assembled over the past few years by MPAA to use in ongoing battles over how much cable operators should be required to pay in compulsory fees and how the fees should be divided among program suppliers.

The data base has turned up a "disturbing and growing number" of cable operators that have not been paying their fair share, said MPAA's Fritz Attaway, although the number of scofflaws "is not as many as one might expect" and "not in the hundreds." Attaway said additional suits will likely be filed but would not predict how many or how soon. "We have to let the cable industry know we are serious about protecting our rights." It is MPAA's hope, he said, that cable operators that are behind in their payments will make up "the deficiencies so that future lawsuits will not be necessary."

Program syndicators, of which MPAA members constitute a substantial portion, were awarded 75% of the compulsory fees collected in 1978 (\$12.9 million) and 70% of those collected in 1979 (\$15.9 million).

The complaint charges Artec with three specific counts. First, it alleges that Artec imported four Baltimore stations—WMAR-

There are some products by which all others are judged.

Tektronix introduces a new standard of reference for judging color picture quality. And color picture monitors. Look at the 690SR for an accurate, honest picture, every time. High resolution, precise convergence and stable color make it your best basis for subjective picture evaluation.

You're not looking for re-takes. That's why you should be looking at the 690SR for the correct rendition of your input signal.

Engineered to be best. A true high resolution tube offers a sharp, accurate image. Superior for both subjective picture evaluation and camera registration analysis.

Set-up is simplified, with logical, noninteractive convergence controls. And maintenance needs are minimal. Modular design makes troubleshooting simple.

Judge for yourself. The 690SR is built in the Tektronix tradition of commitment to excellence. And backed by a world-wide service network and proven technical support.

Let a Tektronix Sales Engineer show you. Call our nearest Field Office (listed in major city directories) or call toll-free, 800-547-6711. (In Oregon, 800-452-6773.)

Tektronix, Inc.
P.O. Box 4828
Portland, Oregon
97208



(Actual Display)

Tektronix
COMMITTED TO EXCELLENCE

**In the dark ages
knowledge was kept in monasteries,
locked in Latin.**



In the early centuries of our time the only knowledgeable persons were those few who could read. Books were rare. Those which did exist were laboriously penned in Latin, and protected in ecclesiastical libraries.

Then the printing process liberated language and accelerated the spread of information through books, periodicals and newspapers.

Today, television has become our most important messenger, making it possible for communications companies like Storer to show instant reports of world-involving events.

Our Washington News Bureau (which had the first satellite uplink in the nation's capital

operated by a television and cable communications company) is able to provide instantaneous and simultaneous coverage to our seven TV stations and major cable TV systems.

Along with our dedication to news coverage, is a commitment to entertainment, education, and the further development of cable technology.

At Storer we feel the only limit to the possibilities of television and cable communications is the limit of human imagination.

Thus we also believe "Tempora mutantur, nos et mutamur in illis." Times change. And we change with them.



**Today, technology brings
instant knowledge to the world.**



STORER
BROADCASTING COMPANY

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

They're sweeping across the American pop scene like a breath of fresh air - with songs like "Here I Am," "Lost in Love" and "Even the Nights Are Better." Now, hear the refreshing sound of Air Supply, in exclusive concert on RADIORADIO.

Hear 90 minutes of the warm

and magical music that's making them famous. Famous enough to be named "the most successful pop group of the eighties" by Billboard magazine.

Don't miss Air Supply in concert - it'll sweep you away. Check your local listings the weekend of Sep-

tember 4th, for the RADIORADIO station near you, and the exact time of broadcast.



ON STAGE TONIGHT

Air Supply



Produced by G. K. Productions

Special Report

FOOTBALL

1982



Broadcasting Magazine's annual round-
up of rights fees and advertising for
pro and college games



**Tear Here
and Collect
\$5,400.00 ***

Quarterback Your Station To Big Football Bucks

**UPI AUDIO
NETWORK**

Act fast and you can offer local sports-oriented advertisers one of the nation's most exciting football programs available, from the UPI Audio Network. Year after year, it pulls the ratings... and the sponsors.

FOOTBALL ANALYSIS is an 18-week series which runs from August 22 through December 25. Timed at 11:30, plus three commercial cutaways per show. That totals 54 commercial avails over the series, and more if you air each program more than once.

And you can...right up to the first kickoff each week.

College Preview starts the series; the following week there's Pro Preview; then 16 weeks of UPI's high-powered previews, interviews, super picks and predictions.

If you're already a UPI Audio Network affiliate, tear out the opposite page and take it to all of your potential sponsors right away.

If you're not yet an affiliate, tear out the page anyway, and see how easy it is to sell this popular sports program. Then give us a call and we'll plug you in fast. A quick sellout of FOOTBALL ANALYSIS could go a long way toward paying for your total network affiliation.

The UPI Audio Network offers 400 programs every week, including 66 sportscasts, five sports commentaries and five sports interview shows.

For more information, contact your UPI regional executive, or call Dave Donovan, UPI Audio's general manager, at (212) 850-8689.

** Based on \$50 per commercial with two airings of each program.
Actual amount depends on particular rate card and frequency of
programs scheduled.*

United Press International

220 East 42 Street • New York N.Y. 10017

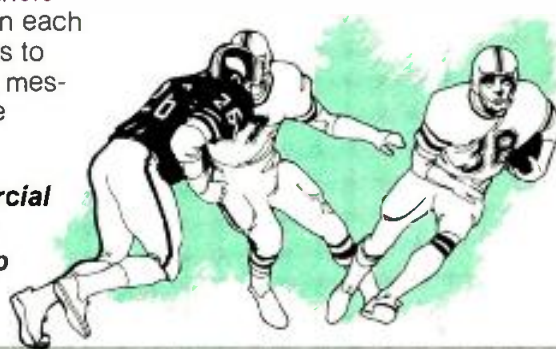
Fast Action Fast Sales

with your sponsorship
of our weekly program **Football Analysis**

Each week we'll broadcast 15 minutes of exciting previews, interviews with players and coaches, super picks and straight-arrow predictions... as only UNITED PRESS INTERNATIONAL can...for all the major pro and college games. No wonder so many of your customers will make it a regular listening habit all foot-

ball season long. And, there are three commercials in each program...three chances to deliver your advertising message to a very receptive audience.

The following commercial availabilities won't be open long... so sign up for yours right away!



Football Analysis Weekly Commercial Schedule

Program Date	1st Run	Replay
AUGUST 22-28	1	1
	2	2
	3	3
AUGUST 29-4	1	1
	2	2
	3	3
SEPTEMBER 5-11	1	1
	2	2
	3	3
SEPTEMBER 12-18	1	1
	2	2
	3	3
SEPTEMBER 19-25	1	1
	2	2
	3	3
SEPTEMBER 26-2	1	1
	2	2
	3	3

Program Date	1st Run	Replay
OCTOBER 3-9	1	1
	2	2
	3	3
OCTOBER 10-16	1	1
	2	2
	3	3
OCTOBER 17-23	1	1
	2	2
	3	3
OCTOBER 24-30	1	1
	2	2
	3	3
OCTOBER 31-6	1	1
	2	2
	3	3
NOVEMBER 7-13	1	1
	2	2
	3	3

Program Date	1st Run	Replay
NOVEMBER 14-20	1	1
	2	2
	3	3
NOVEMBER 21-27	1	1
	2	2
	3	3
NOVEMBER 28-4	1	1
	2	2
	3	3
DECEMBER 5-11	1	1
	2	2
	3	3
DECEMBER 12-18	1	1
	2	2
	3	3
DECEMBER 19-25	1	1
	2	2
	3	3

Radio-TV's football tab: \$493.7 million

New NFL, NCAA pacts main reason for 135% rise in rights payments; cable puts total over half-billion; Super Bowl 30 to cost \$400,000

Broadcast rights payments for football this season will skyrocket to almost a half-billion dollars.

Networks, local stations and other rights holders have committed \$493,737,000 for the opportunity to cover the gridiron action nationwide. That's a 135% increase over last year's \$210,188,000 total. That also assumes, of course, that a possible National Football League players strike doesn't materialize.

The ballooning of rights costs is traceable basically to a new NFL contract. The league pumped up the TV networks' total payment for the 1982 season to more than two and a half times its 1981 size: about \$414 million for the upcoming season versus about \$161.1 million for 1981's.

Elsewhere, the National Collegiate Athletic Association nearly doubled its take, getting \$29.5 million twice (once from ABC and once from CBS) whereas in 1981 it got \$31.5 million once, from ABC alone. Local radio and TV rights holders also were paying more this year for professional and college games.

For the season—which was to begin last Saturday (Aug. 7) with the Hall of Fame game in Canton, Ohio—BROADCASTING's annual survey of the networks, stations, professional clubs and colleges breaks down the 1982 TV-radio rights package this way:

- \$479,000,000 from the television and radio networks for college and professional games, up from \$199,255,000 last year.

- \$8,583,000 from local radio stations or rights holders for NFL preseason and regular season games, up from \$6,455,000.

- \$2,684,000 for local TV rights for NFL preseason games, up from \$1,248,000.

- \$3,470,000 for local radio and delayed TV rights for major college games, up from \$3,230,000.

That \$493.7-million total is exclusive of cable payments this year that will push overall rights past the half-billion mark ("Closed Circuit," Aug. 2). Three cable systems—USA Network, ESPN and Turner Broadcasting's WTBS(TV)—will spend a total of close to \$19 million on professional (Canadian) and college football rights this year. The lion's share of that sum is being put up by Turner Broadcasting, which spent \$17.6 million for an NCAA contract. That figure does not include the reported \$15 million or so being spent by ESPN toward an exclusive two-year cable pact with the fledgling United States Football League, scheduled to begin in March of 1983 (see page 49).

As for ABC, CBS and NBC's payments to the NFL, the figures are estimates,

based on the best information available. The new five-year contract, signed earlier this year (BROADCASTING, March 29), is believed to total approximately \$2.07 billion, split up as follows: ABC-TV about \$680 million, CBS-TV about \$740 million and NBC-TV about \$650 million. On an average annual basis, ABC would be paying \$136 million, CBS \$148 million and NBC \$130 million.

For that kind of money, ABC gets what it paid an estimated \$59.7 million for in 1981, plus the Super Bowl for the first time (in 1985) and, beginning this year, six instead of five prime-time regular-season games outside its 16-game *Monday Night Football* lineup. CBS, which paid an estimated \$57 million for its 1981 rights, including \$6 million for this year's Super Bowl, gets for its extra money three pre-season games instead of two. NBC, which paid approximately \$45 million for its part of the 1981 season, also gets three instead of two pre-season games; it also gets its 1985 Super Bowl turn deferred a year, to let ABC into the rotation, but in the meantime continues to alternate the January classic with CBS.

What all three networks really got to make their stepped-up money more nearly worthwhile, however, in the opinion of many observers, was the NFL's commitment to keep live coverage of its games off cable for the duration of the contract—a commitment not found in the new NCAA contracts with ABC and CBS. The NFL also gave the three networks an extra shot at getting their money back, raising permissible commercial time to 24 instead of 23 minutes per game.

The NCAA's new broadcast TV deal, admitting CBS to a schedule formerly exclusive to ABC, runs for four years and provides for the two networks to share and share alike, including costs. NCAA put the total rights figure for the four years, starting this fall and continuing through 1985, at \$263.5 million, with each of the two networks paying \$29.5 million this year, \$32 million in 1983, \$34.25 million in 1984 and \$36 million in 1985. Under the old contract ABC had the network field to itself and paid an average of \$31.5 million a year for the privilege. Its average—and CBS's—under the new deal is a tad over \$32.9 million.

On the radio side, ABC, CBS, Mutual and NBC are spending about \$6 million for rights to college and pro games. Most of this comes from CBS Radio, now going into the third year of a four-year contract believed to average \$3,025,000 a year.

Here's how the networks plan to use what they've bought for the 1982 season: ABC-TV launched its preseason Saturday with the Hall of Fame game, between Baltimore and Minnesota. It'll have two NFL preseason Friday-night games, Aug. 20 and Aug. 27, before opening its 13th season of *Monday Night Football*.

That series will encompass 21 games this year instead of last year's 20. The total breaks down to 16 Monday-night games (starting time 9 p.m. NYT), three Thursday-night games (Sept. 16 and 23 and Dec. 2) and two Sunday-night games (Oct. 24 and Dec. 19).

ABC-TV's regular-season opener will be Pittsburgh at Dallas on Monday, Sept. 13.

In college football, ABC is sharing NCAA games with CBS-TV, covering some 35 games regionally or nationally and providing each affiliate with 14 instead of last year's 23. First choice of game and time will be divided between the two networks. As in the past, most of the NCAA games will be Saturday afternoons, but ABC's opener will again be on the Monday night (Sept. 6) preceding the start of NFL *Monday Night Football*. This year's NCAA opener will be last year's college champion, Clemson, vs. Georgia. Another NCAA prime-timer, Notre Dame vs. Michigan, is set for Saturday, Sept. 18.

ABC reports sales approaching year-ago levels, amounting to about 55% for the NCAA games and 70% for NFL's.

For the NFL lineup, the network is offering a three-year rate protection deal in which each 30-second spot goes for \$150,000 this year, about \$165,000 in 1983 and \$182,000 in 1984. Advertisers buying only for the current season risk a rise into the \$170,000 to \$172,000 range per spot next year.

For ABC's college games, advertisers may buy two-year packages in which the price per 30 will be \$60,000 both this year and next. Or they may buy for this year only and pay less—\$58,000 per spot—but face the prospect, if they return in 1983, of higher prices that will carry their two-year average above \$60,000.

Major sponsors set thus far for the NFL games include Anheuser-Busch (through D'Arcy, MacManus & Masius), Miller Brewing (Backer & Spielvogel), Datsun (William Esty Co.), Chevy Trucks (Campbell-Ewald), Buick (McCann-Erickson), Kero-Sun and Merrill Lynch, Pierce, Fenner & Smith (both Young & Rubicam) and Mattel (Ogilvy & Mather). Major NCAA sponsors on ABC include Goodyear and Chevrolet (both Campbell-Ewald), Anheuser-Busch (D'Arcy), Miller (Backer & Spielvogel), Colt 45 (W.B. Doner) and regional buys by three beers, Coors (Ted Bates & Co.), Strohs and Schaefer (both Doyle Dane Bernbach).

ABC will have two college bowls: the Gator, Dec. 30, and Sugar, Jan. 1, both in prime time, and the NFL Pro Bowl Feb. 6, Sunday afternoon. It's too early to talk about bowl sales, ABC officials say, but they have set 30-second price tags at \$60,000 each in the Gator, \$90,000 each in the Sugar and \$65,000 each in the Pro.

CBS-TV will cover 107 NFL games this

"Within one week after FirstCom's visit, we sold \$80,000 in new business. We expect much more. The sales staff is excited and the sky's the limit."

Wayne Walker, G.M., KEGl Dallas

In today's market your people need more than sales know-how. They need to dramatize how the "right" commercial can vastly increase the sales of cost-conscious advertisers. Our service fits that bill exactly. We provide stations like yours a total creative marketing plan.

For your salesperson, we've worked out a totally, complete, ready-to-use Sales Presentation, including the most eye-catching and engaging A/V's you've ever seen. Even your newest salesperson will easily close 8 out of 10 presentations.

Here are what some of your contemporaries are saying:

Roger Dodson, General Manager, KEYN, Wichita: "We signed over \$100,000 in new business within 30 days. It's a must for every station to immediately increase their bottom line."

Stanton Vagin, Account Executive, KYW, Philadelphia: "Within a matter of days, we signed an annual contract of \$104,000 to an automobile dealer who had not been on our station in three years!"

Charles Smithgall III, President, WRNG, Atlanta: "This is a unique concept, and to my knowledge, the first time that great, nationally known talent has been made

affordable to smaller advertisers. This service generated contracts in excess of \$155,000 in new business."

We want to prove to you—with specific dollar figures—that you can quickly increase revenue by \$25,000 to \$100,000. In two months tops. And continuously from that point on.

We need to talk with you fast. A station in your market will soon get an exclusive. May we supply full details on an obligation-free basis? Simply send us the coupon below or call May Moseley at our toll free number 1-800-527-0135.

Your sales people will thank you—and so will hundreds of soon-to-be advertisers on your station.

"PROVE IT TO ME!"

Name _____

Address _____

City _____

Station _____

State _____

Zip _____

FirstCom Broadcast Services
13747 Montfort Drive
Dallas, Texas 75240

Toll Free
1-800-527-0135

 **FirstCom**

year and, under the new sharing arrangement with ABC, will also cover 35 NCAA college games.

The preseason opens Aug. 14 with the first of three NFL Saturday exhibition games, Los Angeles Raiders at San Francisco, starting at 3 p.m. NYT. The other preseason contests are Dallas vs. San Diego, Aug. 21, 9 p.m. and Houston vs. Dallas, Sept. 4, 9 p.m.

The regular-season lineup, totaling 80 NFC and 20 interconference games, kicks off Sept. 12 with six games broadcast regionally. Doubleheaders will be carried on eight Sundays (Sept. 19, Oct. 3, 17 and 31, Nov. 14 and 21 and Dec. 5 and 26), and there will be three national games (New York Giants and Detroit on Thanksgiving Day [Nov. 25], Philadelphia and New York Giants on Dec. 11 and the Los Angeles Rams and Raiders on Dec. 18).

With this the season for NBC to carry the Super Bowl (XVII), CBS's postseason lineup will consist of the NFC's first-round playoffs on Sunday, Jan. 2, the NFC divisional playoffs Saturday, Jan. 8 and Sunday, Jan. 9, and the NFC championship Jan. 16.

In the new deal with NCAA, CBS-TV like ABC-TV will cover eight games nationally and 27 regionally, providing each affiliate with 14 contests during the season. To minimize conflicts between the networks, one will start early and the other late on most Saturdays when both have games scheduled; for specified Saturdays CBS will have first choice of game and time, while ABC will have second choice; for the other Saturdays, the selection order will be reversed.

CBS's NCAA schedule starts Thursday, Sept. 9, with Pittsburgh vs. North Carolina at 9 p.m. NYT, one of four national games announced by CBS thus far. The others: Oklahoma-Nebraska, Friday, Nov. 26, 2:45 p.m.; Notre Dame-USC, Saturday, Nov. 27, 3:45 p.m., and Army-Navy, Saturday, Dec. 4, 12:35 p.m.

CBS-TV also will have four college bowl games: the Blue-Gray starting at noon Christmas Day, followed by the Sun at 3 p.m., the Peach on Dec. 31 at 3 p.m. and the Cotton on New Year's Day at 2 p.m.

CBS-TV officials declined to discuss pricing, but other sources estimated that 30-second announcements in regular-season NFL games were pegged, on average, at about \$125,000, up from \$100,000 a year ago. For the new-to-CBS NCAA games, 30's were estimated to be in the \$55,000-to-\$60,000 range.

CBS Radio goes into its fifth NFL season with a lineup of 37 games, one more than last year. There will be 27 regular-season games, mostly starting at 8:50 NYT, plus the AFC and NFC first-round playoffs, the four divisional playoffs, the two divisional championship games, the Super Bowl and the NFL Pro Bowl. The opener will be Pittsburgh vs. Dallas at 8:50 p.m. Monday, Sept. 13.

In addition to pregame and halftime shows with each game, there'll be special programs: *Pro Football Hall of Fame Reports*, Aug. 7; *NFL 1982 Preview*, running

Sept. 6-11; a 20-part Super Bowl special, Jan. 29-30, and *Cotton Bowl Preview*, Dec. 31.

The CBS Radio schedule also includes three college bowls: the Sun, Dec. 25; Cotton, Jan. 1, and Senior, Jan. 22.

Network lineups

ABC-TV

Pro Hall of Fame Game	Aug. 7
NFL preseason games	Aug. 20
NCAA college games	Sept. 6
NFL Monday Night Football	Sept. 13
NFL prime time mini-series	Sept. 16
Gator Bowl	Dec. 30
Sugar Bowl	Jan. 1
Pro Bowl	Feb. 6

CBS-TV

NFC preseason games	Aug. 14
NFC regular season games	Sept. 12
NFC divisional playoffs	Jan. 2, 9
NFC championship	Jan. 16
Blue-Gray game	Dec. 25
Sun Bowl	Dec. 25
Peach Bowl	Dec. 31
Cotton Bowl	Jan. 1

NBC-TV

AFC preseason games	Aug. 21
AFC regular season games	Sept. 12
Fiesta Bowl	Jan. 1
Rose Bowl	Jan. 1
Orange Bowl	Jan. 1
AFC divisional playoffs	Jan. 2, 9
AFC championship	Jan. 16
Hula Bowl	Jan. 15
Super Bowl	Jan. 30

CBS Radio

Package of 37 NFL games including Monday-night games and others, and all post-season games.	Sept. 13
Sun Bowl	Dec. 25
Cotton Bowl	Jan. 1
Senior Bowl	Jan. 22

Mutual Radio

Notre Dame and various other college games	Sept. 4
NFL games	Sept. 12
Holiday Bowl	Dec. 17
Liberty Bowl	Dec. 29
Gator Bowl	Dec. 30
Hall of Fame classic	Dec. 31
Sugar Bowl	Jan. 1

NBC Radio

Fiesta Bowl	Jan. 1
Rose Bowl	Jan. 1
Orange Bowl	Jan. 1

The radio network sells its NFL games in packages, and although it won't say what the prices are, Michael Ewing, vice president and general manager, reports the response is good. "Advertiser acceptance has been positive and the outlook continues to look good," he said. "We anticipate good sell out." Sponsors include Anheuser-Busch (D'Arcy, MacManus & Masius), Regal shoes (Hanley Partnership), CBS Entertainment division (in-house), Dap Inc. caulking products (Griswold, Eshleman), Ford Motor parts and service (Young & Rubicam), S-K Tools (Brand Advertising Inc.), Prestone (Leo Burnett), Frito Lay (Foote, Cone & Belding), Buick (McCann-Erickson) and Locktite automotive and adhesive products (J. Walter Thompson Co.).

Mutual is offering an expanded schedule of college and pro ball. It will again carry 16 NFL Sunday-afternoon games, starting Sept. 12 with Miami at the New York Jets. Game time for the NFL series is 3:45 p.m., NYT. In addition, Mutual will again carry on a regional basis the games of four NFL teams: the Pittsburgh Steelers, the Kansas City Chiefs, the Atlanta Falcons and, replacing the Dallas Cowboys in this group, the Houston Oilers. There will be 20 games for each of the teams, and there are reports that Mutual is close to a deal adding two games to the list for 1983 and perhaps 1984 and 1985.

On the college side, Mutual is entering its 15th year of Notre Dame football. There'll be 11 Notre Dame games again, plus nine other major college match-ups—four more than last year—for a total of 20. On a regional basis, Mutual will carry 63 Southwest Conference games on about 200 stations in Texas, Arkansas and Oklahoma.

Mutual's college bowl lineup includes the Holiday, Dec. 17; Liberty, Dec. 29; Gator, Dec. 30; Hall of Fame Classic, Dec. 31, and Sugar, Jan. 1.

NBC-TV opens its NFL preseason slate Saturday, Aug. 21, with an exhibition game between New York Jets and Houston at 1 p.m. NYT. Two other preseason games are scheduled: San Francisco and San Diego a week later at 9 p.m. and New York Giants and Miami the following Friday, Sept. 3, at 8 p.m.

NBC's regular season, totaling 103 games—80 AFC matches, 23 interdivision—starts Sunday, Sept. 12, with doubleheader regional feeds. There will be seven other doubleheader Sundays (Sept. 26; Oct. 10, 24; Nov. 7, 28, and Dec. 12, 19) and three national games (Cleveland-Dallas on Thanksgiving Day, San Diego-San Francisco Dec. 11 and New York Jets-Miami Dec. 18).

Post-season, NBC has the AFC wildcard playoff Sunday, Jan. 2; AFC divisional playoffs Saturday Jan. 8 and Sunday Jan. 9, AFC championship Sunday, Jan. 16, and Super Bowl Jan. 30.

For the Super Bowl, NBC has set its price tag at \$400,000 per 30-second spot, up about 16% from last year's \$345,000 on CBS. For its other games, NBC officials say they're adding approximately 25% to

Local radio's pre- and regular-season NFL coverage

<i>Team</i>	<i>Originator</i>	<i>Regional network, games scheduled; rights holder</i>	<i>Team</i>	<i>Originator</i>	<i>Regional network, games scheduled; rights holder</i>
AFC East			Kansas City Chiefs	KCMO Kansas City	Mutual Broadcasting System net. of 75; four preseason games and 16 regular season games; Mutual holds rights.
Baltimore Colts	WCBM Baltimore	Regional net. of 32; five preseason games and 16 regular season games; station holds rights, with Metrosports handling network.	Los Angeles Raiders	KNX Los Angeles (Federal court of appeals to hear oral arguments Aug. 10 in San Francisco on request by NFL and Oakland Coliseum for order to keep Raiders in Oakland this season.)	Regional net. TBA; four preseason games and 16 regular season games; station holds rights.
Buffalo Bills	WBEN Buffalo	Regional net. of 15; four preseason games and 16 regular season games; station holds rights.	San Diego Chargers	KSDO San Diego	Regional net. of 23; four preseason games and 16 regular season games; station holds rights, with Metrosports handling network.
Miami Dolphins	WIOD Miami	Regional net. of 20; four preseason games and 16 regular season games; station holds rights; Spanish broadcast by WQBA Miami.	Seattle Seahawks	KIRO Seattle	Regional net. of 47; four preseason games and 16 regular season games; station holds rights.
New England Patriots	WEEI Boston	Regional net. of 30-plus; four preseason games and 16 regular season games; station holds rights.	NFC East		
New York Jets	WCBS New York	No regional net.; four preseason games and 16 regular season games; station holds rights.	Dallas Cowboys	KRLD Dallas	Texas State Network of 225 (multi-state carriage); four preseason games and 16 regular season games. Metromedia holds rights for network and originating station.
AFC Central			New York Giants	WNEW New York	Regional net. of 25-30; four preseason games and 16 regular season games; station holds rights, with Metrosports handling network.
Cincinnati Bengals	WLW Cincinnati	Regional net. of 60; four preseason games and 16 regular season games; station holds rights.	Philadelphia Eagles	WIP Philadelphia	Regional net. of 30; four preseason games and 16 regular season games; station holds rights, with Metrosports handling network.
Cleveland Browns	WHK Cleveland	Regional net. of 39; four preseason games and 16 regular season games; station holds rights.	St. Louis Cardinals	KMOX St. Louis	Regional net. of about 50; four preseason games and 16 regular season games; station holds rights.
Houston Oilers	KTRH Houston	Mutual Broadcasting System net. of at least 100; four preseason games and 16 regular season games; Mutual holds rights.	Washington Redskins	WMAL Washington	Regional net. of 90-100; four preseason games and 16 regular season games; station holds rights, with Metrosports handling network.
Pittsburgh Steelers	WTAE Pittsburgh	Mutual Broadcasting System net. of 70-110 stations; four preseason games and 16 regular season games; Mutual holds rights.	AFC West		
Denver Broncos	KOA Denver	Regional net. of 42; four preseason games and 16 regular season games; station holds rights.			

Chart continues on page 42.

Team	Originator	Regional network, games scheduled; rights holder	Team	Originator	Regional network, games scheduled; rights holder
NFC Central			NFC West		
Chicago Bears	WBBM Chicago	No regional net.; four preseason games and 16 regular season games; station holds rights.	Atlanta Falcons	WGST Atlanta	Mutual Broadcasting System net. of 121; four preseason games and 16 regular season games; Mutual holds rights.
Detroit Lions	WJR Detroit	Regional net. of 40-plus; four preseason games and 16 regular season games; station holds rights.	Los Angeles Rams	KMPC Los Angeles	Regional net. of 20; four preseason games and 16 regular season games; station holds rights.
Green Bay Packers	WTMJ Milwaukee	Regional net. of 76; four preseason games and 16 regular season games; station holds rights.	New Orleans Saints	WWL New Orleans	Regional net. of 40; four preseason games and 16 regular season games; station holds rights.
Minnesota Vikings	WCCO Minneapolis-St. Paul	Regional net. of 25; four preseason games and 16 regular season games; station holds rights.	San Francisco 49ers	KCBS San Francisco	Regional net. of 19; four preseason games and 16 regular season games; station holds rights.
Tampa Bay Buccaneers	WDAE Tampa	Regional net. of 33; four preseason			

last year's prices. For the AFC games, 30's are pegged at \$100,000, up from \$80,000 last year. For the playoffs, the average is \$175,000, up from \$140,000. For the AFC championship, it goes to \$212,500 from \$170,000.

NBC again has three college bowls on Jan. 1 and is adding the Hula on Jan. 15. On New Year's Day, the Fiesta Bowl, at 1:30 p.m., is priced at \$62,500 per 30, compared with \$50,000 a year ago; 30's in the Rose, at 4:30, are pegged at \$212,500 each, compared with \$170,000, and in the Orange, at 8 p.m., they're \$187,000, compared with \$150,000. For the Hula, which is moving from ABC, game time has not been set, but price of a 30 is set at \$60,000.

NBC sales officials say it's too early for firm advertiser commitments for the bowl games, including the Super, but that major sponsors set for NBC coverage of AFC games, playoffs and championship include Alcoa (through Creamer, Dickson, Basford), Anheuser-Busch (D'Arcy, MacManus & Masius), Chevrolet (Campbell-Ewald), Chrysler (Kenyon & Eckhardt), Lincoln-Mercury (Young & Rubicam), Mazda (Foote, Cone & Belding), Pontiac (D'Arcy), Seiko watches (ACR Advertising) and Union Carbide (Leo Burnett Co.).

NBC Radio will carry three college bowls—Rose, Fiesta and Orange, all Jan. 1. A spokesman said details on rates and sponsors were not yet available.

Mizlou Productions, New York, has arranged a schedule of five bowl games this season (down from six last year): the Independence Bowl on Dec. 11 (8 p.m. NYT); Holiday Bowl, Dec. 17 (9 p.m.

NYT); Tangerine Bowl, Dec. 18 (8 p.m. NYT); Hall of Fame Classic, Dec. 31 (1 p.m. NYT) and Blue Bonnet Bowl, Dec. 31 (8 p.m. NYT). This year Mizlou is presenting two one-hour football specials—one of the legendary Alabama football coach, Paul (Bear) Bryant, which is being offered to TV stations for airing in late August or early September and another that will be a mid-December preview of the football bowls.

NFL union problem, condition of economy has minimal effect on local football sales

Despite the uncertainty caused by the possibility of a players' strike and the depressed economy, the majority of the local radio and TV rights holders told BROADCASTING that the 1982 sales pace is ahead of last year. However, there were varying patterns: Some say they are only minimally ahead, many are having a blockbuster season and, in some instances, stations reported they were lagging behind last year, usually attributed to the economy in certain local communities.

The Cincinnati Bengals' appearance in the Super Bowl last winter, though they didn't win, is making life easier at WLW(AM) and WLWT(TV) Cincinnati. "All in-game positions have been sold out and all network positions have been sold out," said Bernie Kvale, general manager of the radio station. Major advertisers include Budweiser, Chevrolet, Marathon Oil and Frisch's Big Boy restaurants.

On the TV side, Rob Kreighoff, national sales manager, reports sales "considera-

bly" better than a year ago. Anheuser-Busch, the Fifth Third Bank of Cincinnati and Toyota dealers are major TV sponsors.

At WTMJ(AM) Milwaukee, going into its 51st year as the radio flagship for the Green Bay Packers, sales have been "not bad," in the cautious words of General Manager Don Richards. "There's a great deal of optimism that the Packers are going to have a fairly decent year," Richards said. "Even when they don't, there's a great deal of enthusiasm for the team." Advertisers sharing the enthusiasm, and the major sponsorships, include Pabst, Ford, Tru-Value Hardware, Wisconsin Telephone and Hillshire Farms.

On the Packers' television side, enthusiasm was a bit harder to find. Sales of the games on TV, said Richard Burnton, general manager of WBAY-TV Green Bay, Wis., "are going about the same way sales are going anywhere in the upper Midwest—not so good." At that time he had three major sponsors set, including Pabst and Tru-Value Hardware stores.

In Detroit, despite the depressed economy, sales of radio coverage of the Lions look better than in the past couple of years, according to James Long, manager of WJR(AM). "Some advertisers," Long noted, "instead of just buying spot, like to relate to something they can promote. A sports franchise is great for that." Major sponsors of WJR's coverage include Ford, Amoco, Anheuser-Busch, Wendy's restaurant chain and the Bank of Commerce.

Sales of TV coverage of the Lions by WJBK-TV also are "going quite well," ac-

**When it comes to automation,
we mean BUSINESS...**



HARRIS AUTOTRON™ STAR SYSTEM!

Harris now offers the most versatile, complete and expandable business automation system specifically designed for radio broadcasters. Four years of intensive field use prove that the Autotron™ Star System consistently performs a multitude of everyday station operations:

- Sales
- Traffic
- Accounts payable and receivable
- Payroll
- General ledger
- Sales scheduling
- Music library
- Depreciations

All these functions and more are available in Harris Business Automation Systems.

The Autotron Star System and Harris 9000 Program Automation System are made for each other. Together, they represent the most effective business/program control combo available—totally interactive...totally reliable...totally Harris! For more information on the Autotron Star System, contact Harris Corporation, Broadcast Products Division, P.O. Box 4290, Quincy, Illinois 62301. 217/222-8200.



HARRIS
COMMUNICATION AND
INFORMATION PROCESSING

Local TV preseason NFL coverage

<i>Team</i>	<i>Originator</i>	<i>Regional network, games scheduled; rights holder</i>	<i>Team</i>	<i>Originator</i>	<i>Regional network, games scheduled; rights holder</i>
AFC East			NFC East		
Baltimore Colts	WMAR-TV Baltimore	Regional net. of two; three live games, one tape delay; station holds rights.	Dallas Cowboys	KXAS-TV Dallas-Fort Worth	No regional net.; four tape delay; Nevin Lyster Prods. of Austin holds rights.
Buffalo Bills	WKBW-TV Buffalo	Regional net. of two; two live games; station holds rights.	New York Giants	WPIX New York	No regional net.; one live game, two tape delay (plus rebroadcasts of delayed games); station holds rights.
Miami Dolphins	WPLG Miami	No regional net.; two live games, one tape delay; station holds rights.	Philadelphia Eagles	WCAU-TV Philadelphia	No regional net.; three live games; station holds rights.
New England Patriots	WBZ-TV Boston	No regional net.; three live games; station holds rights.	St. Louis Cardinals	KSDK-TV St. Louis	No regional net.; three live games; Anheuser-Busch holds rights.
New York Jets	WNEW-TV New York	No regional net.; one live game, two tape delay (plus rebroadcasts of each); station holds rights.	Washington Redskins	WJLA-TV Washington	No regional net.; three live games; one other live if sold out, tape delay if not; station holds rights.
AFC Central			NFC Central		
Cincinnati Bengals	WLWT Cincinnati	Regional net. of four; one live game; two tape delay; station holds rights.	Chicago Bears	WBBM-TV Chicago	Regional net. of about six; two live games, two tape delay; station holds rights.
Cleveland Browns	WKYC-TV Cleveland	No regional net.; three live games; station holds rights.	Detroit Lions	WJBK-TV Detroit	No regional net.; two live games, two tape delay; station holds rights.
Houston Oilers	KPRC-TV Houston	No regional net.; two live games if sold out, tape delay if not; one tape delay; station holds rights.	Green Bay Packers	WBAY-TV Green Bay	Regional net. of six; three live games; station holds rights.
Pittsburgh Steelers	WPXI Pittsburgh	Regional net. of three; four live games; station holds rights.	Minnesota Vikings	WCCO-TV Minneapolis-St. Paul	Regional net. of two; two live games; station holds rights.
AFC West			NFC West		
Denver Broncos	KOA-TV Denver	No regional net.; four live games; station holds rights.	Tampa Bay Buccaneers	WTOG Tampa-St. Petersburg	Regional net. of two; one live game, three tape delay; station holds rights.
Kansas City Chiefs	KCMO-TV Kansas City	No regional net.; two live games, two tape delay; station holds rights.	Atlanta Falcons	WAGA-TV Atlanta	No regional net.; two live games; one other game live if sold out, tape delay if not; station holds rights.
Los Angeles Raiders	TBA (Federal court of appeals to hear oral arguments Aug. 10 in San Francisco on request by NFL and Oakland Coliseum for order to keep Raiders in Oakland this season.)	No regional net.; one live game; two others live if sold out, tape delay if not; Bob Speck Prods. holds rights.	Los Angeles Rams	KTTV Los Angeles	No regional net.; one live game; three other games live if sold out, tape delay if not; station holds rights.
San Diego Chargers	KGTV San Diego	No regional net.; two live games (with rebroadcasts of each); station holds rights.			
Seattle Seahawks	KING-TV Seattle	No regional net.; four live games; station holds rights.			

Chart continues on page 48.

KATZ SPORTS

People Make The Difference

TV Programming is the key to profitability—and Katz Sports offers the best sports product available for syndication.

Katz Sports is the best because we have the best people developing and packaging sports—people who know the sports marketplace.

Katz Sports—fast becoming the number one syndicator of premiere sporting events.



Katz Sports. The best.

KATZ SPORTS / A DIVISION OF KATZ COMMUNICATIONS INC.

"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 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.

SONY®
Broadcast

Sony and U-matic are registered trademarks of Sony Corp.



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

Team	Originator	Regional network, games scheduled; rights holder	Team	Originator	Regional network, games scheduled; rights holder
New Orleans Saints	WWL-TV New Orleans	Regional net. of nine; two live games, two tape delay; station holds rights.	San Francisco 49ers	KPIX San Francisco	No regional net.; one game live if sold out, tape delay if not; one tape delay; station holds rights.

cording to Bill Flynn, station manager.

In Cleveland, Ron Jones, general manager of WHK(AM), said radio sales for the Browns games have not been good, primarily because of the economy. "Four or five major sponsors are not returning this season because of the money," he said. Two that have returned are Budweiser and Chevrolet, and Jones hoped to have other replacements before the season opens.

On the TV side of the Browns games, Neal Van Ellis, vice president and general manager of WKYC-TV, seemed moderately optimistic. "This is Browns country," he said. Genesee beer has been set as one major sponsor, and others are in negotiations.

KMOX(AM) St. Louis, radio rights holder for Cardinals football games, has sponsors that include Anheuser-Busch (which also happens to own the preseason TV rights), Datsun, Texaco, TWA, Tru-Value Hardware and Southwest Bell. KSDK-TV St. Louis, the preseason TV originator, has a line-up including Anheuser-Busch, Kero-Sun heaters, Southwest Bell and Burger Chef.

Mutual Broadcasting is the radio rights holder for the Pittsburgh Steelers with WTAE(AM) Pittsburgh, the radio originator. Some of the sponsors this year include TWA, Pittsburgh National Bank and Baily's Juice. Both WTAE and the Steelers' preseason TV originator, WPXI Pittsburgh, are involved in the promotion of a dinner banquet to be held Oct. 9 commemorating the Steelers' 50th anniversary. Proceeds will go to Children's Hospital.

WGST(AM) Atlanta is the radio originator for the Atlanta Falcons games, the rights to which are held by Mutual Broadcasting. Mutual handles the advertising for a regional network of 121 stations, but WGST sells its own, some 23 spots per game. It sold out three months ago. Football advertisers include Coca-Cola, Chevron and Delta Airlines. Automobile and beer spots are sold exclusively by Mutual. The station promotes its football coverage with a contest in which the grand prize is a trip to the Super Bowl. A luncheon is also held, with the proceeds going to the Georgia Special Olympics. On the TV side, WAGA-TV has the rights to three preseason games this year. Advertisers include Union Oil, Delta, McDonald's, Strohs (regular and light) beer, Exxon and Datsun.

WMAL(AM) Washington is the originating station on the Redskins football radio network which comprises about 100 stations. The station expects to be sold out by the beginning of the season with sponsors including Chevrolet, Roy Rogers fast food

chain (Marriott), McDonald's, AMC, Anheuser-Busch and Kodak. The station promotes its coverage with an ad campaign encouraging television viewers to turn down their TV volume and listen to the game on radio. WMAL also is involved with a promotional effort to raise funds for the Ronald McDonald House. Redskins TV games are carried by rights-holder WJLA-TV Washington. Tom Cookerly, the station's president and general manager, said that sales were about 20% ahead of last year. Advertisers include Strohs beer and Toyota.

Clayton Kaufman, station manager of WCCO(AM) Minneapolis, reported that sales for the Minnesota Vikings games are "virtually sold out." Major sponsors are Twin City Federal, Pabst, Chevrolet Motor Division, Tru-Value Hardware, Farmers Insurance Group, Xerox Retail and Frito-Lay. A WCCO-TV Minneapolis spokesman said that the station had sold out its sponsorships two months ago. Major advertisers are Pabst, Mutual Service Insurance, Northwest Bell, Northwestern Bank, General Mills and Dodge.

At WNEW(AM) New York, Vice President and General Manager Jack Thayer said Giants sales are "terrific, ahead of last year by 25%." Major advertisers are Trans-World Airlines, Manufacturers Hanover Trust, Toyota and Budweiser.

WNEW-TV New York reported sales are approaching sold-out status for the Jets. Clients represented are Miller Brewing, United Airlines, Coleco, Ford Motor, Brown-Vintners, *New York Daily News*, Federal Express, Mattel and The Gap.

Sidebars. Pro Sports Entertainment, New York, has two football series and several special program features available for stations this year. And vice president of station sales, Tony Vella, reports that sales to stations and advertisers are both going well. For the 22 weeks of the half-hour highlight program, *NFL Week In Review*, and the 21-week half-hour *NFL Weekly Magazine*, Vella says Pro Sports guarantees advertisers 70% coverage of television households, and already has two-thirds of that guarantee lined up. Ad sales, he adds, are "excellent" with major sponsors Coors and Mazda, and Polaroid also heavily committed. Fourth-quarter specials are a five program set of hour broadcasts under the umbrella title, *NFL's Best Ever*, and for January, Pro Sports is selling *Super Memories of the Super Bowl*.

WCBS(AM) New York said it's "close to a sell-out" on the Jets. Strong advertisers are Budweiser, Datsun, Eastern Airlines and Manufacturers Hanover Trust.

WWL(AM) New Orleans said the station had sold out its time for Saints games. Active advertisers are Chevrolet, Budweiser, Gulf and Goody's. On the TV side, WWL-TV said sponsors signed include Coors Beer, Popeye's Fried Chicken, Oldsmobile Dealers and Miller.

Owen Weber, general sales manager of WCBM(AM) Baltimore, said sales are "going reasonably well," with about 50% of the Colts schedule sold. He indicated that some advertisers are holding back but will buy closer to air date. Major clients already signed include Miller Brewing, Maryland National Bank and Datsun. Arnie Kleiner, vice president and general manager of WMAR-TV Baltimore, called business "better than last year," with Toyota and Miller Brewing among the main sponsors.

A sales official of WBZ-TV Boston reported that sales for New England Patriots games are ahead of last year's pace and more than 50% of the advertising inventory has been sold. He declined to list the names of clients signed.

Philip Press, director of sales for WCAU-TV Philadelphia, reported that the Philadelphia Eagles football schedule is "virtually sold out" and the station has retained some positions for local advertisers. Among advertisers signed are Anheuser-Busch, McDonald's, Buick Dealers of Eastern Pennsylvania, New Jersey and Delaware. Similarly, WIP(AM) Philadelphia is about 95% sold, according to Bill Dallman, vice president and general manager. Represented on Philadelphia Eagles football in the fall will be Michelob Beer, Honda, TWA, Getty Oil, Eastman Kodak, Purolator, M.A.B. Paints and Frito-Lay.

A sales executive at KCMO-TV Kansas City said its Chiefs schedule is "sold out" for its games to a list of clients including Getty Oil, Anheuser-Busch and Toyota in major positions.

Sturges Dorrance, vice president and acting general manager, KING-TV Seattle, said sales have been "reasonably good" for Seahawks football. He preferred not to mention sponsors since some contracts are still in negotiation.

Phil Costin, general sales manager of WIOD(AM) Miami, said that Dolphins games had been completely sold out by the first week in June. Returning sponsors on the regional network of 15 stations include Air Florida, Anheuser-Busch, Chevrolet, Chevron and Union Carbide.

At WBBM-TV Chicago, Peter Lund, vice

president and general manager, called sales "good again this year" for the Bears games, with Anheuser-Busch among the earlier clients to come on. Major radio sponsors on WBBM(AM) radio games, according to Greg Peterson, vice president and general manager, are Strohs, Honda and Checker Oil.

Dick Dailey, executive producer at WTOG(TV) Tampa-St. Petersburg, Fla., said that the "Buccaneers have always done well" and having made the play-offs only increased interest there. He said sales are "ahead of last year," with major sponsors including GTE and Miller Beer. At WDAE(AM) Tampa, David Milner, vice president and general manager, said sales are "about on par with a year ago." Major advertisers include Chevrolet, Anheuser-Busch and Gulf Oil.

Larry Levite, president of WBEN(AM) Buffalo, N.Y., explained that the Bills games are a "sell-out every year." The biggest sponsors for this season's games are Anheuser-Busch and Chevrolet.

At KNX(AM) Los Angeles, the new rights holder of the Raiders, it's also a sell-out, according to Dean LeGras, general sales manager, with sponsors including Datsun, Anheuser-Busch, Mobil, Blue Shield Insurance, Farmers Auto Insurance, Wells Fargo Bank, Fatburger, KNXT(TV) Los Angeles, Atari and TRW.

■ David Halberstam, manager of the sports division of the Katz Radio, New York, characterized 1982 as "a fairly good year," for football sponsorship but by no means a blockbuster. He believes the economy has had some deterring effects but finds that association with sports by sponsors usually means they have a commitment to this type of programming. The yardstick is not the caliber of the team, Halberstam contends. He cites Anheuser-Busch as the leading radio sports advertiser and points to the Xerox Stores and Eastman Kodak as 1982 advertisers new to football. Halberstam said some stations this year have expanded their pre- and post-game shows to make more inventory available to advertisers. Katz represents 10 stations with sports franchises.

In the wings for spring of '83: An infant USFL that already has national TV and cable contracts

In the three months since the United States Football League announced its formation, it has lost no time in naming a president, former ESPN chief Chet Simmons, and concluding national broadcast television and cable television rights agreements with ABC and ESPN at a combined value believed to be about \$35 million.

In addition to organizational duties this summer on schedules, stadiums and personnel selection, negotiations have been started for a national radio coverage agreement (according to one source involved, most of the national radio networks have "expressed an interest") as well as agreements concerning local radio and television packages. However, none of those contract talks are expected to be com-

What major schools get from local-regional radio and local TV

Conference	Teams	Radio stations	TV stations	Total rights
Atlantic Coast	8	345	8	\$253,000
Big Eight	8	227	27	328,000
Big Ten	10	352	26	527,000
Pacific Ten	10	137	28	642,000
Southeastern	10	779	61	595,000
Southwest	9	200	11	300,000
Western Athletic	9	67	8	228,000
Others and independents (sample)	68	892	148	597,000
Totals	132	2,999	317	\$3,470,000

pleted before the end of the summer.

The ABC and ESPN contracts assure that three USFL games will be carried live on national television each week during the first two seasons of its existence—assuming that the league gets off the ground as scheduled in March 1983.

The ABC contract, valued at about \$20 million for two seasons of coverage (with options on the next two and a right of first refusal for the year after that), spells out that network's right to televise 20 games per season, a game each week on Sunday afternoon as well as one prime time telecast, and exclusive coverage of the league's playoff and championship games. The USFL season is scheduled to run from March to July.

The ESPN agreement calls for the cable network to carry two USFL games per week in prime time, probably on Monday and Saturday of each week. ESPN will cover 34 games during each season of its two-year contract, but no playoff or championship games, which remain the exclusive right of ABC for at least two years. Options that ESPN may have on years following the initial contract remain an open issue.

Revenues derived from all the rights deals—national and local—will be shared equally among the franchises, a total of 12 at this time.

According to league officials, the pacts represent the first time that a new professional sports league has been able to negotiate a television network rights deal for its inaugural year.

Cable cuts itself in for even bigger slice of the football action

Three major basic cable networks—Turner Broadcasting System's WTBS(TV) Atlanta, ESPN and the USA Cable Network—are committed to extensive coverage of college or professional football (excluding the National Football League), or both.

WTBS(TV) has secured the exclusive rights, over the next two years, to 38 prime-time National Collegiate Athletic Association football contests (19 per season) for \$17.6 million. The games will be carried live and, for the most part, on Saturdays with a smattering of Thursday games and one Sunday contest. The TBS contract, which provides for coverage of NCAA football on a "supplementary"

basis, contain a number of conditions concerning game selection. (Aside from the consideration, one of the primary factors motivating the NCAA to enter the contract was to get more schools covered on a national basis.) ABC and CBS, which also have football-rights agreements with NCAA, have first pick of games. And they have until Monday noon of each week to make their choice for upcoming games. Beyond that, any NCAA team covered on national television in the previous season is ineligible for the TBS package. In addition, of the 17 teams covered on a regional basis two or more times last year, TBS may elect to cover a maximum of four.

Don Ellis, a 31-year veteran of network television, has been named producer of the TBS NCAA football games. He spent 16 years with NBC Sports where he produced coverage of college and professional football, major league baseball and professional golf. He also produced and directed the Peabody award-winning *Baseball World of Joe Garagiola* program.

In addition to the coverage it will be providing for the newly formed United States Football League, the Entertainment and Sports Programming Network is entering its third year of Canadian Football League coverage and will carry 34 regular-season college games and nine post-season bowl games.

ESPN will carry 30 regular-season CFL contests (all but six are live) and five playoff games including the championship Grey Cup match scheduled for Nov. 28.

ESPN's college games coverage will be carried on a tape-delayed basis and will average about three games per weekend during the season. The network will cover the entire 11-game Notre Dame schedule, which is part of a package put together by Metro Sports, a syndicator/producer based in Rockville, Md. The bowl games for which it has cable exclusivity include the Independence, Liberty, Tangerine, Holiday, California, Aloha, Hall of Fame and Blue Bonnet. The network has total television exclusivity for the Senior Bowl.

USA will carry between 50 and 55 taped-delayed college games on Sundays and Mondays during prime time. Its lineup includes, nine University of Georgia games, five USC contests and a package of seven Atlantic Coast Conference games put together by Raycom, a sports syndicator in Charlotte, N.C. □

Four sides of the AM stereo coin

The battle among the four (or five) systems vying to become the AM stereo standard in the U.S. (and possibly the world) was joined in earnest two weeks ago when Kahn Communications' system was switched on at several stations (BROADCASTING, Aug. 2). Although Kahn may have won the first skirmish by being the first on the air, the battle is a long way from over. In fact, the first Harris stations (WQXI Atlanta) went on the air last week. A broad consensus of broadcasters and receiver manufacturers must develop before a victor can be declared and peace can come to the marketplace. So as not to run afoul of federal anti-trust law, each AM broadcaster must make up his own mind

499 words from Harris

By Roger Burns

If you forget the basic problem, the competition from FM stereo, you might be misled into making a decision on an AM stereo system that will fail in its primary objective: bring back audience and revenue to AM! AM stereo is going to have to sound almost as good as FM stereo in order to meet with listener acceptance. Any system that offers limited frequency response, poor signal to noise ratio and inadequate separation or forces you to reduce your modulation will simply not be accepted by the American listening public. Only the Harris AM linear system will produce the required results.

For AM stereo to be on par with FM stereo, synchronous detectors in receivers will have to replace the outdated distortion-prone envelope detector. Synchronous detection is the only way to provide true high fidelity AM stereo with wide bandwidth, low distortion and excellent rejection of interference from adjacent channel or co-channel skywave. The only system as stated in the FCC Report and Order Appendix E which can "take full advantage of synchronous detection" is the Harris Linear system. Anything less than wideband synchronous detection in the receiver end could lead to the public's outright rejection of AM stereo.

Some receiver manufacturers have felt that synchronous detection, while obviously superior, is expensive and complicated. Not true. With the newest integrated circuit technology, a full synchronous decoder for the Harris system is now being built for the same price as the inferior envelope type decoders used to receive the other AM stereo systems.

Broadcasters should also be aware of the problems they face when installing systems other than Harris. All of the other proposed systems require bandwidth in excess of that currently required monophonic. This means that antenna systems, especially directional arrays may have to be extensively modified to pass these other AM stereo signals. With the Harris system the bandwidth required is the same as mono. Therefore, costly antenna, phasor and transmitter modifications will not

be required. We estimate the cost of these modifications for other systems could be from \$5,000 to \$60,000 per station not including off-air time.

Finally, broadcasters must look at the company they deal with in AM stereo. None of the other proponents, Magnavox, Motorola, Belar or Kahn, even remotely approaches Harris's 60-year stature in the broadcast industry. Harris's field forces in the broadcast industry are larger than the other four proponents combined. You certainly want to know that your investment in AM stereo will be protected, and only Harris can make that guarantee. Selling you the exciter is only the beginning. Harris's engineers will install and proof the AM stereo system to get you on the air fast. The choice is yours. The FCC's marketplace decision thrust the system selection squarely in your lap. Don't let foreign receiver manufacturers, IC chip purveyors or other non-broadcasters make the decision for you. Over 100 major stations have already made their decision by purchasing Harris AM stereo exciters and more are doing so every day. □

520 words from Kahn

By Leonard R. Kahn

Some broadcasters are disturbed by the AM stereo situation. They believe that AM stereo should have been an exception to our normal free enterprise system and that the government should have selected a single system. And yet, most of these same broadcasters are in favor of freedom of choice in other matters and strongly support free enterprise.

Nevertheless, the seven FCC commissioners who struggled with this decision represent a full range of economic philosophy and voted 6-to-1 in favor of allowing the free enterprise system to function normally. Why the overwhelming vote? *There was no other way to save AM stereo.*

Any system selected by the FCC would have been challenged in the federal courts and this would have taken years to resolve. Given the many problems in the huge FCC record, the

about which system to use. The systems are different and each possesses advantages and disadvantages. To aid broadcasters in making the decision that some believe is crucial to the future of their AM medium, BROADCASTING asked representatives of each of the four companies actively promoting systems—Magnavox, Motorola, Kahn and Harris—to explain in about 500 words why AM broadcasters should adopt their system. A fifth company with a system, Belar Electronics, failed to respond to BROADCASTING's invitation. Although Belar has not dropped out, its policy has been to keep silent and wait for some kind of draft-Belar movement to materialize.

three-or-four-year appeal delay would have almost assuredly resulted in a reversal, requiring the commission to start all over. And, as Chairman Fowler (an eminent communications attorney) asked, what was to stop a second court challenge after the FCC finished doing its job over?

Surely, the delay in the courts would have effectively dealt a death blow to AM stereo. Therefore, no matter how strongly you favor government control, if you want AM stereo you must accept the Fowler commission's 6-to-1 vote in favor of letting the "marketplace" select a system.

Now, how will the "marketplace" function? AM broadcasters fighting for the future of their industry will pick a single system. If Kahn Communications were not certain of the outcome, why were we the only proponent who actively sought a "marketplace" decision?

Also, some broadcasters fear that the largest receiver manufacturer, or a group of manufacturers, will pick a system and force that system on the broadcasters. That is unlikely. Any such attempt to monopolize not only presents the risk of substantial financial and even criminal liability, but also does not make economic sense.

Recall, if you will, that after General Sarnoff prevailed in having the FCC reverse its original color TV standard, it took over a decade of huge losses to make NTSC color TV a commercial success. And that required the full resources of RCA, including NBC and RCA Victor, and the promotional genius of Sarnoff. No receiver manufacturer cares that much about AM stereo—so be assured that broadcasters will select the system.

Now, may I suggest how they should make the selection. They should follow good engineering procedures and evaluate all aspects of the situation, including:

1. No loss in monophonic coverage. They cannot sacrifice their present audience for possible future audiences.
2. No clicks and pops, no jumping of the stereo image from one side of the car to the other, no unusual antenna problems, and no stereo ghosts where part of a person's voice is on one side and the sibilants are on the other. How can AM compete with FM and cassettes if

it has such defects?

Finally, they should pick a system they can live with, and grow with, over the years, not just a "hype" for the next ratings. The future of AM radio is at stake. □

534 words from Magnavox

By John Koppier

Magnavox will cooperate and aggressively compete in the marketplace selection of an AM stereo system. However, we should ask, who or what is the "marketplace?" As we see it, the "marketplace" that must decide on AM stereo is made up of broadcasters, broadcast equipment manufacturers and receiver manufacturers. The general public is not included. There is no mechanism to do so. On the one hand, receiver manufacturers have unanimously taken the position that they will not build multisystem receivers. On the other hand, it is unlikely that listeners will buy multiple receivers so that they can compare two or more different AM stereo systems. Therefore, the general public will have no means of participating in the "marketplace" decision.

The marketplace then is effectively composed of the broadcast and consumer electronics industries. Each of these commercial entities will make its decision on a system in the context of its experience. Broadcasters will opt for a system that is easy to install and operate while meeting their budget and program format requirements.

The PMX (Magnavox-developed AM stereo system) broadcast hardware cost is essentially the same as is that for the other systems proposed. Our over-the-air experience at commercial radio stations indicates that the system is easy to install and operate, and field reception tests prove that coverage is directly comparable to a station's current monaural coverage. In our view (supported by both FCC performance matrices) the PMX system is at least equal to or better than any of the other systems from a station owner's view.

The receiver manufacturer has a different set of criteria. He knows that successful products in mass consumer markets require an acceptable level of performance, with very high reliability levels, at the absolute minimum cost to the consumer. It is our belief, supported by the announced preference of four major suppliers of receivers and at least two significant semi-conductor manufacturers, that the PMX system is demonstrably superior to any of its competitors in this area. Its economics guarantee that PMX AM stereo receivers will be available in quantity at very small increments in retail price over current FM stereo/AM monaural radios. Receiver availability and cost directly translate to large numbers of listeners, and the potential for a large audience is the initiating factor for broadcasters to invest in any AM stereo system.

The very positive "marketplace" features of the PMX system will be strengthened in the immediate future by the following events:

First, a number of respected AM stations will announce the initiation of PMX AM stereo broadcasting using equipment that will be

Made the switch. Chris Payne, assistant to senior vice president for science and technology, National Association of Broadcasters, joined Motorola's Washington office last Monday (Aug. 2). As AM stereo broadcast manager, he'll be company's chief strategist in battle to make Motorola's AM stereo system national standard. (Three other systems are actively vying to win acceptance of broadcasters and receiver manufacturers necessary to become de facto standards.)

available from Continental Electronics and Belar Electronics.

Second, in 1983, Magnavox plans to introduce and market on a national basis a number of radios that will receive the PMX system. These units will be available at a series of key price points and in several desirable configurations.

Third, we will keep the broadcast industry advised of our activities by a factual communications program in the industry trade press.

And finally, we will be displaying at the National Radio Broadcasters Association convention. The highlight of that display will be a demonstration of the performance of the PMX-equipped receivers under maximum modulation condition. □

478 words from Motorola

By Oscar Kusisto

The issues in selecting an AM stereo standard are subtle and complex. The bottom line for broadcasters and receiver manufacturers, as a result of the FCC's "marketplace decision," is settling on the right system—the one which most satisfies both industry and the listening public.

Of key importance to AM broadcasters (beyond FM competition, that is) is determining which of the five AM stereo approaches will offer the best performance, least impair the existing AM monaural signal, not reduce the monaural listener service area, and permit the earliest introduction of AM stereo at a reasonable cost.

Although all vital "marketplace-decision" questions facing broadcasters and receiver manufacturers cannot be adequately addressed here, everyone involved understands the gravity of choosing a single standard. To be sure, risks will loom large for all segments of the industry. It appears, however, that an "incorrect decision" on the system selected will create far greater risks for receiver manufacturers than for broadcasters.

Should a broadcaster equip his transmitter with what turns out to be a wrong system, his financial loss would be limited. And even in these dire circumstances, the station would no doubt gain prestige from the promotional value of being among the first to offer AM stereo broadcasts to the public. Receiver manufacturers, on the other hand, will be risking millions of dollars in tooling-up and promotional costs. If the choice of system is "wrong," the listening-buying public surely will resort to consumerist civil actions in the courts. Or, if the cost of the selected approach

is too high, public demand for AM stereo will most likely soften.

There is little doubt that "in-car" use will be the first and most dynamic market for AM stereo reception, that in time it will become as common on the dashboard as FM is today. There is a difference in performance among the various systems in car radio circumstances, and the difference in cost of at least two systems is estimated to be roughly 25% to 50% above the other three.

Of all the companies competing to win the AM stereo standard, Motorola has the most experience and longest track record of excellence in car radio. Since its founding in 1928, Motorola has made car radios—generally conceded to be the best on the market. As an independent car radio producer, Motorola has an acute understanding of the U.S. auto industry's cost sensitivity, its concern for price, quality and delivery. Moreover, the company's engineering staff has an unmatched mastery of car radio's critical operating environment. This has paid off with a superior AM stereo system, known as Compatible Quadrature, or C-QUAM for short. C-QUAM not only delivers top performance without compromise, it does so at low receiver cost.

It is likely that the major receiver manufacturers will come to a conclusion on the optimum AM stereo approach within the next several months. Because there are performance differences between and among the various systems, and because there are cost differences in the systems, it is very likely their consensus will be the system providing optimum performance at the lowest cost. □

FOCUS RES ARCH

OF GEORGIA INC.

A 20/20 VIEW OF
THE FUTURE!!

Conducted in **YOUR** Market by **OUR**
Radio Researchers

*A SUBSIDIARY OF
BURKHART/ABRAMS/MICHAELS/DOUGLAS

For more information
Call Traci Burkhardt
(404) 955-1550

6445 Powers Ferry Road, Suite 180
Atlanta, Georgia 30339

11 REASONS NEWS IS EASIER TO

Of course, there are other reasons why ENG and EFP applications are easier and better with a complete Betacam™ system. Like full chroma bandwidth capability for superior color resolution and linear emphasis for superior color reproduction.

In fact, Sony also offers a rugged, cost-effective one-tube camera.



A READILY AVAILABLE,
INEXPENSIVE, STANDARD BATTERY.

A RUGGED MAGNESIUM-ALLOY CASE,
NOT THE USUAL PLASTIC.

A 30% SMALLER CASSETTE.

A 20% FASTER WRITING SPEED FOR GREATER RESOLUTION
AND A HIGHER SIGNAL-TO-NOISE RATIO.

COMPRESSED TIME DIVISION MULTIPLEX
WHICH GIVES IMPROVED COLOR RESOLUTION AND
REDUCES UNWANTED DISTORTIONS

WHY THE TAKE WITH A SONY

If you're looking for a half-inch cassette camera/recorder system that doesn't stop halfway, a system you can grow with that offers unmatched performance, flexibility and value—make it easy on yourself.

Call Sony in New York/New Jersey at (201) 368-5085; in Chicago at (312) 860-7800; in Los Angeles at (213) 537-4300; in Atlanta at (404) 451-7671; or in Dallas at (214) 659-3600.

AN OVERALL DESIGN THAT'S 14% LIGHTER, 26% SMALLER, AND 20% SHORTER, MAKING IT EASIER TO CARRY, PIVOT AND SHOOT.

INTERNAL VIEWFINDER CONNECTIONS INSTEAD OF A TROUBLESOME CABLE.

A BUILT-IN INTEGRAL DIRECTIONAL MICROPHONE.

LENSES WHICH ARE INTER-CHANGEABLE WITH OTHER CAMERAS.

2/3" MIXED FIELD TUBES FOR HIGHER RESOLUTION, BETTER REGISTRATION AND LOWER POWER CONSUMPTION.

A NEW HIGH-PERFORMANCE RECORDING FORMAT THAT'S COMPATIBLE WITH CURRENT WORLDWIDE ANALOG AND DIGITAL STANDARDS.

SONY
Broadcast

Sony is a reg. trademark and Betacam is a trademark of the Sony Corp.

RKO will give earth stations to affiliates

The RKO Radio Networks have announced plans to supply their affiliates in the top 150 markets with digital earth stations built and installed by Scientific-Atlanta Inc. RKO, which has been distributing programming since 1979 via satellite, will also switch satellites next year, from Westar III to Satcom I, the satellite now being used by the radio networks of ABC, CBS and NBC.

RKO follows ABC, CBS and NBC in contracting for Scientific-Atlanta's audio digital distribution system (ADDS). Unlike the other three networks, however, it has decided to pay for the purchase and installation of its affiliates' downlinks. The Mutual Broadcasting System, which uses an analog satellite distribution system, has also supplied its affiliates with downlinks.

By supplying its affiliates with downlinks, RKO hopes to be first among the major radio networks to be fully operational with the ADDS system, which RKO President Thomas F. Burchill said "is becoming the standard for the industry." The network plans to have the system operational by Sept. 1, 1983.

"Networks have traditionally supplied the distribution system for their affiliates in the top 150 markets," said Burchill, who believes RKO's move to supply downlinks will spur ABC, CBS and NBC to do likewise. RKO's investment in the ADDS system totals \$15 million.

When it switches to Satcom I in September 1983, RKO will increase its channel capacity from four to six 15-khz channels. No specific plans have yet been made for programming the extra channels, according to Burchill.

Affiliates of the RKO networks—RKO One, which targets young people and the newer RKO Two, programmed for slightly older demographics—are presently linked to their network by land lines and earth stations owned by Associated Press. In addition to those affiliates, totalling about 400, there are some 700 stations that carry the RKO Radioshows, seven long-form programs including three that are transmitted live. Radioshows affiliates, which also receive their programming via AP's satellite system, will have to obtain their own earth stations to continue receiving RKO fare after the network switches to a new satellite. RKO One and RKO Two affiliates outside the top 150 markets will also have to supply their own dishes.

Smaller stations have shown more interest in buying their own earth stations than larger stations have, according to Burchill, probably because small market affiliates have always had to pay for their own connections to the networks. The larger stations have been "holding back" and waiting to see what the networks would do, he said, and RKO is leading the way in establishing full-scale satellite distribution. □

Washington Watch

Emergency shutdown. FCC last week denied petitions by CBS and NBC requesting reconsideration of decision to authorize Field Operations Bureau to shut down broadcast auxiliary transmitting equipment causing interference that is threatening safety of life or property. Networks had argued that rule wasn't necessary and could be used to stifle broadcasters' First Amendment rights, but FCC countered that it had already rejected those arguments. □

Rules adopted, over. FCC has adopted rules to govern operation of one-way paging systems in 928-941 mhz band by private land mobile radio service. FCC allocated 30 channels for private noncarrier systems, including shared private systems, and 10 channels for private carrier operations. □

GWT win. FCC Review Board has granted application of Greater Wichita Telecasting Inc. for new television station on channel 24 at Wichita, Kan., denying competing application by Columbia-Kansas TV, Ltd. Board action reverses initial decision by Administrative Law Judge Thomas B. Fitzpatrick. □

Free the technology. NBC executive VP-general counsel, Corydon B. Dunham, has told international conference that removal of government restraints on marketplace would make existing and new technologies more productive for consumer. Dunham, speaking at Televent U.S.A. Conference in Montreux, Switzerland, said those technologies will be competing in same marketplace for much of same kind of programming, and added that change in government policy is needed to enable so-called free broadcasting to compete for popular programs. But he also said that technical engineering standards must be set by FCC and telecommunications industry "if consumers are to have cost efficient and compatible equipment that will enable them to receive a multiplicity of services." Development of telecommunications is impeded when standards are not set, he said. "We see this today most obviously in the case of teletext." □

Taping tidbit. Consumer Federation of America has endorsed congressional proposals to exempt home taping from copyright liability and to compensate copyright holders injured by home taping. As did National Citizens Committee for Broadcasting earlier this year, CFA called on Congress to examine whether copyright holders are injured by home taping and if it finds injury, to enact legislation providing just compensation in manner that imposes royalties equitably and provides for effective consumer participation in assessment and distribution of royalties. □

Mobile authorization. FCC has amended rules to release 30 mhz of spectrum in 800 mhz band (806-821/851-866 mhz) to authorize wide-area mobile radio communications systems and to allow transmission of nonvoice signals in private land mobile radio service (PLMRS). Commission earmarked 70 channels for public safety and special emergency radio services, 50 channels for industrial land transportation radio services users, 50 channels for business users and 80 for specialized mobile radio system operators. □

Open book. CBS has offered support for petition by subgroup on technical matters of Advisory Committee on Radio Broadcasting requesting that FCC reopen its proceeding aimed at creating more commercial FM stations to include new information for record (BROADCASTING, July 19). "CBS believes the public interest will be served by placing this material in the record and allowing a reasonable time for comment of the studies by the public. As the first major FM allocations rulemaking proceeding in two decades, this is a particularly important docket, and the commission should avail itself of all relevant information," CBS said. Rulemaking proposes to add two new classes of stations. It also proposes to amend FCC rules to permit existing classes to operate in areas where they are now restricted (BROADCASTING, March 3, 1980). □

NBMC filing. Charging that their equal employment opportunity efforts have been deficient, the National Black Media Coalition has petitioned FCC to deny renewals of 17 stations in Kentucky, Tennessee and Indiana—including WHMB-TV Indianapolis and WZTV-TV Nashville. In petition, NBMC also said RKO General should be stripped of its licenses for WHBQ-AM-TV Memphis, alleging that stations' EEO programs, which, "while not disqualifying for a regular, uncontested and otherwise unfettered renewal, is only slightly more than passive and deserves no credit for mitigation of the parent company's character deficiencies." □

Alaskan outlets. FCC, noting its action would make more TV and radio assignments available, has reallocated VHF channels 5 and 6, and FM radio channels 201 through 260, for broadcast use in Alaska. FCC had allocated frequencies to Alaskan common carrier fixed services in 1955. Under rule change, Alaskan common carriers could still use frequencies, but only on secondary basis. Order also includes "grandfather clause" to provide interference protection to common carriers currently operating on frequencies. □

Oak places DBS bid before FCC

Package would be upgraded from two-channel service in 1984 to full service covering all four time zones by 1994; STV experience seen as helpful in DBS marketing

Oak Satellite Corp., a subsidiary of Oak Industries Inc., laid out in full its plans for direct-to-home satellite broadcasting in the next decade in an application to the FCC asking permission to build and launch several broadcast satellites.

The 153-page application sets forth a three-phase plan: Oak's satellite broadcasting service will start in early 1984 with two channels serving the Northeast and grow to six channels serving the Eastern time zone by April 1986 and 12 channels serving the entire country by 1993 or 1994.

Regardless of the number of channels being offered, subscribers will pay \$500 to buy a home earth station and have it installed and a monthly subscriber fee of between \$30 and \$35.

Oak will package two channels of premium programming for its initial service. As its channel capacity increases, additional programming, some of which will contain advertising, will be offered. When Oak has all 12 channels available, it plans to offer teletext and possibly high-definition TV.

By the time the service is fully mature, according to the filing, Oak will have spent nearly \$1 billion for satellites alone, but will have some four million subscribers pouring nearly \$1.4 billion a year into the Oak coffers. Despite the enormous capital costs involved in the plans, Oak says it can pull it off with a capital investment of \$271 million between 1983 and 1987. After that, it says, "the venture will generate sufficient net revenues to meet further capital requirements."

Oak will use different satellites for each phase of its service. For the first phase, Oak will use two transponders on Telesat, Canada's Anik C-II, now scheduled for launch in April 1983. Oak will focus the two transponders on the Northeast megalopolis, covering a 16-state area bounded roughly by Rochester, N.Y., in the north; Boston in the east; Washington in the south; and Detroit in the west. Anik C-II's 15-watt (50 dbw effective isotropic radiated power) will generate television signals, Oak says, strong enough to be received on parabolic satellite antennas as small as one meter in diameter. A 1.2-meter dish, it says, may be needed in fringe areas where the signal is weaker.

For the second phase of service, Oak plans to build two six-transponder satellites that would use frequencies in the



Gratitude. The television department of the U.S. International Communication Agency thanked USICA Director Charles Z. Wick for giving its work greater exposure—primarily the international satellite distribution of *Let Poland Be Poland*—by presenting him with a cartoon depicting the department's "rescue from obscurity." "As you know," said Wick in accepting the cartoon that was signed by 43 members of the department, "I take strong positions, but I like to be liked, just like anybody else. I have not always been a fan of government, but the employees of this agency, including those of you here in television, are the most talented group of people I've found."

fixed satellite band (11.7 ghz to 12.2 ghz). One would be launched and placed into orbit at 45 degrees west longitude; the other would be kept on the ground as a spare unless demand for additional channels of service warranted its launching. From its orbital slot above the Atlantic ocean, the first of the fixed satellites would serve the entire Eastern time zone. Its 40-watt transponders (53 dbw EIRP) will allow the use of dishes as small as .8 meters. Once the satellite comes on line in April 1986, Oak will shift the antennas of its projected

270,000 subscribers from Anik C-II to the satellite. The reorientation is expected to take a year and cost over \$13 million.

Starting in 1988, Oak will shift into its true DBS mode. That is, it will begin launching satellites using the dedicated DBS band (12.2 ghz to 12.7 ghz). Oak plans to serve the entire country with four operational DBS satellites, one to a time zone. Each will have 12 150-watt (55 dbw EIRP) transponders powerful enough to address dishes as small as .7 meters. The first of these satellites will orbit at 60 de-



THREE'S COMPANY

Superstar of The Eighties

IT'S THE 11th HOUR—
DID YOU CHECK OUR AVAILABILITY
IN YOUR MARKET TODAY?

D.L. TAFFNER SYNDICATION SALES
Contact: DICK CIGNARELLI (213) 937-1144

grees west and serve the central time zone. In 1990, two more will be launched into orbit at 130 degrees west, one to serve the mountain time zone and the other to serve the Pacific zone. Service to the Eastern time zone will continue to be provided by the fixed satellite until 1993 or 1994 when it's scheduled to expire. It will then be replaced by the last of the DBS satellites and Oak's permanent DBS system will finally be in place.

Oak estimates that each of the DBS satellites will cost \$60 million to build and \$50 million to launch. The cost of six satellites and four launches then would be \$760 million.

Oak's two core channels of premium programming that will evolve with the service will be similar to today's pay cable networks. The first will include movies, specials, live musical performance, Broadway productions, comedy series and sports. The second will present, as Oak puts it, "more stratified programming," including classic movies, news, public affairs and educational, children's and cultural programming.

When Oak expands to six channels of service, it plans to add two variety networks that will contain advertising and will be similar to the cable superstations. Oak will lease the remaining two channels to other programmers on a noncommon carrier basis. "We expect that existing satellite television services, independent producers and special interest suppliers will find it advantageous to reserve blocks of

time on these transponders," Oak says in its bid.

Judging from its application, Oak has no clear idea what to do with the half dozen additional channels it will have available when it moves into its third phase of operation. It promises to use some of the capacity for a teletext service. "Through a cultivated relationship with information providers," it says "[Oak] will be able to offer access to a wide range of text material." Oak also says it will make room for HDTV programming once standards are developed and a demand for the wide-screen high-resolution pictures of HDTV is demonstrated.

One of the reasons Oak isn't jumping into a full-blown DBS service at the beginning is its realization that an infrastructure for marketing and distributing, installing and maintaining home earth stations must

be set up. "The early entry offered by the [first phase] will allow the establishment of regional distribution centers as well as retail outlets, franchises and subcontractors," Oak says. "This network will be firmly in place before the coverage area expands."

Although Oak's principal market is single family homes, it says in its filing that during the first phase of service it will sell the service wholesale to other media, including cable, multipoint distribution services, satellite master antenna system operators and low-power television broadcasters.

As the nation's leading STV operator with some 600,000 subscribers, Oak Industries, through its various subsidiaries, has experience in packaging programming mass marketing and working with local companies to provide the logistical support a DBS service needs. □

Changing Hands

PROPOSED

KTVH(TV) Hutchinson (Wichita), Kan. □

Sold by Cowles Media Co. to Kansas Broadcasting System Inc. for \$12 million. **Seller** is Minneapolis-based publisher of *Minneapolis Star & Tribune*, *Buffalo (N.Y.) Courier Express*, *Rapid City (S.D.) Journal*, *Great Falls (Mont.) Tribune* and *Burley, Idaho, South Idaho Press*, plus

Sentinel weekly newspapers serving Denver area. Cowles Media Co. also owns WDRB(TV) Louisville, Ky., and cable system serving Buffalo, N.Y. John Cowles Jr. is president. Cowles Media bought KTVH in 1955 for \$1 million (BROADCASTING, Oct. 24, 1955). **Buyer** is principally owned by Ross Beach and Robert E. Schmidt, who own KAYS-AM-TV Hays and KLOE-AM-TV Goodland, both Kansas; KFEQ(AM) St. Joseph, Mo.; KVOP(AM)-KATX(FM) Plainview, Tex.; KCOW(AM) Alliance, Neb., and will close on Sept. 1 their purchase of KAHL(AM)-KELN(FM) North Platte, Neb., for \$810,000 (BROADCASTING, July 12). KTVH is CBS affiliate on channel 12 with 316 kw visual, 63.1 kw aural and antenna 1,522 feet above average terrain.

KLVU(FM) Dallas □ Sold by SJR Communications to John Tenaglia and Robert Weary for \$8.5 million ("In Brief," Aug. 2). **Seller**, subsidiary of San Juan Racing Association, is selling its sole remaining radio station which it bought in 1979 for \$3.75 million (BROADCASTING, April 16, 1979). Last year SJR sold all its radio stations, except KLVU, to Gulf United Corp. for \$62 million plus \$5 million in assumption of liabilities. Gulf United later spun off four of those stations. **Buyers** are principal owners of WSRF(AM)-WSHE(FM) Fort Lauderdale, Fla., bought four years ago for \$5 million (BROADCASTING, Aug. 6, 1979). KLVU is on 98.7 mhz with 98 kw and antenna 1,590 feet. **Broker:** Blackburn & Co.

KTED(FM) Fowler (Fresno) Calif. □ Sold by Salem Pacific Broadcasting to Billmar Communications for \$700,000. **Seller** is owned by Edward G. Atsinger III, who put station on air in November, 1980. Atsinger owns KDAR(FM) Oxnard, 25% of KGBA(FM) Holtville and 20% of KCFT(FM) Carpinteria, all California. Also, with brother-in-law, Stuart Epperson, Atsinger owns four

Summer Sales*

WSBR-AM	Boca Raton, Florida	\$ 874,770
WSMQ-AM	Bessemer, Alabama	\$ 325,000
WYSH-AM/FM	Clinton, Tennessee	\$1,250,000
WQSI-FM	Union Springs, Alabama	\$ 125,000
WLNA/WHUD	Peekskill, New York	\$4,200,000
WVOJ-AM	Jacksonville, Florida	\$ 600,000
WAXO-AM	Lewisburg, Tennessee	\$ 250,000
WAVZ/WKCI	New Haven & Hamden-Hartford	\$6,000,000
KOH/KNEV & KBEE-AM/FM	Reno, Nevada Modesto, California	\$4,500,000

* Subject to FCC approval

Put our experience to work for you and get RESULTS!

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C. 20036 1111 19th Street, N.W. (202) 331-9270	CHICAGO, 60601 333 N. Michigan Ave. (312) 346-6460	ATLANTA, 30361 400 Colony Square (404) 892-4655	BEVERLY HILLS, 90212 9465 Wilshire Blvd. (213) 274-8151
--	---	--	--

8/9/82

AM's and one FM and bought, subject to FCC approval, KMAC(AM) San Antonio, Tex., for \$1 million (BROADCASTING, July 26). **Buyer** is owned by William E. Donohue, former sales manager at Cetel Inc., Los Angeles television representative firm, who has no other broadcast interests. KTED is on 96.7 mhz with 3 kw and antenna 300 feet above average terrain. **Broker:** Hogan-Feldmann Inc.

WCRN(FM) Charlotte Amalie, Virgin Islands ☐ Sold by Radio Virgin Inc. to Caribbean Communications Corp. for \$500,000. **Seller** is controlled by Marjorie A. Hyman, who has no other broadcast interests. **Buyer** is owned by Reginald F. Lewis, who is New York attorney and has no other broadcast interests. WCRN is on 101.1 mhz with 50 kw and antenna 1,543 feet above average terrain.

WGHC(AM) Clayton, Ga. ☐ Sold by Rabun Radio Inc. to Richard J. Turner for \$325,000. **Seller** is owned by Carrol S. Lee, who bought station in 1964 for \$35,000 (BROADCASTING, Nov. 30, 1964). **Buyer** is Clayton physician and has no other broadcast interests. WGHC is 1 kw daytimer on 1570 khz.

WSYX(FM) London, Ohio ☐ Sold by Crista Ministries Inc. to Kix Broadcasting Inc. for \$275,000. **Seller** is nonstock corporation that also owns KLYN(FM) Lynden, Wash., and KGDN(AM)-KBIQ(FM) Seattle. Clarence Reimer is president of group which bought WSYX in 1979 for \$325,000 (BROADCASTING, Jan. 22, 1979). **Buyer** is group of 12 stockholders headed by Carl Clovis, president and 12.5% owner. Clovis also owns 51% of WBRJ(AM) Marietta, Ohio, which was acquired in 1979 for \$550,000 (BROADCASTING, April 2, 1979). WSYX is on 106.3 mhz with 3 kw and antenna 300 feet above average terrain.

KONI(AM) Spanish Fork, Utah ☐ Sold by Mountain States Broadcasting to Sace Broadcasting Inc. for \$225,000. **Seller** is owned by Dan Lacey, who also owns KFTN(AM) Provo, Utah, and KIQX(FM) Durango, Colo. Lacey bought KONI along with co-located KTMP(FM) earlier this year for \$325,000 (BROADCASTING, March 1) and had prior deal to spin off KONI for \$185,000 before sale fell through after FCC approval. New price includes real estate that was excluded in first deal. **Buyer** is owned by Chris Warden, who operates Santa Monica, Calif.-based South Asian Cultural Exhibition and has no other broadcast interests. KONI is 1 kw daytimer on 1480 khz. **Broker:** Chapman Associates.

☐ Other proposed station sales include: KTRT(AM) Truckee, Calif. (BROADCASTING, July 19); WJKS-TV Jacksonville, Fla. (BROADCASTING, Dec. 7, 1981); WVOJ(AM) Jacksonville, Fla. (BROADCASTING, July 12); WFLA-AM-FM Tampa, Fla. (BROADCASTING, Feb. 22); KLER-AM-FM Orofino, Idaho; WREN(AM) Topeka, Kan. (BROADCASTING, Aug. 2); WSLG(AM) Gonzales,

La. (BROADCASTING, July 26); WMCS(AM)-WALZ(FM) Machias, Me.; WJMQ(AM) Norfolk, Mass. (BROADCASTING, Aug. 2); WMMQ(FM) Charlotte, Mich. (BROADCASTING, Aug. 2); WGMF(AM) Watkins Glen and WXXY(FM) Montour Falls, N.Y. (BROADCASTING, Aug. 2); KTLQ(AM)-KEOK(FM) Tahlequah, Okla.; WGCA(AM) Charleston, S.C., (BROADCASTING, Aug. 2); KORD(AM) Pasco and KZZK(FM) Richland, Wash. (BROADCASTING, Aug. 2) and WKKW(FM) Clarksburg, W. Va. (see "For the Record," page 67).

APPROVED

KTSB(TV) Topeka, Kan. ☐ Sold by Studio Broadcast System to Topeka Television

Inc. for \$10 million. **Seller** is subsidiary of Motorcar Transport Co., owned by Ralph C. Wilson Industries, Ralph C. Wilson, president and chairman. Wilson owns KICU-TV San Jose, Calif., and WWTV(TV) Cadillac and WWUP-TV Sault Ste. Marie, both Michigan. **Buyer** is subsidiary of Kansas State Network, Wichita, Kan.-based group owner of KARD(TV) Wichita, KGLD(TV) Garden City and KCKT(TV) Great Bend, all Kansas; KTVJ(TV) Joplin, Mo., and KOMC(TV) McCook, Neb. George C. Hatch is chairman. Hatch family interests also include KALL-AM-FM and KUTV(TV) Salt Lake City; KVEL(AM)-KUIN(FM) Vernal, Utah; KGEM(AM)-KJOT(FM) Boise and KUPI(AM)-KQPI(FM) Idaho Falls, both Idaho; KYSS-AM-FM

Knowing what it is does not tell you how to use it.



A paintbrush in the hands of a Sunday painter is an amusement. But in the hands of a master, it is an expressive medium. The difference is more than talent and reputation. It is creativity and expertise.

Heller-Oak's experience in lending money to the communications industry is why we feel "Professionalism is Priceless." We bring to each meeting the willingness and the flexibility to make things work. If you need this kind of professionalism, call us at 312/621-7665.

"Professionalism is Priceless"

finance is more than lending at

Heller-Oak Communications Finance Corp.

105 West Adams Street, Chicago, IL 60603

If you want to get into radio or television



Come to work at our studios first

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

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

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

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

We wouldn't have it any other way.

Let us get you started today!
For brochure & other information
call (904) 743-1122 or write:

JONES COLLEGE 

5353 Arlington Expressway
Jacksonville, Florida 32211

Missoula and KGHL(AM)-KIDX(FM) Billings, both Montana, and cable system in Hardin, Mont. Purchase of KTSB brings Hatch TV portfolio to maximum of seven stations, with five VHF's and two UHF's. KTSB is NBC affiliate on ch. 27 with 912 kw visual, 138 kw aural and antenna 1,050 feet above average terrain.

KLKK-TV Albuquerque, N.M. ☐ Sold by New Mexico Visions Inc. to Omega Development Corp. for \$4.1 million. **Seller** is principally owned by Eddie L. Pena, president, who also has cable interests in New Mexico. **Buyer** is owned by Malcom I. Glazer, Rochester, N.Y.-based real estate investor who owns KQTV(TV) St. Joseph, Mo.; WTOV-TV Terre Haute, Ind., and WRBL-TV Columbus, Ga. He has varying interests in applications for new TV's at Salt Lake City; Knoxville, Tenn.; Orange Park, Fla.; Irving, Tex., and Hammond, Ind. KLKK-TV is Spanish International Network affiliate on channel 23 with 11.7 kw visual, 2.2 kw aural and antenna 4,150 feet above average terrain.

WVTV-TV Bangor, Me. ☐ Sold by Eastern Maine Broadcasting Systems Inc. to Bangor Communications for \$3.3 million. **Seller** is owned by John J. and Gerard R. Pineau, brothers (50% each), who have no other broadcast interests. **Buyer** is Chicago-based group of some 30 stockholders, who also own WAEQ-TV Rhinelander, Wis., first VHF to be acquired by minority representatives under FCC's distress sale policy (BROADCASTING, Sept. 25, 1978). John Swain is president. WVTV-TV is ABC affiliate on ch. 7 with 100 kw visual, 10 kw aural and antenna 1,400 feet above average terrain.

WTGI(FM) Hammond, La. ☐ Sold by Tangi Broadcasting to Ron Strother and Donald Lobell for about \$900,000. **Seller** is owned by David C. Blossom trust (72%), Paul W. Varnado (23%) and Ben O. Bickham (4%). Blossom trust owns 50% of WARB(AM) Covington, La.; 49% of WRKN(AM) and 25% of WRJH(FM) both Brandon, Miss., and 50% of WWAB(AM) Lakeland, Fla. **Buyer** Strother is former general manager of WPAP-FM Panama City, Fla., 51% owner of KRQP(AM) Brawley, Calif. WTGI is on 103.3 mhz with 100 kw and antenna 600 feet above average terrain.

☐ Other approved station sales include: KTIE(TV) [CP] Oxnard, Calif.; WLCO(AM) Eustis, Fla.; WKUE(FM) Green Cone Springs, Fla.; WZIP(AM) South Daytona, Fla.; KPOY(FM) [CP] Lihue, Hawaii; WRVI(FM) [CP] Virden, Ill.; KQWI-FM Clarinda, Iowa; WTKY-AM-FM Tompkinsville, Ky.; KCTE(AM) Southwest City, Mo.; KFAH(FM) Alliance, Neb.; WIBR-AM-FM Wanchese, N.C.; KHND(AM) Harvey, N.D.; WPHB(AM) Philipsburg, Pa.; WKHJ(AM) Holly Hill, S.C.; WCLC(AM) Jamestown, Tenn.; KLSN(FM) Brownwood, Tex.; KFBA(AM) Floydada, Tex., and KTUX-TV Rock Springs, Wyo. (see "For the Record," page 68).

Mitchell resigns as NPR chairman

Differences with other board members is cited for departure

National Public Radio Chairman Maurice Mitchell has resigned in a policy dispute with fellow board members. Mitchell resigned as director and chairman after a heated confrontation with several board members during an executive session July 29.

Mitchell, who chaired NPR's board since 1979, said his resignation was "the outcome of a policy disagreement with certain station members of the board of directors regarding the authority of the chairman to communicate with licensees—the real members of NPR—on matters affecting the NPR system."

He said the differences erupted when he sent letters to some NPR station licensees informing them of a subject to be discussed by the board at that meeting. The letters were sent straight to the licensees before the board or the NPR-authorized representative, who in many cases is the station manager of the licensee, were informed. Mitchell said this infuriated station members of the board.

Those board members, he said, felt that nothing should be sent without entire board approval and that the authorized NPR representative should be apprised as well. Mitchell argued, however, that station licensees are public bodies and were thus his constituency as a public member of the board.

The issue leading to the dispute has been a sore point for NPR. The board was to address the question of whether members of the board of American Public Radio Associates can also sit on the NPR board without creating a conflict of interest. APRA is a radio programming network composed of four major stations with more than 200 station affiliates that distributes about 20 programs, the most popular of which is *A Prairie Home Companion*.

While many radio stations belong to both, APRA is considered a rival to NPR. In addition it has been sharply criticized by some public radio broadcasters for charging too much for its programs and using federal funds to make a profit. Mitchell had sent the letters to those NPR licensees that are founding members of APRA. Included with the letters was an article written by one public radio broadcaster that was highly critical of APRA.

Mitchell denied reports that his resignation was linked to a disagreement with NPR President Frank Mankiewicz. "I have the highest regard for Frank Mankiewicz, who continues to make a magnificent contribution to NPR in the form of leadership and personal dedication," Mitchell said.

The NPR board is expected to begin the search for a new chairman immediately, but will not appoint one before its October meeting. ☐

Libel verdict aftershock

Judgment in 'Washington Post' case instills some caution in broadcasters, but won't stop investigative reporting

The whopping \$2.1 million libel judgment against the *Washington Post* that a District of Columbia jury has awarded to Mobil Corp. President William P. Tavoulaareas may spur others to bring such actions, in the eyes of some observers, but according to electronic journalists with whom BROADCASTING spoke last week, by itself the case is not likely to blunt the trend toward local investigative journalism by members of the Fifth Estate.

"We won't be any less aggressive in our, hopefully intelligent, investigative reporting," said news director Bob Warfield of WDIV(TV) Detroit, another member of the Washington Post Co. family. "We never toss caution to the wind," Warfield continued. "I don't think this is over yet" (a reference to the *Post's* stated intention to appeal the decision). He said the final outcome will have to be established before any lasting impact of the one case can be assessed.

Louis Prato, news director of WDTN(TV) Dayton, Ohio, suggested "the immediate effect for a local station our size is negligible," noting that the adverse decision in the *Post* case is but one in a line of recent decisions that have gone against the media. "The problem you find is that local news directors almost have to be lawyers today, but most of us don't have all this information [on libel cases] at our finger tips," Prato is perhaps better versed than most; he keeps a file on libel cases, and for his own station says "this won't stop us from investigative reporting." However, he hopes that throughout the industry it will "convince managements to beef up their staffs ... to add people to their news departments to check facts."

The most worrisome detail of the *Post* case, as far as Prato is concerned, is the amount of money both the paper and Mobil's president spent to pursue the case (observers have noted that the punitive damages levied against the *Post* by the jury, \$1.8 million, match the sum Tavoulaareas testified he spent on legal fees; the jury also hit the paper for \$250,000 in compensatory damages). "If only major companies are going to be able to defend themselves, we'll have trouble," Prato believes.

The size of the judgment is, indeed, one of the factors that First Amendment lawyer Floyd Abrams cites in arguing that the decision is a particularly dangerous one for

journalists. "As long as there is libel law, there will be some cases the press loses," Abrams conceded, but said this award "is so large as to imperil a good deal of investigative journalism" because such judgments "threaten the economic viability of all journalistic effort."

Dollars aside, Abrams suggests that the symbolism of the case, large paper versus the president of one of the nation's largest companies, will "lend encouragement to rich and powerful persons who previously wanted to sue the press, but thought better of it."

A case cited by Prato and others as an example of the adverse trend in libel judgments was that of the Alton, Ill., *Telegraph* which went into bankruptcy after losing a \$9.2 million libel award and survived after settling with the plaintiff for \$1.4 million. It is the sort of case used by WBNG-TV Binghamton, N.Y., News Director Kerry Donovan in saying that the libel danger of reporting have "been brought to the foreground for some time ... there are all these things cooking out there." Donovan says he finds his station in something of an unusual position—a dominant V in a market with three U's—pulling in an audience larger than would be normal for a station in a comparably sized market. That lack of head-to-head audience competition, he thinks, means "we're not

compelled to rush out ... If there's something sensitive, we have the luxury of thinking twice about it." And Donovan makes a point others echo—that concern about libel issues, and the need for awareness of them, is increasingly being communicated to station management from the corporate and group owner level.

One news director whose station's investigative work has been drawing attention outside the local market, particularly for a series of reports that center on allegations of conflict of interest and other charges against a local mayor is Pat McCarthy of WQAD-TV Davenport, Iowa. McCarthy too, sees an increased awareness of libel issues. Compared with his experiences at another station two years ago "when we occasionally would run a story by our attorney ... now we run everything by our attorney; we bend over backwards to show no recklessness, malice or sloppiness."

The Alton case, McCarthy believes, "was really a sign that if something gets to a jury, the press is in deep trouble." Still, McCarthy said "at the same time, our commitment to investigative reporting remains robust and vigorous"—and the station is preparing another investigative report about a separate Quad City area mayor. But McCarthy's confidence has a firm foundation—Lou Prato's observation



Beirut beat. With the Beirut skyline behind him, NBC News Correspondent John Chancellor last Monday delivered the first of a series of commentaries from the Mideast on the *NBC Nightly News*. What will be remembered he said, "about yesterday's savage Israeli attack on Beirut is its size and scope," and went on to compare the Israeli air attacks with the bombing of Madrid during the Spanish Civil War. NBC says the broadcast generated an "unusually large" number of phone calls—240—140 approving, 100 disapproving. Chancellor also broadcast from Tel Aviv later in the week.

about news directors' need for legal familiarity is satisfied by McCarthy's background—he's a Harvard Law School graduate.

One route stations take to cover their exposure is libel insurance, though that may prove to be something of a misnomer. As Ray Gardner of underwriter Fireman's Fund notes, in many states, punitive damages can't be paid with insurance. Most libel insurance, Gardner said, "is concerned with the legal costs of defense ... that's what really adds up." Gardner insists such insurance remains a bargain since it's charged on the basis of a station's rate card, and might cost a San Francisco station \$2,000 a year for \$1 million of coverage.

(But if attorney Floyd Abrams is right and the *Post* verdict leads to an increase in libel suits, insurance rates will rise as well, to cover all the fees.)

One final example of the kind of difficulty encountered by news directors trying to come to grips with the increased awareness of libel issues is mentioned by WBNG's Donovan. Twenty-five years ago, the infamous "Appalachian mobsters' summit" took place in a house in the community, a house that has since been remodeled, and has gone through several owners. "A few years ago, you'd have shot (a picture of) the house, aired it and forgotten it," he says. But times have changed—Donovan's sure he's going to do a report on the anniversary of the summit, but he has yet to resolve just whether and how WBNG might portray the house on air. □

TV in the Senate: debate goes on

C-SPAN shows featuring senators draw questions from viewers on why TV is still excluded

A resolution to permit televised coverage of Senate proceedings has been tabled until the end of this legislative session, but debate on the issue continues, most notably on the Cable Satellite Public Affairs Network (C-SPAN), where senators participating in call-in shows have been

pressed in recent weeks to explain why they are resisting opening their proceedings to TV. Meanwhile, the Senate Rules Committee, in a report on its recent recommendation that coverage be gavel-to-gavel and by TV as well as radio, has said installation of a Senate broadcast system should cost no more than \$3,500,000.

Appearing on a C-SPAN call-in program last Monday (Aug. 2), Senator Gordon Humphrey (R-N.H.) said he opposes



Senator Humphrey on C-SPAN.

televised coverage because he fears it will reduce the quality of debate and because it is likely to be costly. The quality of debate in both houses of Congress "is not that intellectually impressive," said Humphrey, "and the worst thing we can do ... is to put three or four of these TV cameras up in the balcony ... because you'll have a hundred senators turning into political animals campaigning at taxpayers' expense for the next election."

Replying to Humphrey, a caller from Seattle said viewers can distinguish between honest debate and "political grandstanding" and that the public would know more about a recently passed "new tax proposal" if it had been able to watch the debate on it, which kept the Senate in an overnight session. "That's one thing about the House," said the caller. "We're making our own interpretation and it makes it a lot easier for me to vote on each individual ... and to send my money to those I feel are more honest about it."

Radio coverage of the Senate would not likely be gavel-to-gavel, said the caller, and it would likely be edited and accompanied by commentary. Saying he'd found only occasional, edited coverage of House de-

bates on radio, the caller concluded, "just to have the sugar-coated radio, maybe a half hour at a time just isn't enough."

Another caller, from San Diego, attacked Humphrey's statement that the public is welcome to watch Senate proceedings from its gallery in Washington at any time. "I think you owe us an apology for that 'coming to Washington and observing' crack," said the caller. "I think that's sarcastic." As did several others, that caller admonished Humphrey that the public can discern the difference between "political posturing" and serious debate and that televised proceedings might lead to the election of a better Congress. "What it seems to me is that you want to limit our ability to see our government make decisions that affect our lives," said the caller.

Humphrey replied he is "amazed at the kind of response to this issue," but that he still believes televised coverage would "deteriorate the level of debate."

Appearing on the call-in program a few days earlier, Senator John Warner (R-Va.), a member of the Rules Committee, said he still has not decided how he will finally vote on the issue of TV, but that there are so many changes going on in government right now, he is "inclined" to favor leaving the Senate as it is.

In its report to the Senate, the Rules Committee said six cameras would be needed to televise the Senate chamber and that, once the Senate approves TV, it will take about six months to install a complete broadcast system. Once equipment is installed, said the committee, a test period would begin, with the signal not available to the public until the majority and minority leaders of the Senate and the chairman and ranking minority member of the Rules Committee "are satisfied with its results." □

Massachusetts court rules against reporter in source protection

The Massachusetts Supreme Judicial Court has referred to its 1980 decision in the case of then WBZ-TV Boston reporter Wally Roche in again rejecting a reporter's argument for legally protecting confidential sources.

The court, in upholding a three-month jail sentence for *Boston Herald American* reporter Paul Corsetti, said, "We do not believe that the First Amendment creates ... an exception to the long-standing principle that the public has a right to every man's evidence." Corsetti's lawyer will seek to extend the stay of the contempt of court sentence while appealing this latest ruling to the U.S. Supreme Court. The reporter had admitted talking with a murder suspect and writing a story implicating the man in a killing for which he was about to be tried, but refused to answer a Middlesex County Superior Court judge's questions about his conversations with the defendant, claiming a reporter's privilege not to do so. □

Why a broker?

Computers don't have all the answers.

Lester Kamin & Company

■ 2020 North Loop West ■ Suite 111 ■ Houston, Texas 77018 ■ 713/957-0310 ■

CBS drops movie evaluation plan after leak

Project analysis based on one paragraph description is scrubbed after details were obtained by producers

CBS officials said last week they had abandoned a system used in the evaluation of TV movie ideas because the details got out, making it possible for creative types to beat the system, so to speak, by concocting story concepts to meet its specifications.

The system is called TAPE, for television audience program evaluation, and is a service of the British firm TAPE Consultancy Ltd. CBS-TV has been using it for the past five years. Basically, TAPE takes a proposal for a movie—a one-paragraph story line, say—and analyzes it in terms of elements in successful, or unsuccessful, movies that have appeared in recent years. Those concepts that score highest are deemed likely to have the widest audience appeal, and CBS program executives have taken these results for use—along with a number of other considerations, officials emphasize—in deciding which movie concepts should be developed.

The problem, after it got out, was that the system necessarily assigns comparative values to various program elements, including program type, plot and the race or ethnic origin of the principal characters.

Thus, according to a memo written to help new CBS program executives in Hollywood, the weight given a movie proposal may be "reduced if any of the central characters are other than white Americans." American blacks, Mexicans, Jews or Italians are deemed the most desirable ethnic characters; characters from foreign countries, least desirable. A white, Anglo-Saxon male is said to be the main character with probably the best chance of appealing to the largest number of viewers, and his chances improve—as do any main character's—if he is a "little guy" fighting the establishment. Chances are lowest for a protagonist who is "someone with a superior intellect who can outwit somebody without even soiling his hands." In general, blue collar is good; serious music composer is not.

Program types thought to be most widely appealing include war movies set in World War II, and thriller-class action-adventure films, such as one dealing, for example, with "a plain girl who has plastic surgery and then sets out to kill all the men who ever rebuffed her." Placed at the bottom of the list in program appeal are such formats as musicals, science fiction

Monitor

Warner's library. Warner Communications Inc. won't be acquiring rights to its old library, after all. That's bad news for MGM/UA, current holder of rights to pre-1950 Warner Bros. product, which had hoped to realize over \$100 million from sale to WCI in deal that would have included United Artists music operations as well (BROADCASTING, June 28). MGM/UA could certainly have used cash—it's outstanding bank debt, following recent restructuring of credit lines, hit \$670 million. In June, when proposed purchase was announced, MGM/UA Chairman Frank Rothman emphasized that reduction of debt was "primary goal" of company—with monies from sale to WCI to be employed to that end. Word now from MGM/UA is that it expects to find another buyer for both library and music operations.

□

Weather flap. John Coleman, on-air weatherman for ABC's *Good Morning America* and president of The Weather Channel cable program service, was perturbed last Monday evening (Aug. 2) when *GMA* executive producer Sue Winston informed him that 30 seconds would be shaved off his 7:30 a.m. appearance on Tuesday's *GMA* program to make extra room for special segment. Coleman refused to do Tuesday's show altogether, forcing network to go with Glenn Burns, weatherman with wsb-tv Atlanta. Dispute was apparently shortlived, however, as Coleman was back on air following day.

□

Italian peacock. Coming off relationship for *Marco Polo* mini-series, NBC and Italy's RAI now have formed multiyear pact for program sales, cooperative ventures and information exchange. Deal includes first choice for RAI of NBC programs; mutual production assistance in news, sports and other programing, and collaborative radio effort on classical music. Deal is through NBC International distribution arm. Earlier this year, CBS Broadcasting International made deal with Italia Uno, Italian commercial network owned by Rusconi Communications Group (BROADCASTING, April 26).

□

Marketing venture. QC Productions and Klein & have formed joint venture to create and develop custom syndicated marketing/promotional concepts and campaign packages for radio stations. Packages will include original music, TV spots and sales presentations.

movies and films centering on classical composers or others in the arts, the theory being that audience interest in such figures is not overwhelming. As for settings for a drama, a fantasy island is good, Great Britain is bad.

CBS officials said last week that even before the details leaked out, they were not comfortable with parts of the formula, particularly the assignment of values to a character's occupation, ethnic group and sex. But that feeling became moot when details of the formula leaked out. They were not sure *how* it leaked, but it leaked. Some Hollywood producers and agents got hold of the supposedly internal memo highlighting the formula, and started complaining about CBS's basing program development decisions on it.

CBS programmers replied that the information from TAPE was only one of several variables considered in making decisions. With the formula in circulation, however, executives concluded that for practical purposes it had become useless and the contract with the British firm should not be renewed.

"It was intended for after-the-fact analysis of movie ideas that had been submitted, but since the formula has become known, it is potentially capable of being put to before-the-fact use" by people try-

ing to come up with movie ideas simply on the basis of getting the best possible TAPE score. David Fuchs, vice president and assistant to the president of the CBS/Broadcast Group, said in explaining the decision to abandon it. "But that doesn't mean that we have abandoned the idea of concept testing," he added. "We think concept testing is valid, and we're looking into other ways of doing it."

Katz pulls out of programing

Former president of Katz Program Development to form Bennett Group; first project will be entertainment and information live series

Katz Communications, New York, has folded the Katz Development Corp., formed more than a year ago to develop first-run television programing through a consortium of TV stations and producers. Stepping in the void is Alan Bennett, who has resigned as president of Katz Program Development to form The Bennett Group, New York.

Dick Mendelson, executive vice presi-

dent and chief operating officer of Katz Communications, said that "a non-Katz company can encourage broader-based station participation." He indicated that Katz will have no interest in The Bennett Group.

Katz Program Development, under Bennett's aegis, produced a pilot of a daily, one-hour, live, entertainment and information series, *Weekday*, which did not muster sufficient station support to go to series for the fall of 1982.

Bennett is again advancing his concept for an entertainment/informational series to be backed by a group of TV stations and producers in his new company. He said last week his first project will be a one-hour, weekday, live entertainment/information/news series with the working title of *Project '83*.

Involved with The Bennett Group in *Project '83* will be Ohlmeyer Communications which will serve as producer of the series. The project is being developed in association with the CBS Television Stations Division on behalf of its five stations.

Funding for the programing will come from the CBS Television Stations Division

and other TV outlets. The non-CBS stations will share in profits from the venture but the CBS stations cannot participate in the profits because of the FCC financial interest and syndication regulations. Bennett said *Project '83* will be fed by satellite from New York at 4-5 p.m. with a second feed at 5-6 p.m. The program is aimed at women 25-54 and will be slated for the 4-6 p.m. time period.

Bennett joined Katz in 1978 as director of programing. He was named vice president in 1979 and president of Katz Development Corp. in 1981. He has been in television since 1962.

Ohlmeyer Communications is headed by Don Ohlmeyer Jr., who will serve as executive producer of *Project '83*. He is former executive producer of NBC Sports. Serving as talent consultant to the program is News and Entertainment Corp., of which Stephen Pinkus is president.

The pilot for *Project '83* is expected to be ready by Nov. 15. A decision will be made by Feb. 15 on whether the series will be launched for the fall, according to Ohlmeyer. The distribution company for *Project '83* will be selected within the next two months. □

Farm data service kicked off by PBS

Five TV stations chosen to participate in one-year test which will deliver farm information to viewers with decoders; project initiated to offset federal funding cuts

The Public Broadcasting Service launched a new revenue-producing venture last week. PBS in conjunction with the Department of Agriculture is offering a free Farm Market Infodata Service in several markets across the country.

The service will supply farmers with agricultural marketing information data through public TV's closed captioning system. Five public TV stations have been selected to participate in the test for one year: KMTF(TV) Fresno, Calif.; KOZK(TV) Springfield, Mo.; WEDU(TV) Tampa, Fla.; KMFE(TV) Fargo, N.D., and KRMA-TV Denver. The farm data service is a revenue-making initiative PBS is exploring to offset federal funding cuts (BROADCASTING, Aug. 2).

The Agriculture Department will provide the information through its Agricultural Marketing Services and is sponsoring the initial project with a \$250,000 grant. That service is currently transmitted over leased telephone wires.

PBS stations will receive the information by telephone lines and will encode and transmit it. Any viewer within broadcast range of a participating station can pick up the service by using a caption decoder. The service will be offered free, but PBS hopes viewers using the service will become station contributors.

Lawrence Grossman, PBS president, said the service is an example of "the type of new-technology project PBS is committed to aggressively pursuing." It has the potential, he said, to "return additional revenue to public television stations through increased corporate and individual contributions made in support of the service." PBS is projecting that if the service proves successful, other stations will participate and it will eventually be distributed by satellite. □



Farmtext. At farm service signing: (l-r) Lawrence K. Grossman, PBS president; John Ford, deputy assistant secretary for marketing and inspection services, Department of Agriculture, and David Sillman, PBS director of engineering.

Ratings Roundup

The Miss Universe Pageant on CBS-TV, one of the week's few original presentations, easily dominated the prime time Nielsen numbers for the seven nights ended Aug. 1, pulling a 24.7 rating and 43 share of audience.

CBS-TV again won the week, averaging 14.1/27 against ABC-TV's 12.4/24 and NBC-TV's 10.3/20.

Reruns were, if anything, more plentiful than usual, accounting for 59 of the week's 66 programs. The seven new-to-TV presentations, fewer than 11% of the week's offerings, did little to stimulate demand for more. Except for *Miss Universe* and *60 Minutes*, which placed fourth, the originals were spread out below the top 40. In this group were *20/20* on ABC (43d place), *Monday Night Baseball* on ABC (45th), the *Circle Family* special on NBC (52d), and *Sunday Night Movie* "Computercide" on NBC (53d) and the latest installment of *Lewis and Clark* on NBC (65th).

CBS's repeat of its three-part *Blind Ambition* mini-series, based on John Dean's Watergate book, performed somewhat better, though not impressively. Its opener on Tuesday night (10.5/19) and second episode on Wednesday (11.0/20) both trailed the series repeats opposing them on ABC and NBC. Its concluding chapter, Thursday night, came in at 12.7/24, behind NBC's repeats but ahead of ABC's and ranking 29th for the week.

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

Outside of prime time, *CBS Evening News With Dan Rather* again kept its distance from the competition, averaging 11.3/25 while *NBC Nightly News* placed second with 9.4/21 and *ABC World News Tonight* trailed at 9.1/20.

The First 20

1.	<i>Miss Universe Pageant</i>	CBS	24.7/43
2.	<i>Too Close For Comfort</i>	ABC	19.7/34
3.	<i>Three's Company</i>	ABC	19.5/35
4.	<i>60 Minutes</i>	CBS	18.0/40
5.	<i>WKRP in Cincinnati</i>	CBS	18.0/34
6.	<i>Trapper John, M.D.</i>	CBS	18.0/33
7.	<i>Jeffersons</i>	CBS	17.5/31
8.	<i>Hart to Hart</i>	ABC	16.5/30
9.	<i>Laverne & Shirley</i>	ABC	16.1/30
10.	<i>Gimme A Break</i>	NBC	16.0/29
11.	<i>Alice</i>	CBS	15.7/29
12.	<i>Hill Street Blues</i>	NBC	15.5/29
13.	<i>Diff'rent Strokes</i>	NBC	15.3/29
14.	<i>Magnum, P.I.</i>	CBS	15.2/31
15.	<i>Happy Days</i>	ABC	15.2/30
16.	<i>Fall Guy</i>	ABC	15.1/27
17.	<i>Love Boat</i>	ABC	15.0/30
18.	<i>Private Benjamin</i>	CBS	14.9/29
19.	<i>ABC Sunday Night Movie: "On Her Majesty's Secret Service"</i>	ABC	14.8/27
20.	<i>Facts of Life</i>	NBC	14.2/25

The Final Five

62.	<i>NBC Magazine</i>	NBC	7.7/16
63.	<i>Chicago Story</i>	NBC	6.8/14
64.	<i>Scamps</i>	NBC	5.7/12
65.	<i>Lewis And Clark</i>	NBC	5.1/12
66.	<i>Flintstones-League</i>	NBC	4.9/11

JWT Group closes syndication unit

Division that was focus of scandal will be dismantled

JWT Group, which was rocked by a scandal involving its television program syndication unit last February (BROADCASTING, Feb. 8 et seq.), said last week it plans to terminate the troubled syndication operation completely.

After an investigation, JWT said that fictitious entries into its computer had accounted for \$30 million in revenue irregularities for four years, starting in 1978. It subsequently abandoned its time banking, which was called the major problem area.

JWT's latest decision to shut down JWT Syndication was announced after a board meeting of the JWT Group during which first-half and second-quarter figures were announced. Thompson said the figures include \$12,691,000 in provisions to cover the closing of JWT Syndication.

"Don't confuse the \$30 million with the latest provisions," a Thompson spokesman said. "The first was a fraud; the second reflects poor business and costs associated with closing down an operation."

Don Johnston, president of the JWT Group, said "the closing of JWT Syndication reflects our judgment that the unit cannot generate the level of revenues anticipated earlier this year when we decided to withdraw from time banking, but to continue in a modified way in the syndication business." He said the agency has decided it "is more prudent to simply close it down."

One source at the agency said JWT had found that the barter business for its programs was sluggish. Its programs were offered largely on a barter basis for agency clients. Thompson has about a dozen programs, including *Tales of the Unexpected*, *Personality News Network*, *Miss Peach* and *Newsweek* news inserts.

A JWT official said the agency had no plans to arrange for another distributor to handle its programming.

JWT initially revealed computer irregularities in its TV program syndication operation last February when it suspended Marie Luisi, senior vice president and director of communications services, who headed the syndication unit. She later was dismissed. JWT said it is still continuing its investigations into the computer irregularity matter.

The \$12,691,000 write-off affected earnings in both the first half and the second quarter of 1982. Thompson reported a net loss of \$2,163,000 for the first half of the year, down from net income of \$2,719,000 in the comparable 1981

period. For the second quarter, Thompson showed a net loss of \$2,116,000, as against a net gain of \$2,393,000, last year.

Revenues for the first six months of the year grew to \$198,985,000 from \$182,526,000 last year. Thompson noted that exclusive of the \$12,691,000 provisions, pretax income of operations of all JWT Group subsidiaries was stronger than in the year before, and contributed to what would have been a gain in pretax profit of 8.1% for the quarter and 7.6% for the first six months.

WNEV-TV Boston picks TeleRep

It's replacement rep for Blair TV which refused to compete

TeleRep, New York, plucked a handsome plum last week, landing the representation business of WNEV-TV Boston, said to bill more than \$20 million in national spot television advertising.

TeleRep was tapped after New England Television Corp. asked a number of leading national representatives to make presentations for the account. Blair Television, the incumbent representative, declined to participate in the competition, citing "business and philosophical differences" with New England Televi-

sion, the new owner of the station (BROADCASTING, Aug. 2). Neither the station nor TeleRep would identify other firms vying for the representation but reports were that Katz Television and Petry Television had made bids.

TeleRep's appointment becomes effective today (Aug. 9).

WNEV-TV began operations under its new management last May 22. It formerly used the call letters, WNAC-TV and was owned by RKO General, whose license was revoked by the FCC.

WNEV-TV faces stern competition in the Boston market from the two leading stations, WBZ-TV, owned by Group W and WCVB-TV, owned by Metromedia. The new management, under president-general manager Win Baker, has pledged to make heavy investments for programming and equipment and to conduct an aggressive promotion campaign to recapture ground it lost during the years (as WNAC-TV) the station battled for its license.

Commenting on TeleRep's appointment, Alfred M. Masini, its president, said: "We are extremely proud to begin this new association with WNEV-TV, primarily because we are impressed with the station's aggressive approach to audience development and its plans for the creation of innovative, high quality programming. Certainly, TeleRep is committed to helping WNEV-TV to reach its maximum potential within the national advertising community."

Bottom Line

Off the shelf. Cox Communications has filed with Securities and Exchange Commission for shelf registration of up to \$75 million in debt securities, proceeds of which would be earmarked to reduce bank debt and subsequently to reduce commercial paper. Cox says securities would be issued "from time to time" with terms specified before sale. Principal underwriters are First Boston Co. and Merrill Lynch White Weld Capital Markets Group.

Divvy up. Taft Broadcasting says board of directors approved 9% hike in quarterly payout rate—lifting dividend from 23 to 25 cents per common share.

Earnings report. ... Walt Disney Productions reported increase in revenues from \$258 million for third quarter ended June 30, 1981, to \$276 million for same period this year. Income rose from \$30 million, or 93 cents per share, to \$33 million, or 98 cents per share for period ending June 30, 1982. Revenues increased 6% while net income declined 14% for nine months ending June 30 compared with same period in 1981.

BROADCAST update. Investments in minority broadcast ventures by Broadcast Capital Fund Inc. now total \$4 million, after BROADCAST board made commitment to Richard Garcia, station manager of KDCB(AM) Espanola, N.M., for eventual purchase of station. Commitment was 14th investment by BROADCAST, which is minority enterprise small-business investment corporation founded three years ago by National Association of Broadcasters.

Capcities purchase. Capital Cities Communications announced plans to purchase up to 300,000 of its 13,107,000 outstanding shares of common stock on open market at prevailing prices. Current value of purchase would total \$22.5 million. Company said it would retain purchases as treasury shares available for issuance under employee incentive programs and for other corporate purposes.

Stock Index

Exchange and Company	Closing Wed. Aug 4	Closing Wed. Jul 28	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	39 1/2	40	- 1/2	- 1.25	7	1,136
N Capital Cities	75 3/8	75 1/4	+ 1/8	+ .16	12	981
N CBS	37 3/4	38 5/8	- 7/8	- 2.26	6	1,054
N Cox	28 3/4	28	+ 3/4	+ 2.67	13	814
A Gross Telecasting	23 3/8	23 1/2	- 1/8	- .53	6	18
O LIN	21 1/2	21 1/2			13	220
N Metromedia	222	215	+7	+ 3.25	15	881
O Mooney	4 1/4	4 1/4			5	3
O Scripps-Howard	17 1/2	17 1/2			10	180
N Storer	23 1/2	23 5/8	- 1/8	- .52	12	376
N Taft	30 1/8	30 1/2	- 3/8	- 1.22	8	288
O United Television	7 3/4	7 7/8	- 1/8	- 1.58	12	93

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell	19 1/2	20 1/4	- 3/4	- 3.70	14	77
A Affiliated Pubs.	24 7/8	24 7/8			9	129
O A.H. Belo	19	18 3/4	+ 1/4	+ 1.33	9	178
N American Family	10 5/8	10 1/4	+ 3/8	+ 3.65	10	143
O Associated Commun.	8 3/4	9 1/4	- 1/2	- 5.40		20
N John Blair	33 1/4	35	-1 3/4	- 5.00	8	126
N Charter Co.	8	7 1/4	+ 3/4	+10.34	10	175
N Chris-Craft	37 5/8	37 3/4	- 1/8	- .33	10	84
N Cowles	36 1/4	35	+1 1/4	+ 3.57	22	143
N Dun & Bradstreet	70 1/2	71 5/8	-1 1/8	- 1.57	16	1,909
N Fairchild Inc.	15 1/2	16 5/8	-1 1/8	- 6.76	5	201
N Gannett Co.	34 3/8	34	+ 3/8	+ 1.10	11	1,823
N General Tire	22	22			8	518
O Gray Commun.	34 1/2	34 1/2			8	17
N Gulf United	19 3/4	20 1/4	- 1/2	- 2.46	7	529
N Harte-Hanks	25 1/8	26 5/8	-1 1/2	- 5.63	10	246
N Insilco Corp.	13 5/8	13 1/8	+ 1/2	+ 3.80	6	204
N Jefferson-Pilb	24 1/8	24 1/8			5	519
O Josephson Intl.	9 3/4	10	- 1/4	- 2.50	8	37
N Knight-Ridder	29 7/8	29 3/8	+ 1/2	+ 1.70	10	964
N Lee Enterprises	23 3/4	23 3/4			9	164
N Liberty	11	11 3/8	- 3/8	- 3.29	6	140
N McGraw-Hill	47 1/4	50 1/4	-3	- 5.97	12	1,174
A Media General	35 5/8	36 1/4	- 5/8	- 1.72	8	247
N Meredith	58	58 5/8	- 5/8	- 1.06	7	179
O Multimedia	31 3/4	31 3/4			12	322
A New York Times Co.	37 1/2	36	+1 1/2	+ 4.16	9	468
N Outlet Co.	31 1/4	31	+ 1/4	+ .80	41	83
A Post Corp.	29 5/8	27 1/4	+2 3/8	+ 8.71	16	54
N Rollins	11 3/4	12	- 1/4	- 2.08	6	311
N San Juan Racing	22 1/8	22 1/8			49	95
N Schering-Plough	31 7/8	31	+ 7/8	+ 2.82	10	1,694
N Signal Cos.	14 5/8	15 7/8	-1 1/4	- 7.87	5	1,057
O Stauffer Commun.*	44	44			11	44
A Tech Operations	14 3/4	14 3/4			6	13
N Times Mirror Co.	37 1/2	38 1/4	- 3/4	- 1.96	9	1,280
O Turner Bcstg	11 1/2	11	+ 1/2	+ 4.54	19	234
A Washington Post	35	36 1/2	-1 1/2	- 4.10	13	492
N Wometco	27	26	+1	+ 3.84	15	367

CABLE

A Acton Corp.	6 3/4	5 3/8	+1 3/8	+25.58	56	32
N American Express	37 3/8	37 5/8	- 1/4	- .66	7	3,476
O Burnup & Sims	10 5/8	10 5/8			11	92
O Comcast	15 1/4	16	- 3/4	- 4.68	13	68
N General Instrument	35 1/8	36 1/4	-1 1/8	- 3.10	12	1,083
N Heritage Commun	8 3/4	9 1/8	- 3/8	- 4.10	27	63
O Rogers CableSystems	4 3/4	4 1/2	+ 1/4	+ 5.55	20	104
O Tele-Communications	13 1/2	14 7/8	-1 3/8	- 9.24	29	285
N Time Inc.	29 1/2	28 3/4	+ 3/4	+ 2.60	10	1,468
O Tocom	10 1/4	10 1/4			10	51
N United Cable TV	20 1/4	19 3/4	+ 1/2	+ 2.53	15	221
N Viacom	20 1/2	20 5/8	- 1/8	- .60	14	232

Exchange and Company	Closing Wed. Aug 4	Closing Wed. Jul 28	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Barris Intl.	1 7/8	2	- 1/8	- 6.25	19	10
N Columbia Pictures	72	72			14	704
N Disney	51	51 3/8	- 3/8	- .72	16	1,700
N Dow Jones & Co.	37 3/4	38	- 1/4	- .65	14	1,185
O Four Star	2 1/2	2 1/2			14	1
N Getty Oil Corp.	47	47 3/8	- 3/8	- .79	5	3,813
N Gulf & Western	12	11 1/2	+ 1/2	+ 4.34	3	886
N MCA	62 1/4	64 5/8	-2 3/8	- 3.67	16	1,485
N MGM/UA	5 5/8	6 1/4	- 5/8	-10.00	11	279
N Orion	6 7/8	7	- 1/8	- 1.78	1	40
O Reeves Commun.	26	28	-2	- 7.14	9	211
O Telepictures	7 5/8	7 3/4	- 1/8	- 1.61	26	37
O Video Corp. of Amer.	7 3/4	7 5/8	+ 1/8	+ 1.63	41	12
N Warner	39 1/4	46 1/2	-7 1/4	-15.59	10	2,509
A Wrather	22	22 1/2	- 1/2	- 2.22	24	49

SERVICE

O BBDO Inc.	44 3/4	44 1/2	+ 1/4	.56	9	129
O Compact Video	3 1/4	3 3/8	- 1/8	- 3.70	3	10
N Comsat	52	53 5/8	-1 5/8	- 3.03	14	416
O Doyle Dane Bernbach	15 3/4	15 3/4			8	87
N Foote Cone & Belding	32 1/8	31 1/2	+ 5/8	+ 1.98	7	86
O Grey Advertising	57	60	-3	- 5.00	5	33
N Interpublic Group	31	29 1/8	+1 7/8	+ 6.43	8	143
N JWT Group	17 1/2	18 1/2	-1	- 5.40	14	91
O MCI Communications	42 1/8	41	+1 1/8	+ 2.74	23	2,024
A Movielab	2 3/4	2 7/8	- 1/8	- 4.34	5	4
O A.C. Nielsen	48 7/8	48 1/2	+ 3/8	+ .77	14	548
O Ogilvy & Mather	31 5/8	32 1/2	- 7/8	- 2.69	8	134
O Telemation	2 3/4	2 3/4			7	2
O TPC Communications	2 1/2	2 3/8	+ 1/8	+ 5.26	2	2
O Unitel Video	7 1/4	7	+ 1/4	+ 3.57	12	9
N Western Union	25 1/2	28 1/2	-3	-10.52	7	434

ELECTRONICS/MANUFACTURING

O AEL	13	13			4	25
N Arvin Industries	12 3/4	12 7/8	- 1/8	- .97	9	87
O C-Cor Electronics	19 1/2	21	-1 1/2	- 7.14	20	58
O Cable TV Industries	4 3/4	5	- 1/4	- 5.00	6	14
A Catec	4 1/8	4 3/8	- 1/4	- 5.71	10	9
O Chyron	17 3/4	17 1/2	+ 1/4	+ 1.42	14	48
A Cohu	4 1/8	4 1/8			7	7
N Conrac	24 1/8	23 1/2	+ 5/8	+ 2.65	10	52
N Eastman Kodak	75 3/8	75 1/8	+ 1/4	+ .33	10	12,427
O Elec Missile & Comm.	14	13 1/4	+ 3/4	+ 5.66	52	38
N General Electric	65 7/8	65 7/8			9	15,003
N Harris Corp.	26 1/8	26 1/2	- 3/8	- 1.41	9	817
O Microdyne	8 3/8	8 3/8	-1	-10.66	10	38
N M/A Com, Inc.	13 5/8	13 3/8	- 1/4	- 1.80	12	529
N 3M	54 1/4	53 1/2	+ 3/4	+ 1.40	10	6,372
N Motorola	65	65 1/2	- 1/2	- .76	13	2,330
O Nippon Electric	71 5/8	74 1/8	-2 1/2	- 3.37	26	2,775
N N. American Philips	34 5/8	35 3/8	- 3/4	- 2.12	5	473
N Oak Industries	16 7/8	17 1/4	- 3/8	- 2.17	8	274
A Orro Corp.	7 1/4	7 7/8	- 5/8	- 7.93	16	15
N RCA	18	18			9	1,358
N Rockwell Intl.	33 3/4	33 3/4			9	2,575
A RSC Industries	4 3/8	4 1/2	- 1/8	- 2.77	40	14
N Scientific-Atlanta	12 1/8	12 1/4	- 1/8	- 1.02	12	283
N Sony Corp.	12 1/4	12 1/4			10	2,825
N Tektronix	38 5/8	44 1/4	-5 5/8	-12.71	9	724
O Telemet (Geotel Inc.)	1 1/2	1 1/2			4	4
A Texscan	12	12 1/2	- 1/2	- 4.00	19	69
N Varian Associates	40 3/4	38	+2 3/4	+ 7.23	18	327
N Westinghouse	27 7/8	27	+ 7/8	+ 3.24	5	2,377
N Zenith	11 1/8	11 1/4	- 1/8	- 1.11	29	210

Standard & Poor's 400

Industrial Average 119.25 120.59 - 1.34

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.

Radio profits dip for fourth year

But NAB survey shows revenues on ascending curve; rise in technical, marketing costs is major bottom-line factor

Radio industry profits dropped for the fourth consecutive year in 1981, but the dip was smaller this year than in each of the three previous years. According to an annual survey by the National Association of Broadcasters, radio revenues rose 21.5% in 1981, while profits dropped 1.28%.

Total time sales at the typical radio station rose 19.88% from \$387,900 in 1980 to \$465,000 in 1981, according to the NAB survey, while total broadcast revenue, not including trade-outs, barter and agency commissions, rose 21.51%, from \$376,000 to \$457,600. National and regional spot sales rose 26%, from \$45,800 to \$57,700, while local sales rose 19.1% from \$342,100

Another notch. "Belt-tightening" was on the mind of CBS Inc. President Thomas Wyman when he sent corporation employees a letter reviewing the company's financial performance. (CBS's first half posted earnings 8% below year-earlier levels.)

Adopting a good news/bad news format, Wyman told employees that relative to other sectors of the economy, CBS was performing well. CBS employees had been "slightly affected," Wyman conceded, saying "there have been factory closings, layoffs, budget reductions ... to be sure" but that things were much worse for the automobile, steel and airline industries, among others. The bad news was a continuing need for cost control, particularly if the anticipated economic recovery doesn't materialize. Said Wyman, "We are working hard to avoid more stringent cost control measures" but "in all honesty, more dramatic belt tightening may be needed" if the economy doesn't recover. A CBS spokesman characterized the letter (addressed to "all employees") as one of "periodic" efforts by the president to apprise the staff of the state of the company, the industry and the economy, and emphasized that it reviewed as well the recent acquisitions and strategic moves CBS has made.

to \$407,300. Local sales still account for over 87% of advertising billings at the typical station.

Expenses at the typical radio station rose 22.38% overall in 1981, with technical and marketing costs claiming the greatest percentages of station outlays.

The profit margin at the typical station dropped .67% in 1981, from 4.13% the year before, to 3.46%. Profits at the

average station fell from \$15,800 in 1980 to \$15,600 in 1981.

In 1980, the profit margin at the typical station fell 1.62%, from 5.75% to 4.13%; in 1979, it fell 2.47%, from 8.22% to 5.75%.

Although the drop in radio profits was smaller this year than in the three previous years, NAB officials warned that the 1981 figures may have been affected by a smaller response rate to its survey, which asks for some of the figures previously collected by the FCC in its annual financial reporting form (form 324). Now that form 324 has been eliminated, many smaller stations no longer perform the accounting needed to produce the figures sought by the NAB survey, said an NAB spokesman, and the association has not yet decided whether to change the form in future years or eliminate it altogether.

Much of the information collected in the NAB survey will now be gathered by

REVENUE & EXPENSE OF THE TYPICAL RADIO STATION, NATIONWIDE, IN 1981

	1981	1980	% change
PROFIT MARGIN (before tax)	3.46%	4.13%	(0.67*)
TOTAL TIME SALES	\$465,000	\$387,900	19.88%
Network compensation	0	0	0%
National & regional	57,700	45,800	25.98%
Local advertising	407,300	342,100	19.06%
TOTAL BROADCAST REVENUE	457,600	376,600	21.51%
Nonbroadcast revenue	1,000	600	66.67%
Trade-outs & barter	15,500	10,900	42.20%
TOTAL BROADCAST EXPENSE	441,800	361,000	22.38%
Technical	28,300	21,700	30.41%
Program	122,400	100,300	22.03%
Selling	101,100	77,600	30.28%
General & administrative	190,000	161,400	17.72%
SELECTED EXPENSE ITEMS	219,700	174,700	25.76%
Technical	11,400	9,600	18.75%
Program	83,700	66,200	26.44%
Selling	71,400	54,500	31.01%
General & administrative	53,200	44,400	19.82%
Cost of outside news service	7,100	6,100	16.39%
Music license fees	10,800	9,500	13.68%
Depreciation & amortization	24,200	19,100	26.70%
Interest	2,500	2,800	(10.71%)
PROFIT (before federal income tax)	15,800	15,600	1.28%
Full-time employment	14	13	+1

* Decline of 0.67 percentage points

24-HR. PROFESSIONAL SERVICE FOR COLLINS & CONTINENTAL AM & FM TRANSMITTERS

Continental Electronics offers parts and engineering service for all Collins AM & FM transmitters.

Whenever you want parts or service for your Collins or Continental equipment, phone our service numbers day or night,

(214) 327-4532 parts
(214) 327-4533 service

Continental Electronics Mfg. Co.
Box 270879, Dallas, Texas 75227

Phone (214) 381-7161
1 kW thru 50 kW AM & FM transmitters and related equipment.

Continental Electronics 

"A New Strength in Radio Broadcasting Equipment"

the Broadcast Industry Revenue Reporting Committee, a cooperative effort by five broadcast trade associations to gather financial information in the vacuum created by the FCC. That committee will collect information about network compensation, national and regional spot sales, local spot sales, net broadcast revenues and trade-outs and barter. It will not, however, gather information about station expenses, and the NAB, according to a spokesman, is presently surveying its members to see if they will want an annual survey of expenses and other items in the future.

The following is a breakdown of typical radio revenues and expenses nationwide. NAB members receive more detailed information about their own markets.

Group W station institutes new marketing program for slack periods

KYW-TV Philadelphia has begun a new direct marketing program called "On The Market," and, if successful, the effort will spread to other Group W television stations.

Designed to fill advertising inventory during slack periods of the year, the approach is projected to be particularly useful during the first and third quarters. Advertisers participating in the plan will receive 24 60-second commercials per week, with four fixed and 24 run-of-station.

George Chirogene, director of marketing services for KYW-TV, said the cost of advertising will be on the basis of either minimum guarantees for commercial time or the station receiving a percentage of gross sales, whichever is larger.

The first sponsor to appear on KYW-TV with a direct response television commercial under the concept was Sani-Suite, advertising cat litter. Another advertiser signed and scheduled to appear shortly is Pestolite, an electrical device that attracts and kills insects.

"I want to stress that 'On The Market' will be offered to advertisers only when we have time available," Shirogene said. "Particularly in the second and fourth quarter there will be only limited inventory." □

For the Record

As compiled by BROADCASTING, July 26 through July 30, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

AM applications

■ As of June 30, there were 237 applications pending at the FCC for new AM stations.

■ Bethel, Alaska—Arctic Broadcasting Association Inc. seeks 1230 khz, 250 w-U. Address: 395 West D Street, Nome, Alaska 99762. Principals: Nonstock corporation headed by Charles F. Sebastian. ABA owns KICY-AM-FM Nome, Alaska, and Sebastian also is principal owner of WTAQ(AM) La Grange, Ill. Filed July 20.

■ Colorado City, Colo.—United Communications Network seeks 1560 khz, 2.5 kw-D. Address: P.O. Box 2531 Roswell, N.M. 88201. Principals: International Communications Inc. (75%) and Michael C. Venditti (25%). Tom C. Berry is president of International Communications. Venditti owns 15% of granted CP for Huntsville, Tex., and 25% each of applicants for new AM's at Wellington, Colo., and Ruidoso, N.M. (BROADCASTING, May 10). Filed July 23.

FM applications

■ As of June 30, there were 557 applications pending at the FCC for new commercial FM stations and 106 for new noncommercial FM stations.

■ Evergreen, Colo.—Payne Communications Inc. seeks 96.5 mhz, 100 kw, HAAT: 1,528 ft. Address: 300 Wadsworth Blvd., Lakewood, Colo. 80226. Principal: Leo Payne (100%), who owns KKBB(AM) Denver. Filed July 19.

■ *New Port Richey, Fla.—Showma Inc. seeks 91.7 mhz, 3 kw, HAAT: 180 ft. Address: 400 Cleveland Street, Clearwater, Fla. 33515. Estimated construction cost: \$64,000; first-year operating cost: \$30,000. Prin-

cipal: Noncommercial corporation; Andrew Stamat is president. He also owns 50% of applicant for new FM at Cape May Court House, N.J. (BROADCASTING, June 8, 1981). Filed July 21.

■ Blakely, Ga.—Radio Blakely Inc. seeks 93.5 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 568, Clear Springs Road, Blakely 31723. Principals: W.C. Woodall Jr. (51%), Wayne R. Foster (32.77%) and O.W. Parnacott (16.33%). Woodall owns WDWD(AM)-WHIA(FM) Dawson, Ga., and 51% of WGSW(AM) Greenwood, S.C. Filed July 22.

■ Great Bend, Kan.—S.J. Sanders and D. Weller seeks 107.9 mhz, 100 kw, HAAT: 905 ft. Address: P.O. Box 89, Great Bend, Ga. 67530. Principals: Shirli J. Sanders (70%) and Dale Weller (30%). Sanders is daughter of Mack Sanders, owner of three AM's and two FM's. Filed July 21.

■ *Durham, N.C.—Duke University seeks 88.7 mhz, 1.3 kw, HAAT: 294 ft. Address: P.O. Box 4706 Duke Station, Durham, N.C. 27706. Estimated construction costs: \$54,200; first-year operating cost: \$18,000. Principal: Duke University owns commercial WDBS(FM) Durham, N.C. Filed July 27.

■ Klamath Falls, Ore.—Wynne Broadcasting Inc. seeks 95.9 mhz, 3 kw, HAAT: -108 ft. Address: 1338 Oregon Avenue, Klamath Falls 97601. Principals: Floyd L. Wynne and family, who own KFLS(AM) Klamath Falls. Filed July 27.

■ Redmond, Ore.—Peregrine Broadcasting Inc. seeks 107.5 mhz, 100 kw, HAAT: 537 ft. Address: 135 North Eighth Street, Redmond 97756. Principals: Paul A. Wolf and Bruce P. Bishop (50% each), who have no other broadcast interests. Filed July 26.

■ Lexington, S.C.—Standard Broadcasting Inc. seeks 1170 khz, 10 kw-D. Address: 2923 Millwood Avenue, Columbia, S.C. Principals: William C. Branham (70%) and Arthur M. James (30%), who have no other broadcast interests. Filed July 8.

■ Mt. Pleasant, S.C.—Dunnagan Broadcasting Co. seeks 104.9 mhz, 2.4 kw, HAAT: 332 ft. Address: Route 6, Box 391, Mooreville, N.C. 28115. Principal: John Morrow Dunnagan (100%), who has no other broadcast interests. Filed July 23.

■ Comanche, Tex.—Arrowhead Broadcasting Inc. seeks 94.3 mhz, 1.9 kw, HAAT: 401 ft. Address: 105 North Sand, Comanche, Tex. 76442. Principals: Roy E. Parker (60%) and Bill B. Day (40%), who own KCOM(AM) Comanche. Parker also owns 50% of KIAT(AM)-KPTX(FM) Pecos, Tex., and 50% of KTAT(AM)-KYBE(FM) Frederick, Okla., and 25% of KPAR(AM) Granbury, Tex. Filed July 23.

■ Elkins, W. Va.—Marja Broadcasting Corp. seeks 99.3 mhz, 3 kw, HAAT: 125 ft. Address: P.O. Box 1337, Elkins, W. Va. 26241. Principal: Principally owned by John P. Carr, who also is principal owner of WDNE(AM) Elkins, W. Va. Filed July 21.

TV applications

■ As of June 30, there were 31 applications pending at the FCC for new VHF stations and 157 for new commercial UHF stations.

■ Hot Springs, Ark.—Edward M. Johnson seeks ch. 26; ERP: 662 kw vis., 66.2 kw aur., HAAT: 473 ft.; ant. height above ground: 286.95 ft. Address: Suite 450 One Regency Sq., Knoxville, Tenn. 37915. Principal: Johnson is Knoxville-based consulting engineer with interest in four Tennessee AM stations and applicants or principal in applicants for new AM at Lebanon, Tenn., and new FM's at Elkins, W. Va.; Cheyenne, Wyo.; Casper, Wyo.; and Lebanon, Tenn. Filed July 19.

■ Danville, Ky.—Robert L. Bertram seeks ch. 56; ERP: 660 kw vis., HAAT: 466 ft.; ant. height above ground: 250 ft. Address: West Cumberland Ave., Jamestown, Ky. 42629. Consultant: Edward M. Johnson & Associates. Principal: Bertram also is applicant for new TV at Knoxville, Tenn. Filed July 23.

■ Biloxi, Miss.—Payvision Communications seeks ch. 25; ERP: 690 kw vis., 69 kw aur., HAAT: 273 ft.; ant. height above ground: 271.5 ft. Address: 637 Kenesaw Avenue, Knoxville 37919. Consultant: Edward M. Johnson & Associates Inc. Principals: Robert B. Blow and wife, Pamela Blow (50% each). Robert Blow is former part owner of WKVQ(AM) Knoxville, Tenn., and is also applicant for new FM at Bald Knob, Ark. Filed July 21.

■ Biloxi, Miss.—The Hightower Partnership seeks ch. 25; ERP: 113.8 kw vis., 11.38 kw aur., HAAT: 317 ft.; ant. height above ground: 351 ft. Address: Route 3, Box 172, Robertsdale, Ala. 36567. Legal counsel: Hamel, Park, McCabe & Saunders, Washington. Consulting engineer: John Fergie, Feeding Hills, Mass. Principals: Roy L. Hess (50%) and Milton de Reyna (20%) who also own WPMI(TV). Filed July 22.

■ Cidra, P.R.—Jose E. Cordero seeks ch. 46; ERP: 81 kw vis., 8.1 kw aur., HAAT: 1,820 ft.; ant. height above ground: 153 ft. Address: Ing Ramon Gandia 564, Hato Rey, P.R. 00918. Legal counsel: Baraff, Koerner, Olender & Hochberg, Washington. Consulting engineer: Hector Nicholau, Mayaguez, P.R. Principal: Applicant has no other broadcast interests. Filed July 20.

■ Ponce, P.R.—Norman E. Parkhurst Rodriguez seeks ch. 20; ERP: 102 kw vis., 10.2 kw aur., HAAT: 822 ft.; ant. height above ground: 76.6 ft. Address: Rio Orocovis As 15 V Verde, Bayamon, P.R. 00619. Legal counsel: Baraff, Koerner, Olender & Hochberg, Washington. Consulting engineer: Hector Nicholau, Mayaguez, P.R. Principal: Applicant has no other broadcast interests. Filed July 21.

■ San German, P.R.—Gos Broadcasting seeks ch. 42; ERP: 84 kw vis., 8.4 kw aur., HAAT: 979 ft.; ant. height above ground: 113 ft. Address: Charles Foote, No. 27, Urb. Alemany, Mayaguez, P.R. 00708. Legal

Counsel: Baraff, Koerner, Olender & Hochberg, Washington. Principals: Pedro A. Seda, Pedro Ojeda and Frank M. Gaud (one-third each). Seda is Mayaguez physician. Ojeda is manager of WAEI(AM) Mayaguez. Filed July 22.

FM actions

■ Valley City, N.D.—Ingstad Broadcasting Inc. granted 100.9 mhz, 3 kw, HAAT: 161 ft., Address: 232 Third Street, N.E., Valley City 58072. Estimated construction costs: \$54,700; first-year operating costs: \$15,000; revenue: \$15,000. Principals: Thomas E. Jack W., and James Ingstad, brothers (one-third each). They own KOVC(AM) Valley City, N.C.; KWAD(AM)-KKWS(FM) Wadena, Minn.; KBMW(AM) Breckenridge, Minn./Wahpeton, N.D.; and KKWB(FM) Breckenridge, Minn. Thomas Ingstad also owns KKXL-AM-FM Grand Forks, N.D.; KKIC(AM)-KKRQ(FM) Iowa City, Iowa, and KKRC(AM)-KKRZ(FM) Sioux Falls, S.D. (BPH-810916AJ). Action July 26.

■ Manchester, Vt.—Radio St. Albans Inc. dismissed application for 102.7 mhz, 8.3 kw, HAAT: 1022 ft. Address: U.S. Route 7, St. Albans, Vt. 05478. (BPH-810924AF). Action July 15.

■ Greybull, Wyo.—KMMZ Broadcasters Inc. granted 100.3 mhz, 100 kw, HAAT: 478 ft. Address: P.O. Box 806, Greybull 82426. Estimated construction costs: \$38,000; first-quarter operating cost: \$7,500; first-year revenue: \$36,000. KMMZ Broadcasters is principally owned by Robert D. Zellmer and wife, Marjorie M., who are former principal owners of KMMZ(AM) Greybull, which they recently sold for \$425,000 (BROADCASTING, July 26). They are principal owners of KRZJ-AM-FM Beloit, Kan., and KRZJ(AM) Wray, Colo. They also were granted CP's for new AM's at Springerville, Ariz. (BROADCASTING, Jan. 11) and Hayden, Colo. (BPH-811201AG). Action Aug. 9.

Ownership changes

Applications

■ KTRT(AM) Truckee, Calif. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Trans-Sierra Broadcasters Inc. to The December Group for \$200,000. (BROADCASTING, July 19). Seller is owned by Mira Shea, who bought KTRT in 1978 for \$160,000 (BROADCASTING, May 1, 1978). Buyer is principally owned by Thomas Quinn and Paul Almond, who also are principal owners of KEZC(FM) Carnelian Bay, Calif., which was bought earlier this year for \$635,000 (BROADCASTING, Jan. 25). They also are principals in KBCR(AM)-KBST(FM) Steamboat Springs, Colo. Filed July 20.

■ WJKS-TV Jacksonville, Fla. (ch. 17, 4,570 kw vis., 25.5 kw airt., 980 ft.)—Seeks assignment of license from Ziff-Davis Broadcasting Co. to WFLA Inc. for \$18 million (BROADCASTING, Dec. 7, 1981). Seller is New York-based group owner of six TV's, owned by William Ziff and family. I. Martin Pompadur is president. It announced intention to sell entire television portfolio last year (BROADCASTING, June 1, 1981). Buyer is publicly traded, Richmond, Va.-based newspaper publisher and owns WFLA-AM-FM Tampa, Fla., which it sold (see below) and cable system serving Fredericksburg, Va., Alan. S. Donnahoe is president. Filed July 20.

■ WVOJ(AM) Jacksonville, Fla. (1320 khz, 5 kw-U)—Seeks assignment of license from WVOJ Inc. to Rowland Broadcasting Inc. for \$600,000 (BROADCASTING, July 12). Seller is Florida-based insurance conglomerate with additional interests in health care products distribution and group owner of five AM's, six FM's and two TV's. It has bought, subject to FCC approval, 52% of KOOL-TV Phoenix, for about \$48 million (BROADCASTING, June 21). Last year it acquired balance of KOOL-TV stock from Gene Autry for about \$30 million and bought six of seven radio stations of San Juan Racing Association before spinning off four of them for net cost of \$33.5 million. E. Grant Fitts is chairman and president. Buyer is owned by Marshall W. Rowland and wife, Carol, who own WQIK(FM) Jacksonville, Fla., and WIZY-AM-FM Gordon, Ga. They also are former owners of WQIK(AM) Jacksonville, which was sold two years ago for \$250,000 (BROADCASTING, May 5, 1980). Filed July 22.

■ WFLA-AM-FM Tampa, Fla. (AM: 970 khz, 5 kw-U; FM: 93.3 mhz, 100 kw, HAAT: 930 ft.)—Seeks

assignment of license from WFLA Inc. to Blair Broadcasting Corp. of Florida for \$14 million (BROADCASTING, Feb. 22). Seller is subsidiary of Media General, publicly traded, Richmond, Va.-based newspaper publisher and owns WFLA-TV Tampa and cable system serving Fredericksburg, Va. It also bought, subject to FCC approval, WJKS-TV Jacksonville, Fla., for \$18 million (see above). Buyer is New York-based publicly traded station representative and owns one AM, one FM and three TV's. Reid L. Shaw is president of owned stations division. Filed July 20.

■ KLER-AM-FM Orofino, Idaho (AM: 950 khz, 1 kw-D, 500 w-N; FM: 95.3 mhz, 100 kw, HAAT: 750 ft.)—Seeks assignment of license from 4-K Radio Inc. to Arthur R. Hunt for \$100,000 for stations plus \$10,000 for real estate. Seller: Eugene A. Hamblin (86.67%) and Michael R. Ripley (13.33%), who also own KORT-AM-FM Grangeville and KOZE-AM-FM Lewiston, both Idaho. They also bought, subject to FCC approval, KORD(AM) Pasco and KZZK(FM) Richland, both Washington, for \$870,000 (see below). Buyer: Arthur R. Hunt (100%), who is station manager at KLER-AM-FM and has no other broadcast interests. Filed July 20.

■ WREN(AM) Topeka, Kan. (1250 khz, 5 kw-U)—Seeks assignment of license from WREN Broadcasting Inc. to The Radio Station WREN Inc. for \$1,075,000 (BROADCASTING, Aug. 2). Seller: Alfred M. Landon and family, who own KILX(AM)-KTCL(FM) Fort Collins, Colo.; KEDD(AM) Dodge City, KSCB(AM)-KEZS(FM) Liberal, all Kansas, and KRAI(AM)-KXRC(FM) Craig, Colo., last which they bought last year for \$1,212,600 (BROADCASTING, Aug. 24, 1981). Landon bought WREN 30 years ago for \$5,900 plus \$129,000 in assumption of notes (BROADCASTING, Oct. 20, 1952). Buyer: John Philip Kassebaum (80%) and Barry E. Gaston (20%). Kassebaum owns 57.7% and Gaston owns 10% of KFII(AM)-KBRA(FM) Wichita, Kan. Kassebaum is former husband of Senator Nancy Landon Kassebaum (R-Kan.) and son-in-law of Alfred Landon, Republican candidate for president in 1936. Filed July 16.

■ WSLG(AM) Gonzales, La. (1090 khz, 10 kw-D)—Seeks assignment of license from Ascension Parish Broadcast Co. to The Gonzales Weekly Inc. for \$700,-

000 (BROADCASTING, July 26). Seller: Carl Sauce-man and R.E. Hook (50% each). Hook owns WAQT(FM) Carrollton, Ala.; 65% of WMAG(AM)-WQST(FM) Forest, Miss.; 55% of WRUS(AM)-WAKQ(FM) Russellville, Ky.; and 55% of WKAG(AM) Carrollton, Ala. Buyer: Crawford A. Bishop and wife, Ariene E. Bishop (50% each). Crawford Bishop is Gonzales bank president and with wife owner of *The Gonzales Weekly*. Filed July 15.

■ WMCS(AM)-WALZ(FM) Machias, Me. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 95.3 mhz, 3 kw, HAAT: 220 ft.)—Seeks assignment of license from Washington County Broadcasting Inc. to Radio Four Broadcasting Inc. for \$121,000. Seller is subsidiary of SLC Enterprises Inc., which is owned by Stephen L. Cochran (100%), who has no other broadcast interests. Buyer: Robert Newsham and wife, Lucille (25% jointly); Henry Chausse and wife, Rosemary Chausse (25% jointly) and Edward Carey and wife, Mary Carey (23.5%). Newsham is manager at WQKI(AM) St. Matthews, S.C., of which other are stockholders. Filed July 16.

■ WJMQ(AM) Norfolk, Mass. (1170 khz, 1 kw-D)—Seeks assignment of license from Norfolk County Broadcasting Inc. to Caroline Broadcasting Inc. for \$425,000. (BROADCASTING, Aug. 2). Seller: John M. Quinlan (50.4%), Joseph J. Lorusso (27.5%), Gerald M. Ridge (17.5%) and six others, none of whom have other broadcast interests. Buyer is principally owned by John F. Crohan, who also owns WPEP(AM) Taunton, Mass. Filed July 15.

■ WMMQ(FM) Charlotte, Mich. (92.7 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Mid-America Broadcasting Inc. to Ottaway Communications Inc. for \$380,000 (BROADCASTING, Aug. 2). Seller: Ralph Gregory (64%) and Charles Hayes (36%), who last year sold WJVA(AM) South Bend, Ind., for \$275,000 (BROADCASTING, Aug. 10, 1981) and two years ago WCER(AM) Charlotte, Mich., for \$375,000 (BROADCASTING, Sept. 29, 1980). Gregory also is former owner of WYRQ(FM) Little Falls, Minn., which he sold last year for \$175,000 (BROADCASTING, Aug. 10, 1981). Buyer is owned by Robert F. Ottaway (40%) and parents, John P. and

Richter ~ O'Grady Company media brokers

A foundation of unsurpassed experience, strict confidentiality, and a wealth of industry contacts are the tools Richter-O'Grady offers in providing you with complete brokerage services. So, whether you are interested in selling to responsible, qualified buyers ...or finding the right property in today's market, contact:

Edwin G. Richter, Jr.
David S. Richter
1350 North Kolb Road
Tucson, Arizona 85715
(602) 886-5369

James F. O'Grady, Jr.
Drawer D
Goshen, New York 10924
(914) 294-9515

Roberta F. Ottaway, (30% each). Robert Ottaway is Detroit bank officer. Parents are retired. Filed July 12.

■ **WGFM(AM)** Watkins Glen and **WXXY(FM)** Montour Falls, N.Y. (AM: 1500 khz, 250 w-D; FM: 104.8 mhz, 1.1 kw, HAAT: 168 ft.)—Seeks assignment of license from Watkins Glen-Montour Falls Broadcasting Corp. to Twin Tiers Communications Corp. for \$350,000. (BROADCASTING, Aug. 2). Seller: Subsidiary of TW&P Corp., which is owned by Louis G. Timolat (57.1%), David F. Ward (21.1%) and Louis Timolat's brother, Paul F. Timolat (21.8%), who have no other broadcast interests. Buyer: Thomas B. Haight and wife, Marian (50% each). Thomas Haight is Florida real estate broker who has no other broadcast interests. Filed July 16.

■ **WMFR-AM-FM** High Point, N.C. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 99.5 mhz, 10 kw, HAAT: 350 ft.)—Seeks assignment of license from Radio Station WMFR Inc. to Voyager Communications Inc. for \$1.8 million plus \$500,000 for noncompete agreement. (BROADCASTING, Aug. 2). Seller: Frank S. Lambeth Sr. (61.44%), sister, Molly L. Johnson (32.89%) and son, Craig O. Lambeth (1.89%), who have no other broadcast interests. Buyer: Jack P. McCarthy and wife, Mary Ellen (50% jointly) and Carl V. Venters Jr. (50% each). McCarthy is former vice president and general manager of Cox Broadcasting's WPIX(TV) Pittsburgh, Pa. Venters is former president of Durham Life Broadcasting, licensee of WPTF-AM-TV and WQDR(FM) Raleigh, N.C., and owns 2.4% of WGHM(AM)-WRQR(FM) Farmville, N.C. Filed July 20.

■ **KTLQ(AM)**-KEOK(FM) Tahlequah, Okla. (AM: 1350 khz, 1 kw-D; FM: 101.7 mhz, 3 kw, HAAT: 300 ft.)—Seeks transfer of control of KTLQ Radio Inc. from Galen O. Gilbert (51% before; none after) to Ralph Lynch (49% before; 100% after). Consideration: \$266,188. Principals: Seller is transferring his interest to remaining stockholder. Filed July 20.

■ **WGCA(AM)** Charleston, S.C. (1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Charleston Sports Enterprises Inc. to O'Grady Communications Inc. for \$500,000. (BROADCASTING, Aug. 2). Seller: C. Edward Little (50.1%) and wife, Marie G. Little (49.9%), who have no other broadcast interests. They bought WGCA last year for \$500,000 and are seeking waiver of three year rule on grounds that no profit from sale will be realized. Buyer: James F. O'Grady Jr. and family. O'Grady is consultant with Orange County Cablevision Inc., cable system serving Middletown, N.Y. Filed July 21.

■ **KORD(AM)** Pasco and **KZZK(FM)** Richland, Wash. (AM: 910 khz, 1 kw-D; FM: 102.7 mhz, 100 kw, HAAT: 1,130 ft.)—Seeks assignment of license from KIXI Inc. to 4-K Radio for \$870,000. (BROADCASTING, Aug. 2). Seller: Walter N. Nelskog (50%), Marc R. Peterson and Bjorn Lih (25% each), who also own KIXI-AM-FM Seattle, Wash. Buyer: Eugene A. Hamblin and Michael R. Ripley (50% each), who own three AM's and three FM's and sold, subject to FCC approval, KLER-AM-FM Orofino, Idaho (see above). Filed July 21.

■ **WKKW(FM)** Clarksburg, W. Va. (106.5 mhz, 50 kw, HAAT: 500 ft.)—Seeks transfer of control of Radio One Inc. from Warren Riddlebarger (21.6% before; none after) to Jack T. Glyod (39.2% before; 60.8% after). Consideration: \$56,950. Principals: Seller is transferring interest to one of remaining stockholders. Other stockholder is James Dumire (39.2%) who after transaction will own same percent of stock. Filed July 16.

Actions

■ **KTIE(TV)**[CP] Oxnard, Calif. (ch. 53)—Granted assignment of construction permit from Mekoay Co. to Throne Donnelley Jr. Inc. for \$100,000. Seller: Lola G. Yoaken (100%), who has no other broadcast interests. Buyer is Aspen, Colo., real estate investor and has no other broadcast interests. (BAPCT-820324EE). Action July 7.

■ **WLCO(AM)** Eustis, Fla. (1240 khz, 1 kw-D, 250 w-N)—Granted assignment of license from C-S Broadcasting Corp. to Lake Media Inc. for \$255,000. Seller: Peter G. Clark and Wilbur A. Steger (47.62% each) and G. Harold Blaxter (4.76%), who have no other broadcast interests but are also applicants for new low power TV's at Palm Beach, Fla., and Pittsburgh, Pa. Buyer: Dalton C. Wright (100%), who owns 27.5% of KLDN(FM) Eldon, Mo., and one-third of KVCN(FM) Montgomery City, Mo. (BAL-820608HA). Action July 21.

■ **WKUE(FM)** Green Cove Springs, Fla. (92.7 mhz,

3 kw, HAAT: 300 ft.)—Granted assignment of license from Mel-Lin Inc. to Willis & Sons Inc. for \$435,000. Seller is owned by Lawrence R. Picus, who owns WENR(AM) Englewood, Tenn., and WFNE(FM) Forsyth, Ga. Buyer: L.E. Willis (100%), who owns WOWI(FM) Norfolk, Va., and WPEA(AM) Portsmouth, Va., and also recently bought WGEO(AM) Richmond, Va. for \$400,000 (BROADCASTING, July 5). (BALH-820528FC). Action July 19.

■ **WZIP(AM)** South Daytona, Fla. (1590 khz, 1 kw-D)—Granted assignment of license from Vacationland Industries Inc. to Creative Broadcasting Inc. for \$370,000. Seller: Jerry Kieffer (100%), who bought station last year for \$385,000 and must sell due to financial difficulties. Buyer: Glenn Summers and Frank Canale, on air personalities at, respectively, WOBM(AM) Lakeland and co-owned WOBM-FM Toms River, both New Jersey, and have no other broadcast interests (BALH-820524HW). Action July 19.

■ **KPOY(FM)**[CP] Lihue, Hawaii (93.5 mhz, 110 w, HAAT: 1,590 ft.)—Granted assignment of construction permit from Sudbrink Broadcasting of Hawaii to Kuai Broadcasting Inc. for \$2,500. Buyer: Group of eight stockholders headed by Michael M. Lochrie, president and 22.35% owner. Lochrie is former 46% owner of KHUG(AM) Medford, Ore., which was sold for \$67,000 plus \$122,000 for assumption of liabilities (BROADCASTING, March 15). Buying group earlier this year was granted FCC approval to buy KIVM(AM) Lihue, Hawaii, for \$269,999 (BROADCASTING, March 22). (BAPH-820430GR). Action July 19.

■ **WRVI(FM)**[CP] Virden, Ill. (96.7 mhz, 3 kw, ant. 300 ft.)—Granted transfer of control of Virden Broadcasting Corp. from Randal J. Miller and Joseph Cerar to Randal J. Miller and others. Consideration: \$18,000. Principals: Sellers are Randal J. Miller and Joseph Cerar (50% each). Cerar is selling his interest. New ownership will be: Randal J. Miller, president and general manager (30%) and six other stockholders with 11.6% each. None have other broadcast interests. (BTCH-820322HR). Action July 21.

■ **KQWI-FM** Clarinda, Iowa (106.3 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Southwest Iowa Stereo Inc. to Midlands Communications Inc. for \$275,000. Seller: Glenn Olson (60%) and Jay M. Gustafson (40%). Olson owns KQWC-AM-FM Webster City and KSIB(AM)-KTR(FM) Creston, all Iowa, and 90% of KDOM-AM-FM Winsom, Minn. Buyer: Don Eckles and family. Eckles is manager of KVOK(AM) Kodiak, Alaska. (BALH-820527EQ). Action July 22.

■ **WTKY-AM-FM** Tompkinsville, Ky. (AM: 1370 khz, 2.5 kw-D; FM: 92.1 mhz, 3 kw, HAAT: 240 ft.)—Granted assignment of license from J.K. Whitmore to Ministers' Broadcasting Corp. for \$450,000. Seller has no other broadcast interests. Buyer is group of nine stockholders headed by Osybon G. Crowe, president. None have other broadcast interests. (BAL-820514FX). Action July 9.

■ **WTGI(FM)** Hammond, La. (103.3 mhz, 100 kw, ant. 500 ft.)—Granted transfer of control of Tangi Broadcasting from David C. Blossman Trust to Ron Stortner and Donald Lobell. Consideration: \$900,000. Principals: Seller is owned by David C. Blossman Trust (62%), Paul W. Varnado (23%) and Ben O. Bickham (4%). Blossman Trust owns 50% of WARB(AM) Covington, La.; 49% of WRKN(AM) and 25% of WRJH(FM) both Brandon, Miss., and 50% of WWAB(AM) Lakeland, Fla. Buyer Strother is former general manager of WPAP-FM Panama City, Fla., and owns 51% of KROP(AM) Brawley, Calif. (BTCH-820512FH). Action July 21.

■ **WVIL-TV** Bangor, Me. (ABC, ch. 7, 100 kw vis., 10 kw aur., ant. 1,400 ft.)—Granted assignment of license from Eastern Maine Broadcasting System Inc. to Bangor Communications Inc. for \$3.3 million. Seller: John J. and Gerard R. Pineau, brothers (50% each), who have no other broadcast interests. Buyer: Chicago-based group of some 30 stockholders who also own WAEO-TV Rhinelander, Wis. John Swain is president. (BALCT-811112KE). Action July 23.

■ **KCTE(AM)** Southwest City, Mo., and **KGVE(FM)** Grove, Okla. (AM: 1140 khz, 250 w-D; FM: 99.3 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from McPherson Media Inc. to Frank Anderson Gentry Jr. for \$160,000. Seller also owns WRBI(FM) Batesville, Ind., and WVLN(AM)-WSEI(FM) Olney, Ill. Buyer is general sales manager of KKAJ(FM) Ardmore, Okla., and has no other broadcast interests. (BAL-820609HT). Action July 21.

■ **KFAH(AM)** Alliance, Neb. (92.1 mhz, 3 kw,

HAAT: 3000 ft.)—Granted assignment of license from Fortner-Hill Broadcasting to Someland Inc. for \$325,000. Seller: Quiven Q. Fortner and Robert V. Hill (50% each), who have no other broadcast interests. Buyer: Judy A. Wilson, Melvin Sauer, Viri W. Davis, Judith K. Drown and Clara P. Petersen (20% each). Wilson is account executive, Sauer is operations manager, Davis is assistant manager, all at KOLT(AM) Scottsbluff, Neb. Petersen owns KIQZ(FM) Rawlins, Wyo. Judith Drown is wife of Gary L. Drown, sales manager at KOLT. (BALH-820430GS). Action July 19.

■ **KLKK-TV** Albuquerque, N.M. (ch. 23, 933 kw vis., 93.3 kw aur., HAAT: 4,130 ft.)—Granted assignment of license from New Mexico Visions Inc. to Carson Communications Corp. for \$2,875,000 plus \$830,161.32 for assumption. Seller: Eddie Pena, who has no other broadcast interests. Buyer: Group of 18 stockholders, headed by television performer John W. Carson, chairman (38.3%), and playwright Neil Simon (23.94%). (BALCT-820430GT). Action July 23.

■ **WIBR-AM-FM** Wanchese, N.C. (AM: 1530 khz, 1 kw-D; FM: 95.3 mhz, 3 kw, ant. 300 ft.)—Granted transfer of control of WOBR Inc. from Jeannine C. Clark (50% before; none after) to Lacy Phil Wicker (45% before; 95% after). Consideration: \$110,000. Principals: Transferor is selling out to other principal shareholder. (BTC-H-820608HC). Action July 21.

■ **KHND(AM)** Harvey, N.D. (1540 khz, 500 w-D)—Granted assignment of license from Shamrock Communications Inc. to Amber Waves Communications Inc. for \$270,000 plus \$25,000 for accounts receivable. Seller: D. Thomas McKinnon (100%), who has no other broadcast interests. Buyer: Fritz G. Onken (100%), who has no other broadcast interests. (BAL-820519GV). Action July 20.

■ **WPHB(AM)** Philipsburg, Pa. (1260 khz, 5 kw-D)—Granted assignment of license from Moshannon Valley Broadcasting Company Inc. to Moshannon Valley Broadcasting Inc. for \$274,000. Seller is principally owned by William D. Harvey, who has no other broadcast interests. Buyer: C. Dean Sharpless and brother, Sheldon Sharpless (50% each). Dean is general manager and Sheldon is sales manager, both at WPHB. Neither have other broadcast interests. (BAL-820430GQ). Action July 16.

■ **WKHJ(AM)** Holly Hill, S.C. (1440 khz, 1 kw-D)—Granted transfer of control of Radio Holly Hill Inc. from G. Wayne Koonts (100% before; none after) to John E. Poyar (none before; 100% after). Consideration: \$140,000. Principals: Seller has no other broadcast interests. Buyer is Greenville, Ohio broadcast arts teacher and station manager of noncommercial WGVO(FM) Greenville, Ohio. (BTC-820607GK). Action July 21.

■ **WCLC(AM)** Jamestown, Tenn. (AM: 1260 khz, 1 kw-D)—Granted transfer of control of Jamestown Broadcasting Inc. from Stanley Cravens (100% before; none after) to Howard R. Cravens and Joella Allred (none before; 100% after). Consideration: \$41,326. Principals: Sellers is transferring his interest in station to son and daughter. Howard Cravens is station manager at WCLC. Neither have other broadcast interests. (BTC-820426EZ). Action July 22.

■ **KLSN(FM)** Bronwood, Tex. (104.1 mhz, 100 kw, HAAT: 250 ft.)—Granted assignment of license from Cycles Communications Inc. to Pecan Valley Broadcasting for \$422,000. Seller: Louis H. Gonzalez (52%), Ronald G. Leppig and Dennis K. Boyle (24% each), who have no other broadcast interests. Buyer: Joseph L. Nabers and wife, Mary Nabers (67% jointly), O.C. Jarvis (17%) and Marion Baugh (16%). Nabers and Jarvis own KXYL(AM) Brownwood. (BALH-820608HE). Action July 21.

■ **KFBA(AM)** Floydada, Tex. (900 khz, 250 w-D)—Granted assignment of license from Petty D. Johnson to Billy D. Pirtle for \$30,000 for 34% plus six month option to purchase balance for \$66,000. Seller assumed control of station after licensee defaulted on notes owned to him from previous purchase of station. Buyer is Athens, Tex., real estate broker and former principal owner of KTER(AM) Terrell, Tex. (BAL-820607GM). Action July 21.

■ **KTUX-TV** Rock Springs, Wyo. (ch. 13, 10 kw vis., 1 kw aur., HAAT: -60 ft.)—Granted assignment of license from Cottonwood Telecasting Inc. to The Chrysostorm Corp. for \$150,000. Seller: Gerald E. Devine and wife, Linda K. Devine. (50% each), who have no other broadcast interests. Buyer: Daniel M. Burke, Robert Zipay, Henry Ort, (20% each); Daniel Burke's father, M. Joseph Burke and Franklin Brown (18% each) and Vincent J. Horn (49%), who also own KCWY-TV Casper, Wyo. (BALCT-810615LE). Action July 13.

Facilities changes

AM applications

Tendered

- *KAWC (1320 khz) Yuma, Ariz.—Seeks CP to increase power to 1 kw. Ann. July 27.
- KIOE (1080 khz) Honolulu—Seeks CP to increase D and N power to 10 kw. Ann. July 29.
- WMIC (1560 khz) Sandusky, Mich.—Seeks CP to change frequency from 1560 khz to 660 khz and make changes in ant. sys. Ann. July 29.
- WTRJ (1510 khz) Troy, Ohio—Seeks CP to change frequency to 1030 khz and increase power to 2.5 kw and change to non-DA. Ann. July 29.

Accepted

- KPUA (670 khz) Hilo, Hawaii—Seeks MP of CP (BP-810817AP) to change TL. Ann. July 27.
- WKKS (1570 khz) Vanceburg, Ky.—Seeks MP of CP (BP-20562) to change TL. Ann. July 29.
- WKIX (850 khz) Raleigh, N.C.—Seeks MP of CP (BP-820217AS) to change power to 50 kw and change from non-DA to DA. Ann. July 26.
- KJET (1590 khz) Seattle, Wash.—Seeks CP to change aug. stand. pattern. Ann. July 26.

FM applications

Tendered

- WGRT (107.1 mhz) Danville, Ind.—Seeks CP to change TL; change ERP to 2.64 kw; change HAAT to 323.3 ft. and make changes in ant. sys. Ann. July 29.
- KBUF-FM (97.3 mhz) Garden City, Kan.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 463 ft. and make changes in ant. sys. Ann. July 29.

Accepted

- KJMB (100.3 mhz) Blythe, Calif.—Seeks CP to change TL; increase ERP to 50 kw; decrease HAAT to 213.27 ft. and change TPO. Ann. July 27.
- *KCBX (90.1 mhz) San Luis Obispo, Calif.—Seeks CP to increase ERP to 4.9 kw; change type ant. and change TPO. Ann. July 28.
- WXFJ (105.9 mhz) Elmwood Park, Ill.—Seeks CP to increase ERP to 4.1 kw; increase HAAT to 1575 ft.; and change TPO. Ann. July 28.
- WFYR (103.5 mhz) Chicago—Seeks CP to increase ERP to 4.2 kw; increase HAAT to 1516 ft. and change TPO. Ann. July 28.
- KZZB (95.1 mhz) Beaumont, Tex.—Seeks CP to install aux. ant. sys. at main TL to be operated on ERP of 60 kw; change HAAT to 300 ft. and change TPO. Ann. July 30.
- KLSN (99.3 mhz) Brownwood, Tex.—Seeks CP to change ERP to 74 kw (H); change HAAT to 1599 ft. (H); and change TPO. Ann. July 27.
- WEZS (103.7 mhz) Richmond, Va.—Seeks CP to decrease ERP to 19.9 kw; increase HAAT to 840 ft. and change TPO. Ann. July 28.

TV applications

Tendered

- KTVB (ch. 7) Boise, Idaho—Seeks CP to change ERP to 195 kw vis., 32.2 kw aur.; change HAAT to 2,645 ft. and change coordinates. Ann. July 29.
- WSBA-TV York, Pa.—Seeks CP to change ERP to 2,698 kw vis., 270 kw aur.; change HAAT to 1359.5 ft.; and change TL. Ann. July 28.

Accepted

- WDZL (ch. 39) Miami—Seeks MP (BPCT-800430KF) to change ERP to 5,000 kw vis., 500 kw aur., and change HAAT to 700 ft. (BMPCT-820629KI pending). Ann. July 27.

AM actions

- KUDE (1320 khz) Oceanside, Calif.—Granted CP to make changes in ant. sys.; change TL; and change dir. ant. parameters. Action July 21.
- WFRL (1570 khz) Freeport, Ill.—Granted modification of CP (BP-810804AP) to increase height of east tower No. 1. Action July 23.
- WBZ (1030 khz) Boston—Granted CP to change ant. sys. (change augmentation of standard pattern.) Action July 22.

- WTGE (1420 khz) Kalkaska, Mich.—Granted modification of CP (BP-20329) to change ant. sys. and change TL. Action July 19.
- WLLN (1370 khz) Lillington, N.C.—Granted CP to increase power to 5 kw, and make changes in ant. sys. Action July 20.
- WCLW (1140 khz) Manfield, Ohio—Granted construction permit to change power from 250 w to 1 kw and add critical hours of operation at 500 w. Action July 19.
- WTAR (790 khz) Norfolk, Va.—Granted CP to change TL. And change from ND-D, DA-N, to DA-I, U. Action July 20.

FM actions

- WIGC (105.7 mhz) Troy, Ala.—Granted CP to change TL; change HAAT to 1802 ft.; change type trans., and make changes in ant. sys. Action July 21.
- *WIBI (91.1 mhz) Carlinville, Ill.—Granted CP to make changes in ant. sys.; increase HAAT to 373 ft. and change TPO. Action July 13.
- WBLM (107.5 mhz) Lewiston, Me.—Granted modification of CP (BPH-810708AE) to increase ERP to 35.48 kw and decrease HAAT to 606 ft. Action July 23.
- *WGNR (98.9 mhz) Grand Rapids, Mich.—Granted CP to increase ERP to 3 kw, change HAAT to 171 ft. Action July 26.

In contest

Designated for hearing

- Quincy, Calif. **new FM** (101.9 mhz)—Applications of Ralph Edward Wittick and Plumas Wireless Inc.: To determine which of proposals would better serve public and which, if either, should be granted (BC Doc. 82-460-61). Action July 14.
- Santa Fe, N.M. **new FM** (105.1 mhz)—Applications of Amo Broadcasting Co., United Broadcasters of New Mexico, and WKNE Corp.: To determine which of proposals would best serve public and which, if any, should be granted (BC Doc. 82-403-5). Action July 9.
- Lockhart and Luling, both Texas **new FM** (94.7 mhz)—Competing applications of Arcatel Inc.; Radio Luling Inc.; Lockhart Omni Communications Inc.; Cen-Tex Broadcasting Corp.; Caldwell Broadcasting Corp.; Latin American Broadcasting Co.; K-106 Inc.; New Thinking Inc.; Texas Professional Communications; Lockhart Radio Inc.; and Central Texas FM Broadcasting Inc.: To determine areas or populations that would receive primary service from proposed operations and availability of other primary service to them; whether good cause exists for Central's proposed location of its main studio outside community of license; whether tower heights and locations proposed by Arcatel, LOC and LRI pose air hazard; which proposal would best provide distribution of radio service; which would best serve public and which should be granted (BC Doc. 82-449-59). Action July 14.
- Manchester, Vt. **new FM** (102.7 mhz)—Applications of Northshire Communications Inc. and North County Communications Inc.: To determine which of proposals would better serve public and which, if either, should be granted (BC Doc. 82-465-6). Action July 15.

Procedural rulings

- Tucson, Ariz. **TV proceeding** (Valle Verde Broadcasting Corp., et al.)—ALJ Joseph P. Gonzalez granted joint request for approval of agreement between J P Communications Inc. and Focus Broadcasting of Tucson Inc.; approved reimbursement to Focus in amount of \$18,967.64; and dismissed Focus's application with prejudice (BC Doc. 81-658-62). Action June 30.
- Daytona Beach, Fla. **TV proceeding** (Daytona Broadcasting Co. Inc., et al.)—ALJ John M. Frysiak granted joint petition for approval of merger agreement by Daytona Beach Family Television Inc. and Daytona Beach Television Corp.; accepted amendment by Daytona Beach Television and dismissed Daytona Beach Family's application with prejudice (BC Doc. 81-262-5). Action July 16.
- Columbus, Ga. **TV proceeding** (Beacon Broadcasting Inc.; Columbus Family Television Inc.)—ALJ John M. Frysiak granted joint request for approval of settlement agreement; approved reimbursement to Beacon in amount of \$24,590.61; dismissed Beacon's application with prejudice; granted application of Columbus Family; and terminated proceeding. Columbus

Family is owned by Stephen Kent and son, Jonathan F. Kent (50% each). Stephen Kent is vice president of First National Bank of Cobb County. Jonathan Kent is student. (BC Doc. 81-731-2). Action July 20.

■ Iron Mountain, Mich. **TV proceeding** (TV-8 Inc. and John R. Powley)—ALJ Joseph P. Gonzalez dismissed as moot TV-8's request to appeal; denied TV-8's second motion to enlarge issues; granted joint request for approval of agreement; approved agreement with Provision 2(b) deleted; dismissed TV-8's application with prejudice; granted Powley's application for new station on ch. 8; terminated proceeding. Powley also owns WOPC(TV) Altoona and WHGM(FM) Bellwood, both Pennsylvania. (BC Doc. 81-540-1). Action July 15.

■ Jackson, Miss. **TV proceeding** (Media South Broadcasting Corp., et al.)—ALJ John M. Frysiak granted motion by Jackson Family TV Family Television Inc. for leave to amend financial statement; granted joint request for removal of conflict; approved reimbursement to media South in amount of \$18,019.96; to Big River Broadcasting Co. in the amount of \$16,778.65 and to Television Corporation of Mississippi in amount of \$18,500; dismissed with prejudice applications of Media South, Big River and TCM; granted application of Jackson Family; terminated proceeding (BC Doc. 81-835-8). Action July 21.

■ Manchester and Derry, N.H. **TV proceeding** (Golden Triangle Broadcasting Corp. and CTV of Derry Inc.)—ALJ James F. Tierney granted joint request; dismissed Golden Triangle's application; approved reimbursement of Golden Triangle in amount not to exceed \$80,000; granted CTV's application; and terminated proceeding. CTV is owned by William H. Smith (50%) and 12 others. Smith is administrator of Sudbury Public Schools and former administrator of Boston Public Schools. (BC Doc. 81-694-5). Action July 16.

■ BEAUFORT, S.C. **AM proceeding** (RADIO STATION WSIB, et al.)—ALJ Joseph Stirmer granted joint request for approval of settlement agreement between Radio Station WSIB and Vivian Broadcasting Corp.; approved reimbursement of WSIB in amount of \$8,000; dismissed WSIB's application with prejudice; retained application of Vivian, as well as that of Bobby S. Merritt, Mildred L. Merritt, Emil H. Klatt, Jr. and Alice Klatt, in hearing status (BC Doc. 81-921-3). Action June 22.

FCC actions

- FCC Review Board affirmed ALJ Frederic J. Coufal's decision refusing to revoke license of Blue Ribbon Broadcasting Inc., licensee of WUEZ(AM) Salem, Va. Action July 21.
- ALJ Joseph Chachkin granted permission to KOTV(TV) and KJRH(TV) both Tulsa, for them to move their transmitters and increase antenna height above average terrain. Action July 21.
- FCC directed Cable Television Bureau to issue notices of apparent liability for fine of \$14,000 to Karnack Corp., and its subsidiary Cable Television of Eagle Pass Inc., for unauthorized construction and operation of cable TV transmit and receive facilities. Action July 22.
- FCC initiated inquiry looking toward new interpretation of Communications Act requiring broadcast licensees to provide equal opportunities for political candidates. Action July 22.
- Anax Broadcasting Inc. has petitioned U.S. Court of Appeals for District of Columbia to review two FCC orders that upheld settlements involving Anax and three other applicants for new TV at Buffalo, N.Y. Earlier Anax petitioned FCC to reconsider and clarify ALJ's decision which denied request by applicant, Bison City Television 49 Ltd., to set aside settlements between two of competing applicants and among three others. Anax and two other applicants were dismissed as part of that settlement. Bison City contended agreements were defective in part because ALJ approved agreements between two applicants before FCC overturned ALJ's dismissal of Bison City's application and reinstated it. FCC said settlements are private contracts which no party is forced to enter and that Anax's petition presented no new facts to change this.
- FCC Review Board reversed decision released last February by ALJ Thomas B. Fitzpatrick granting CP to Greater Wichita Telecasting Inc. for new TV at Wichita, Kan. (BROADCASTING, March 1), and denying competing applicant, Columbia-Kansas TV Ltd. Action July 26.
- FCC affirmed its adoption last Dec. 17 of rules authorizing Fields Operations Bureau to temporarily shut down broadcast auxiliary transmitting equipment in situations where interference is threatening life of

property. Action July 29.

■ FCC granted Group W Cable Inc., formerly Teleprompter Corp., waiver of FCC cross-ownership rules for its commonly owned TV station KPJX(TV) San Francisco, and waivers of mandatory local signal carriage rules for Group W's Santa Cruz, Calif., cable systems. Action July 29.

Allocations

Petitions

■ Copperopolis, Calif.—Due to lack of continuing interest, dismissed petition by Zido Corp. to assign 105.5

mhz, to Copperopolis (BC Doc. 82-175). Action July 19.

■ Billings and Miles City, both Montana—Extended to Aug. 3 time for Comanche Enterprises to file reply comments in proceeding to reserve ch. 10 at Miles City and reassign ch. 6 from Miles City to Billings for commercial use (BC Doc. 82-276). Action July 20.

■ Sutton, W. Va.—In response to petition by Milliken Investment Corp.: Proposed assigning 97.1 mhz to Sutton; comments due Sept. 6 and replies Sept. 21 (BC Doc. 82-462). Action July 19.

Assignments

■ Breezy Point, Minn.—Assigned 95.3 mhz to Breezy Point as its first local radio service; effective Sept. 22 (BC Doc. 82-125). Action July 19.

Summary of broadcasting

FCC tabulations as of June 30, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,667	0	1	4,668	121	4,789
Commercial FM	3,378	1	1	3,380	237	3,617
Educational FM	1,112	0	0	1,112	80	1,192
Total Radio	9,157	1	2	9,160	430	9,590
Commercial TV						
VHF	524	1	0	525	12	537
UHF	271	0	0	271	124	395
Educational TV						
VHF	103	1	3	107	9	116
UHF	162	2	4	168	16	184
Total TV	1,060	4	7	1,071	161	1,232
FM Translators	477	0	0	477	257	734
TV Translators						
UHF	2,734	0	0	2,734	284	3,018
VHF	1,635	0	0	1,635	409	2,044

*Special temporary authorization

**Includes off-air licenses

Earth stations

■ According to FCC tabulations as of July 12, there are 7,939 earth stations, of which 6,476 are receive-only, 1,167 transmit-receive, 23 transmit-only, and 273 other.

Actions

Transmit-receive

■ RCA American Communications Inc. for Honolulu (E4321).

■ Michiana Telecasting Corp. for South Bend, Mich. (E4393).

■ Midwest Cable & Satellite Inc. for Lino Lakes, Minn. (E4394).

Receive-only

■ Community Tele-Communications Inc. for Montrose, Colo. (E3278).

Call letters

Applications

Call	Sought by
	New AM
WGMA	Moonglow Broadcasting Inc., Spindale, N.C.
	New FM's
WMTZ	Columbia County Broadcasters, Martinez, Ga.
WNCB	North-Central Christian Broadcasting, Duluth, Minn.
	New TV's
WPMX-TV	Kenneth B. Darby et al., Panama City, Fla.
WMKT	Apogee-Bonnee Associates, Muskegon, Mich.
KSBI	Satellite Broadcasting Co., Oklahoma City
	Existing AM
WKCN	WKXZ North Charleston, S.C.
	Existing FM's
KKAI	KIOE Honolulu
WTWR	WVMO Monroe, Mich.
KXLP	KNUJ-FM New Ulm, Minn.
WNGZ	WXXY Montour Falls, N.Y.
KZBS	KLNK Oklahoma City
WOKW	WNOZ Cortland, N.Y.
WPBE	WPGV Huntingdon, Tenn.
KWKI	KFNE Big Spring, Tex.

Grants

Call	Assigned to
	New AM's
WRDJ	Carol Stanley, Simon, Ala.
WWGR	La Follette Broadcasters Inc., La Follette, Tenn.
KSJL	Inner City Broadcasting of San Antonio Inc., San Antonio, Tex.
	New FM's
KCIR	Christian Radio of Magic Valley Inc., Twin Falls, Idaho
WEIU	Eastern Illinois University, Charleston, Ill.
KARO	Columbia FM Inc., Columbia, Mo.
	Existing AM's
KSUN	KXIV Phoenix
KCNR	KPAM-Portland, Ore.
WBZT	WEEQ Waynesboro, Pa.
KDYL	KWMS Salt Lake City
	Existing FM's
WFAS-FM	WWYD White Plains, N.Y.
WJZR	WRKB Kannapolis, N.C.
KAYI	KMMM Muskogee, Okla.
KCNR-FM	KCNR Portland, Ore.
WKEE	WKEE-FM Huntington, W. Va.

Services

AERONAUTICAL CONSULTANTS
Tower Location/Height Studies
FAA Negotiations
JOHN CHEVALIER, JR.
AVIATION SYSTEMS
ASSOCIATES, INC.
1650 So. Pacific Coast Hwy
Redondo Beach, CA 90277
(213) 316-5281

dataworld inc

AM • FM • TV • LPTV
Computerized
Allocation Studies/Directories
1302 18th St., N.W., Suite 502
Washington, D.C. 20036
(800) 368-5754 (202) 296-4790
Established 1971

FINANCIAL CONSULTING

Station Valuation
Economic Viability
Revenue & Expense Projections
Specialized Studies New Technologies

DAVID E. SCHUTZ & ASSOCIATES

95 Cedar St.
Wyckoff, NJ 07481

201 891-7758

SOUTHERN BROADCAST SERVICES

COMPLETE TURNKEY SYSTEMS
STUDIOS, TRANSMITTERS,
TOWERS, ANTENNAS
Full Rigging & Erection Services
Custom Electronics Design & Installation
PO Box 740, Alabaster, AL 35007
(205) 663-3709

contact

BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022

DON'T BE A STRANGER

To Broadcasting's 157,000* Readers
Display your Professional or Service
Card here. It will be seen by the decision making station owners and managers, chief engineers and technicians applicants for AM, FM, TV and buyers of broadcasting services.
*1977 Readership Survey showing 44 readers per copy

Professional Cards

ATLANTIC RESEARCH CORP.
Jansky & Bailey
Telecommunications Consulting
Member AFCEE
5390 Cherokee Avenue
Alexandria, Virginia 22314
(703) 642-4164

**EDWARD F. LORENTZ
& ASSOCIATES**
CONSULTING RADIO ENGINEERS
1334 G St. N.W., Suite 500
Washington, D.C. 20005
(202) 347-1319
Member AFCEE

A.D. RING & ASSOCIATES
CONSULTING RADIO ENGINEERS
Suite 500
1140 Nineteenth St., N.W.
Washington, D.C. 20036
(202) 223-6700
Member AFCEE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
1015 15th St., N.W., Suite 703
(202) 783-0111
Washington, D.C. 20005
Member AFCEE

CARL T. JONES ASSOCS.
(Formerly Gautney & Jones)
CONSULTING ENGINEERS
7901 Yarnwood Court
Springfield, VA 22153
(703) 569-7704
AFCEE

LOHNES & CULVER
Consulting Engineers
1156 15th St. N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCEE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCEE

SILLIMAN AND SILLIMAN
8701 Georgia Ave. #805
Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
(301) 589-8288
THOMAS B. SILLIMAN, P.E.
(812) 853-9754
Member AFCEE

Moffet, Larson & Johnson, P.C.
CONSULTING ENGINEERS
1925 North Lynn Street
Arlington, VA 22209
(703) 841-0500
Member AFCEE

STEEL, ANDRUS & ASSOCIATES
David L. Steel, Sr., P.E.
P.O. Box 230, Queenstown, Md.
(301) 827-8725 21658
Alvin H. Andrus, P.E.
351 Scott Dr., Silver Spring, Md.
(301) 384-5374 20904
Member AFCEE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCEE

JOHN B. HEFFELFINGER
9233 Ward Parkway, Suite 285
816-444-7010
Kansas City, Missouri 64114

**JULES COHEN
& ASSOCIATES P.C.**
Suite 400
1730 M St. N.W.
Washington, D.C. 20036
(202) 659-3707
Member AFCEE

CARL E. SMITH
CONSULTING ENGINEERS
AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services
8500 Snowville Road
Cleveland, Ohio 44141
216/526-9040

VIR JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
4940 E. 39th Ave. - 80207
(303) 393-0468
DENVER, COLORADO
Member AFCEE & NAB

**E. Harold Munn, Jr.,
& Associates, Inc.**
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

**ROSNER TELEVISION
SYSTEMS**
CONSULTING & ENGINEERING
250 West 57 Street
New York, N.Y. 10107
(212) 246-2850

JOHN H. MULLANEY
Consulting Radio Engineers, Inc.
9616 Pinkney Court
Potomac, Maryland 20854
301-299-3900
Member AFCEE

HATFIELD & DAWSON
Consulting Engineers
Broadcast and Communications
4226 6th Ave., N.W.,
Seattle, Washington, 98107
(206) 783-9151
Member AFCEE

**MIDWEST ENGINEERING
ASSOCIATES**
Consulting Engineers
150 Wesley Rd.
Creve Coeur, IL 61611
(309) 698-3160
Member AFCEE

MATTHEW J. VLISSIDES, P.E.
STRUCTURAL CONSULTANT
TOWERS, ANTENNAS, STRUCTURES
Studies, Analysis, Design Modifications,
Inspections, Supervision of Erection
6867 Elm St., McLean, VA 22101
Tel (703) 356-9765
Member AFCEE

C. P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS
P. O. BOX 18312
DALLAS, TEXAS
75218
Computer Aided, Design & Allocation Studies
Field Engineering,
(214) 688-0294
Member AFCEE

RADIO ENGINEERING CO
CONSULTANTS
NORWOOD J. PATTERSON
1900 VIEW DRIVE
SANTA YNEZ, CA 93460
(805) 688-2333
Serving Broadcasters over 35 years

**JOHN F.X. BROWNE
& ASSOCIATES, INC.**
CONSULTING ENGINEERS
1901 Pennsylvania Ave., NW
Washington, D.C. 20006
525 Woodward Avenue
Bloomfield Hills, MI 48013
Tel (313) 642-6226 (202) 293-2020
Member AFCEE

**WILLIAM B. CARR
& ASSOCIATES, INC.**
DALLAS/FORT WORTH
WILLIAM B. CARR, P.E.
1805 Hardgrove Lane,
Burleson, Texas 76028, 817/295-1181
MEMBER AFCEE

**D.C. WILLIAMS
& ASSOCIATES, INC.**
Consulting Engineers Radio and Television
AM-FM-TV-LPTV-CATV
P.O. BOX 700
FOLSOM, CALIFORNIA 95630
(916) 933-5000

R.L. HOOVER
Consulting Telecommunications Engineer
11704 Seven Locks Road
Potomac, Maryland 20854
301-983-0054
Member AFCEE

**SADACCA, STANLEY
& ASSOCIATES**
AM FM TV
P.O. Drawer LT.
Crestline, CA 92325
(714) 338-5983

**SHERMAN & BEVERAGE
ASSOCIATES, INC.**
Broadcast/Communications Consultants
Box 181, R.D. #2
Medford, N.J. 08055
(609) 983-7070

**BROMO
COMMUNICATIONS**
Broadcast Technical Consultants
P.O. Box M. St. Simons Island, GA 31522
(912) 638-5608
Computer designed applications - Field Engineering
Frequency Measuring Service

**LAWRENCE L. MORTON, E.E.
AND ASSOCIATES**
CONSULTING TELECOMMUNICATIONS ENGINEERS
LOW-POWER TV, AM, FM, TV APPLICATIONS,
FIELD ENGINEERING, COMPUTERIZED CHANNEL SEARCHES
1747 SOUTH DOUGLASS ROAD, SUITE D
ANAHEIM, CALIFORNIA 92806
(714) 634-1662

RALPH E. EVANS ASSOCS.
Consulting Telecommunications
Engineers
AM-FM-TV-CATV-ITFS
216 N. Green Bay Rd.
THIENSVILLE, WISCONSIN 53092
Phone: (414) 242-6000
Member AFCEE

EDM & ASSOCIATES, INC.
B/cast - AM-FM-TV-LPTV-ITFS-Translator-
Frequency Searches & Rule Makings
C/Carrier - Cellular, Satellites
MDS, P/P Microwave
FCC 1st Class & PE licensed staff
1444 Rhode Island Ave., N.W. Suite 1018
Washington, D.C. 20005 Phone (202) 234-4150

Dr. Jeremy K. Raines, P.E.
Consulting Electromagnetic Engineer
RERADIATION ANALYSIS:
Effects on patterns, impedances, currents.
13420 Cleveland Dr / Potomac, MD 20850
(301) 279-2972
Member AFCEE

**LECHMAN, COLLIGAN,
& JOHNSON**
Telecommunications Consultants
Applications - Field Engineering
2033 M Street, N.W., Suite 702
Washington, D.C. 20036
(202) 775-0057

Classified Advertising

Rates: Help Wanted; 85¢/word. Situation Wanted; 50¢/word in advance. Blind Box; \$3/issue. Display; Situations Wanted: \$40/inch, all others \$70/inch.

RADIO

HELP WANTED MANAGEMENT

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.

General Manager for Northwest AM/FM. Must be sales and people oriented. Great opportunity for small market manager or medium market sales manager to advance. Previous management required. No floaters. References checked. EEO-M/F. Send resume including compensation history to Box E-37.

Sales Manager for major market suburban AM/FM. Must sell, motivate and direct four-man sales staff. This is no job for an amateur. Write Box E-74.

Radio Manager: Responsible for overall management of KUAC-FM. Public radio managerial experience preferred. Applications must be postmarked by August 27, 1982. Send resume to: Kathryn Jensen, General Manager, KUAC-FM-TV, University of Alaska, Fairbanks, AK 99701. The University of Alaska is an EO/AA Employer and Educational Institution. Your application for employment may be subject to public disclosure if you are selected as a finalist.

One-person station, or man-and-wife combo to put CP on air and manage in booming resort community of Hot Springs, Va. Only station in two counties. No local print competition. Ownership participation for right party. Modest living quarters available without charge. Sales strength and community involvement essential. Write Box R, Hot Springs, VA 24445.

Station Manager wanted to work closely with General Manager. Applicants must have successful sales, sales promotion background. Ability to work with and manage staff and make everyday business decisions a must. Write Jeff Smith, WJQQ, P.O. Box 81, Tomahawk, WI 54487. EEO.

Station/Sales Manager. Salary, commission, bonus, fringes. Recent power increase. Daytimer applying for full time. University town. Modern facilities. Absentee owner. Turnaround. Central Pennsylvania. WTGC, P.O. Box 577, Lewisburg, PA 17837. 717-523-3271.

HELP WANTED SALES

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 Mid-West Family Station (EOE).

Sales Manager. National Public Radio seeks an experienced individual to work in our satellite distribution division with a strong track record in sales management. Individual must have a Bachelor's degree in business, broadcasting or equivalent experience. Applicants need experience in a sales position, excellent organizational/interpersonal skills with radio broadcasting, public broadcasting or satellite distribution experience, highly desirable. Excellent benefits - salary negotiable. Send resumes and salary history to: National Public Radio, Personnel, 2025 M Street, N.W., Washington, D.C. 20036.

Sales: Account Executive-medium market. 2 years' experience required. Send resume to WACI Radio, P.O. Box 701, Freeport, IL 61032, c/o R.C. Weis, President.

We just boosted our ratings. We need two more experienced salespeople who can maximize the profits. Send resume to GM, KRSS Radio, 224 S. Main, Sioux Falls, SD 57102.

General Sales Manager. Highly rated major market Urban Contemp. FM station. Must be experienced in both local retail and co-op advertising and used to selling retail advertising personally. Tremendous opportunity for hard-hitting hard-working sales executive. EEO employer. Write Box E-10.

Aggressive Miami radio station needs sharp, self-starters for sales. Experience helpful, but not necessary. Unlimited potential for the right person. Write Box E-75.

Immediate opening for proven sales person. Tremendous opportunity for the right person. Must have 1-2 years street sales with outstanding record. Salary, commissions, and good company fringe benefits. Send resume to: Sales Manager, P.O. Box 100, Brunswick, GA 31521.

Fast growing FM contemporary station is looking for a professional account executive. If you're aggressive, goal-oriented, and a positive thinker, send a resume to: Gregg Shull, Sales Manager, WFWQ-FM, P.O. Box 5423, Fort Wayne, IN 46895.

Sales Manager: Buffalo, New York-32nd market. Are you an organized, aggressive, experienced pro ready to lead a young sales staff? Must be capable to sell and manage. A tough, rewarding job for the right person. E.O.E. Resume and track record to Box C-98.

Aggressive, experienced sales person for fine Midwest, established station. Great opportunity for right person. Resume-references to Lou Skelly, WFDE, Flint, MI 48502. E.O.E.

Opening for experienced Account Executive. First year earnings \$20-\$30,000. Guaranteed salary + commission + travel. Part of a five-station group serving four states. Send resume to: WMCL, 811 Broadway, Mt. Vernon, IL 62864. EOE/MF.

Experienced Sales Person with desire to make outstanding income needed at small market (suburban Kansas City) FM. Professional, growing operation. Resume to: Dan Carney, KIEE, 207 E. Pearl, Harrisonville, MO 64701. EOE, M/F.

Sales Manager. New format, "Music of Your Life," requires sales pro who can first increase existing billing and then hire additional sales rep. Must be radio experienced, have good references, looking for a career, be willing to work hard in sunny Florida, and be able to visit for a personal interview. Call or write Roger Bald, General Manager, WMIB, 950 Manatee Road, Naples, FL 33942. 813-775-1510. EOE.

HELP WANTED ANNOUNCERS

Announcers-Engineers for two group-owned stations in mid-Atlantic and Southeastern Coast Regions. Send tape and resumes to Group Engineers, POB 11045, Augusta, GA 30907.

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, P.O. Box 1265, Pittsfield, MA 01202. EOE/MF.

We're looking for a proven winner! Modern Country station in St. Louis ADI is looking for a morning drive/music director. If you have minimum 5 years of stability and want to join a dynamic team of broadcasters, send your confidential resume, tape and salary requirements to: Steve Beeny, c/o KWRE Radio, P.O. Box 220, Warrenton, MO 63383.

Full-time radio announcer to work a 6-day week. Must have a mature, heavy adult voice, and a minimum of 2 years commercial radio experience. Send audition tape (voice only) to Pierre Eaton, WINX, Box 1726, Rockville, MD 20850. E.E.O.

Eastern major market group-owned easy listening FM accepting applications for experienced, personality-oriented jocks. True professionals only. Tell all in resume including references and salary requirements to Box E-15. EOE.

Announcer: News, sports, DJ, production. Experienced. Send resume to Kevin Kenny, PD, WACI-FM, PO Box 701, Freeport, IL 61032.

KJCS, Nacogdoches, Texas, is accepting tapes and resumes for air work. Seeking experienced announcer with good production. P.O. Box 1111, Nacogdoches, TX 75961. EOE.

Afternoon air personality, strong in production and copy writing, for a country format. No beginners! Send tape, resume and salary requirements to: Rich Reneau, KGYL, P.O. Box 1015, Greenville, TX 75401. E.O.E.

Radio Announcer, part-time. Mature voice, one year commercial experience. Reply to: J.R. Russ, WECK (AM-1230), Buffalo, NY 14225.

If production is your specialty, then this job is for you. We are looking for a mature announcer, but don't apply unless your production is great. Send tape and resume to Rod Meadows, P.O. Box 1047, Tallahassee, FL 32302.

Top rated Midwest medium market personality rock station needs experienced air talent. Excellent facilities, stable management and beautiful market make this a great opportunity. Write Box E-61.

Once-in-a-lifetime showbiz opportunity! Can you entertain, be fun, be serious, be conversational, be glib and do it all on the phone? Join one of America's foremost talk stations-where all talk is primetime. This may sound like we're trying for a whole staff in one super entertainer-you're right, we are! We'll be glad to hear from you. If we get together you'll hear from us in big dollars, in a hot market. Send resume to Box E-87. EOE.

Top 40 station, Mid/East, changing to A/C. Taking applications for new afternoon announcer. Resume to Box E-59. EOE.

HELP WANTED TECHNICAL

Radio Chief Engineer. Immediate opening. Excellent facilities and equipment. 100,000 watt FM stereo, daytime AM plus AM on Gulf Coast coming soon. Must have First Class/General License, broadcast experience and best references. We offer top pay and benefits. Send complete information first letter to Raymond Saadi, KHOM, Station 2, P.O. Box 728, Houma, LA 70360. Equal Opportunity Employer.

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.

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.

WGSM/WCTO is seeking an assistant chief engineer. Hands-on maintenance experience and a First-Class FCC license are required. Send resume and references to Marvin Holverstatt, P.O. Box 74, Melville, N.Y. 11747. An Equal Opportunity Employer.

HELP WANTED TECHNICAL CONTINUED

Electronics Engineer. National Public Radio seeks electronics maintenance engineers with 3 years experience in servicing audio equipment. Selected applicants will be trained in the maintenance of our broadcast facilities. Opportunity for growth and experience. General or FCC 1st Class Radio-Telephone Operators License desirable. Excellent benefits - salary negotiable. Send resumes and salary history to: National Public Radio, Personnel, 2025 M Street, N.W., Washington, D.C. 20036.

Group broadcast chain has opening for technical director. Flagship station in the South, 50,000 watt AM, Class C FM. Must be management-oriented, possess good technical skills plus capability to repair, rebuild, or design technical equipment. Master's degree in engineering or equivalent experience desired. Salary plus car and expenses. Send resume and references to Box E-22. Equal Opportunity Employer.

WIOS-AM & WKJC-FM, NE Michigan, radio engineer wanted. Must have above average technical skills. Experience necessary, must have first class. Send resume to: John Carroll, P.O. Box 549, Tawas City, MI 48763.

Immediate Houston opening. Assistant to chief at state-of-art facility. Minimum 3 to 5 years radio background. Transmitter experience required. Only career-oriented, hard workers apply. Resume and letter to Box E-73.

Full time engineer for AM/FM combination, Northeast Coast resort community. Must have good working knowledge of AM directional and 3,000 watt FM system, plus automation experience. BC/BS, good pay and benefits, nice working conditions. No prima donas, please! Growing company wants team player. Reply Box E-86.

HELP WANTED NEWS

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.

It's the best company you'll ever work for. WDRV, Statesville, has an opening for a reporter, to be a part of a 3-person news team. Strong conversational delivery and reporting skills a must. Good pay and excellent benefits. Tapes and resumes to: Corporate Personnel Department, Capitol Broadcasting Company, P.O. Box 12000, Raleigh, NC 27605. E.O.E., M/F.

Northern Wisconsin AM/FM looking for announcer/ news person. Play-by-play skills helpful, but not necessary. Equal opportunity employer. Send tape and complete resume to: John Munson, PD., WJMC, P.O. Box 352, Rice Lake, WI 54868.

News Director. Major market AM-FM. Excellent established company. Winning stations. Aggressive news department. Large staff, well-equipped. Strong background in contemporary news a must. All inquiries kept in confidence if requested. Contact: Steve Keeney, GM, KIMN-KYGO Radio, 5350 W. 20th Ave., Denver, CO 80214. An Equal Opportunity Employer.

WMBD has an immediate fulltime opening for a talented talk host. Work in one of the country's newest, most modern facilities with an excellent on-air team. Send your tape and resume to Neal Hunter, WMBD Radio, 3131 North University, Peoria, IL 61604. Equal Opportunity Employer, M/F.

News position in capital city. There is lots happening in Florida's capital city, and we want to report it on our station. This reporter's job is a first class opportunity and experience is required. Salary depends on your background and quality of your work. Outstanding benefit package. Send tape and resume to Rod Meadows, P.O. Box 1047, Tallahassee, FL 32302.

Anchor-Reporter for morning drive news in suburban NYC market. We're looking for a broadcast journalist with good on-air sound, solid writing and reporting abilities. Minimum one year experience in radio news. Tape and resume to: Steve Winer, WNLK/Q96, Box 1350, Norwalk, CT 06852. EOE. No calls, please.

Thoroughly competent professional broadcast journalist wanted immediately to lead five-person news department at one of Midwest's most respected AM/FM combos. Group owned by company with excellent business reputation and firm commitment to news. If you are our candidate you will enjoy excellent salary and live in medium market of 300,000+, where cost of housing is low and quality of life is high. Send resume and references to R. Elliott, P.O. Box 600, Fort Wayne, IN 46896. No calls, please. An Equal Opportunity Employer.

News & public affairs director for community licensed public radio station. Seeking creative producer with good delivery and production skills. Requires B.A. and three years' experience, preferably in public broadcasting. Salary: \$18,000 to \$26,000. DOE. Send resume, tape, references, and statement of news philosophy to Search Committee, KSKA, Grant Hall, Alaska Pacific University, Anchorage, AK 99508-9990. Deadline: August 22.

Wanted: Combo ND and sports announcer for mid-market radio station in the heart of beautiful Berkshire County. Experience is a must. Send resume and demo to: Susan Rector, Radio Station WBRK, 100 North Street, Pittsfield, MA 01201.

Sports, sports, sports. That's what our town talks about and we want to talk about it on our station too. Join a sports team that has already established itself as the leader. You must do creative sportscasts with lots of actualities, and be able to work the phone for stories. You'll be covering Florida State and Florida A & M sports, plus high school. Some play by play. Send resume and tape of sportscasts to Rod Meadows, P.O. Box 1047, Tallahassee, FL 32302.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program Director/afternoon drive jock for Florida M.O.R. Tape, resume and salary needs to Jim Lord Chaplin, General Manager, WIRA, Box 3032, Fort Pierce, FL 33454. Equal Opportunity Employer.

Established Midwest AM/FM. Commercial radio experience in production/on-air desired. Good starting salary, fringes. Station located 90 mi. southwest of Chicago. Send resume & air tapes to Joe Hogan, Prog. Dir., WLPO/WAJK, P.O. Box 215, La Salle, IL 61301. An equal opportunity employer, M/F.

AOR radio station seeks outstanding production director. Minimum two years major market experience in production, writing and announcing. Must know music, equipment, must type and have strong managerial skills. Send tape and resume to "Talent Search," 2724 Erie Avenue, Cincinnati, OH 45208. EOE.

SITUATIONS WANTED MANAGEMENT

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.

General Manager in one of the top 15 markets seeking a positive, challenging management position in a large or medium market. Knowledgeable in all phases of sales, programming and administration. Organized and aggressive leader with over 21 years large to small market experience. High broadcast standards. Community-active family man. Interested in long term association with a quality organization. Write Box E-1.

Experienced manager - sales manager with excellent background. Available immediately, Southeast. 703-346-2260.

Brokers, investors, owners. Manager available. Small/Medium. Good track record. Best references. Successful all phases. Your property in good hands. Write Box E-28.

General Manager - last seven years managing major market facilities, plus seven years sales, sales management, and on-air program direction. Proven results and experience. Box E-20.

Owners - If you can't be there, you had better have someone running your stations who will not only make you money, but protect your investment. Young heavy hitter who gets the job done. Currently employed in top five market. All markets reply with confidence. Box E-29.

Six months ago I took charge of an AM station that was in the pits. Today it is at the top in ratings, enjoying a 50% increase in billing and lower operating costs! Twenty years of experience and award-winning success in radio, TV, and public relations. A solid family man with a terrific record of community involvement. I'm ready to help you meet your goals. Box E-84.

Program Director with 12 years' experience and proven track record in Adult Contemporary, Country, and Top-40 seeking any type management position. Strong background in sales and promotions. Equally successful in live and automated formats, expert at computerized programming. Family man. Will relocate—available immediately. 412-228-2402 or 412-225-3481.

Professional Manager or **GSM** now wanting return to broadcasting. Former minority owner & GM three small market stations. All replies answered with resume. I'm best salesman and will counsel others. Any location. Write Box E-83.

Only surprises pleasant ones. Stable, very successful, compatibly employed G.M. seeking same position in East or Gulf area. Prefer small-medium market. Knowledgeable all phases. Sales, bottom-line oriented. Community-active family man. Good with people and promotions. No nonsense manager. Honorable reason for move. Credentials, references. Reply Box E-66.

Bottom line oriented General Manager (medium-large markets) with 20 plus years in radio looking for right opportunity. Heavy sales involvement, broad programming background, a people motivator. Young (39), successful, stable, excellent references, group experience, college grad. Write Box E-103.

Medium Market owners: I offer successful, creative, programming and sales skills acquired through 10 years of competitive experience throughout the upper-Midwest. Seeking General Manager position. Write to Box E-51.

General Manager with proven record of credibility and productivity seeks new opportunity with future. 16 years top management experience. Hands on professional who understands cash flow and bottom line. Group operations or single station level considered. Box E-49.

SITUATIONS WANTED SALES

Top salesman with 14 years' experience in announcing and sales seeking full time sales position with earnings \$25,000 plus. Would prefer Southeast, Southwest or West, will consider all. Hard working and dedicated, with excellent references. Write Box E-88.

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.

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.

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.

Bright, young, versatile broadcaster, 1981 college grad, experienced in country-crossover, A/C personality, play-by-play, and news. Interested in position to work hard and learn. Midwest preferred. Neil Isaacs, 616-798-4613.

C'mon, you guys! With 6 years' experience, B.A. and 3rd endorsed, I thought you'd be breaking down my door. Won't somebody even knock? Seeking live C/W or oldies medium market on East Coast. Box E-33.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Some experience, college training, working, interested sales. Also young, energetic, dependable. Resume, tape available. Write Box E-6.

Sportscaster, 8 years' experience play-by-play. Football, basketball, baseball. Personable talk show host and production capabilities. Resume furnished upon request. Available immediately. Write Box E-9.

Looking for experience, mature voice, good commercials and news. Salary negotiable. Bill 612—447-2835, after 11 AM.

9 years' experience, excellent references, very dependable. Mike, 904—255-6950, or write Box E-71.

You need a talented, dedicated announcer? I need my first job! Let's get together now! Joel, 518—725-2563.

Personable, persevering, professional female DJ wants to join your team. Any shift, any format (rock/AOR preferred), anywhere! Tape and resume available. J.D. Simon, 117 Laauwe Avenue, Wayne, NJ 07470. 201—956-0046.

Mature entertainer (34) desires major market position. Morning show? Fresh, warm, entertaining. Talk show? Intelligence, wit, communication. 6 yrs' experience. Good writing and production abilities. Dick, 716—649-4292, 25 Dudley Ave., Hamburg, NY 14075.

Looking for first professional break. Dependable and versatile young man. Strong reader with a healthy voice. Will relocate. Steve Schnell, 8111 W. Sunnyvale, Mequon, WI 53092, or call 414—242-0964 after 6:00 p.m.

First Phone announcer and farm director, 13 years' experience, prefer Iowa. Phone 319—634-3852.

Available immediately! Looking for best career opportunity. New announcer with good voice, personality, and ability. Evenings or overnight. Ohio or adjoining state. Doug Hendricks, 21692 TR-175, Mount Blanchard, OH 45867.

A/C P.D., small market, wants airshift—not necessarily management—at station with high standards needing adaptable, knowledgeable, dependable air personality. Oldies a specialty. Box E-68.

6-year experienced announcer wants a new challenge. I am an entertaining and energetic announcer as well as a very hard worker. Hire me. You won't regret it. Prefer A/C or country format. Contact Marty, 216—755-0504.

Music—adult contemporary. Consider talk show. Personality? No sweat. Prefer evenings or weekends or fill-in spots. Chicagoland area wanted. If interested, please call Rick Evans, 312—960-4806; 312—834-8000.

Entertaining and accurate play-by-play. Quality air shift. Sports Director, 3 years' experience. 516—437-2688.

Broadcast graduate seeks full time position. Can't get enough board work. Experience in PBP, M.O.Y.L. Love Nebraska and Iowa. Available mid-August. John, 319—236-1158.

SITUATIONS WANTED TECHNICAL

Young CE/DOE. Top 5 market directional, stereo, TV experience. Wants to clean and process LAX/SFO/SAN station(s) into marketing powerhouse(s). Also NYC. Network scale. Write Box E-78.

Sale! Sale! Sale! Quality merchandise! Scratch and dent! Restricted, not disabled, engineer for light duty. First, experienced, capable, voice, reasonable. Write Box E-45.

Experienced engineer. EE, P1, AM, FM, D, DR, STL, MW, KW, RE. Available. Write Box E-79.

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.

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.

Demand more than just 1st class play-by-play sports announcing. Demand daily personalized sportscasts and editorials. Now available with experience. Looking for Midwest, middle market opportunity. Box E-27.

News/Talk Stations: Format stalled? Staff need motivating? Sounds like you need a news director with programming as well as journalistic sense. 904—269-4940.

Recent college grad seeks news position. 2 years on-the-air experience giving newscasts for 100,000 watt FM station. Excellent writing background. For tape and resume, write Box E-2, or call Mark at 503—636-6634.

Sports Director, medium market. Four sport PBP, management, production, air quality excellent. Prefer mid-Atlantic region. ACC experience. 812—372-0309.

Hire a reporter with moxie! Articulate, intelligent and experienced recent college grad seeks entry level news position. Give me a break! Richard, 612—377-5622.

Solid Sportscaster. College, high school football, 8 years all sports. Let's talk. Dan Lee, 316—231-6205.

5-yrs.' experience in radio news, most as News Director. Looking for another step up. Contact Bill Gilmer, 313—982-4457.

News writer/producer/announcer seeks entry level BA, Broadcast Journalism. Ms. V. Humphrey, after six, 212—629-0428.

All-News/Newstalk, five years major market experience with Metromedia and Taft. Editor assignments, reporter, writer and producer. Master's in TV-R from Syracuse. Looking for a network, group or station with a news commitment that needs the job done. Box E-100.

Experienced, stable News Director with proven track record seeks move to larger market. Heading award-winning department. Ready to put abilities to work in more challenging situation. Write Box E-52.

News Programmer with large market experience available. Excellent record in formatting, recruiting, equipping, directing, budgeting and marketing enthusiastic staffs. West Coast preferred. 503—683-8918.

Experienced black male anchor/reporter looking for work in top 25 market. Contact Steve, 919—822-2442.

Bilingual wire service journalist with radio experience wants radio news career. Will go overseas. Mary Powers, Calle Sol 153, Vlejo San Juan, PR 00901, or leave message AP 809—724-2424.

Talk Show Host. College grad with extensive talk show experience at educational station seeks position. For demo tape, call Steve, 212—336-6835.

Award-winning broadcast journalist seeks stable East Coast opportunity. Degree, five years professional experience. Prefer medium market News Director. All offers considered through September. Call 602—888-5152.

Minor league baseball broadcaster looking for new assignment immediately. Looking for major college sports: Big Ten, MVC experience. Awards in sports and news reporting. I have, and will deliver higher ratings. Take some time and call 217—443-4664, or write 1012 Pries, No. 6, Danville, IL 61832.

Experienced S.D. working now; looking for new PBP or PBP/combo. Can coordinate and deliver smooth-running, great-sounding broadcasts that sell. Box E-69.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

PBP Specialist. Experienced, educated, reliable, dedicated. Football, basketball, baseball. Enthusiastic, descriptive. Available immediately. Box E-30.

Twin Telecommunication degrees and nine years' experience warrants investigation! Management, production, announcing, journalism. (West). Write Box E-12.

Successful Medium Market PD looking for greater challenge, 7 years' experience CHR/Urban Contemporary/Black & Adult Contemporary. Extensive knowledge of music, promotions & sales. Let's talk. Anthony Gray, 504—925-8027.

7 years programing/announcing. Stable personality experienced in Contemporary, Top 40, AOR, oldies. East preferred. Resume, Tape. Frank Cavaliere, Rt. 1, Box 343C, Carlsbad, NM 88220. 505—885-1769.

Strictly Professional. Seeking permanent programing and production position with small to medium growth oriented company. Eight years experience; B.A.-Telecommunications. Presently employed, solid references, geography no problem. John Howard, 812—379-2259.

Major mkt total entertainer eats fire—pounds icepicks into his head. Multi-track pro looking for PD/air slot, stability, & fire extinguisher. 717—652-1250.

Successful personality and programmer seeking lucrative home. Currently employed. Creative promotion plus major market production director and engineering experience. Intelligent, articulate, responsible. On-air PD or OM position preferred. Will consider prime air shift alone. Tom, 319—332-7810, after 2 CDT.

TELEVISION

HELP WANTED MANAGEMENT

Director of marketing/development. A growing PTV station serving southwestern Indiana, southeastern Illinois and northern Kentucky needs marketing and development head to direct and supervise all marketing/fundraising activities including subscriptions, auction, program underwriting, planned giving and public information. Experienced marketing/development professional with successful track record and management experience in marketing and fundraising reports. Send complete resume and salary requirements in confidence by August 15 to Connie Stunkel, WNIN-TV, 9201 Petersburg Road, Evansville, IN 47711. No phone calls please. An Equal Opportunity Employer.

Station Manager needed for group-owned smaller market UHF network affiliate in Northeast. Must be sales-oriented, particularly experienced in national/regional sales. Good opportunity with growth-oriented company. Box E-13.

Director of Broadcasting Responsible to the GM for directing and supervising program, production and engineering personnel and activities. Must be a well organized TV broadcast operations manager and programmer with minimum of two years experience in each of the following: TV producing and directing, programming and TV operations management including budget development and control. Effective marketing of production services is a key responsibility. Candidates with a successful track record in soliciting and facilitating commercial, industrial, and other non-program related production contracts are highly desired. Qualified candidates should send a complete resume and salary requirements in confidence by August 15 to Connie Stunkel, WNIN-TV, 9201 Petersburg Road, Evansville, IN 47711. No phone calls please. An Equal Opportunity Employer.

Executive Director. Developing regional telecommunications consortium seeks executive to direct the project. The Executive Director will effect cooperative formal and informal learning and communications services with member institutions, administer business and community affairs of the corporation, and organize funding/development plans. Academic degree plus proven record and experience with similar projects required; advanced degree preferred. Knowledge in communications technology/higher education required. Available immediately. Salary commensurate with qualifications and experience. Send detailed resume, including references, by August 30, 1982, to: Convocom Search Committee, c/o Dr. Alex B. Lacy, Jr., President, Sangamon State University, Springfield, IL 62708. 217—786-6634.

HELP WANTED MANAGEMENT CONTINUED

Manager, Station Relations and Community Service grants. The Corporation for Public Broadcasting seeks individual to fill the position of Manager of Station Relations and Community Service Grants. Individual will be responsible for initiating effective liaison with public radio and television stations. Successful candidate will have demonstrated ability in public relations; five years in public broadcasting administration with demonstrated evidence of broad fiscal responsibility; and a Bachelor's degree in communications, public relations, or related field. Salary range: \$32,146 to \$46,257. Please send applications and/or nominations by no later than August 27, 1982, to: Harvey G. Dickerson, Vice President/Administration and Controller, Corporation for Public Broadcasting, 1111 16th Street, N.W. Washington, D.C. 20036. Equal Opportunity Employer-M/F/H/V.

Marketing Director/Sales Manager. Financial News Network is seeking an experienced Marketing Director/Sales Manager to head up its national marketing and advertising campaign. Must have management and broadcasting experience. Must be professional and dynamic with an excellent reputation. Equal opportunity employer. Salary commensurate with experience. Send resume to: Rodney H. Buchser, General Manager, FNN, 2525 Ocean Park Blvd., Santa Monica, CA 90405.

HELP WANTED SALES

Technical sales rep: A dynamic individual with TV, engineering and/or production experience (FCC License desirable) and sales experience in the Southern California market area to join in success oriented sales team. Attractive salary, benefits and commission program. Send resume and salary history to Box E-47.

Local Sales Manager. If you are an experienced, aggressive local television sales manager with the potential to move up as general sales manager, we want you!! Salary commensurate with experience. Submit resume to Linda Imboden, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114. Equal Opportunity Employer, M/F.

Sales Manager and account executive. Financial News Network is seeking experienced sales people who have extensive knowledge and contacts in the New York advertising community to sell commercial advertising time for the TV network. Must be professional, dynamic and have an excellent reputation. Equal opportunity employer. Salary commensurate with experience. Send resume to: Rodney H. Buchser, General Manager, FNN, 2525 Ocean Park Blvd., Santa Monica, CA 90405.

HELP WANTED TECHNICAL

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.

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.

Maintenance Engineer—established post-production house has immediate opening for experienced engineer. Tape, CMX, switcher experience a must. Call Gregory Reis, 312-280-2200.

KOLO Television, Reno, NV, seeks studio maintenance engineer on TK-46, ACR 25, Sony 3/4", E.N.G. Position available immediately. General class license + 3 years' experience. Write or phone: Chief Engineering, KOLO-TV, P.O. Box 10,000, Reno, NV 89510. 702-786-8880. An E.O.E. employer.

Studio Maintenance Engineer—General class license. One to two years' experience required in maintenance of Ampex 2", RCA TCR-100, Sony cameras and 3/4" ENG. Solid background in theory required for position at ABC VHF affiliate in sunny SW. EOE, M/F, AA. Send resumes to Box E-19.

ENG Maintenance Technician. Minimum 3 years' experience in repair and maintenance of ENG cameras, and recorders, and knowledge of associated test equipment. Send resume to Myron Oliner, C.E., KBTV, 1089 Bannock St., Denver, CO 80204. An equal opportunity employer.

Chief of Technical Operations: Ability and 3 years' experience in maintaining all types studio and transmitter television equipment; FCC first or general telephone license required. Supervisory ability/experience necessary. Idaho State University, Pocatello, Idaho location. Contact Vaun J. McArthur, Director of Engineering, Idaho Educational/Public Broadcasting System, 1910 University Drive, Boise, ID 83725. 208-385-3727. EOE.

WBAL-TV, Baltimore, is looking for a technician with at least two (2) years operational experience including: production switchers, audio consoles, studio cameras, VTR (3/4, 1 & 2 inch), maintenance and trouble shooting. Prefer at least an Associate Technology degree and previous major market TV experience. EOE. Send resume to Director, Human Resources, WBAL-TV, 3800 Hooper Avenue, Baltimore, MD 21211.

Maintenance Engineer. A unique career opportunity in the subscription television industry. If you hold a first class FCC license or equivalent and have at least 3 years prior experience as a television maintenance engineer, you could be part of the challenge. You'll be maintaining subscription television broadcast equipment, including a UHF television transmitter, and studio equipment. Formal education in communications and broadcasting is preferred and thorough working knowledge of studio equipment is essential. This position offers an excellent salary/benefit package, along with the matchless opportunity to be part of one of the nation's fastest growing areas in home entertainment. For immediate consideration, please send your confidential resume and salary requirements to: WBTI-TV, 5177 Fishwick Drive, Cincinnati, OH 45216, Attention Linda Kelley. An Equal Opportunity Employer, M/F.

UHF/FM Maintenance Engineer. Excellent working conditions and benefits. Send resume and references to Mack Seed, Vincennes University, Vincennes, IN 47591. Affirmative action/equal opportunity employer.

Lead Engineer for major television facility. Experience in TV studio system design and operation. Must be strong in traditional production support skills such as lighting, audio, and video. Bill Lewis, Wright State University, 102 TV Center, Dayton, OH 45435.

Major East Coast production facility has openings in the following areas: (1) Video (location, remote unit, and studio); (2) Film Color Correction (Rank Mark III experience preferred); (3) Editors (CMX340X/GVG EMEM experience preferred); (4) Top maintenance personnel. Satisfactory applicants must be client-oriented & self-starters. Competitive salaries and excellent benefits package. Send resume in confidence to Box E-72.

Asst. Engineering manager: Group-owned television station, offering best of all worlds for a hard-working person interested in opportunity and development. Must have excellent systems knowledge, management ability, foresight, and a practical approach. Hands-on required. Location, climate, and benefits are a big plus. Contact: Tom Bradford, Cosmos Broadcasting Corp (WIS-TV), P.O. Box 367, Columbia, S.C. 29202; 803-799-1010. An Equal Opportunity Employer.

HELP WANTED NEWS

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.

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.

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.

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.

Meteorologist to back up our number one meteorologist on our number one news team. We're looking for a personable, credible forecaster with long-term potential. E.O.E. Send tape and resume to: Jim Collins, WTVC, 410 W. 6th Street, Chattanooga, TN 37402.

Sportscasters—"Leisure Time", a Monday through Friday leisure activity strip being developed in conjunction with major publishers and cable television network, seeking male and female sports journalist with training and experience to anchor show. Write Box E-3. EOE, M/F.

Reporter for aggressive, award-winning medium market station in the Southeast. We are a top-rated station with a commitment to news. If you are an experienced reporter, a digger who fights for the lead, we would love to hear from you. Write Box E-38. EOE.

Anchor for Western market ABC affiliate. Must have reporting and anchoring experience. Send resume to Box E-46.

Weatherperson. Weatherperson who knows that meteorology is more than rain, snow and sun. Must be able to relate to market mix of farm and urban viewers. Please send resume to Olivia Lage, Personnel Manager, KSEE TV, P.O. Box 24000, Fresno, CA 93779. An Equal Opportunity Employer.

Take-charge weekend anchor/producer with on-air experience needed immediately. News reporter three days a week. Send resume and videotape to: News Director, KSWO-TV, P.O. Box 708, Lawton, OK 73501.

Weatherperson—We're a top 50 CBS affiliate looking for someone special to do our prime weathercasts. We want you if you have that sparkle. You don't have to be a meteorologist. You do have to be able to do some reporting. If you're doing weekends, and want to do full-time weather, let us know. We encourage people from markets 100+ to apply. Send your tape and resume to: Dick Wagner, News Director, WCHS-TV, P.O. Box 1153, Charleston, WV 25324. E.O.E. No phone calls, please.

Weekend weatherman needed. News reporter three days a week. Send resume and videotape to: News Director, KSWO-TV, P.O. Box 708, Lawton, OK 73501.

Co-anchor as you increase photo, reporting and writing skills. TV news reporting experience required. Columbus, GA. 404-561-3838, Jerry Luquire."

Top 50 Midwest NBC affiliate is seeking resumes to aid us in filling a news co-anchor position. If you are ready to move up in market ranking, we would like to help you. Write Box E-62. EEO M/F

Sports reporter. Sports reporter with energy and production ability can make a difference in our sports-minded city. Strong emphasis on local sports. Play-by-play experience helpful. Please send resume to Olivia Lage, Personnel Manager, KSEE TV, P.O. Box 24000, Fresno, CA 93779. An Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Industrious and experienced production person needed. Must be fully proficient with 3/4" editing. Must be creative, write good copy, deal well with clients and be conversant in audio, lighting, and sets. No beginners, please. Salary commensurate with experience and ability. Send full history, requirements and resume VCR with first letter to WSVI-TV, Box 8, St. Croix, VI 00820.

PM Magazine is looking for a Field Producer. Person would be responsible for developing, scripting, producing and editing national features. Must have experience in field production and talent direction. Send tape and resume to: PM Magazine National Office, 855 Battery Street, San Francisco, CA 94111. Attention: Features Department. Westinghouse Broadcasting and Cable is an Equal Opportunity Employer, M/F

PM Magazine photographer. Experienced in all phases of ENG shooting, editing and production. PM Magazine experience preferred. Ability to write and produce stories a help. Send tape, resume to George Hulcher, PM Magazine, WHAS-TV, Box 1084, Louisville, KY 40201. EOE.

Director of P.R. & Information—Newly created position—regional public television entity seeks experienced person to plan, execute and place promotional materials and public relations activities. We are looking for a person with proven ability to work with all facets of the media; must possess superior writing, editing and production skills. Responsibilities include media relations, publications, program promotion and conference planning. Salary: \$15,000-\$20,000, based on experience, plus benefits. Send resume to: John A. Montgomery, President, Central Educational Network, 4300 W. Peterson Avenue, Chicago, IL 60646, by August 15, 1982. The Central Educational Network is an equal opportunity employer.

Duty Coordinator. If you are looking for a challenging position, PBS is offering an excellent opportunity for a qualified candidate with a minimum of 2 years college, degree in Communications preferred. Station production and broadcasting experience in programming and/or operations preferred. The main responsibility is to coordinate all PBS day-of-air activities. Please submit letter of interest, resume, and 3 professional references to: PBS, Attn: Sheila Overton, 475 L'Enfant Plaza, S.W., Washington, D.C. 20024. 202-488-5088. EEO/AA.

TV graphic artist. Supervise and produce art work for on air, set design, promotion, print advertising and other related areas. Degree in graphic design, related areas, or equivalent experience. Good state benefits, salary to \$15,828—depending on experience. Send resume and work samples by August 31, 1982 to: WPBY-TV, Third Avenue, Huntington, WV 25701. EOE.

Producer-Writer: University public information office seeks experienced (1-3 years) professional to produce and write video and audio messages and news features. Some narration required; bachelor's degree required. Send application letter and resume to Tom Bauer, Broadcast News Service, The University of Iowa, Iowa City, IA 52242. The University of Iowa is an affirmative action/equal opportunity employer.

Sunbelt station looking for experienced director. Must be able to handle fast paced news and commercial load. Minimum two years' experience on production switcher. Send resumes and salary requirements to Box E-96.

Graphic Designer for WHA-TV, Madison, WI. Designs print graphics for ads and publications. Some TV slides/animation. Minimum of 3 years professional print graphic design experience required. Salary based on \$15,700 annual. For application, call Kathy Dickerson, 608-263-2114. Application deadline: September 3, 1982. WHA-TV is an affirmative action, EEO employer.

A top-rated Southeastern station is looking for an Art Director. The person we need will have the opportunity to use state of the art electronic graphic equipment, as well as the usual print-oriented tools. If you can help mold the graphic look of our station, if you can handle the tools of the digital electronic environment, then please apply. A contemporary illustration style is a big plus here. Resumes, salary requirements and written sample work can be sent in confidence to Box E-99. An equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Sales Manager—major cable system. Employed. Extraordinary broadcast credentials/track record including over a decade all phases commercial radio, cable, VHF. Seeking GM/GSM-Cable or radio. New Jersey/New York metro only. Box E-92.

You needn't go to heaven to meet your creator! Television promotion expertise isn't nearly that far away. Fortunately, there's a very bright, hardworking, presently working promotion creator and administrator on this side of the horizon, and because he's expanding his, he can be available soon. For particulars, write to Box E-76, and tell me why I should be working for you.

General Manager. 15 years solid growth record in profits, marketing, ratings. Seeking comparable position, top 100 markets. 1982 can be a good year for both of us. Box E-67.

General Manager. 30+ years practicing television. Thoroughly experienced all aspects! Demonstrated expertise in administration, programming, sales, news, promotion; trouble-shooting/empire-building. Accustomed to top-level, 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 E-50.

SITUATIONS WANTED NEWS

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.

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.

Experienced small market news director looking for reporter's position in medium market. Box C-136.

Top 20 radio weathercaster seeks first job in television. Accredited with American Meteorological Society and Washington, D.C. chapter. 6601 Amleigh Road, Baltimore, MD 21209. 301-484-8615.

News Director—Currently number two person in top 30's news operation, experienced in all facets of television news management. Young, aggressive family man seeking new challenge. Box E-5.

Currently sportscaster in top 50 market. Good reporting and production. Play by play. Top references. Desires to know what might be available. Write to Box E-60.

Photographer/Editor: experience in top 30 market, can shoot/edit 3/4", has nose for news. Don, 716-877-3676.

Anchor-producer-reporter. 10 years' experience, last 4 in television. B.S. Mass Communications. Excellent references. Write Box E-90.

Features. I'm looking for a news director who already has the major beats covered, is committed to writing rather than dimes, and wants to enhance his air product with some creative features. Call Allen Turney, 713-832-0279.

Professional minority seeks general assignment reporter's duties. The position should not be limited to covering only minority-oriented stories. I am a team player who is mature, friendly, hard working & have excellent references. Qualifications include 10 years of strong reporting & ENG/film editing experience. B.A. 1972, Loyola University. Resume/tape available. James Rowe, 1423 Kipling St., Apt. 3, Houston, TX 77006.

I've got 3½ years in news and sports and want to come to work for you I'm looking for a bigger market or a bigger opportunity. Chad, 713-484-3977.

Virginia radio broadcaster seeks move into TV, preferably as reporter. Same or nearby state. Bachelor's degree. Good voice, writing ability. Married. 703-896-7727.

Top fifty sports director/anchor with energy, experience, dedication desires new challenge. Prefer markets 1 to 60 in NE, MW, MA. Box E-94.

Sports. Looking for anchor/PBP combo in medium-large market. Nine years experience, TV and radio. Write Box E-77.

Sports Producer—network owned station—number one market—smaller market on-air experience—seeking reporter-anchor position. Box E-101.

Newsman with brains, strong writing ability, good looks. Seeks fulltime field reporter position. Boston and Capitol Hill experience. Politics/Education specialties. Call Lisa; 617-353-3663.

Reporter/Anchor available now. 4 years major market experience. Looking for new challenges in quality operation. Write Box E-64.

Sports reporter, anchor, producer. MS in Broadcast Journalism and production assistant in sports office of major market station. Aggressive, diligent, innovative male seeks position in small to medium market. Understands the importance of teamwork. Call or write: Tom Kirkland, 70 Station Rd., Irvington, NY 10533. 914-591-8651.

Looking for experienced news director? Skilled administrator. Aggressive, award-winning journalist. Newscast production specialist; people-oriented; strong emphasis writing, visualization. Affordable. Prefer commitment, stability, chance for upper management over market size. Write Box E-82.

Competitive News Director seeking challenge with station determined to be dominant. Mature (30's), experienced journalist/administrator will lead, train, motivate. Excellent journalistic, interpersonal and administrative abilities will produce a happy and hard-working shop. Also offers demonstrated capacity to work effectively with other departments. Seeking medium or major market opportunity in lower Midwest, New England or South. Box E-104.

Mildly humorous, mature weather communicator, plus I'm doing news anchoring, too. Family man. VTR on request. Only SE, mainly Carolinas & GA. Write Box E-53.

Have Stopwatch, will travel. Producer, 6 years' experience, seeking new challenges. Special projects, documentary work of special interest. Reply Box E-106.

Experienced, minority female. Anxious to relocate. Master's degree. R. Pierce, 6231 Sedgewick Drive, Norfolk, VA 23513 804-855-9991.

Exceptionally bright recent grad with experience, will relocate. Seeks reporter position. Mandy, 212-739-4262, or write Box E-57.

Economics reporter. Network-experienced, Emmy-winner to give your viewers "the business" in plain language. Bob, 602-299-1944.

Black female seeks TV reporter position, small market, MS journalism Columbia University, experience: all news radio, Wash. D.C. and print reporting. Call Sabrina 703-979-7369, 9a-2p.

Outstanding young reporter with top 50 exposure, BSC degree, and four proven years of experience seeks medium market position to further news passion. Call Bob, 513-324-0173. Will relocate. Energetic. Creative.

Energetic college grad looking for entry position in TV broadcasting with preference towards news. Internship and other production experience. Very eager to start. Will relocate. Gary Ellsworth 6 Hollow Court, East Setauket, N.Y. 11733 516-751-8742.

3½ years experience in news and sports looking for right opportunity anywhere in the country. Chad, 713-484-3977.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Recent UMass grad (Broadcast Management) seeks entry level position in public affairs programming or sports. Prefers northeast. Steve, 413-267-3422. Tuesdays/Wednesdays.

Experienced, bright, ambitious female with 4 years advertising agency and promotion background, including broadcast advertising, wants position in promotion department of station, Cable/TV programmer. High in organization and writing skills. Contact S. Rodman, 203-655-8677.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHER CONTINUED

Hardworking fellow seeks entry level production/photographer position. MA Journalism. Dino Chambers. 503-683-1471; 217-578-2840.

Triple threat! Promotion/production/on-air person. No job too big—no market too small. Call John Reed Baker. 415-820-2993.

Creative, energetic reporter seeks position as writer/producer/reporter of human interest and magazine type stories. Also, weather duties. Good appearance, personality, maturity. Fresh, realistic, humorous and human approach. Dick, 716-649-4292; 25 Dudley, Hamburg, N.Y. 14075.

Logos designed for \$100. Successful samples available. Curvin Krout, 115 Seminary Ave., Gettysburg, PA 17325.

Videographer with 3 years' experience, degree in communications and own equipment seeks permanent production or news position to begin by September 14 at latest. Call collect. 515-292-4208, after 6 pm CST.

CMX 340X Certified Editor, 22 years creative video/film experience. NBC, ABC, NASA. Brochure available from Box E-55.

Production and promotion specialist with two years' experience. Able to produce, write, edit, direct, photograph, VTR set-up, and switch. Tim Woods, 502-423-0145.

Mercenaries: Producer/cameraman team tired of bland assignments seeks challenge. Both have extensive background in news, magazine, and reality programming. Enjoy travel. The best, on a contract basis. Contact Box E-97.

New York Producer—director-cameraman, veteran professional accomplished in news, music-video, and commercial production. ENG/EFP-multi-camera facilities, management, and marketing experience. Available for travel mid-September Write Box E-95

Director: 7 years' experience with newscasts, commercials, sports, promos, telethons, and public affairs. Seeking challenging directing position at a medium market, state of the art facility, or A/D or Chyron operator at a major market facility. Resume, tape, and references available. Write Box E-91.

Videographer/soundman. Lighting, editing, etc. Trained in small market station, had to learn all areas. Experience in Chicago market. 1st Phone. Ready to relocate. Call Scott. 312-355-2285.

I'm looking for an equal opportunity. I have the creativity, skills and personality you need in a producer/writer. I want an opportunity to transfer my award winning industrial talents to broadcast. Black/female with outstanding credentials and broadcast experience. Presently employed, so please write to Box E-58.

Former "Real People" story editor/producer is seeking a position in program origination/production, cable or network. Hard worker with strong writing and editing skills. Prefer West Coast. Write Box E-63.

Production Assistant. EFP and studio experience, can shoot/edit 3/4", plus all facets of production. Don, 716-877-3676.

Host: Talk/Variety show. Compelling: smooth, sophisticated, a charmer! Strong appeal throughout the 18-49 demographic. Especially strong with women. Sparkling presence, quick wit, intelligent interviews. Entertainment and news backgrounds; major-market TV/radio and network radio. Early 30's; single. National or major NY/LA/SF show. Write Box E-80.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

ALLIED FIELDS

HELP WANTED INSTRUCTION

Assistant Professor of Broadcasting. The University of Maine at Orono, Department of Journalism and Broadcasting, is seeking an assistant professor of television broadcasting for a one-year position, possible tenure track, to teach courses in television broadcasting, including basic production, writing and broadcasting government. Nine-month appointment effective September 1, 1982. Ph.D. and/or equivalent professional broadcast experience, demonstrated teaching ability. Salary negotiable and will be commensurate with experience and qualifications. Send letter of application and resume to Alan Miller, Search Committee Chairman, Department of Journalism and Broadcasting, 107 Lord Hall, University of Maine, Orono, ME 04469. Deadline for applications; August 12. The University of Maine is an equal opportunity/affirmative action employer.

Television producer-director-writer for University television production center, producing full range of information, performance, instructional, and sports programs which have been aired on state public television network, PBS, commercial stations, cable systems statewide, and used for campus and off-campus instruction. Broadcast quality facilities include a remote truck, studio/editing with type C 1" tape, ENG-EFP facilities, 24 hour cable access channel, and microwave interconnect with Kentucky Educational Television. Applicants should hold Bachelor's degree (Master's preferred) and have a minimum of three years experience in public television or a similar environment. Experience in directing live performance, public affairs, and athletic telecasts is desirable. Twelve-month faculty appointment with excellent benefits and competitive salary. Send resume, videocassette sample of work, and three letters of recommendation to Office of Academic Affairs, Western Kentucky University, Bowling Green, KY 42101. An Affirmative Action/Equal Opportunity Employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

\$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.

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.

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.

Wanted: AEL FM3KB/FM5KB transmitter with or without exciter. Unit must be complete and restorable. Contact Jack Phillips, KALW, San Francisco, 415-648-5706.

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.

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.

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 Fujii, servo/zoom lens, 1.5" viewfinder, (3) saticons, 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.

Auditronics model 110A control console. Excellent condition. For information, call Terry, 301-652-9740.

For sale-2 years-old Sono Mar 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.

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.

RCA TK630 Broadcast, studio color cameras with 1" plumbicons, lens, camera cable, fully updated. Eric Address, E.J. Stewart, Inc., 215-626-6500.

Towers for sale: 1-1000' G-7 guyed, 1-1425' 10' face guyed, 1-890' 7' face guyed, 1-150' self-support, 1-190' self service, 1800' of RCA 191B 3-1/8" coax, 1-450' microwave. Call 901-274-7510.

Chyron 111B titling system: 16K memory, 4 fonts, colorizer/keyer disc drive with insteel rack mounted cases in foam lined shipping cases. Very good condition. \$17,000. TV Graphics, 201-444-2911.

Harris Laserfax satellite recorder. Almost new. Contact Mike Whaley at The Weather Channel, 404-433-5135.

90-ft galvanized tower-new: 3-ft. face, 2 1/2" solid round stock, 5 sections. No hardware, on ground, painted, as is, where is, South Georgia. \$4,500. 912-439-9215.

For sale—IGM Basic A stereo automation system—2 years old. Contact Orv Koch PO. Box 80209, Stuart Broadcasting, Lincoln, NE 68501. 402-475-4204.

Gates FM-10h3, 10kw transmitter, TE-3 exciter/stereo generator. Many spares. Package also includes Gates RDC-10C remote control, Gates M6467 top level amp, & CBS-FM Volumax 4110. Great condition, must sell due to power increase. \$9500. 919-934-6869.

CP-16A camera with sound head, 2 magazines, spare batteries, all accessories. Miller fluid head tripod, lighting, location cases. 314-443-3367 before noon, central time.

FOR SALE EQUIPMENT CONTINUED

GPL 35mm Telecine motion picture projector, like new, low hours, \$13,995.00. Norelco PC-60 camera chain, \$4,500.00. Norelco/Kinotone 16mm telecine, \$6,500.00. RCA TP-7 slide projector, \$4,500.00. More Write, wire, or phone: International Cinema Equipment Co., 6750 NE 4th Ct., Miami, FL 33138. Ph: 305-756-0699; Telex 522071 Int Cinema Mia.

3 position cart machine—DB electronics model 3000 playback machine with 2nd & 3rd cues, fast forward, manuals, extra boards. New condition. Purchased at bankruptcy sale, exceptional bargain at \$1100. 301-728-3800.

Thirty three, AM and FM transmitters in stock, all have met FCC proofs. All powers from 1kw to 20kw FM and 1kw to 50 kw AM. Many with spares all with inst. books, complete. Continental, Collins, RCA, Harris/Gates, Sparta, Besco Internacional, 5946 Club Oaks Drive, Dallas, TX 75248. 214-630-3600.

50 kW Gates model BC-50C transmitter for sale. Excellent condition. Some spares. Asking \$20,000 WFGW, Black Mountain, N.C. 704-669-8477.

Scully 280B-2 Servo recorders. Excellent condition. Several available. \$2550 each. 919-934-6869.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letterhead). O'Liners, 1448 C West San Bruno, Fresno, CA 93711.

MISCELLANEOUS

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.

Spots recorded, \$5 each, free sample. Kauffman Creative Services, RD3, Box 570, Palmyra, PA 17078.

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.

RADIO

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 Announcers

CATCH A RISING STAR

Sportscaster-PBP experience; classic delivery; BA in Communications; just graduated law school. Will relocate. Bob, 703-892-0920.

Situations Wanted Management

TALK STATIONS: RATINGS WOES GOT YOU UPSIDE DOWN?

energetic. Talk to me. Write Box C-86.
now on-air! looking for a challenge. Creative.
Let me turn you around. Top 25 Ops. Mgr. (also
also)

300 PERCENT INCREASE IN BILLING (no increase in costs)

No. 1 Contemporary AM in Las Vegas! If bright, creative, "people-oriented" General Management is what you need, contact me, now. (Our numbers almost doubled too). Presently Employed. Jack Hayes, 702-732-2555.

TELEVISION

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

Help Wanted Management

TV PROMOTION MANAGER

Major Midwest network affiliate seeks strong, creative, on-air promotion person with ability to create, execute, follow thru on all aspects of media mix, with heavy emphasis on all aspects of on-air promotion. Major responsibilities, great opportunity for growth. Resume to Box E-40. 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.

WKBD-TV

in Detroit has an immediate opening for two new positions in their News Department:

Producer / Editor

Previous news producing experience is required, with an emphasis on ENG.

Reporter / Writer

Previous news on-camera reporting and writing experience is required. ENG and street reporting experience essential.

All ¾" tapes and resumes should be sent to:

Program Manager
WKBD-TV
P.O. Box 359
Southfield, MI 48037



An Equal Opportunity Employer

NO PHONE CALLS!

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.

TV ANCHOR TALENT

Rochester's No. 1 news operation needs a 6 and 11 p.m. co-anchor. Three years exp. on-air a must. Salary negotiable. Rush resume and tapes to WHEC-TV, 191 East Ave., Rochester, N.Y. 14604. Attn: David Nolan, News Manager. An EEO Employer.

PRODUCER—11:00 NEWSCAST

3-5 years minimum experience, including live coverage. Solid journalist. Skilled writer. Creative producer. Send tape and resume to Assistant News Director/Programs, Ken Middleton, WJLA-TV, 4461 Connecticut Ave., N.W., Washington, D.C. 20008. Equal Opportunity Employer.

PRODUCER NEEDED

for one of the top-rated PM programs in the country. Must be familiar with PM and have strong management abilities. Two years television experience required. Send resumes to Larry Beaulieu, KFDM-TV, P.O. Box 7128, Beaumont, TX 77706. Belo Broadcasting Corporation, an equal opportunity employer.

Help Wanted Programing, Production, Others

MAGAZINE FIELD PRODUCER

Top 10 market magazine show is looking for an experienced Field Producer with at least 1 year's experience producing weekly "state-of-the-art" segments. Send tape and resume to:

Box BM 2020,
810-7th Ave., NY, NY 10019

An Equal Opportunity Employer, M/F

TALK SHOW HOST

We are a major market television station looking for a host for our daily information/variety program. Will consider medium and small market talent who are ready to move up. Send resume to Box E-7. EEO employer, M/F.

COMMERCIAL PRODUCER

to head two man department. Seasoned, hands-on professional, experienced in all phases of 1" video production, from concept to completion. Studio and location shooting; writing and editing; lighting and set design; commercials and sales promotion. Thorough understanding of TV sales and client relationships. Will have own equipment and complete creative freedom. No telephone contact, please. Send resume to Cliff Fisher, WKBW-TV, 7 Broadcast Pl., Buffalo, NY 14202. An equal opportunity employer.

PRODUCER/DIRECTOR

We are looking for a top flight Producer/Director to direct newscasts, sports, prime time talk shows and specials.

You must have a firm and innovative grasp of the latest technologies including GVG switchers, Quantel effects and still stores, Chyron IV and one inch computer editing.

We're not only looking for a technical wizard but one who can design and manage a production from start to finish.

Requires a substantial background in various types of television production and an orientation towards doing impressive work.

Excellent GE benefits. Send resume along with salary history to Robert Gordon Jr., Executive Producer, WNGE-TV, 441 Murfreesboro Road, Nashville, TN 37210. An equal opportunity employer.

GENERAL ELECTRIC BROADCASTING
WNGE/NASHVILLE



PRIME SPORTS ANCHOR

wanted for major city. We have 4 winning pro franchises. Hub of top college conference. The fans demand a lot of their sports anchor. No rookies, only pros. E.O.E. Resume & references only to Box E-48. Have tape of anchoring and field work ready to send if contacted.

WEATHERCASTER

WNEW-TV, Metromedia Television's flagship station in New York City, is looking for a professional communicator. Experience preferred. Send resume to Mark BvS Monsky, News Director, WNEW-TV, 205 E. 67th St., New York, N.Y. 10021. Auditions are scheduled for mid-August. No beginners or telephone calls, please. An Equal Opportunity Employer.

TV SPORTS DIRECTOR

Creative thinker who understands how to cover "recreational sports." Rookies and score readers need not apply. If you are youth-oriented and are interested in locating in the Southeast, send resume to Box E-85.

REPORTER

Challenging opportunity for small or medium market reporter to work in No. 1 and No. 5 markets. Initiative and creative production skills essential for packaging issue-oriented reports. Minimum two years' experience. (EEO) Send resume and cassette to Kathleen D. Lynch, Director, New Jersey Nightly News, 1573 Parkside Ave., Trenton, N.J. 08638.



Top 10 market has co-host position open for PM Magazine. Seeking bright, articulate person to work with female co-host and 12-person staff with 3 years' experience. Television on-air experience necessary. Story-producing experience desired. Group-owned station. Send resume and tape to P.O. Box 6779, Cleveland, OH 44101. An Equal Opportunity Employer.

MAJOR OPPORTUNITY

Successful small or medium market producers, weekend producers. Can you write well, fast? Can you handle Control Room responsibilities? If you are looking for an important opportunity to advance your career, write Box E-56. M/F. An Equal Opportunity Employer.

ALLIED FIELDS

Help Wanted Management

ADVERTISING MANAGER ELECTRONIC EQUIPMENT

Broadcast Electronics is seeking a creative individual to direct the company's total advertising/promotion program. Position reports to VP Marketing.

Minimum requirements are 1 to 2 years' experience in ad agency or ad department and BS degree, preferably in journalism or broadcasting. A MS in journalism would be a plus. Applicant must possess good writing skills in addition to creativity.

Salary commensurate with experience, education & abilities. Exceptional benefit package includes profit sharing plan. Excellent working environment in air conditioned, 70,000 sq. ft. modern plant. Good opportunities for advancement.

Established in 1959. Broadcast Electronics is a prominent manufacturer of broadcasting equipment. Quincy, IL, with about 50,000 population, has good schools & offers pleasant living.

Phone call inquiries will not be accepted. Please send resume in strict confidence to Personnel Department.



**BROADCAST
ELECTRONICS INC.**

4100 NORTH 24TH STREET, P.O. BOX 3606
QUINCY, IL 62305, PHONE (217) 224-9600

An Equal Opportunity Employer

Help Wanted Programing, Production, Others

ADMINISTRATIVE AIDE

We're looking for someone knowledgeable in and enthusiastic for the budding/burgeoning videotext-teletext-cablevision-electronic journalism industry, especially one familiar with industry demographics, employment opportunities, skills required, conditions of employment, etc. Excellent benefits, pay to low \$40K, national and EEO employed. Reply to Box E-18.

Help Wanted Programing, Production, Others Continued

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

**"3.7
to
6.1!"**

That's what happened to the Adults 18+ Arbitron Ratings for KS 94 FM, St. Louis, April to November 1981. And, according to KS 94, much of the credit goes to WeatherData, Inc.

WeatherData Will Customize a Weather Package for You

WeatherData is one of the best equipped, most professionally staffed meteorological services of its kind. We're capable of providing live or taped reports for general weather plus everything from agricultural and traveler's weather to recreational forecasts and storm period updates. A total package of meteorological services for one price. **IT'S LIKE HAVING YOUR OWN METEOROLOGISTS AT A FRACTION OF THE COST.**

Discover what WeatherData can do for your ratings. Call collect today! (316) 265-9127. Ask for Mike Smith.

WEATHERDATA

833 North Main Street Wichita, Kansas 67203

Radio Programing

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
...included in each series



Program Distributors
410 South Main
Jonesboro, Arkansas 72401
501-972-5884



PAUL FREES

"Can Help Your Radio Station
Become No. 1."



Charles H. Stern Agency, Inc.
9220 Sunset Boulevard, Los Angeles.
California 90069. Telephone:
213-273-6890

Miscellaneous

LET STATIONS SEE WHAT YOU CAN DO

Send your resume on videotape. VIDEO NEWSCASTING NETWORK, which distributes industry news on videotape cassette to hundreds of broadcasters, is accepting video resumes from TV reporters, anchors, execs and technicians seeking exposure to the right people in the industry. For info, call: 212-980-6617.

IMMEDIATE CASH ON ACCOUNTS

Improve your cash flow with the services of Central Texas Factors. We will give you cash today for your broadcast receivables. Contact Mr. Shaid at 214-561-9688; P.O. Box 903 Palestine, TX 75801.

COMPUTER OWNERS

Make your TRS-80 Model II track all receivables, print daily sales sheet, print monthly bills, break down sales by event or salesperson, compute monthly contract billing, print sales projections, run a survey, and much much more. Equipment required: TRS-80 Model II computer with the single disc drive and 132 column printer. This program has been written by a small market broadcaster and is now in use in small market station. Many other programs for broadcasters. Call for details: 712-852-4551.

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, newscasters & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, \$6.00. Special bonus: six consecutive weeks, only \$14.95—you save \$21.00! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.**

"JOB HUNTING"

NATIONAL BROADCAST TALENT COORDINATORS can help. NBTC specializes in placing qualified D.J.s, news people, P.D.s, sports, sales & management. Our client stations need experienced radio people. For confidential details, including registration form, enclose \$1.00 postage & handling to: NATIONAL BROADCAST TALENT COORDINATORS, Dept. 8, P.O. Box 20551, Birmingham, AL 35216, 205-822-9144.



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

STATION

S	Medium	TV	\$5250K	30%
SE	Metro	FM	\$3500K	Cash
W	Metro	FM	\$3000K	Terms
SE	Metro	AM/FM	\$2500K	Cash
W	Metro	AM/FM	\$2000K	\$550K
W	Small	Fulltime	\$775K	\$175K
E	Medium	AM/FM	\$700K	\$220K
MW	Medium	Fulltime	\$625K	\$125K
S	Small	AM/FM	\$450K	Cash
W	Small	Fulltime	\$250K	\$60K

CONTACT

Paul Crowder	(615) 298-4986
Bill Chapman	(404) 458-9226
Corky Cartwright	(303) 740-2224
Bill Cate	(904) 893-6471
Elliot Evers	(213) 366-2554
Greg Merrill	(801) 753-8090
Jim Mackin	(207) 623-1874
Peter Stromquist	(612) 831-3672
Bill Whitley	(214) 387-2303
Greg Merrill	(801) 753-8090

To buy or sell, for appraisals or financing - contact John Emery, General Manager, Chapman Co. Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. (404) 458-9226.

HAWAII CALLS ATTRACTIVELY

Look no further you've found the best buy-and it's on beautiful Oahu where the business is. Fulltime 10,000 watt day & night ... middle dial AM powerhouse. Adult MOR format could go religion. \$650,000 price could double in one-to-three years. Box C-110.

BEAUTIFUL COASTAL OREGON

AM-FM availability. Dominant stations. Gross approximately \$275,000. Will sell for reasonable multiple of gross sales. Soft terms. Box C-128.

AM RADIO STATION

Large Southern Market. Religious format - good billing. 25% down. Good terms. Reply with qualifications. Box B-125.

NOW AVAILABLE

Excellent radio stations in Missouri. John Mitchell & Associates, P.O. Box 1065, Shreveport, LA 71163. 318-868-5409.

CALIFORNIA FM LIGHTNING BOLT

You will look a long time to find a more exciting developmental project than this \$525,000. Gem! Right price, terms, future! Qualified principals only call: Gary Willson, Broker, 415-435-3159.

MAJOR MARKET

AM for sale. Please write Box E-54.

STAN RAYMOND & ASSOCIATES

Broadcast Consultants & Brokers

Now available-AM/FM combos in NC, SC, AL, TN, FL, GA & others
404-351-0555 1819 Peachtree Rd., NE
Suite 606
Atlanta, GA 30309

78 LISTINGS NATIONWIDE

- Priced from \$130,000 to \$10,500,000
- Tell us what you want. We may have it.
- Call to get on our mailing list.

BUSINESS BROKER ASSOCIATES
615-758-7635 (24 HOURS)

WISCONSIN STATION FOR SALE

High power Wisconsin AM station for sale. \$550,000.00, terms, half down. Discount for cash. First letter should indicate financial qualifications from principals only. Send inquiries to Box E-70.

BROKERAGE

CHOOSE YOUR FM STATION

Sunbelt ... Southwest ... Mid-Atlantic stations in a complete range of market sizes and prices.

Offerings range from \$250,000 to \$15,000,000 ... including Class "C" ... Class "B" ... and Class "A" FM stations, including some with excellent AM facilities.

We are also offering several outstanding AM investments with strong cash flow to cover full acquisition costs on liberal terms.

Contact Arthur Holt or Bernie Fuhrman for details on the station which matches your specific needs in broadcasting.

Over twenty years of service to Broadcasting
Appraisals • Brokerage • Analysis
Westgate Mall, Bethlehem, PA 18017
215-865-3775

THE HOLT CORPORATION

WALKER MEDIA & MANAGEMENT, INC.

Brokers-Consultants-Appraisers

William L. Walker
President
Suite 417
1730 Rhode Island
Avenue, N.W.
Washington, D.C. 20036
202/223-1553

John F. Huribut
Southeastern
Representative
P.O. Box 1845
Holmes Beach,
Florida 33509
813/778-3617

THE KEITH W. HORTON COMPANY, INC.

For prompt service
contact

Home Office: P.O. Box 948
Elmira, N.Y. 14902
24 hr Phone: (607)733-7138

Bob Kimel's office:
P.O. Box 270,
St. Albans, VT 05478
24 hr Phone: (802)524-5963

Brokers and Consultants

FOR SALE

Small market UHF network affiliate in Midsouth. Excellent growth potential with track record to prove it. Full details provided upon request. Write to Box E-81.

For Sale Stations Continued



Wilkins and Associates Media Brokers

CO	FM	275K	30K	Small
IL	FM	400K	20%	Small
NE	AM/FM	1,100K	30%	Small
AZ	AM	350K	50K	Small
MN	AM	220K	30%	Small
MO	AM/FM	275K	50K	Small
SD	AM	260K	22%	Small
WI	AM	495K	50K	Small
KS	AM	410K	50K	Small
AR	AM	215K	25K	Small

109 North Main, 2nd Floor
Sioux Falls, SD 57102 605/338-1180

RALPH E. MEADOR

Media Broker
AM-FM-TV-Appraisals
P.O. Box 36
Lexington, MO 64067
816-259-2544

UHF TV CP

Also, UHF LPTV station. For sale or lease. Small market in S.W. Write Box E-65.

CLASS C FM CLASS II FULLTIME AM MIDWEST CAPITAL CITY

Exceptional opportunity to purchase an FM/AM combo in an attractive Midwest market. Stations being sold due to group owner's desire to upgrade to larger markets. Minimum of competition and ample programming opportunities. Potential to further improve what is currently the second best AM in the market. Asking price of \$2,750,000 is slightly over 2x 1981 gross. Qualified principles, only, please. Write Box E-105.

Class A Stereo FM

in western Indiana. New building; studio & transmitter at same site; new equipment (Harris). 2 control rooms. 4 acres R/E; auxiliary generator power; 2-way radio; remote pick-up equipment, including portable TT's. Beautiful layout with excellent billing, but surface only scratched. Dual city ID with Clinton, IN. Terms to qualified buyers. For info, contact Keith Spencer, RR 4, Box 144-A, Rockville, IN 47872. 317-569-2026. Price reduced.

SUNBELT AM

Daytimer. Religious format. Profitable, Large market. Absentee owner. Good potential. Box E-89.

RELIGIOUS BROADCASTERS ATTENTION

For sale by stockholder—1/3 interest in long established well known midwest AM-FM facility. \$150,000 with possible terms. Box E-102, or call 503-593-1161.

CALIFORNIA:

Coastal AM/ FM with real estate offered at \$650,000 with \$150,000 down. Seller financed at 10% over 10 years.

UTAH:

Excellent value on profitable full time AM. Good terms plus attractive real estate option.

OREGON:

Experienced operator can acquire coastal AM/FM with \$100,000 down providing a showing of sufficient operating capital. Grossing \$265,000 annually.

Buyers must qualify financially before any information on listings is released.

William A. Erling, Inc.

4340 REDWOOD HWY • SUITE F-121
SAN RAFAEL, CALIFORNIA 94903
(415) 479-3484

For Fast Action Use BROADCASTING's Classified Advertising

BLUE CHIP PROPERTY

AM/FM Midwest, 1981 revenue \$520,000, earnings from operations \$171,805. City of 23,000 people with only one AM competitor. Asking price \$1.1 million. 30% downpayment, balance financed 10 years at 12.5%, balloon payment to be negotiated or cash \$850,000. 605-338-1180.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms
International

300 North Zeeb Road, Dept. RR., Ann Arbor, MI 48106

SUNBELT FM/AM COMBO

FM station already top rated in beautiful music format. Opportunity for group broadcaster to turn station into stronger audience and profit position. Asking price of \$4.5 million (plus small low interest note) must be cash due to owner's desire to reduce debt. Stations presently have positive cash flow. Write Box E-93.



R.A. Marshall & Co.

Media Investment Analysts & Brokers
(803) 842-5251

BOB MARSHALL, PRESIDENT

Sunbelt mid-size growth market. Outstanding real estate situation with dominant AM/FM combo. \$1.5 million, terms.

508A PINELAND MALL OFFICE CENTER
HILTON HEAD ISLAND, SOUTH CAROLINA 29928

901/767-7980

MILTON Q. FORD & ASSOCIATES

MEDIA BROKERS—APPRAISERS

"Specializing in Sunbelt Broadcast Properties"

5050 Poplar • Suite 816 • Memphis, TN 38157

Dan Hayslett

A ASSOCIATES, INC.

dh Media Brokers
RADIO, TV, and CATV
(214) 691-2076

11311 N. Central Expressway • Dallas, Texas

NORTH AMERICAN MEDIA BROKERS

Box 1415
Boca Raton, FL 33432
(305) 391-2280

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.

Fates & Fortunes

Media



Lee

Bertram Lee, president, BML Associates, Boston-based business consulting firm, joins New England Television Corp., licensee of WNEV-TV Boston, as president, following resignation of **Edward Fredkin** as president and chief executive officer.

Jeffrey McQuinn, owner and manager of

retail firm, Columbus, Ind., joins American Television & Communications Corp. as general manager, American Cablevision of Indianapolis.

Jay Eliasberg, who had been VP, research, CBS/Broadcast Group until his early retirement (BROADCASTING, March 29) has joined Warner Communications, New York, as VP, research.

E. Patrick McNally, general manager, WAPP(FM) Lake Success, N.Y., named to additional post of VP for parent Doubleday Broadcasting.

George Mills, president and general manager, KSDO(AM) San Diego, Calif., assumes additional duties as president and general manager of co-owned KEZL(FM) there. **Larry Shushan**, station manager, KEZL, named VP and station manager for both stations.

Dave Anthony, program manager, Western Cities Broadcast Group, Phoenix, joins KHOW(AM) Denver as director of operations.

Ross Hennigar, general manager, WDKD(AM)-WKKT-FM Kingstree, S.C., joins WXTG(FM) Charleston, S.C., in same capacity.

Richard Marston, general sales manager, WGSO(AM) New Orleans, joins KLRZ(FM) Provo, Utah, as general manager.

Allan Chlowitz, VP and general manager, KRTH(FM) Los Angeles, assumes additional duties as VP and general manager of co-owned KIUJ(AM) there.

Arthur Alpert, news director, WDSU-TV New Orleans, joins KSAF-TV, Santa Fe, N.M., independent scheduled to go on air next January, as news director and station manager.

Doug Roberts, sales agent, WMTS(AM) Murfreesboro, Tenn., named VP and assistant manager.

Neil Shenker, associate director, business affairs, NBC, Burbank, Calif., named director, business affairs, West Coast, NBC Television.

Paul Schonewolf, general manager of new business ventures, General Electric Cablevision Corp., Schenectady, N.Y., named VP, marketing.

Mark Rosenthal, affiliate sales and relations representative, CBS Cable, New York, named manager, national affiliate sales and relations.

Advertising

Bob Levin, management representative, Needham, Harper & Steers, Chicago, elected senior VP.

Alan Bender, management supervisor, Benton & Bowles, New York, elected senior VP.



McClelland

Geoffrey McClelland, associate media director, Needham, Harper & Steers/USA, elected VP.

Dick Fitzhugh and **Harvey Hoffenberg**, associate creative directors, BBDO, New York, elected senior VP's. Elected VP's, New York: **Jim Havard**, print production manager; **Marianne Kelly**,

manager, media administration, and **Diane Kilzer**, **Bill Reinhart** and **Sue Wiener**, account supervisors.

Elected VP's, SSC&B, New York: **Alan Jurmain**, **Mae Ling** and **Loretta Volpe**, assistant media directors, and **Helen Runsdorf** and **Donna Squilla**, account supervisors.

Charles Rath and **Robert Reed**, VP's, Dancer Fitzgerald Sample, New York, named senior VP's, management supervisors.

Joseph Karle, senior VP and management supervisor, **Lawrence Culgini**, senior VP, account supervisor and **Ronald Mitchell**, senior VP and associate director, car and truck marketing, advertising and merchandising, Campbell-Ewald, Warren, Mich., elected group senior VP's.

Patricia Juckett and **Alan Pomerantz**, account executives, Ogilvy & Mather, Los Angeles, named account supervisors. **Alan Gregory**, from Carlson, Liebowitz & Olshover, Los Angeles, joins Ogilvy & Mather there as talent payments-business manager.

Kathie Strauss, VP, associate creative director, Rosenfeld, Sirowitz & Lawson, New York, joins Marsteller Inc. there as creative director.

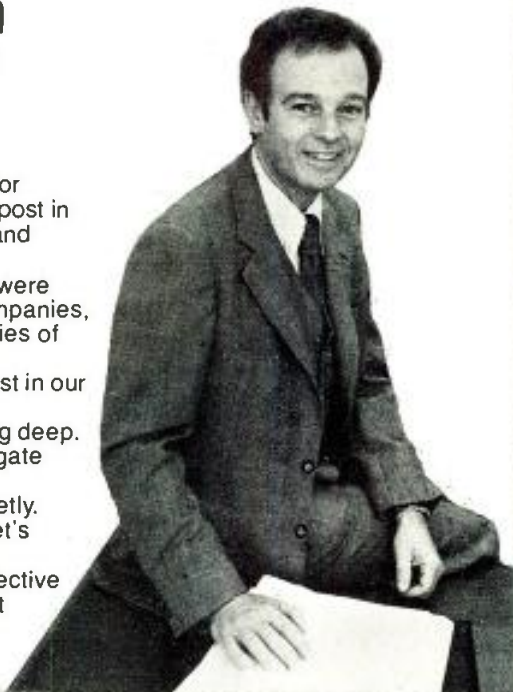
Ted Haller, project manager, Advanswers, St. Louis, joins Kenrick Advertising there as associate media director.

Paul Behnen, recent graduate, Washington University, St. Louis, joins D'Arcy-MacManus & Masius there as associate art director.

David Moore, account executive, Avery-Knodel, Chicago, named regional sales manager of Dallas office.

"The person you describe is the person we'll deliver"

It's not a slogan.
It's our track record.
We've successfully recruited for virtually every kind of executive post in broadcasting, cable television, and publishing. At every level.
The executives we delivered were right for our clients, for their companies, and for the specific responsibilities of each position.
Our clients tell us we're the best in our field.
We know where to look. We dig deep. We sift meticulously. We investigate thoroughly.
And we do it all very, very quietly.
If you seek a key executive, let's discuss why our search and recruitment will be your most effective way to get the person who's right for you.



Joe Sullivan & Associates, Inc.

Executive Search and Recruitment
In Broadcasting, Cable Television, and Publishing
1270 Ave. of the Americas, New York, N.Y. 10020 (212) 765-3330

Diane Weatherell, from WOKR(TV) Rochester, N.Y., joins Harrington, Richter & Parsons, Los Angeles, as account executive, blue team.

Glenn Myers, product manager, General Foods Corp., White Plains, N.Y., joins Mintz & Hoke, Avon, Conn., as account supervisor.

Richard Eaton, unit manager, Procter & Gamble, joins M&H as account executive.



Turner

Robert Turner, VP and general manager, CBS Cable, New York, joins Lexington Broadcast Services there as president. Lexington is program syndication service for advertisers.

Kevin Cox, VP, marketing services, NBC Radio Networks, New York, named VP, sales, Radio Networks, responsible for sales

operations of NBC Radio Network, Source and Talknet.

Richard Brown, VP, general sales manager, TeleRep, New York, joins Katz Independent TV Sales there as VP and general manager.

Miranda Lee, VP and account executive of Rosenfeld, Sirowitz & Lawson, New York, joins Issues & Images Inc., New York, corporate advertising arm of Needham, Harper & Steers, as VP, account supervisor.

Donna Kirchman, media planner, N W Ayer, joins Tatham-Laird & Kudner, Chicago, in same capacity.

Appointments, Blair Television, Chicago: **Maria Palermo**, member of ABC sales team,

to assistant manager; **David Cummings**, account executive, to assistant manager, CBS team; **Dee DeCarlo**, member of NBC team, named assistant manager, and **Thomas McArthur**, member of independent team, named assistant manager. In New York: **George Dallas**, VP, director of computer operations, John F. Murray Advertising, New York, to director of data systems, sales strategy division; **Karen Lee Furrer**, from Avery-Knodel, New York, to account executive.

Laurie Scholnick, copywriter, Young & Rubicam, New York, joins Ogilvy & Mather, Los Angeles, in same capacity.

Vicki McCoy, from Allen & Dorward advertising, Houston, joins Goodwin, Dannenbaum, Littman & Wingfield there as media planner. **Jodi Granda**, from Aldens Catalogue, Chicago, joins GDL&W as creative assistant. **Thom DeCerio**, recent graduate, Western Michigan University, Kalamazoo, Mich., joins GDL&W as junior copywriter.

Michael Spiesman, broadcast buyer/negotiator, Ted Bates Worldwide, New York, joins Katz Television Continental, New York, as salesman on gold sales team. **Robert Holtzer**, account executive with TeleRep, New York, joins Continental as account executive on olympic team.

Catherine Mongarella, account executive, NBC Radio, joins CBS Radio, New York, in same capacity.

Craig Wilbraham, VP and manager, Chicago office, Christal Co., joins WLOO-AM-FM there as general sales manager.

Richard Trageser, general sales manager, WGHQ(AM)-WBPM(FM) Kingston, N.Y., joins WBCS-AM-FM Milwaukee in same capacity.

Jan Hrubic, from Radio Advertising Representatives, Chicago, joins WIND(AM) there as sales manager.

David Thomas, production coordinator and market developer, Global Vision Inc., Boston, joins WNEV-TV there as sales assistant.

Warren Lada, account executive, WTIC(AM) Hartford, Conn., named local sales manager for co-owned WTIC-FM there.

Ron Carter, account executive, KIRO-TV Seattle, named national sales manager.

Ken Adkins, account executive, Katz Television, Atlanta, named local sales manager, WBIR-TV Knoxville, Tenn.

Marti Miller, national sales manager, WJXT-TV Jacksonville, Fla., joins KTTV(TV) Los Angeles as account executive.

Hal Engelster, senior account executive, KNTV(TV) San Jose, Calif., joins KRON-TV San Francisco as account executive.

Steve Beard, from WEAR-TV Pensacola, Fla., and **Jimmy Fant**, from WWEE(AM) Memphis-WLVS(FM) Germantown, Tenn., join WPTY-TV Memphis, as account executives.

Scott Haggard, sales representative, TV Guide Magazine, joins KKYK(FM) Little Rock, Ark., as account executive.

Jill Malenczak, account executive, Eastman Radio Sales, New York, joins WINS(AM) there in same capacity.

Andrea Yates, marketing consultant, WRVR(FM) Memphis, joins Katz Television there as account executive.

Debbie Berk, from WNEV(AM) New York, joins Eastman Radio there as account executive.

Sandra Ann Silvertooth, traffic coordinator, WTSP-TV Tampa-St. Petersburg, Fla., named traffic manager.

Marcia Jamieson Beaty, from Southeast First National Bank, Miami; **Cynthia Jean Ferguson**, from WTMJ(FM) Miami; **Frank Lowery**, from Classic Fan Inc. there; **James Marlowe**, from Take-One-Media-Group there and **Rick Fried**, from Hotel and Travel Index there, join noncommercial WPBT(TV) Miami as account executives. WPBT is one of 10 noncommercial stations experimenting in sale of advertising.

Programming

Nathan Garner, VP, general manager, Time-Life Films, New York, named president of Preview STV, New York based subsidiary of Time Inc.'s American Television & Communications.

Lenore French, manager of current programs, Paramount Television Production, Los Angeles, named director, current programs.

David Meyer, director of business affairs, The Entertainment Channel, New York, named VP, legal and business affairs.

Michael Meehan, manager of broadcast operations control, NBC Sports, New York, named manager of operations, NBC Sports there.

Len Berman, weekend sports anchor, WCBS-TV New York, joins NBC Sports there as commentator, NFL '82.

SALES PRODUCTION PROGRAMMING

We have a library to fit your needs and format...check us out...eight different services available on an exclusive basis in your market. Call David Tyler or Carl Reynolds collect (901) 320-4340 for a free demo.

WILLIAM B. TANNER COMPANY, INC.

Chip Hayes, director of program development, Aaron Spelling Productions, joins ABC Entertainment, Los Angeles, as program executive, comedy programs. **Launa Newman-Minson**, executive producer, special programs, ABC Entertainment, Los Angeles, named director, special programs.

Kim Schlotman, programing assistant, Katz Programing, New York, named director of network information.

James Baerg, director of compliance, program practices, CBS, New York, joins ABC as director of broadcast standards, motion pictures for television, West Coast, Los Angeles.

Catherine Considine, account executive, Harrington, Righter & Parsons, Chicago, joins Group W Productions there in same capacity.

Peter Weisbard, VP, national sales manager, Group W television sales, Westinghouse Broadcasting and Cable, named VP, sales, Group W Satellite Communications, Stamford, Conn.

Chuck Morgan, VP, director of consultants, Todd Wallace Associates, Phoenix, joins WMC(FM) Detroit as program director.

Appointments, *Afternoon*, hour-long news and feature program, Corinthian Broadcasting: In New York national office, **Leonard DePanis**, from WDM-TV Washington, to national coordinating producer; **Dennis O'Brien**, from WOKR(TV) Rochester, N.Y. to writer and researcher, and **Pamela Mahabeer**, from WBS-TV New York, to production secretary; In New York bureau, **Jeffrey Strate**, from KSTP-TV St. Paul-Minneapolis, and **Deborah Kent**, from WXX-TV Richmond, Va., to producers reporters; **Jim Johnston**, from WOKR-TV, and **Mark Bowllan**, from WMAR-TV Baltimore, to cameramen/editors, and **Linda Hogan**, from WBS-TV New York, to production assistant; In Chicago bureau, **Cindy Cheatham**, from WNEM-TV Saginaw, Mich., and **Mark Schaefer**, from WDM-TV Washington, to producers/reporters; **John Schowalter**, from WOC-TV Davenport, Iowa, and **Phil Sgriccia**, from WZZM-TV Grand Rapids, Mich., to cameramen/editors, and **Carolyn Unger**, intern, WBRC-TV Birmingham, Ala., to production assistant; In Atlanta bureau, **Jim Shuler**, from WALA-TV Mobile, Ala., and **Beth Wood**, from WOC-TV, to producers/reporters; **Dave Lyman**, from WOKR(TV), and **Terry Newell**, WNGE(TV) Nashville, to cameramen/editors, and **Joan Powell**, from Peters, Griffin, Woodward, Atlanta, to production assistant; In Los Angeles bureau, **John Pattysen**, from WFMV-TV Greensboro, N.C., and **Marley Klaus**, from KRON-TV San Francisco, to producers/reporters; **Galen Trinkle** from WFMV-TV, and **Scott McVeigh**, from WJBK-TV Detroit, to cameramen/editors, and **Andrew Given**, from Team Production Co., Los Angeles, to production assistant.

Sherel Gallagher, assistant manager, Hawaii Production Center, Honolulu video/film production facility, named manager. **Theresa Cristan**, associate producer, named producer.

Lon Helton, assistant program director, KHJ(AM) Los Angeles, named program director.

Bernie Kimble, from WCMF(FM) Rochester, N.Y., joins WSYR-AM-FM there as program director.

Ann Butler, from WFAA-TV Dallas, joins WNEV-TV Boston as co-host, *November Project*.

Steve Orlandella, sports producer, KTLA(TV)

Los Angeles, named senior sports producer. **Steve Roach**, from KSL-TV Salt Lake City, to weekend sports anchor-reporter, KTLA.

News and Public Affairs



Kamlet

ABC News broadcasts, to production associate.

Tom Yellin, producer, *Nightline*, ABC News, named to newly created position of senior producer, overseas based in London.

Jim Ogle, news producer, KOMU-TV Columbia, Mo., named executive producer.

Edward Welch, reporter, WHBQ-TV Memphis, named executive producer, *Eyewitness News*.

Jerome Navies, writer-editor, CBS-owned KNX(AM) Los Angeles, named executive producer, CBS Radio Stations News Service, Washington.

Vic Walter, investigative reporter, WCKT(TV) Miami, joins NBC News Miami bureau, as producer.

Nancy Jaycox, national AP TV wire supervising editor, Associated Press Broadcast Services, New York, named broadcast executive for Illinois and Indiana, based in Chicago.

Appointments, news department, KYW-TV Philadelphia: **Ted Hamilton**, assignment editor, to executive producer; **Mike Willman**, attorney, private practice, Philadelphia, to weekday assignment editor; **Chris Mills**, researcher, to writer and weekend assignment editor; **Beth Buckley**, assistant assignment editor, to general assignment reporter. **Kevin Donahue**, weekday writer and weekend assignment editor, *Eyewitness News*, succeeds Buckley. **Peggy Giordano**, writer, *Eyewitness News*, to writer-producer, Satellite News Channels; **Frank Traynor**, producer, KTRK-TV Houston, to back-up and special projects producer, *Eyewitness News*, and **Laura Lippstone**, wire editor, *Philadelphia Bulletin*, to writer, *Eyewitness News*.

Appointments, news department, WFRV-TV Green Bay, Wis.: **Cathlynn Cannon**, from WDIV(TV) Detroit, to executive producer; **Don Zeikel**, from WDTN(TV) Dayton, Ohio, to production manager; **Kathy Duffy**, reporter, to producer; **Nan Pfister**, reporter, to assistant producer, and **Tom Mahoney**, from Continental Broadcasting Network, to chief meteorologist.

Tamara Taylor, manager of news administration, KNXT(TV) Los Angeles, named co-producer, *Channel 2 News Live at Five*. **Emeline Davis**, manager, sales and financial analysis, succeeds Taylor. **Karl Fleming**, general assignment reporter, named political correspondent.

Phil Hayes, independent producer, American Exchange, Cleveland-based developer of television programing for national syndication, joins WNBC-TV New York as assistant news director.

Lex Reis, reporter, KTAR(AM) Phoenix, joins news department, Mutual Broadcasting System, Washington, as editor.

Kenn Venit, from WTNH-TV New Haven, Conn., joins Primo Newservice, Old Greenwich, Conn., as senior consultant.

Stan Bernard, from NBC-owned WRC-TV Washington, named NBC News correspondent, based in Frankfurt, West Germany.

Rob Navias, West Coast correspondent, Associated Press, San Francisco, joins UPI Audio Network, Washington, as correspondent.

Jack Spencer, news director and reporter, KAYO(AM) Seattle, joins KVI(AM) there as morning news anchor.

Karen Carns, co-anchor, WFMV-TV Greensboro, N.C., joins KSTP-TV St. Paul-Minneapolis as co-anchor, *Eyewitness Morning News*.

Steve Bernstein, photographer-editor, KFVS-TV Cape Girardeau, Mo., joins Cable News Network, Chicago, in same capacity.

Ed Pollock, night assignment editor, KOMO-TV Seattle, joins KIRO-TV there as news photographer.

Asa Aarons, consumer-investigative reporter, WLWT(TV) Cincinnati, joins WKYC-TV Cleveland as consumer reporter.

Michael Aron, editor, *New Jersey Monthly*, joins noncommercial *New Jersey Nightly News*, Trenton, N.J., as correspondent.

Mark Hamrick, anchor, noncommercial KANU(FM) Lawrence, Kan., joins noncommercial WEBR(AM) Buffalo, N.Y., in same capacity.

WHY HIRE A GEORGE RODMAN WHEN YOU CAN RENT ONE.



George Rodman is the communications expert you've always wanted but could never afford to hire.

He was creative services director at three TV stations and at both ABC and CBS owned stations division.

He knows what works in promotion.

His company now supplies stations with promotion counsel and materials. Like logos, news campaigns, TV spots and animation.

Rodman, Inc. Where you get big league thinking without paying a big league salary.

GEORGE T. RODMAN, INC.

Box 2066 Darien, Ct. 06820
(203) 655-8677

Technology

Howard Miller, executive assistant to executive VP, Construction Group, Westinghouse Electric Corp., Pittsburgh, named to new post of VP, technology and special projects, Westinghouse Broadcasting and Cable Inc., New York.

Carl Martin, VP, manufacturing, Potter & Brumfield division, AMF Corp., joins Clare division General Instrument, New York, as VP, manufacturing.

Ron Goodno, construction manager, new systems, Times Mirror Cable Television, Irvine, Calif., named VP, construction.

Harry Wareham, from Cetec Broadcast Group, Cetec Corp., El Monte, Calif., joins Moseley Associates, Goleta, Calif., as operations manager.

Robert Dixon, VP, Fairchild Industries, Germantown, Md., retires.

Chester Weidner, videotape engineer, KPRC-TV Houston, named VTR/film supervisor.

Rick Swiers, manager of station installations of Bias computer system, Data Communications Corp., Memphis, joins KPHO-TV Phoenix as computer systems manager.

Ross Kaufman, operations and engineering director, WCVB-TV Boston, named VP, engineering.

Louis Raymo, assistant chief engineer, WXYZ(AM)-WRIF(FM) Detroit, named chief engineer.

Promotion and PR



Osler

Julie Osler, director of public relations, The Entertainment Channel, New York, named VP, public relations.

John Becker, VP, Hill & Knowlton, New York, public relations firm, joins J. Walter Thompson Co., New York, as senior VP and director of communications.

Marilou McCarthy,

coordinator for local government relations outside New York and Washington, Hill & Knowlton, Chicago, named VP.

Dale Chrisman, VP, Moran Energy, Houston, joins Manning, Selvage & Lee there as VP, Southwest divisional office.

Edward Berenhaus, writer-producer, NBC, New York, joins Group W Satellite Communications, Stamford, Conn., as manager, advertising and promotion.

Andrew Holtzman, film program coordinator, New York Shakespeare Festival, New York, and **Dea Shandera**, producer, Sonex International Corp., join Paramount Television and Video Distribution, Los Angeles, as corporate managers of television promotion, television and video distribution division.

Elizabeth Saunders, director of advertising and promotion, WRTV(TV) Indianapolis, named director of creative services for parent, McGraw-Hill Broadcasting, and director of advertising and promotion for McGraw-Hill's

KMGH-TV Denver.

Bill Wohrer, production director, KSRR(FM) Houston, named director of advertising and promotion.

Polly Shea, administrative secretary, WNEV-TV Boston, named production manager, marketing and creative services department.

Jon Quick, audience promotion manager and assistant promotion director, WCCO(AM) Minneapolis-St. Paul, named director of advertising and promotion. **Linda Paulson**, sales promotion director, named director of sales promotion and research.

Jeffrey Blount, promotion manager, WTVR-TV Richmond, Va., joins WAVY-TV Portsmouth, Va., as promotion director.

Valerie Hoffman, intern, KCOX-TV Cable Television, San Diego, named assistant to program-promotion manager.

Allied Fields

Edward Martin, VP, maritime services, world systems division, Comsat, Washington, elected chairman, International Maritime Satellite Organization's Council.

Joseph Kelly, VP, director of national sales development, Broad Street Communications, New Haven, Conn., joins Custom Audience Consultants, Washington-based broadcasting research firm, as co-partner and executive VP. Kelly will be based in New Haven area.

John Schneider, field representative, Pacific Northwest, McMartin Industries, has formed own broadcast manufacturers representative firm, Northwest Broadcast Systems, Seattle.

Valerie Philos, client service director, Media Statistics, Silver Springs, Md., joins Hiber & Hart, radio rating and research consultancy, as VP and head of Washington office.

Colleen Cool, instructor, Department of Journalism and Mass Communications, New York University, joins Greater Media, East Brunswick, N.J., as manager of research, radio division.

Elected officers, Arizona chapter, Women in Cable, Phoenix: **Virginia Norton**, director of public affairs, American Cable Television, Inc., president; **Terry Parker**, city cable coordinator, Phoenix, vice president; **Charlotte Douglas-Siegel**, assistant to vice president, American Cable Television, secretary.

Elected officers, Oklahoma Telecasters Association, Tulsa: **Allan Howard**, KOTV(TV) Tulsa, president; **Dan Hoover**, KTEH(TV) Ada, vice president; and **Bob Allen**, Oklahoma Educational Television Authority, secretary-treasurer.

Elected officers, Washington chapter, American Women in Radio and Television: **Dorothy Townsend**, CBS, president; **Marlaine McDermott**, Hill & Knowlton, vice president; **Pat Mahoney**, Fletcher, Heald & Hildreth, treasurer; **Helen Panarites**, freelance writer, interviewer, corresponding secretary, and **Gall Wright**, U.S. House of Representatives TV Gallery, recording secretary.

Elected officers, Tennessee Associated Press Broadcasters Association: **Mike Kettenring**, WSMV-TV Nashville, president; **Wayne Weinberg**, WMPA(AM) Memphis, vice president; **Mike Hammond**, WIVK-AM-FM Knoxville, treasurer.

Four Charter Co. executives were killed in helicopter crash last week in Ireland where they were meeting with company's founder and chairman, Raymond K. Mason, who has estate there. Dead were Jack T. Donnell, president of Charter (whose duties will be assumed by Mason), and three executives of subsidiary Charter Oil Co., Dudley K. Parker, president; Barry L. Green, executive vice president, and Jay L. Lammons, senior vice president. Pilot of helicopter was also killed. Charter has sold, subject to FCC approval, all seven of its radio properties, including six (one FM and five AM's) to Surrey Broadcasting, based in Tucson, Ariz., for \$32 million, and WDRQ(FM) Detroit to Amatore Group for \$5 million.

Deaths



Mowrey in 1949

Paul Burnham Mowrey, 67, pioneer radio-TV network executive and, since 1953, independent television consultant, died July 31 at St. Elizabeth's hospital, Utica, N.Y., after short illness. He lived in Old Forge, N.Y. Mowrey most recently had been associated with Subscription Television of America,

involved with activation of new franchises in San Francisco and Washington. Mowrey joined CBS as lighting consultant in 1939, but with World War II curtailment of TV, he became radio director for network's WABC(AM) New York. In 1945, he was named commercial manager of CBS's WCBW(TV) New York before going to ABC to prepare for that network's entry into TV. As national director of television, Mowrey was instrumental in 1948 starts of ABC's WJZ-TV New York, WENR-TV Chicago and WXYZ-TV Detroit as well as 1949 commencements of KGO-TV San Francisco and KECA-TV Los Angeles. Survivors include his wife, Olga.

Fred Flamenhaft, 53, documentary producer for NBC News, died of brain tumor Aug 2 in Vassar hospital, Poughkeepsie, N.Y.. He had been with NBC in various production posts since 1955. He is survived by his wife, Jean, associate producer with NBC News; their son, Alan, and daughter, Karen, and son, Brian, from previous marriage.

Harry Marble, 77, retired radio and television announcer and reporter for WGAN-AM-FM-TV Portland, Me. in 1950's and '60's, and voice of CBS Radio's *News of the World*, during World War II, died Aug. 1 at Damariscotta, Me., hospital following recent case of pneumonia. He is survived by his wife, Doris Haven Marble.

Charles Braeger, 63, retired master control technician, WJLA-TV Washington, died of pneumonia at Southern Maryland hospital, Waldorf, Md. He is survived by his wife, Dorothy, and daughter.

Mike Placke, 27, weekend meteorologist, KMBC-TV Kansas City, Mo., died July 29 at St. Luke's hospital, Kansas City, of head injuries complicated by hemophilia condition. He is survived by his wife, Patricia.

BBDO's Semsy: making the most of many media

Arnie Semsy, BBDO's top media and network programing executive in New York, oversees the spending of more than \$320 million annually in television and radio, but acknowledges that he is a vocal advocate of the newer electronic media.

As executive vice president and director of media and network programing, Semsy is a seasoned observer of the network scene. And he is by no means downbeat on prospects for television broadcasting.

"I believe that network TV will be the dominant medium over the next 10 years," Semsy says. "But the networks are no longer the only game in town. It's too risky to predict what will happen after the next 10 years; there are so many unknowns."

"We're high on all the new electronic media and the possibilities they offer. We would be remiss to ourselves and to our clients if we did not explore the opportunities they provide."

Semsy is a friendly, down-to-earth person with a warm sense of humor. He likes the gregariousness of the communications field and says his affinity for media is a life-long affair.

As a youngster growing up in the Bronx, he was a part of television's first generation (he's 36). He recalls that he used to spend hours upon hours glued to the television set.

"My father used to complain that I spent too much time with television and said I was wasting my time," he pointed out. "I used to reply by saying I wasn't wasting my time; I was studying."

This jocular response turned out to be prophetic. After graduating from Pace University in 1969 with a degree in English, he spent six months in the U.S. Army Reserve to fulfill part of his military obligation. In 1970, deciding to make his mark in advertising, he landed his first job in the media research department of Kenyon & Eckhardt, New York.

The following years he sharpened his writing skill by serving as an associate editor of *Media Decisions* magazine. His career began to soar when he joined Grey Advertising in 1971 as a media planner, involved with both spot and network buying. In 1976, Grey elevated him to the post of vice president-network television and he remained there until 1979.

He joined BBDO as vice president and associate director of network programing in 1979. He was named senior vice president in late 1979; elected to the board of directors in 1980 and was tapped for his



Arnold Semsy—executive vice president, director of media and network programing services, BBDO, New York; b. March 6, 1946, the Bronx, N.Y.; BA in English, Pace University, New York, 1969; media researcher, Kenyon & Eckhardt, New York, 1970-71; associate editor, *Media Decisions* magazine, 1971-72; media planner, Grey Advertising, New York, 1972-76; vice president, network TV, Grey, 1976-79; vice president and associate director of network programing, BBDO, 1979; senior vice president, 1979, present position since 1982; m. Lorraine Nicoletti, 1970; children—Michele, 8; Michael, 4.

present post, encompassing both media and programing, last March.

Allen Rosenshine, president and chief executive officer of BBDO, attributes Semsy's success to his boundless energy, his devotion to media as an integral part of the advertising process and his warm working relationship with colleagues. "And, of course, he's highly intelligent," Rosenshine comments.

Semsy sees a lack of innovation in the new network TV schedules. "There are no breakthrough programs," he remarked. "There's a lot of escape programing—lighthearted material. It seems to resemble the movies that are so successful this summer."

Semsy envisions a close race for next season between ABC-TV and CBS-TV and expects NBC-TV to provide stiffer competition.

"We think NBC has been strengthened," he said. "They'll be a strong third, and we're rooting for them. The more competition the better."

He is watching with considerable interest the thrust by TV networks to expanded news programing. He is not certain if this approach is practicable, but adds, "the marketplace will determine if news is viable." He thinks that the overnight news

experiments can have other implications.

"If overnight proves there's an audience out there," he said, "there's a possibility that entertainment programing can make it in that time period. It's going to be interesting to watch what happens in overnight."

Semsy concedes that network television can still command stiff prices despite the reports that audiences are declining, particularly among the younger demographics. He acknowledged there is "still demand" for network TV by many advertisers and prices for up front were fairly steep, with networks reporting that prices rose by 15% to 20% over last year's up front marketplace.

"No one to date has come up with a satisfactory alternative to network TV to reach the mass audience," he remarked. "The demand has forced up the prices. We were fortunate at BBDO that we made our buys fairly early and the increases weren't too steep."

Despite his leanings toward the newer electronic media, Semsy is high on a comparatively old medium—radio. BBDO also happens to be a leading radio agency, having spent more than \$40 million in that medium last year.

"I like radio because it's so flexible," Semsy says. "It can be used in many different ways. Radio is a survivor. It has survived television, it has survived specialty magazines and it will survive other media that emerge. Radio will find a way to survive and flourish."

Scanning the future, Semsy has instituted a New Technology Task Force in which key members of the media department keep a close watch on developments in cable television, pay television, videotext, DBS and other new forms. Reports are issued by the task force to clients and to other departments within BBDO to educate them on latest developments.

Reflecting its activist stance with the new media, Semsy notes that six or seven of BBDO's clients are participating in the videotext project, Venture One, a joint effort of AT&T and CBS. In cable TV, one of the agency's more ambitious undertakings is the development of a monthly half-hour program, *Woman Watch*, which will be sponsored by Campbell Soup over superstation WTBS(TV) Atlanta.

Semsy adds that BBDO is now in the process of developing other cable TV programs for its clients. Among its other major advertisers on cable are Pepsi-Cola, Firestone Tire & Rubber, American Cyanamid, Gillette, Wrigley and Old Milwaukee Beer.

"Though I'm an avid fan of all the broadcast media, I still like to go to the movies," he said. "There's something about seeing a film on a big screen."

Harris's AM stereo system became second of four systems vying to win marketplace acceptance to **go on air**. Following FCC type acceptance of equipment last Wednesday, Jefferson Pilot Broadcasting's WQXI Atlanta began broadcasting Harris stereo. Spokesman for Harris said company now has 111 firm orders from broadcasters for equipment and that 10 additional unnamed stations would be on air with it by Labor Day.

FCC last Friday released its **"Female Ownership of Broadcast Stations"** report, commissioned in September 1980. Research, conducted by ELRA Group Inc. of East Lansing, Mich., and San Francisco, sampled 1,922 ownership reports on file at FCC—925 AM, 709 FM and 288 TV stations. Major findings of study found that women are principal owners of 8.6% of AM's, 9% of FM's and 2.8% of TV stations. Among AM stations, 68.8% report women participating in ownership, while figure is 69.8% for FM's and 87.8% for TV's. Other findings showed that 87.4% of AM's are owned by corporations, while figures are 89% for FM's and 98.3% for TV's. Women, study discovered, have greatest percentage of ownership when they are involved in partnerships, and 50% of all women owners are wives of AM owners, 43% are wives of FM owners and 27% are wives of TV owners.

Debate continued last Tuesday in House on controversial **Radio Marti bill** (H.R. 5427). Roughly two hours of debate centered on basically two amendments, one of which was defeated. Amendment offered by Congressman Neal Smith (D-Iowa) was rejected 244-136. Other introduced by Representative James Leach (R-Iowa) is pending. Debate is expected to continue tomorrow. More amendments are to come, intended to delay and eventually defeat Marti bill. Smith amendment would have assigned frequency selection to FCC, not National Telecommunications and Information Administration as currently proposed in House Energy and Commerce Committee amendment. More than 30 amendments may be introduced by one member alone. Leach amendment would require Radio Marti to use Voice of America shortwave frequency and facilities in Marathon, Fla.

For second consecutive year NBC series, *Hill Street Blues*, received 21 **Emmy nominations**, most for any series in given year. Police drama was nominated for outstanding drama series, best lead actor (Daniel Travanti) and best lead actress (Veronica Hamel) among others. NBC had total of 90 nominations, while CBS posted 83, ABC 70, PBS 29 and syndicated programs 13, for 1981-82 Academy of Television Arts and Sciences prime-time Emmy Awards.

Possibility of hour-long "MacNeil-Lehrer Report" (BROADCASTING, July 19) has been improved. One of program's underwriters, AT&T, is considering expanding its support with \$9 million grant. Current AT&T grant is for \$1.5 million. Deal, however, is contingent on whether Public Broadcasting Service and Corporation for Public Broadcasting can come up with balance of \$20 million needed for extra half-hour. PBS President Lawrence Grossman said he is optimistic about AT&T grant, although there is no firm commitment yet. *MacNeil-Lehrer Report* is joint production of WETA(TV) Washington and WNET(TV) New York.

National Association of Broadcasters Futures Committee **recommendation that Television Information Office be moved** to Washington and some of its functions be consolidated with those of NAB "reflects a lack of understanding of TIO's functions and was made without enough evaluation," according to unanimous resolution by TIO board, which met in Jackson,

Wyo., last Friday. Proposal to move TIO, to be advanced at NAB board meeting in Chicago today (Aug. 9), has encountered opposition from some NAB directors, who have secured agreement from rest of board to postpone action on recommendation until it has been reviewed by full NAB TV board.

Videocassette copyright issue continues to be debated among members of Senate Judiciary Committee. At issue is controversial amendment proposed by Senator Charles Mathias (R-Md.) that would call for royalty fees on both video and audio home taping. Recording industry has apparently garnered strong support for fees. However, Senator Dennis DeConcini (D-Ariz.), who is author of copyright bill, S. 1758, finds amendment unacceptable but is discussing possible compromise. Aware that support for his bill (which excludes home taping royalties altogether) is not there, DeConcini has circulated discussion draft of possible amendment. Amendment would allow royalty fee for audio home taping only; videotaping would effectively be left out, although study would be conducted to see if video copyright owners are being harmed. DeConcini spokesman said that even if Senate passed bill allowing audio royalty fees, chances for House passage are slim. Spokesman said DeConcini doesn't want to give either recording or movie industry anything. Markup is scheduled next Tuesday, but it's doubtful committee will have quorum.

WYTV(TV) Youngstown, Ohio, has been sold for fourth time since it went on air in 1957 for \$9 million, by Adams-Russell Co. to Benedek Broadcasting Corp. Buyer is principally owned by Richard Benedek, who also is principal owner of WTAP-TV Parkersburg, W. Va., which was purchased in 1979 for \$2.2 million. Seller is publicly traded, Waltham, Mass.-based defense contractor of electronic equipment and cable MSO with about 78,000 subscribers. Adams-Russell acquired WYTV in 1970 in merger with former stockholders in stock trade worth about \$3 million plus assumption of liabilities. Previous stockholders, Edwin G. Richter Jr., Adam-Young Inc., Howard D. Duncan Jr. and Edgewood Investments, bought station five years earlier for about \$1.2 million from Communications Industries Corp., which acquired it along with co-located AM from founder Samuel Townsend for \$975,000 for 81.2% of stock plus option for other 18.8% for \$225,000 and \$200,000 for consultant fees. Broker is Richter-O'Grady Co.

House cable copyright markup was canceled for second time last week. Telecommunications Subcommittee is still waiting for National Religious Broadcasters, National Association of Broadcasters, National Cable Television Association and public broadcasters to reach compromise on proposed NRB amendment (BROADCASTING, July 26). Representatives from associations met with subcommittee staff Aug. 5, but little progress was made. Group will meet again today (Aug. 9). If they are unable to agree, subcommittee staff may impose solution and schedule markup this week.

Bonneville Broadcasting System, Tenafly, N.J., has agreed to buy FM-100 Plan from Darrel Peters Productions Inc., Chicago, for undisclosed sum. FM-100 Plan has 83 subscribers, and Bonneville has 77, bringing total to 160 in easy-listening syndication category. Peters will continue to manage FM-100 Plan, which will operate as subsidiary of BBS.

Edward Pfister, Corporation for Public Broadcasting president, in interview with Associated Press last week, again stated his **strong objections to commercials on public TV**. Pfister indicated he wouldn't stay at CPB if advertising now experimentally

airing on 10 public TV stations became reality. "If we want to turn this into a commercial institution, then let's do it. Let's not kid around. Stop the nonsense. It would save me a lot of time. I've got 10 more good years left. I could go do something else," Pfister said. Pfister has continually warned against temptations of advertising on public TV (BROADCASTING, June 21).

Voice of America director **John Hughes** has been nominated by White House to replace Dean Fischer as assistant secretary of state for public affairs. Hughes, whose nomination came at request of Secretary of State George P. Schultz, has been VOA director for only five months. Hughes is former associate director of International Communication Agency and editor of *Christian Science Monitor*, who won Pulitzer prize in 1967 for international reporting.

National Public Radio has selected **Jane Couch** as its new Washington VP of development. Couch was VP for research, development, public affairs for Mexican-American Legal Defense and Education Fund. Couch fills new post created as part of NPR drive for financial independence and its search for private sector funding (BROADCASTING, Nov. 16, 1981).

Patrick O'Donnell, one-time legal counsel for former FCC Chairman Dean Burch (1969-70) and later special assistant for legislative affairs to Presidents Nixon and Ford, has been appointed by President Reagan to **Commission on Broadcasting to Cuba**.

The Entertainment Channel announced two promotions last week: **Julie Osler**, director of public relations, was named VP-public relations; **David N. Meyer**, director, business affairs, was upped to VP-legal and business affairs.

Murray Horowitz, VP, advertising and public relations, ITC Entertainment, New York, named executive VP, with Hollywood office of ITC reporting to Horowitz on advertising, public relations and publicity activities.

National Pictures Screen Cartoonists Union, representing 1,600 television and film cartoonists, **went on strike** Thursday (Aug. 5) over animation work being sent out of country. Bud Hester, business representative of union, urged television viewers to boycott cartoon shows.

FCC has admonished Pacific Media Corp., licensee of KESQ-TV Palm Springs, Calif., for charging more than lowest unit rate to political candidates. FCC said licensee would have to outline steps it has taken to insure "that this type of conduct does not occur in the future." In letter to FCC, Pacific Media said excess charges had been result of "oversight," and that it had provided refunds to overcharged candidates.

FCC has voted to amend rules to permit **expanded use of auditory assistance devices**. While equipment had previously been authorized only for use in educational institutions, FCC said it could be used elsewhere too, as long as its operation causes no interference to other licensed service.

New York Metropolitan area is getting another satellite earth station complex—Video Service Corp.'s new subsidiary, Atlantic Satellite Communications, is constructing complex in Northvale, N.J., that will include two 11 meter uplink dishes. Also on site will be 24,000 square foot facility with recording, editing and standards conversion capabilities. Robert Watt, formerly manager Eastern operations for Compact Video, has been named president of Atlantic Satellite Communications. Company is booking orders for time assuming January 1983 start.

Turner, NFL players strike deal

There's a long string of "if's" attached, but late last week it was looking as though Ted Turner was likely to score another programming coup for his WBS Atlanta cable superstation—carriage of the games the National Football League Players Association says it will stage in the event it calls a players' strike against the NFL. Both parties were confident enough that a tentative agreement they had reached would be finalized over the weekend, to make plans to hold a press conference Aug. 10 in New York's Plaza hotel.

What the NFLPA has in mind, according to its executive director Ed Garvey, is a mini-league of six to nine "all star teams," which would play two games a week, Sunday and Monday, in as yet undesignated major cities across the country. Garvey said the association has already lined up the facilities that would be needed for such a program of games.

But even if a strike is called, the games may never take place. On the other side of the NFL football contract dispute, the NFL Management Council, representing the team owners, says it would take court action to block NFL players from participating in such games. According to spokesman Jim Miller, the standard Individual contract that players have signed with teams specifies that aside from playing for the team, players "will not play football" or engage in any other activity posing "significant risk of personal injury" without written permission of the team.

If the games do occur, and if Turner does get his agreement, the cost is bound to be substantial. Turner said last week that should the strike continue for the full season, the pact with the players would set him back \$100 million. While no one is in any position to say how likely a season-long strike might be, that \$100 million number would suggest, based on a 16-week run of two games per

week, plus some possible playoffs, that Turner is offering \$2.75 million per game. Of course, that may be something of a boastful Turnerism. It's certainly well above the \$460,000 per game Turner's \$17.6-million pact for cable coverage of 38 NCAA football games over two years works out to be. Under their new five-year contract, the broadcast networks pay roughly \$5 million a game, although that includes the Super Bowl.

Strike games or no, a strike would boost the attractiveness of the NCAA package Turner secured with a bid that, at the time, was twice what his closest cable competition, ESPN, was willing to offer for those games. The Players Association's Garvey told BROADCASTING he took his package of games "to all the cable networks" and that Turner was the one "who showed the most interest." According to USA Network, it was approached by the players, but discussions never reached the dollar stage—USA felt the uncertainties involved in the strike games made the project "not worthwhile." ESPN would only say there was "no interest" and "no discussions" on its part.

Meanwhile, word is that the NCAA may switch some games originally scheduled for other days to Sunday play, a move urged by the broadcast networks, notably CBS, which have their own contracts for college football.

Two other aspects of the story reflect the involvements and complexities of Turner and his holdings. The news of his agreement with the players association broke on another Turner operation—Cable News Network. And for the philosophically minded, a Turner agreement with the football players would present the spectacle of an alliance between potential strikers in one sport, and the owner of teams in other sports—Turner's own Atlanta Braves (baseball) and Hawks (basketball).

Thinking out loud about the NAB

By the time this is read the board of directors of the National Association of Broadcasters may already have made one of the most agonizing decisions it has had to face in almost two decades: the choice of a president to guide the association and the industry for which it stands through the telecommunications rapids of the 1980's. As the news pages of BROADCASTING demonstrate week after week, that is no mean task. As option upon option piles up on the horizon—both for media entrepreneurs and the publics they serve—it becomes harder and harder to sort out the pieces into policy. "The man we are looking for may not have been born yet," lamented Joint Board Chairman Eddie Fritts at one point in the presidential search process, as he contemplated the list of qualifications the association sought in its next president.

In a sense, the agony was made easier last Tuesday (Aug. 3), when the sitting 12 members of the search committee bit the bullet and put forward the name of Donald A. Thurston, of North Adams, Mass., as their considered choice for the job. It was a choice that surprised everyone—not because it was Thurston who received the nod, but because the committee was able to come to a single choice from among the seven names before it, and in the face of strong and even passionate counsel—including that of this magazine—that the search process be allowed to go forward and today's decision be postponed.

We applaud the search committee for so acting. For one arduous afternoon, it became, in the words of one among them, "12 men trying earnestly to solve an agonizing problem in a collegial way." They succeeded courageously, and the industry is in their debt.

And now the decision passes to a larger body—the 44 men and two women who make up the NAB's radio and television boards and who meet in Chicago's O'Hare Hilton to take the search committee's report, and to vote it up or down. The board has other options, of course. It can hear nominations from the floor. It can decide, after all, to abort the process and start over. It can appoint an interim president while the search proceeds.

Having in three previous editorials taken the side of delay, we might be expected to do so again. We do not. While we would not oppose that course—and even have some notions of how it might be pursued—that was an option far more viable at the search committee level; it does not appear to be one for the board. Things have gone too far. A qualified candidate has been found. A consensus has been forged. Only in the face of an insuperable defect in the search committee's choice should the NAB now subject itself to the torment or dislocation that would inevitably follow a repudiation of the committee's recommendation. It came to that recommendation the hard way—and surely not in the best way—but it came to it fair and square. We second it.

Let's any think that second comes reluctantly, it does not. Don Thurston has had a successful career as a broadcaster and public trustee. He has served the NAB with conspicuous distinction as board member and chairman. He is perhaps the most new-media-aware of the candidates whose names were considered in the search process, and he is a man driven by idealism and vision and by a loving concern for the industry he seeks to serve. If he has a flaw, it is that the vigor of his arguments is seen by some as an unwillingness to hear the other side. Should he be the NAB's choice, we will hope he courts diplomatic solutions with the same skill and savvy he brings to confrontation. In these times of quantum change, his challenge will be to remain responsive to all major elements of his constituency, to restore cohesiveness within

the industry, and to build bridges among all elements of the Fifth Estate.

This has been an uncommonly acrimonious time for the NAB. Harsh words have been spoken—most in private, but many in public—about the events that have led to this day. It is time to put partisanship aside and for the NAB to unite behind a new leader. BROADCASTING will consider it a privilege next Monday to report his initials are D.A.T.

Waiting for marketplace magic to work

This magazine is giving house room this week to claims of superiority made on behalf of the four AM stereo systems now in active contention for acceptance by the marketplace. As readers will discover, there is something to be said for each system. The problem is, of course, that radio receiver manufacturers are unlikely to begin making AM stereo sets in any significant numbers until they identify one system as the market's probable choice. Not until then will AM stereo begin to emerge as a recognizable broadcasting service.

Would the introduction of AM stereo have been accelerated if the FCC, as requested by most broadcasters and manufacturers, had picked one stereo standard instead of leaving the choice to the marketplace? There are those who say that an FCC selection would have delayed the start of stereo. Losing systems, it is argued, would have challenged the FCC decision in the courts, postponing final resolution for years. There are others who think the process of marketplace selection may go on at least as long. That camp believes it is the FCC's job to set technical standards, as it did for, say, the color television system now in use. Those conflicting views will be on display as the FCC faces other requests to set standards for new services.

Awaiting action, for example, are requests that the FCC establish a common standard for the broadcasting of teletext. Rival systems are in contention in that field. Again, most broadcasters think the FCC will be shirking its job if it leaves the teletext decision to the marketplace.

The guess here is that AM stereo will emerge from the present marketplace confusion faster than the skeptics think. If it doesn't, and is still not off the ground by the time FCC action on teletext comes around, the pressures for a government choice in that field will intensify.



Drawn for BROADCASTING by Jack Schmidt

"Are we going 3-D?"



A Chorus of Thousands

A new Christmas tradition has begun in Michigan. Last year, WKZO Radio in Kalamazoo and WJFM in Grand Rapids organized citywide, outdoor Sing-Alongs. The stations broadcast invitations to church, school and civic groups to join the fun. And when the big night arrived, thousands of neighbors of all ages turned out to celebrate the season.

It was a cold December evening, but local merchants had plenty of coffee and hot chocolate for the people who came to sing and listen. And everyone seemed to enjoy the warm spirit of togetherness and community pride.

Because the Sing-Alongs were so successful, both WKZO and WJFM plan to make them annual events. Helping bring people a little closer is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

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



ST Series II

High marks in everything

The ratings are in on our ST Series AM/FM Broadcast Consoles—and they're number one. They rate high for versatility, reliability and overall excellence.

But we know that even the finest products can be made better—that's why we've introduced the new ST Series II. These new consoles incorporate even more features to insure greater capability and performance.

The new ST consoles offer a series of modular frames that can be equipped to meet your specific needs. A wide range of input, output and signal processing modules is available to cover your present requirements and provide for future expansion.

At ADM we're never content to stand still—the new ST Series II consoles are impressive proof of that. We're so confident of their excellence that they're backed by an exclusive 5-year warranty.

Contact us now! ADM Technology, Inc.—*The Audio Company*—
1626 E. Big Beaver Road, Troy, MI 48084, Phone (313) 524-2100.
TLX 23-1114.



West Central Sales
(817) 467-2990

West Coast Sales
(415) 945-0181

**Main Office
and
East Coast Sales**
(313) 524-2100

Rocky Mountain Sales
(801) 486-8822