THE NEWSWEEKLY OF THE FIFTH ESTATE
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Broadcasting Sep13

51st Year 1982

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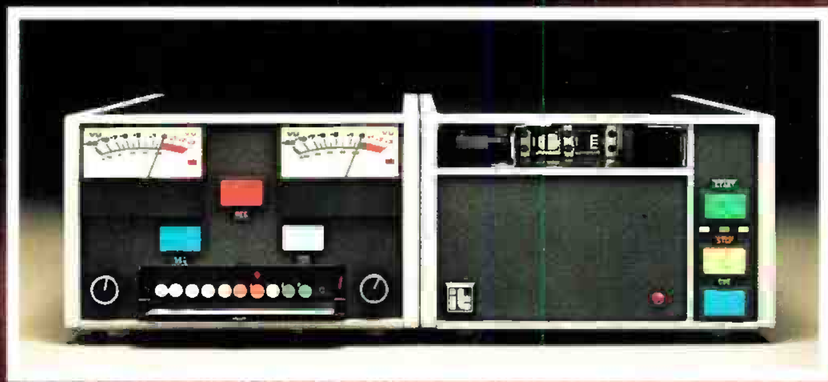

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Vol. 103 □ No. 11

Broadcasting Sep 13

Paley to let go of CBS chairmanship □ Wyman will succeed him □ Cable's eyes turn toward Atlanta and the Eastern Show □ Radio rides into Reno for NRBA 82 □ Home counting in cable and TV

PALEY'S COMET □ As CBS's chairman formally announces he will step down at company he founded 54 years ago, BROADCASTING revisits his illustrious career. Then there are perspectives on his chosen successor, Thomas Wyman, and on Whitcom where Paley will next devote his energies. **PAGES 31-35.**

HEMISPHERIC FEARS □ NAB joins counterpart associations in Mexico and Canada in joint resolution asking cooperative move by governments to resolve AM interference problems. Cancun meeting also denounces UNESCO proposal to license journalists. **PAGE 35.**

IT HAPPENED IN ATLANTA □ More than 5,000 attend Eastern Cable Show. **PAGE 36.** Group W and Disney dissolve partnership but seek way to continue Disney Channel relationship. **PAGE 36.** Ted Turner has visions of fourth network. **PAGE 37.** CTAM's "track day" analyzes strategies for winning and keeping cable customers. **PAGE 38.**

RADIO RIDES INTO RENO □ NRBA's annual convention focuses on medium's resurgence despite growing competition and lagging economy. Full agenda. **PAGE 47.** Sis Kaplan is reluctant to perpetuate her reign, but NRBA's board is almost sure to ask her to be president for fourth term. **PAGE 52.** List of exhibitors in Reno. **PAGE 54.**

GO HOME, TIM WIRTH □ Anti-Castro group, disturbed by Colorado Democrat's opposition to Radio Marti, contribute to his Republican opponent's campaign fund. **PAGE 64.**

RESTRUCTURING □ FCC to consider changing Broadcast Bureau to Electronic Media Bureau with audio and video divisions. Cable Bureau would be absorbed into new setup. **PAGE 64.**

DISTANT-SIGNAL SALVOS □ Copyright Royalty Tribunal gets final arguments on whether rates paid by cable systems should be raised. **PAGE 66.**

FREDERICK TO RCA □ GE executive chosen to fill presidential slot that has been vacant for two years. He's seen as eventual successor to Bradshaw. **PAGE 76.**

TECHNICAL EYES ON ENGLAND □ More than 90 papers by international experts and 132 exhibits will highlight ninth IBC convention in Brighton. **PAGE 80.**

VIETNAM SEQUEL □ Unavailability of three critics of original documentary prompts CBS to delay follow-up telecast. **PAGE 82.**

FIGURE FLUCTUATIONS □ Arbitron and Nielsen release July 1982 cable penetration figures, but former lists 21.1 million homes while latter claims there are 27.8 million. **PAGE 84.**

MUSIC FEEDBACK □ Court ruling that ASCAP-BMI blanket music licenses are illegal creates questions for local TV broadcasters. **PAGE 85.**

FCC ASKED TO BLOW WHISTLE □ NAITPD wants ruling that *Real People* is entertainment program, not documentary, and therefore ineligible for exemption from commission's prime time access rule. **PAGE 94.**

SHAPING UP AND SHAKING OUT □ Since taking over last April as executive vice president in charge of NBC's radio and TV divisions, Michael Eskridge's priority has been to restructure and solidify basic radio operations. **PAGE 119.**

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Closed Circuit

Money raiser

In keynote address to National Radio Broadcasters Association annual convention in Reno today (Sept. 13), FCC Chairman Mark Fowler is expected to applaud association for proposing spectrum fee in exchange for extensive deregulation. Fowler, sources say, has been giving increasing attention to concept of requiring all spectrum users, not just broadcasters, to pay "modest" fees to defray costs of regulation and fund such things as news and children's programing for public broadcasting.

Fowler is also expected to spotlight effort to clear "regulatory underbrush" that unnecessarily entangles broadcasters. Examples are FCC policies prohibiting stunts and promotions during rating periods and those prohibiting repeated broadcasts of single record. Fowler also is expected to question whether commission should continue to concern itself with prosecution of fraudulent billings.

Dividing five by seven

Washington talk is just catching up with political consequences of reduction of FCC members from seven to five, as of June 30, 1983, but retention of seven years as term of office. President Reagan in his present term will have one more appointment to make—to seat now occupied by James Quello, whose term ends June 30, 1984. President who takes office on Jan. 20, 1985, will have four FCC seats to fill during his (or her) four years in White House.

But President who takes office on Jan. 20, 1989, must wait two years before FCC seat is open, assuming incumbent members of agency want to stay on. That President could pick chairman from sitting five at outset of his own term, but he couldn't change political composition of agency until 1991.

All in writing

Codification, first ever, of CBS-TV's commercial guidelines has been delivered to advertising agencies and network's affiliates, and it appears, on first reading, to call for no drastic changes on anybody's part. There have been updatings, but apparently nothing suggesting attempt to capitalize on suspension of National Association of Broadcasters code—or even to endanger network's reputation for being generally stricter than NAB code was. Time standards look to be identical, in their effect, to NAB code's.

Among updated areas, some students think they discern some relaxation as to hours in which feminine hygiene products, for example, may be advertised, though they're still barred from daytime children's and family viewing periods and from prime time before 9 p.m. NYT. For another example, commercials containing term "jock itch" are acceptable only in late night and in weekend sports, but may be considered case by case for prime-time sports.

Must-carry move

Proposal is afoot to bring about compromise on cable copyright bill (H.R. 5949). Rodney Joyce, minority counsel of House Telecommunications Subcommittee, has sent letter to National Association of Broadcasters suggesting new standard to define signals that cable systems must carry. Bill now assigns must-carry status to "significantly viewed" stations that deliver at least 3% share of local audience. Joyce proposes must-carry only for stations within 75 miles of cable system.

That might eliminate some objections of religious broadcasters who can't qualify for must-carry because their audience shares are under 3% but would be eligible under new proposal if within 75 miles of cable system. NAB is analyzing letter to determine how many commercial stations outside 75-mile limit would be affected.

Three-fourths done

Drive to create $1-million endowment for Frank Stanton Professorship of the First Amendment at Harvard University's John F. Kennedy School of Government is entering final stage. At last count some $750,000 had been committed—beginning with initial $500,000 from CBS, of which Stanton was president for 26 years. Jim Babb of Jefferson-Pilot, chairman of CBS affiliates board, will host reception in New York Wednesday (Sept. 15) for group of industry leaders as part of campaign to bring in final $250,000 before end of year. Chair will play lead role in developing new center at Harvard for press, politics and public policy.

Diving into pile

FCC staff, in what it admits is optimistic projection, is hoping to designate for hearing first of applications for top 30 cellular radio markets next month. It wants to designate all mutually exclusive applications for hearing, and act on all remaining, by January 1983. Staff is planning to attack applications market by market, acting on nonwireline and wireline applications at same time. FCC received 194 applications for top 30 markets June 7 (BROADCASTING, June 14).

Music refunds?

Question close to hearts and wallets of TV station operators these days, now that they've won opening round of battle against ASCAP and BMI blanket music licenses (BROADCASTING, Aug. 23; also see page 85), is: Can we stop paying ASCAP and BMI now? That question is being put to judge who sided with them in holding stations' blanket license illegal—along with corollary question: Can some $17 million to $20 million in payments already made, but being held in escrow, be returned to stations?

Nobody expects to get affirmative answers without fight, as ASCAP and BMI argue for stay of entire blanket-license decision pending outcome of their appeals to higher courts.

PPV alliance

Ted Turner met privately with fight promoter Don King in Atlanta last Thursday to discuss possibility of partnership to distribute pay-per-view programing. King is already in business with company that distributed Holmes-Cooney heavyweight championship fight last June ("Cablecastings," May 31). No deal has been struck, but negotiations are to continue. Turner-King partnership would offer monthly fights, special fights and other special events.

No shoo-in

Broadcasters' concerns about consequences Radio Marti may pose for them could be having effect on their senators. Although bill to create RM cleared Senate Foreign Relations Committee by wide margin last week (see page 120), that may not be accurate reflection of sentiment in upper chamber. Senator Nancy Kassebaum (R-Kan.), for instance, gave her proxy to Chairman Charles Percy (R-Ill.), but made it clear her concern was that matter be moved to floor for debate and not bottled up in committee. She is broadcaster herself—vice president of KFH(AM)-KBRA(FM) Wichita, Kan., and daughter of group broadcaster and 1936 Republican presidential candidate, Alf Landon.

Kassebaum has also been hearing from home-state stations that are worried about possible retaliation for Radio Marti. And she is not alone, according to Foreign Relations Committee aide. Number of Republicans are said to have mixed emotions about administration-backed bill, and are pondering how and whether to express their point of view on floor.

Basic at bulk

Instead of selling directly to tenants of apartment buildings, suggested Ron Demer, Cable America Inc., at one of the sessions at CTAM's track day in Atlanta last week, cable operators should sell basic cable at a bulk rate to the buildings' landlords. That's the tack Cable America is taking in Atlanta, he said. According to his financial analysis, the bulk deals produce an after-tax rate of return of 48% rather than the 25%, which can be achieved by selling service directly to tenants. The projections are based on agreements Cable America is now drawing up with building owners within its Atlanta and Los Angeles franchises.

Under a five-year contract, a landlord gets his building wired and basic service for $6 per apartment. He charges each subscriber $8.50 by increasing rents by that amount and keeps the difference. The landlord profits from added revenues and increased cash flow that add significantly to the value of the property. In return, Cable America's basic penetration for the building will be 90% (a $20 installation charge will prevent 100% penetration) rather than 40% or 60%, resulting in higher total basic revenues (despite the lower per-unit revenue) and potentially higher pay revenue.

Pay tiers would be sold directly to the tenants by Cable America, but Demer was unsure of what pay-to-basic ratios to expect from bulk buildings. One theory says that because tenants are subscribing involuntarily, they will be less prone to take pay services. Others say they will be more likely since they may perceive they are getting basic for free and paying only for the pay tiers. They will be paying Cable America $16 for two $8 pay tiers instead of $24.50 for two pays plus basic.

Moving to movies

Spotlight, satellite-delivered pay cable service, confirmed last Tuesday (Sept. 7) that it will adopt an all-movie format beginning Oct. 1. "All of our research to date has told us that movies, by far, are the single most important reason for subscribing to a pay TV network," explained Spotlight President John F. Cooke. "We want to concentrate our efforts in that area. We also feel that the all-movie concept works especially well in our multipay marketplace where other networks are moving toward specially produced programing."Spotlight, which claims 600,000 subscribers on 215 cable systems, was launched last year by Times Mirror Cable Television and now is operated as a partnership among Times Mirror and four other multisystem operators. No major shift in programing is expected as a result of the all-movie policy. Spotlight, which has offered a small number of specials and original programs each month, will continue to offer about 60 motion pictures monthly.

USA's future

On the eve of the USA Cable Network's fifth anniversary (Sept. 27), Kay Koplovitz, president of that network, told members of the New York chapter of the National Academy of Television Arts and Sciences last week that it has survived in part because of its ability to program four separate program blocks appealing to a broadly based audience.

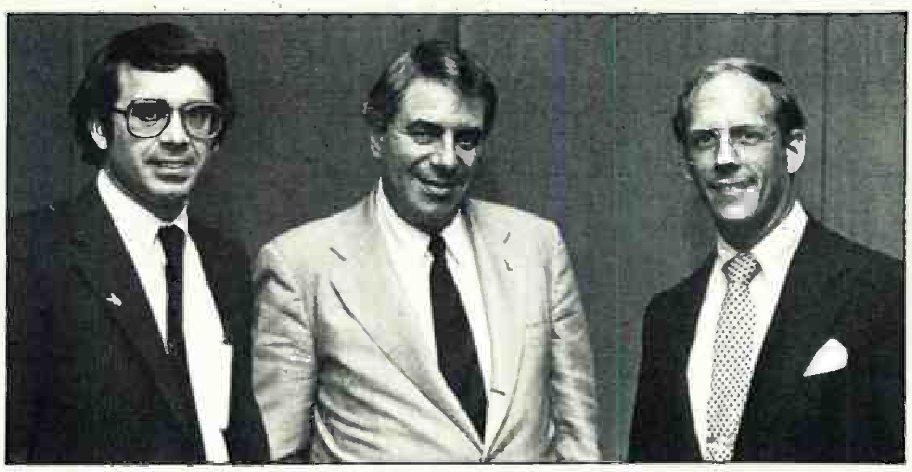
Since launching with an all-sports menu five years ago under the Madison Square Garden Network banner, USA has developed programs aimed at children *(Calliope)* and women *(Sonya, Woman's Day USA)* as well as an entertainment block (including the *English Channel* and *Night Flight.*).

"We program to a broadcast audience," she said, and to produce the quality programing that audiences have become accustomed to "it costs [a lot of] money and you've got to have viewership." Although USA is surviving with an audience of between 12 million and 13 million homes, she said that 25 million to 30 million homes will have to be tapped "to succeed." Koplovitz predicted that by the end of this decade USA would have between 40 million and 45 million homes. And in today's highly competitive market, she said, programers must provide their audiences with material that is the "most desirable and not the least objectionable."

USA has no plans right now to get into the pay-per-view business, but Koplovitz didn't rule out that possibility once more cable homes become equipped with P-P-V capability. Of the two million homes that currently have that capability, only 500,000 or so are cable homes, the rest being STV subscribers.

A service is a service ...

What's in a name? Two cable services last week trotted out modified monickers—the Rainbow-distributed Escapade/Playboy will officially become The Playboy Channel on Nov. 19; Appalachian Community Service Network has already become ACSN—The Learning Network. There are programing moves behind the name changes—the solo Playboy title is to "reflect Playboy's expanding commitment to programing for cable," according to Playboy Cable Network President Paul Klein. Original programing is to double on the service by next February; among projects under development are a five-part series drama and an entertainment/talk show under the guidance of com-



Rabbit fans. About 200 members of the Washington-area communications community, including FCC Commissioner James Quello, attended a reception at Washington's Four Seasons hotel to celebrate the debut of Playboy's Escapade service on the Arlington Telecommunications Corp., Arlington, Va., cable system. The ARTEC system serves 23,000 subscribers in the northern Virginia suburb, and received 3,000 orders for the premium cable service in eight days, double the subscribers it expected, according to John Evans, executive vice president and chief executive officer of ARTEC.

Hosting the reception were: (l-r) Jerry Maglio, president of Rainbow Programing Services, which distributes and markets the Playboy supplied programing; Paul Klein, president of the Playboy Cable Network, and Evans.

Playboy has hired advertising executive Jerry Della Femina of Della Femina Travisano & Partners, New York, to create the right "look" for the Playboy Channel. The right look is important, Klein said, because he wants viewers who tune in at any time to instantly recognize what they are watching. Currently the Playboy Channel has 300,000 subscribers on 200 systems, and Klein said it needs between 600,000 to one million before it starts to break even. Klein also said he would cut off subscribers at four million, explaining, "I want it to be not for everybody."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edian Pat McCormick. And The Learning Network appelation for ACSN will mark a shift from "educational" video-classroom style programs to a "broader and less academic" focus on learning.

Into the fray

"I am going back into the front line with the most aggressive general I could find," said former National Cable Television Association senior vice president, and now Washington communications attorney, Robert

Ross, last Thursday in Atlanta, just after finalizing an agreement to become vice president-general counsel of Turner Broadcasting System. Ross, who has been a partner in Pepper, Hamilton & Scheetz, since leaving NCTA, said: "I miss the fray." He anticipates no end of fray with Turner, including such legal-lobbying concerns as copyright legislation, the territorial exclusivity demands of professional sports, the FCC's reconsideration of the financial interest rule and the general problem "of keeping fair competition" in broadcast program production and distribution. Ross will be Turner's first in-house counsel. Initially he will split his time between Washington and Atlanta before deciding where to make his permanent base. He joins Oct. 1.

Coming together

Cooperative co-op is the pitch Cable Health Network President Jeff Reiss is making to the heads of other basic cable services. In a letter Reiss released at the Eastern Show, he calls on them to consider "a joint marketing program or perhaps a new marketing entity that would establish co-op budgets." The purpose would be to plug "specific programs in a meaningful way," in turn fueling consumer demand for basic cable services. As a proposition to explore rather than a specific proposal, Reiss conceded there would be a lot of details to work out; but closed his letter with a suggestion for an October meeting of his cable colleagues. The co-op effort, he suggested, would be in addition to any service's individual marketing programs, not a substitute.

Myriad marketers

Times Mirror Cable introduced a new program marketing package to its more than 700,000 subscribers last week aimed at providing "a unified identity for the programs that cable offers over and above regular TV" and organizing "the myriad of programing and viewing choices into a convenient set of subscription options."

The package includes both a new cable guide and a marketing program for TM salesmen, both entitled Dimension. A single program guide will now be used by all Times Mirror systems. And the marketing package is shifting its emphasis from selling individual services to selling all the channels a system offers as one package.

The company is kicking off Dimension's introduction with a multimedia advertising campaign built around the theme, "Beyond Your Television, There's Another Dimension."

Wiring the Isles

The Thatcher government in Great Britain is awaiting the Hunt Committee report by the end of September, which is expected to encourage the establishment of a nationwide 30-channel cable system—a project the prime minister feels holds the hope of revitalizing the economy through the creation of jobs and capital investment as well as affording new communications possibilities. The BBC won't be involved; it has decided to cast its lot with a direct broadcast satellite system as the best means of deploying its assets for the future. Great Britain currently has three operational TV channels, with a fourth scheduled to begin next year.


SEPTEMBER
"ATOMIC LEGS"
A track team that always loses, a 0 year old boy who lacks confidence, a omic plot turns them both into winners.
OCTOBER
"ALL ABOUT DOGS"
A lighthearted look at the world of dogs and pet care. Broadway's Annie and Sandy are co-hosts.
NOVEMBER
"GRAMMA DIDN'T WAVE BACK"
Molly Picon stars in an adaptation of Rosa Blue's novel of how a young girl and her family cope with an aging grandmother and senility.
JUNE
"WINNERS"
Baseball star Tom Seaver narrates the story of three retarded youngsters and their participation in the National Special Olympics.
YOUNG PEOPLE'S SPECIALS
NOW BEGINNING THE 8TH AWARD WINNING SEASON
These highly salable programs, praised by parents, educators, and critics, have won nearly every major award for TV excellence.
They have won an impressive national audience, too. A survey* of a recent Young People's Special reported an audience of over 6.2 million households (8.5 million viewers), comprised of 65% Adults 18-49 with 45% Women, and 35% Children and Teens.
Ten shows, including five first run and five of our most popular classics, are available for the 1982-83 season.
The NBC o & o stations are programming them. Find out if you can have an exclusive in your market.
Young People's Specials... they are more than television... they are shared experiences.
*Source: NTI—Special Report, 12/81
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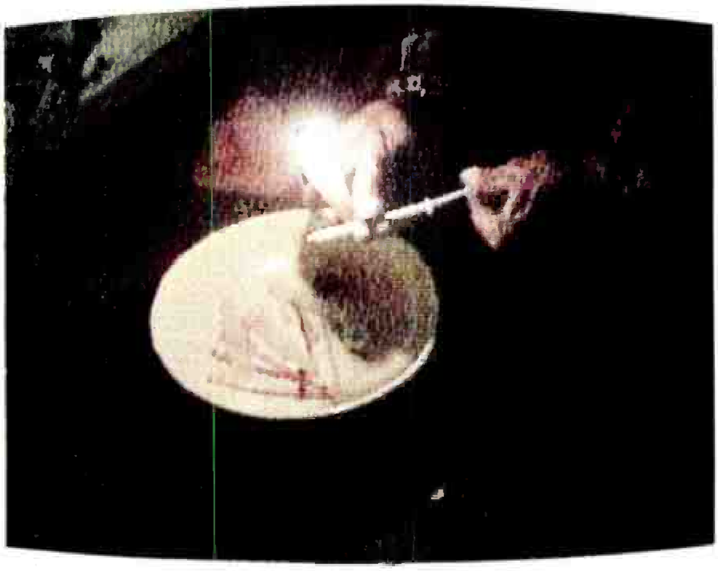
MULTIMEDIA PROGRAM PRODUCTIONS, INC.
DECEMBER
"JOSHUA'S CONFUSION"
A Peabody Award winner. A young Amish boy must choose between the austere traditions of his forefathers and the modern world of his schoolmates.
MAY
"JUST ANOTHER STUPID KID"
The story of a learning disabled child... his problems at home and at school before his disability is diagnosed and dealt with.
JANUARY
"THE BOY WHO COULDN'T LOSE"
Based on a Greek myth ...the modern story of a boy who believes he is protected by a god from all failure.
APRIL
"ANDREW"
A stay in an emergency hospital convinces a 13 year old boy his career should be in medicine... as a nurse.
MARCH
"THE EDISON ADVENTURES"
The action packed narrative of a boy with insatiable curiosity and ambition ...the remarkable Thomas Alva Edison.
FEBRUARY
"NAVAJO MOON"
A young girl relates the heartbreaking story of the historic Long March of the Navajo.

Junkie with candle and hypodermic needles.
Taped by Jon Alpert.



Western Afghanistan villagers, during Soviet invasion.
Taped by Jon Alpert.

NOW GROWN ARE NO AFRAID OF

For years, newsmen have suffered from the recurrent nightmare of shooting in the dark. They've struggled with low-light situations where artificial lighting was either too intrusive or too difficult to achieve.

But now, thanks to the Sony BVP 330, the cover of darkness no longer stops reporters from covering a story.

The BVP 330 is used consistently in low-light situations by award-winning video journalists and documentary producers like Jon Alpert, Frank Beacham, and Warren Jones. It enables them to shoot under the worst

Suspect in police custody.
Taped by Frank Beacham and Warren Jones.

Dade County Police questioning teenagers.
Taped by Frank Beacham and Warren Jones.

NEWSMEN LONGER THE DARK.

conditions, and capture elusive footage like the examples shown here.

The BVP 330 is so versatile in low-light situations, newsmen are surprised to learn that the camera is lightweight and sturdy enough to be taken into the jungles of Nicaragua. Or that its performance is good enough to enable it to be used as a studio camera.

But it makes sense that the BVP 330 should be this good. After all, when a reporter risks his life getting a story, the last thing he should have to worry about is losing it to darkness.

SONY
Broadcast

Business Briefly

TV ONLY

ITT □ Campaign is under way in 13 major cities introducing Longer Distance telephone service (formerly known as City-Call). Campaign is based on theme: "Take your time, tell them all that's on your mind" and will appear in 60-second commercials. Target is customers paying more than $25 per month for telephone service. Longer Distance will run until end of year with 14 more cities expected to be added. Agency: BBDO, New York.

Nestle Co. □ Two new coffees, Nescafe Classic and Decaf, will be introduced by Nestle in 13-week campaign. Theme of instant decaffeinated coffee commercial is "Come to the Nescafe." Campaign runs on East Cóast and in six other states. Spots will run during day and prime times. Agency is McCann-Erickson, New York. Target: coffee drinkers, 18-plus.

Colgate-Palmolive Co. □ Kenyon & Eckhardt Inc., New York, is handling 13-week flight for Fresh Start laundry detergent. Beginning Sept. 27, advertising will run on three networks, supported by over 50 spot TV markets and will be geared to women, 25-54.

Tomy Toys □ Sachs, Finley & Co., Los Angeles, has scheduled variety of campaigns for Tomy Toys in fourth quarter. Air Jammers (pump-up cars); Fashion Plates (sketchings for doll clothes); Hop-A-Long (wind-up basketball game), and Kimberly (doll) all target total children and are scheduled to air during day and fringe times. Kimberly doll will appear in fewer than 50 markets and other toys in 50-plus markets. Flights will run throughout fourth quarter.

Sun-Diamond Growers □ Sunmaid raisins will be advertised in 22 markets beginning Oct. 4 for eight-week introductory period and additional 12 weeks. Campaign will cover 38% of country in day, prime and prime access times. Target is women, 25-49. D'Arcy-MacManus & Masius Inc., San Francisco, is agency.

Mitsubishi Motors Corp. □ Manufacturer of Japanese cars and trucks will begin advertising in late September for all vehicles. Campaign will run for 10 weeks in 22 markets with spots running in fringe, prime and weekend times. Agency is Cunningham & Walsh, New York, and target, men, 25-49.

Flowers Industries □ Bread manufacturer is beginning flight in mid-October in Southeast and Southwest markets. Brand name differs according to region. Spots will air during fringe and prime times, targeting women, 25-54. Tucker Wayne & Co., Atlanta, is handling account.

Standard Oil □ SO is buying two flights for different products. Beginning Oct. 4, Standard corporate will air during prime and news times in 24 markets, primarily in Midwest and Washington. Target will be men, 25-54. On Oct. 25, advertising for Amoco oil will begin for six-week flight in 36 Midwestern, Western and Eastern/Southern markets. Target is men, 25-54. Agency: D'Arcy-MacManus & Masius, Chicago.

Hormel Co. □ Manufacturer of meat products has scheduled two flights. Beginning this week, Short Orders, canned meat, will air in 12 markets for four weeks. On Oct. 4, Mary Kitchen Hash, canned corned beef hash, will be advertised in 12 markets for four-week flight. Both campaigns are aimed at women, 18-34. Brand awareness is theme. Agency is BBDO, Minneapolis.

3M □ Campbell-Mithun Inc., Minneapolis, is handling account for 3M's V-Seal weather strip and newest product, Window Insulator Kit. TV campaign includes NBC network, beginning Oct. 15 during World Series and *Sportsworld* program, backed by spots in 29 major markets beginning Oct. 4 for two, three-week flights. Buys include evening, late news and weekend sports programs. Target is men, 25-54.

Pontiac Motor Division □ Car company has scheduled two-week flight this month for automobiles. Campaign will run in 30 markets, targeting men, 18-49, and will air during news, prime access, sports and weekend times. Agency is D'Arcy-MacManus & Masius, Bloomfield Hills, Mich.

Cheesy time. Year-long TV campaign has begun for Sargento Cheese Co.'s assorted domestic and imported cheeses. Debuting on all three networks, theme of commercial is "The persnickety cheese people from Plymouth, Wis.," and stresses extra care taken in selecting cheeses for Sargento. In addition to network TV, spot TV will support campaign in 36 major markets. Agency for "Cheese Taster" campaign is Frankenberry, Laughlin & Constable Inc., Milwaukee.

Rep Report

WXNE-TV Boston: To Seltel from TeleRep.

□

WRJZ(AM) Knoxville, Tenn.: To Eastman Radio From McGavren Guild.

□

WMMM(AM)-WDJF(FM) Westport, Conn.: To Uni-Rep Broadcasting Co. from P/W Representatives.

□

WXXX(AM) Hattiesburg, Miss.: To Lotus Reps (no previous rep).

□

WBUD-AM-FM Trenton, N.J.: To Lotus Reps (no previous rep).

RADIO ONLY

Hardware Wholesalers □ National hardware chain will begin advertising Oct. 4 for three-week flight in about 20 markets. Spots will air in all dayparts, targeting adults, 24-49. Agency: Bonsib Inc., Fort Wayne, Ind.

Century 21 Real Estate Service □ Wells, Rich, Greene, Newport Beach, Calif., is agency for campaign beginning Sept. 15 for varying flights in 50 states. Morning, afternoon, evening and Saturdays. Target is adults, 25-49.

Anheuser-Busch □ Busch beer's fall promotion will begin Sept. 29 for one week in 100 markets between 10 a.m. and midnight. Agency is Needham Harper & Steers Inc., Chicago. Target: men, 18-49.

United Grocers □ Allen and Dorward Advertising, San Francisco, is placing four-week flight for Bonnie Hubbard food line and paper products. Flight will start this week in San Francisco, Fresno, Calif., and northern California markets, and will air mainly during daytime. Target: women, 18-49.

AdVantage

Local business. Local retail television advertising climbed 13% to $1,149,549,800 in first half of 1982, according to figures released today (Sept. 13) by Television Bureau of Advertising. Citing data compiled by Broadcast Advertisers Reports, TVB said largest percentage gain in individual category was made by hotels and resorts, up 79% to $23.4 million. Other strong advances were posted by leisure time activities and services, up 62% to $38.4 million, and auto repair and service stations, up 41% to $20.4 million. Largest retail classifications were restaurants and drive-ins, up 15% to $180.8 million, and food stores and supermarkets, up 9% to $90.3 million. Leading local advertisers for first half were McDonald's; $41.2 million; Pepsico (Pizza Hut and Taco Bell), $14.6 million, and General Mills (Red Lobster Inns), $13.8 million. TVB noted that most co-op activity by local retailers is credited by BAR to manufacturer and is not included in reported information.

□

New agency. Madison Square Garden Network, New York, has named Della Femina, Travisano & Sherman, New York, as its new agency, replacing GM Communications, New York. Billings are estimated at $500,000. MSG Network divisions include MSG Cable Network, which sends 135 live Garden events to 1.4 million subscribers in New York area; MSG television, which telecsats New York Knick and Ranger road games on superstation WOR-TV New York, and Hughes Television Network, interconnection service company.

□

Budding success. San Diego-based Tuesday Productions has completed 50th musical arrangement of Budweiser beer theme, "This Bud's For You." Music for long-running campaign, running gamut from disco to Dixieland, country to rock, has been produced by Tuesday President Tom Di Note. Latest arrangement is for commercial called "Volunteers," running in two-minute version for cable and 30-and 60-second versions for network TV.

RADIO AND TV

Showtime □ Second largest pay cable network is promoting its 24-hour-a-day programing service beginning Oct. 18 in about 20 markets. Eight-week flight targets adults, 25-54. Benton & Bowles, New York, is handling.

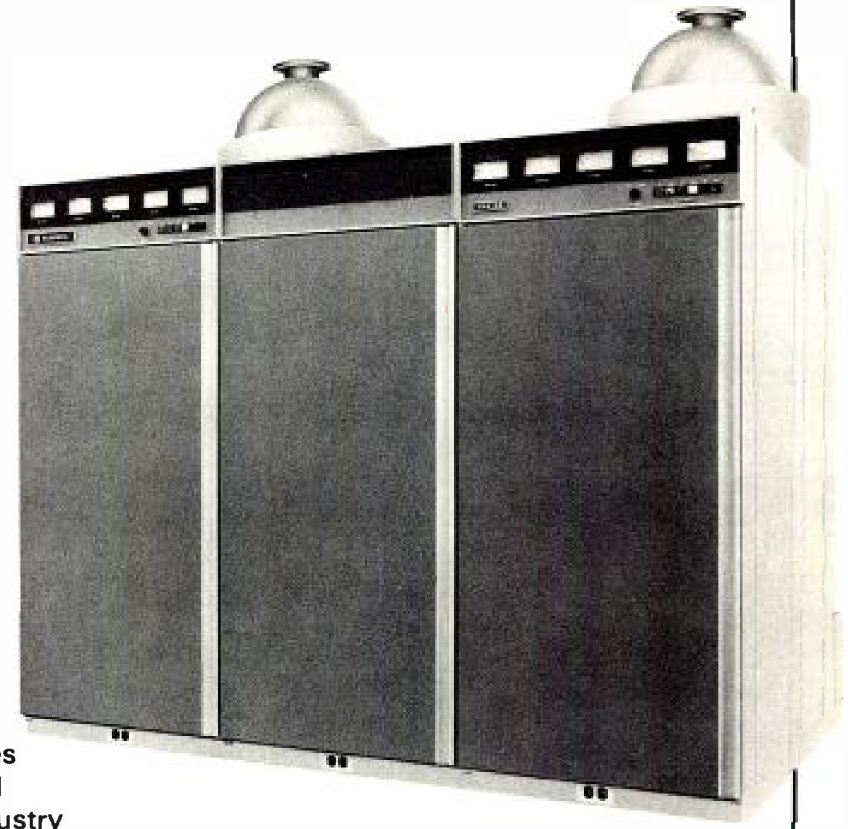
Subaru □ Seven-week campaign for entire line of Subaru automobiles begins this week in about 10 markets. Spots are geared to men, 25-49, and will air in all dayparts. Agency is Pollaro Media Advertising & Production, Denison, Tex.

Interstate Brands Corp. □ Maker of Dolly Madison bakery goods is buying two flights for different products. Beginning this week Dolly Madison cakes and pies will air daytimes in 10 spot television markets for 10 weeks. Target will be children, 6-11, and adults, 25-49. On Sept. 27, advertising for white bread will begin on TV and radio in 30 markets for four weeks, aimed at women, 25-49. Agency is Dancer Fitzgerald Sample, San Francisco.

AT&T opens phone account. AT&T has called on nine advertising agencies, including its incumbent, N W Ayer Inc., to compete for its $30 million account promoting office telephone equipment. Approximately 50% of billings are in television and radio. Other agencies tapped for competition are Bozell & Jacobs, Campbell-Ewald, D'Arcy-MacManus & Masius Worldwide, Foote, Cone & Belding Communications, Kenyon & Eckhardt, Ketchum Communications, Ogilvy & Mather and J. Walter Thompson Co. Account is expected to grow 25% per year for next few years since it will include advertising for products of American Bell Inc., new unregulated AT&T subsidiary. Account uses slogan, "the knowledge business," to market products to AT&T commercial customers. An Ayer spokesman said agency has been AT&T's agency since 1908 and since that time has handled both consumer and corporate advertising. Ayer has more than $100 million in AT&T billing, including account in competition.

New Series "E" transmitters from Harris . . .

Improved efficiency, superior performance over any previous UHF-TV transmitters!



The "E" is for efficiency in the new Harris Series "E" UHF-TV transmitter line...efficiency that can save you thousands of dollars annually in power costs (typically $10,000 per year for a 55 kW transmitter).

These features are standard in each of the new "E" models:

- Variable visual coupler for higher klystron efficiency.
- "H" type 5-cavity high efficiency klystrons.
- Mod Anode Pulser to reduce input power requirements.
- 100% waveguide diplexer to minimize high power RF losses.

The new VIDEO* SAW filter eliminates conventional receiver equalizers, and offers the best performance in the industry with absolutely no costly and time-consuming periodic realignment.

A new and unique Quadrature Corrector compensates for several types of klystron non-linearities to supply the quality of transmitter performance required by modern receivers and subscription television decoders.

Save with Series "E"...today's best value in UHF-TV transmitters. Available in 30 kW, 55 kW, 110 kW and 220 kW models.

Contact Harris Corporation, P.O. Box 4290, Quincy, Illinois 62305-4290. 217/222-8200.

*Visual IF Delay Equalized Output

HARRIS

Monday Memo

An ITFS commentary from William T. Reed, PBS, Washington

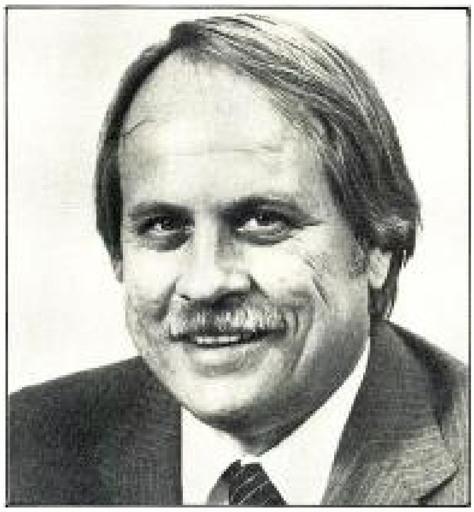
Keep ITFS slots for education

In the July 5 "Monday Memo," Tom Steinert-Threlkeld of Capital Cities Communications described multichannel MDS as "an idea whose time has come." What Mr. Steinert-Threlkeld failed to mention was that multichannel MDS is possible only at the expense of the Instructional Television Fixed Service (ITFS) frequencies. These frequencies, set aside to serve the educational and informational requirements of the American public, are needed more than ever to improve the productivity and the quality of life in the United States today. It is difficult to accept the premise that scarce and irreplaceable education frequencies should be lost to MDS, since this technology has not been a commercial success in its current configuration and since there are already many rival delivery systems presently competing in the mass entertainment marketplace.

More than ever, education is becoming the key not only to success, but also to basic survival in both the job market and the consumer market. Getting a job and keeping a job mean knowing how to do a job. Today, unemployment among unskilled laborers is growing, while many high technology jobs go begging. While technology expands, the half-life of a professional education is shortening. As inflation squeezes wallets, consumers need more and more knowledge about the products and services they buy in order to stretch their dollars. And as technology explodes around us, reading, writing and other achievement scores for many of our youngsters continue to decline.

ITFS can play a critical role in the vital education of the American public at all levels—young children and adults alike. In fact, it was this vision of a spectrum resource in which educational services could expand as the nation's needs grow that prompted the FCC to reserve channels for ITFS many years ago. The current flood of ITFS applications—from state agencies, educational consortia and the Public Broadcasting Service among others—proves that there are many groups today that share that vision and want to put ITFS to work for the public good.

Make no mistake. There is no substitute for these ITFS channels and the potential they hold for the public good. These educational opportunities will not be obtainable elsewhere if the ITFS frequencies are given up to make room for multichannel MDS. For whatever reason, the FCC has declined to reserve any part of low-power TV or direct broadcast satellites for educational uses. Commercial television has abandoned even a pretense of providing quality educational and informational services for children and, outside of the news, offers very little in this vein for adults. There are few quality nonentertainment services on cable television now, and those few are struggling for survival.



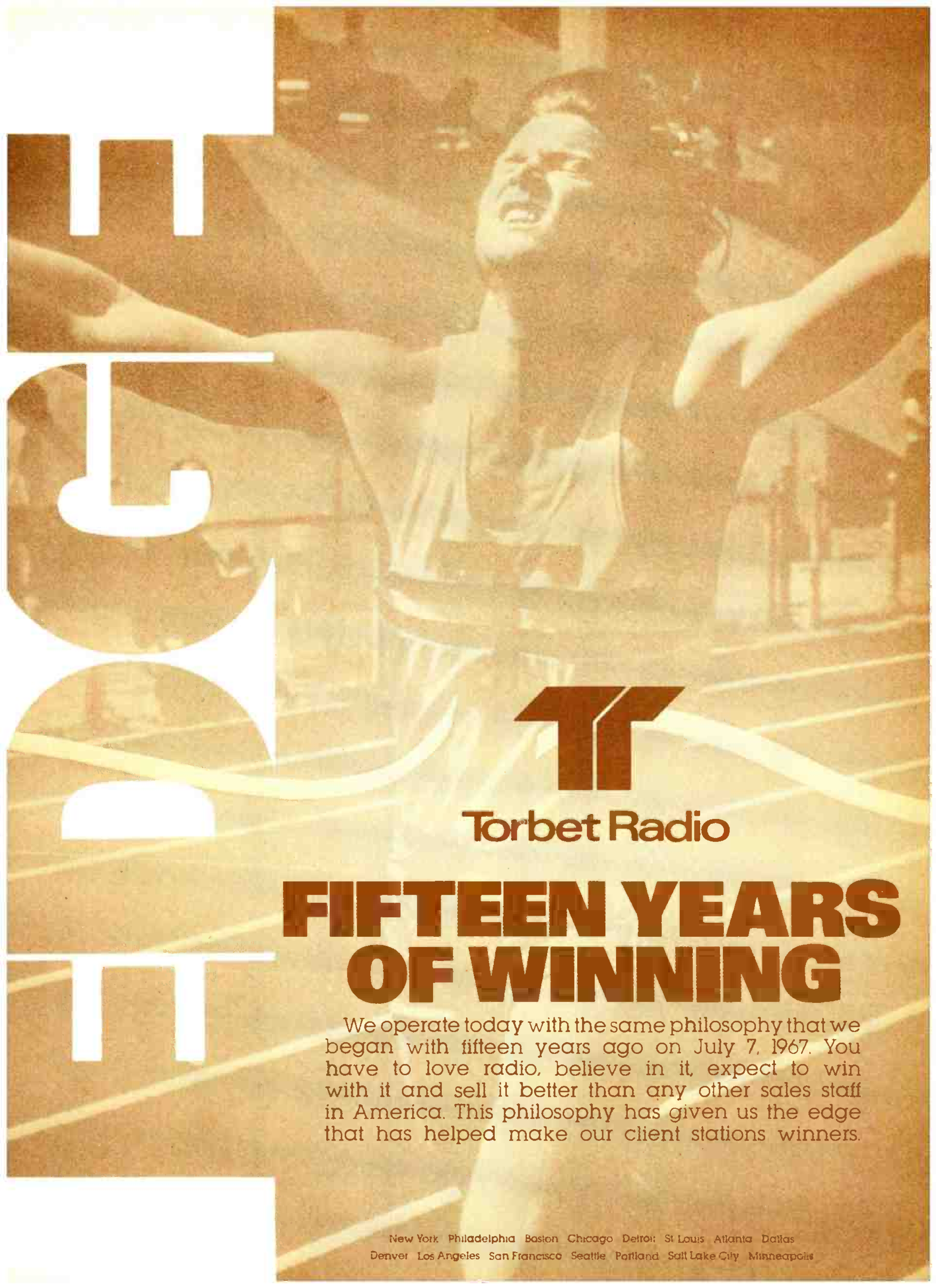
Responsibility for PBS's Educational Program Services department is an appropriate assignment for William T. Reed, who served as both an elementary and junior high school teacher prior to his involvement in public broadcasting. In his present role as senior vice president for educational program services, Reed oversees elementary/secondary programing and PBS's nationally co-ordinated Adult Learning Program Service. After two years of serving in the armed services and teaching for two years, Reed joined public station KIXE-TV Redding, Calif., in 1967, where he was general manager for six years. During that time, he served on the PBS board of directors and later as a member of the former PBS board of managers. He joined PBS in 1974.

In fact, the research for and the development of the new Adult Learning Service have been the catalyst for public television's planning additional services to utilize the ITFS spectrum. We call our new plan the National Narrowcast Service and, pending FCC approval of our license applications, expect it to provide local, regional and national programing to address such national needs as continuing education for doctors, educators, scientists, lawyers, accountants and other professionals; career development for blue and white collar workers; programing for those in the health care fields—nurses, hospital managers, patients and others; computer literacy and usage courses for the home user and for workers on many levels of business. In addition, we expect our service to provide computer-assisted instruction software and data banks; on-site teleconferencing and tele-lecturing, and opportunities for interactive teaching in many subject areas.

Although MDS interests have claimed that the current rush of ITFS applications from PBS and others was simply to preserve those frequencies for education and prevent the reallocation of those channels for MDS, the fact is that ITFS has long been used by public institutions to serve educational needs. In addition, public television's national satellite distribution system holds the promise for the first time of making educational uses cost-efficient on a local and regional basis. Even without benefit of satellite, however, in many communities throughout the nation where visionaries and resources have come together, ITFS is currently used for educational purposes in schools, in homes and at work sites. KLVX(TV) Las Vegas; WVIZ-TV Cleveland; KPBS-TV San Diego; WLRN-TV Miami; the Center for Excellence in Williamsburg, Va.; Stanford University; the Association for Higher Education; the Catholic Church in numbers of cities throughout the country, and others have been developing and utilizing this precious educational resource.

The public benefits that proponents claim will accrue from multichannel MDS systems are all as readily or more readily available through other technologies. MDS operates in the 2 ghz microwave band, where propagation is poor and line-of-sight between transmitter and receiver is necessary. The FCC conceived of MDS as a business service for transmission of information to a relatively small number of locations with specialized receiving equipment, but the marketplace did not support that service. And the marketplace alone will not support pay movies on MDS either, since there are numerous other outlets for distributing entertainment, sports and news programing—including cable, STV, LPTV or DBS, not to mention the very active VHF and UHF channels. Multichannel MDS is just not needed to fill any vital missing link in our mass media services.

ITFS, on the other hand, is unique. There are no substitutes. Social historians tell us that the world is entering the age of information. Clearly, the people of this nation must embrace the concept of lifelong learning if they are to keep up. ITFS is the only technology whose specific mission is to serve the nation's children and adults with educational and informational services. Give these channels up now for another movie and sports service, and this resource is gone forever. That is a price this society cannot afford to pay. ■


EDGE
Torbet Radio
FIFTEEN YEARS OF WINNING
We operate today with the same philosophy that we began with fifteen years ago on July 7, 1967. You have to love radio, believe in it, expect to win with it and sell it better than any other sales staff in America. This philosophy has given us the edge that has helped make our client stations winners.
New York Philadelphia Boston Chicago Detroit St Louis Atlanta Dallas
Denver Los Angeles San Francisco Seattle Portland Salt Lake City Minneapolis

Datebook

This week

Sept. 12-15—*National Radio Broadcasters Association* annual convention. Keynote speech: FCC Chairman Mark Fowler. MGM Grand hotel, Reno.

Sept. 12-15—*Broadcast Financial Management* 22d annual conference. Riviera hotel, Las Vegas.

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, 76150.

Sept. 15—*Washington Metropolitan Cable Club* luncheon. Speaker: John Saeman, Daniels & Associates. Washington Marriott, Washington.

Sept. 15—*National Academy of Television Arts and Sciences* drop-in luncheon. Speaker: Thomas Madigan, president, New York World Television Festival. Copacabana, New York.

Sept. 15—*Washington Journalism Center* conference, "The Flat Rate Tax—Pros and Cons." Watergate hotel, Washington.

Sept. 15—*Women in Communications* meeting on "Illiteracy in America." Speaker: Barbara Bush, wife of Vice President Bush. Helmsley Palace, New York.

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. Rev. Jesse Jackson and FCC Commissioners Anne Jones, James Quello and Henry Rivera. 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. 17-18—Sixteenth annual *South Dakota Broadcasters Day.* South Dakota State University campus and Holiday Inn, Brookings, S.D.

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

■ **Sept. 18**—*Ohio AP Broadcasters* meeting. Speaker: Van Gordon Sauter, president, CBS News. Stouffer's Dublin, Columbus, Ohio.

■ Indicates new or revised listing

Also in September

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. Speakers include Eddie Fritts, incoming president of National Association of Broadcasters; Representative Al Swift (D-Wash.); Paul Harvey, ABC Radio, and by satellite, FCC Chairman Mark Fowler. Red Lion Inn, Spokane, Washington.

Sept. 19-21—*Pacific Northwest Cable Communications Association* 27th annual convention. Speakers include Tom Wheeler, president, National Cable Television Association. Red Lion Sea-Tac, Seattle.

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

■ **Sept. 20**—*Advertising Club of Greater Boston* presentation of Hatch awards. Opera House, Boston.

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

Sept. 20-22—*National Association of Telecommunications Officers and Advisers* second annual conference and convention, "Telecommunications: Managing in the Public Interest." Park Hilton, Seattle.

Sept. 20-23—*New England Cable Television Association* annual convention and exhibition. Speakers include Tom Wheeler, president, National Cable Television Association, and Arthur Taylor, chairman, Entertainment Channel. Dunfey Hyannis hotel, Hyannis, Mass.

Sept. 21—*Federal Communications Bar Association* luncheon. Speaker: Charles Brown, chairman, AT&T. Touchdown Club, Washington.

Sept. 21—*Women in Cable, Seattle chapter,* meeting. Subject: "Advertising Interconnects—A Reality for the Northwest." Red Lion Sea-Tac, Seattle.

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

Sept. 21—*Independent Media Producers Association* seminar, "How to Do Business with Washington Ad Agencies." Gangplank Restaurant and Marina, Washington.

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

Sept. 21-23—*C-Cor Electronics* technical seminar for cable technicians. Holiday Inn, Long Beach, Calif.

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 address by Vincent Wasilewski, outgoing president of National Association of Broadcasters. Waldorf-Astoria, New York.

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

Major Meetings

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. 13-15**—*National Cable Television Association's* national cable programing conference, featuring Awards for Cablecasting Excellence (ACE) presentation. Biltmore hotel, Los Angeles.

Nov. 17-19—*Western Cable Show.* Anaheim Convention Center, Anaheim, Calif.

Nov. 17-19—*Television Bureau of Advertising* 28th annual meeting. Hyatt Regency, San Francisco.

Jan. 15-19, 1983—*Association of Independent Television Stations* 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.

■ **Aug. 25-27, 1983**—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta. Future shows: Aug. 2-4, 1984 and Aug. 25-27, 1985, both Georgia World Congress Center.

■ **Aug. 28-31, 1983**—*National Association of Broadcasters'* Radio Programing Conference. Dallas Amfac hotel, Dallas.

Sept. 22—*Radio Advertising Bureau* sales clinic. Bloomington Marriott hotel-Airport, Minneapolis.

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

■ **Sept. 23**—*National Academy of Television Arts and Sciences, New York chapter,* drop-in luncheon. Speaker: Thomas Wheeler, president, National Cable Television Association. Copacabana, New York.

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

Sept. 23—*Philadelphia Cable Club* meeting. Franklin Plaza, Philadelphia.

■ **Sept. 23-24**—*Broadcast Capital Fund* sales management workshop, "Getting More Profit and Productivity from Your Selling Efforts." Holiday Inn, Monterey, Calif.

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

Sept. 23-26—*American Advertising Federation* Western region conference. Salt Lake Hilton, Salt Lake City.

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. Speaker: Vincent Wasilewski, outgoing president of National Association of Broadcasters. Ogden Hilton, Ogden, Utah.

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

■ **Sept. 27-29**—*National Association of Broadcasters* radio management training seminar. O'Hare Hilton, Chicago.

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

■ **Sept. 29**—59th annual "Advertising and Marketing Course" begins, sponsored by *Advertising Club of New York.* Ad Club ballroom, New York.

Sept. 29-30—*CBS FM National Sales* annual seminar. St. Regis hotel, New York.

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. 28-Oct. 1—Third annual Videodisk Symposium of *Nebraska Videodisk Design/Production Group.* Nebraska Educational Telecommunications Center, Lincoln, Neb.

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—*National Academy of Television Arts and Sciences New York chapter,* drop-in luncheon. Speaker: Alan Wagner, president and chief executive officer, The Disney Channel. Copacabana, New York.

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

Sept. 30—Cabletelevision Advertising Bureau conference. Cathedral Hill hotel, San Francisco. Information: Barbara Hobart, (212) 751-7770.

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. Speakers include Robert Wussler, Turner Broadcasting System; Percy Sutton, Inner City Broadcasting; Robert Bennett, Metromedia, and Ragan Henry, Broadcast Enterprises National. Sheraton-Washington, Washington. Information: 516 U Street, N.W., Washington, 20001, (202) 387-8155.

October

Oct. 1—Deadline for entries in *U.S. Television Commercials Festival.* Information: Filmfest, 841 North Addison Avenue, Elmhurst, Ill., 60126, (312) 834-7773.

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

Errata

Sale price of WTON(AM) **Staunton, Va.,** should have included $350,000 for non-compete agreement, for total of **$1.65 million,** not $1.3 million, as reported in Aug. 30 "Changing Hands."

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Donald V. West, *vice president.*
David N. Whitcombe, *vice president.*
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The Newsweekly of the Fifth Estate
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Cablecasting

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Phone: 202-638-1022.

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Debra Shapiro, *secretary to the publisher.*

BUREAUS

New York: 630 Third Avenue, 10017.
Phone: 212-599-2830.
Jay Rubin, *senior correspondent—bureau chief.*
Kathy Haley, *bureau news manager.*
Rocco Famighetti, *senior editor.*
Anthony Herrling, Stephen McClellan, *assistant editors.*
Marie Leonard, Mona Gartner, *advertising assistants.*

Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3146.
Richard Mahler, *correspondent.*
Tim Thometz, *Western sales manager.*
Sandra Klausner, *editorial-advertising assistant.*

ABC
Member American Business Press

Founded 1931. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972 □ *Reg. U.S. Patent Office. □

GIVE SUPERBOOK FOR CHRISTMAS

Delight your viewers by putting the bright, original CBN production of "Superbook Christmas Special" on your Christmas list.

Something wonderful happens when a boy, a girl, and their whimsical mechanical toy friend begin to turn the pages of an old book they find. Time does a flip-flop, and people and events from the past come surging vividly to life before their eyes.

This exciting Christmas special unfolds in a half-hour of spellbinding animation, created by one of the world's leading animators.

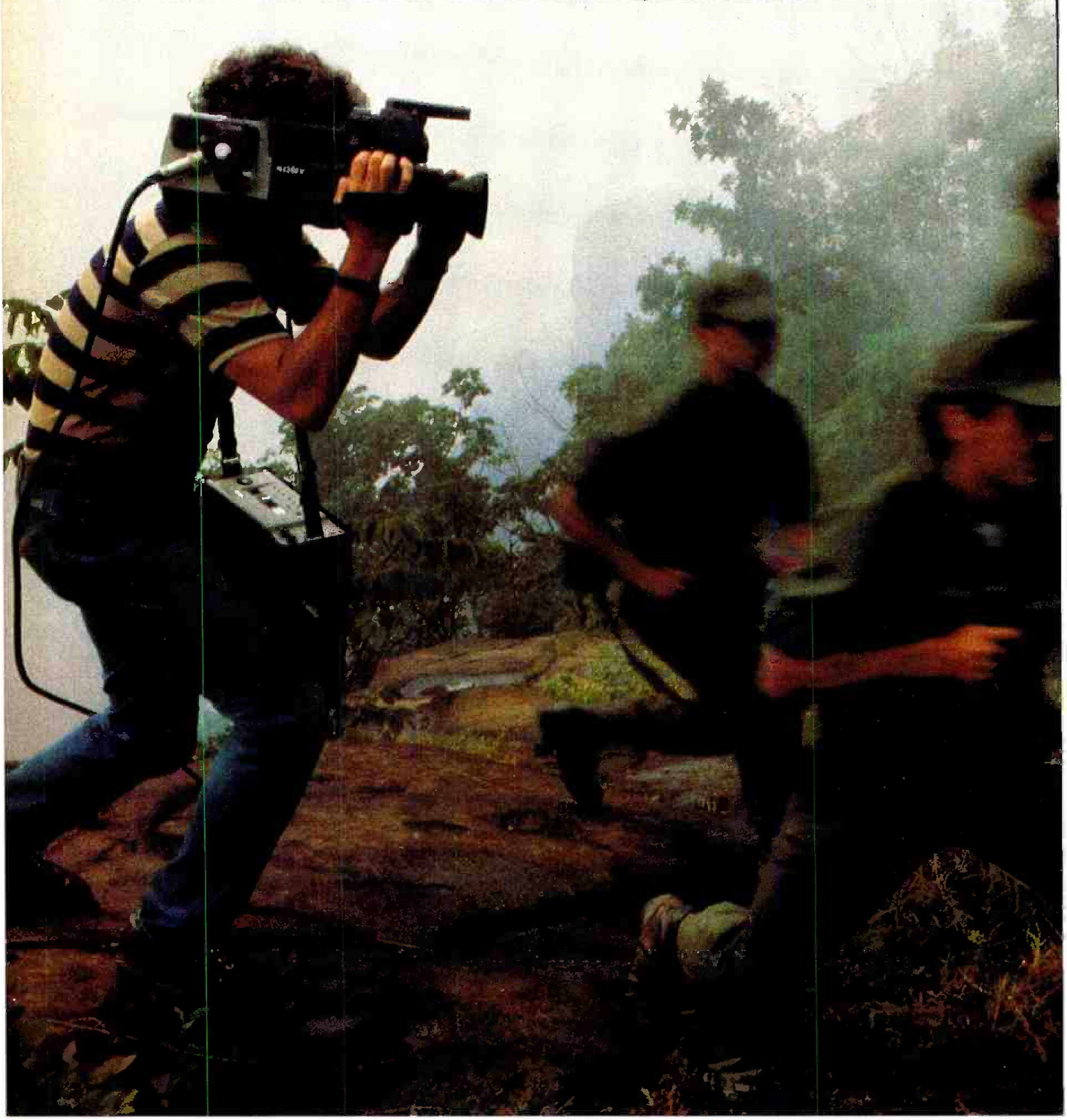
The following stations have already cleared this exciting Christmas special.

WPIX	New York	KXTX	Dallas
KTLA	Los Angeles	WXNE	Boston
WMAQ	Chicago	KOOL	Phoenix
WPHL	Philadelphia	WPGH	Pittsburgh
		KCPQ	Seattle/Tacoma

CBN CONTINENTAL SYNDICATION
CBN Center, Virginia Beach, Virginia 23463

For further information contact Steve Newton at (804) 424-7777.

IF YOU CAN'T GET BIGGER CAMERAMEN, GET SMALLER CAMERAS.



If your cameramen don't mind packing 30 pounds on their shoulder, you can stop reading right now.

But if they're like most cameramen, mere mortals, they'd much prefer taking on the likes of El Salvador, Beirut or even downtown Topeka shouldering one-third the weight.

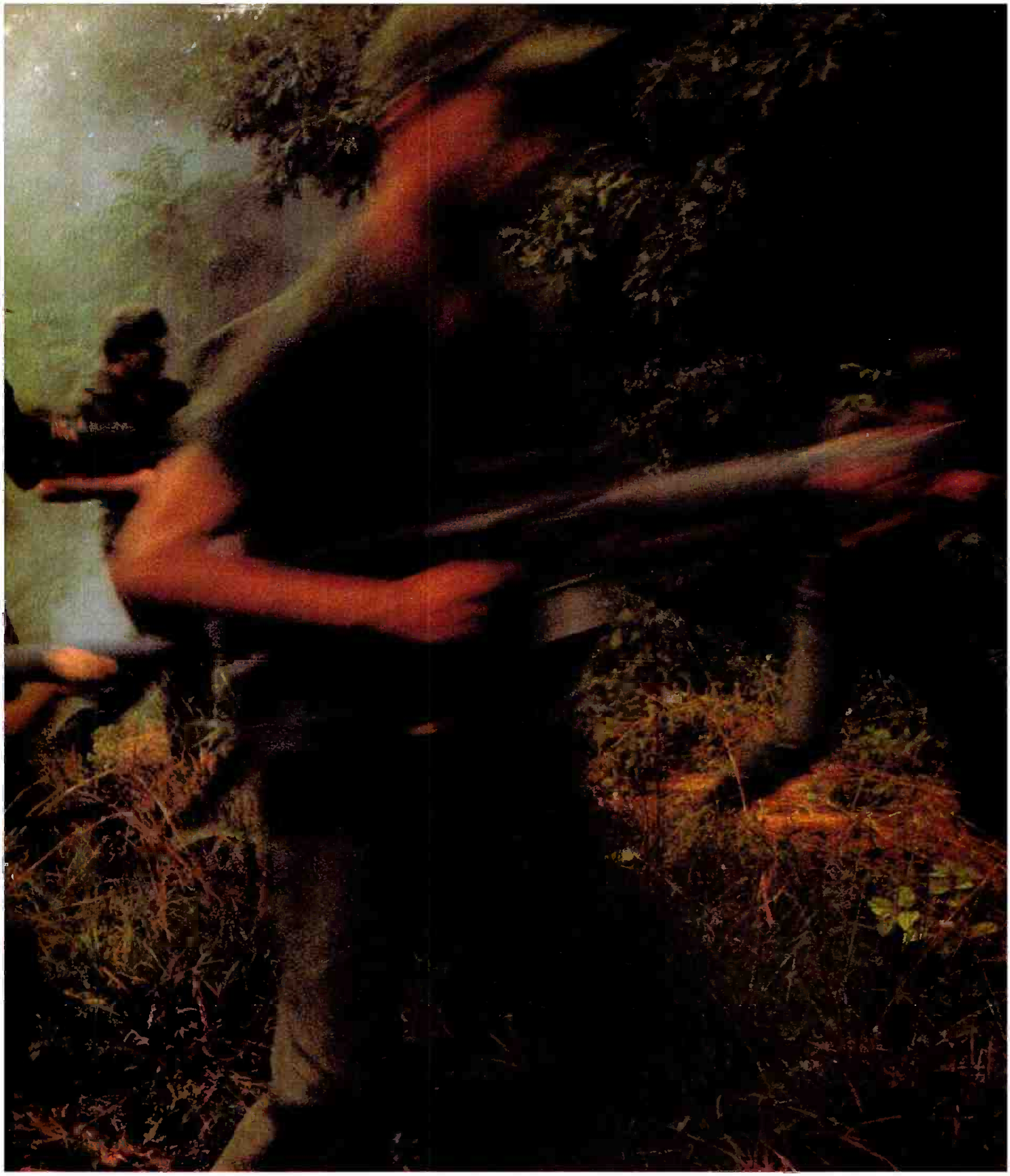
Which is precisely why Sony engineered the BVP-110.

Weighing in at just 9½ pounds and measuring only 14" x 3½" x 5", the BVP-110 is the industry's smallest, lightest, most compact full-fledged video camera. (In fact, it's so small, one network actually strapped it to a sky diver's helmet, while another fastened it to a snow skier traveling at 70 mph, with the results of both being super video.)

The Sony BVP-110 offers distinct advantages beyond compactness. Because it's a one-tube, you're free of the single most difficult and aggravating problem associated with three-tubes: registration error.

You're also free of color drift and black balance errors.

And the Sony one-tube frees you of something else—



toting around loads of extra batteries. This rugged, dependable camera has the lowest power consumption of any broadcast-quality camera in the industry. It'll operate for more than two hours on a single battery pack.

So if you're looking to stay out in front of the news, instead of behind it, and you can't get bigger cameramen, get the next best thing. The Sony BVP-110.

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ST

EDITOR: Sol was such a good friend to our family through the years—a friend whose counsel and affection were a steadfast source of pride.—*Lady Bird Johnson, Stonewall, Tex.*

EDITOR: He was, as others have said, a giant in his field, and it is not only broadcasters, but all in the entertainment industry, who are beholden to him for his untiring efforts to give constitutional protection of the First Amendment to all media. That and his warm and sage advice given with Talmudic grace to all who sought him out are his monuments. None of us can ask more from our lives.—*Jack Valenti, president, Motion Picture Association of America, Washington.*

EDITOR: I first met Sol Taishoff in 1972, when I came to the FCC. As editor of BROADCASTING, he displayed an impartiality which was of inestimable value to us. His keen and watchful eye kept us on our toes. The industry has lost a courageous, innovative voice which will be sorely missed.

One of Sol's strongest attributes was his hearty enjoyment of life. His warm empathy kept many difficult situations from becoming overwhelming. Some people are a special part of every life they touch. Sol Taishoff was such a man.—*Benjamin L. Hooks, National Association for the Advancement of Colored People, New York.*

EDITOR: While many will praise him for his chronicling all the events of broadcasting for the past 50 years, I think Sol Taishoff's greatest contribution was as a human being, as a fighter for freedom of the press and liberty. He represented the American dream, an immigrant boy who rose to the height of his profession. Horatio Alger has nothing on Sol Taishoff.—*Julius Barnathan, president, broadcast operations and engineering, ABC, New York.*

EDITOR: Sol Taishoff epitomized the industry he loved so well. We shall miss his outstanding leadership and dedication.—*Frank Mankiewicz, president, National Public Radio, Washington.*

EDITOR: Sol Taishoff's death is an enormous loss to all in broadcasting but it is an equal blow to all in journalism. He was a great journalist who just happened to report about broadcasting. He combined the skills of entrepreneur, journalist and industry reporter and always maintained absolute integrity.—*Reese Schonfeld, Atlanta.*

EDITOR: The sad news about ST took me back a long time, back to 1935 when first he and I met. Little did I know then that, in about a year I would be a broadcaster and that to the ties of warm friendship would be added those of a common interest.

For a good part of 1936 and into 1937 I had a one-room office in the National Press Building and used to drop in on Sol and, in those days, Marty Codel, to exchange banter, seek information and discuss the problems of broadcasting. Today, those problems seem quite simple.

Sol was a man of great energy, enthusiasm, integrity and intellect. Also, he was a man of warmth, good humor and a great capacity for friendship. I have enjoyed and feel I have benefitted from all these qualities and I cherish his memory.—*Jack R. Howard, New York.*

EDITOR: I have warm recollections of the times Sol Taishoff posed for me in my New York City studio. He was filled with animation, interest and color.—*Everett Raymond Kinstler, New York.*

EDITOR: In all the tributes on the passing of Sol Taishoff, none mentioned a particular example of the man's humility: his personal listing in the Washington telephone directory. It reads: TAISHOFF SOL newsppr corrspndnt.—*N.J. Anthony, Baltimore.*

EDITOR: His imprimatur is everywhere in the industry and with so many of us.—*Larry Israel, Queenstown, Md.*

EDITOR: In addition to all of the comforts our faiths give us at times of parting, I also take solace from Rabindranath Tagore, who wrote: "Death does not extinguish the light. It merely blows out the candle ... because the dawn has come.—*Bonita Sparrow, Abe Lincoln Awards, Southern Baptist Radio-Television Commission, Fort Worth.*

EDITOR: The attribute that I will always remember about ST was that, over a period of 20 years that I knew him, whenever I would run into him, he would always have a smile on his face and a joke for me. I think he will always be remembered as he would wish to be, as having been a great reporter.—*Sander Vanocur, chief diplomatic correspondent, ABC News, Washington.*

Rather rebuttal

EDITOR: In recent weeks, CBS anchor Dan Rather has taken to the mass media to criticize the quality of local newscasts. He seems to feel that such local news expansion is the main reason why network news can't be expanded to one hour. He claims that most of this expanded news time contains "chatter," not news.

As a stringer who has worked for CBS since 1977, I found Dan's criticisms out of line. First, since he took the help of the evening news, the quality of on-air reporting at CBS News has been questionable at best (ask General Westmoreland). In less than two years such respected reporters as Roger Mudd, Bernard Kalb, Marvin Kalb and Richard Threlkeld have departed. Some still at CBS are sent into oblivion (Walter Cronkite, Ike Pappas, Don Webster, Douglas Edwards). Occasionally Dan will dust off Charles Kuralt, Bob Pierpoint, Bob Schieffer or Mort Dean to let his audience know they are still watching CBS. Once the standard of broadcast journalism, the *CBS Evening News* is now the Chinese food factory of television news; you get a lot thrown at you, but it lacks real substance. Maybe that's why Dan needed to send Charles Kuralt back "on the road."

Thirty minutes are still a reasonable amount of time for a network news show if the time is wisely budgeted.—*Stewart Stogel, Mount Vernon, N.Y.*

Co-op defender

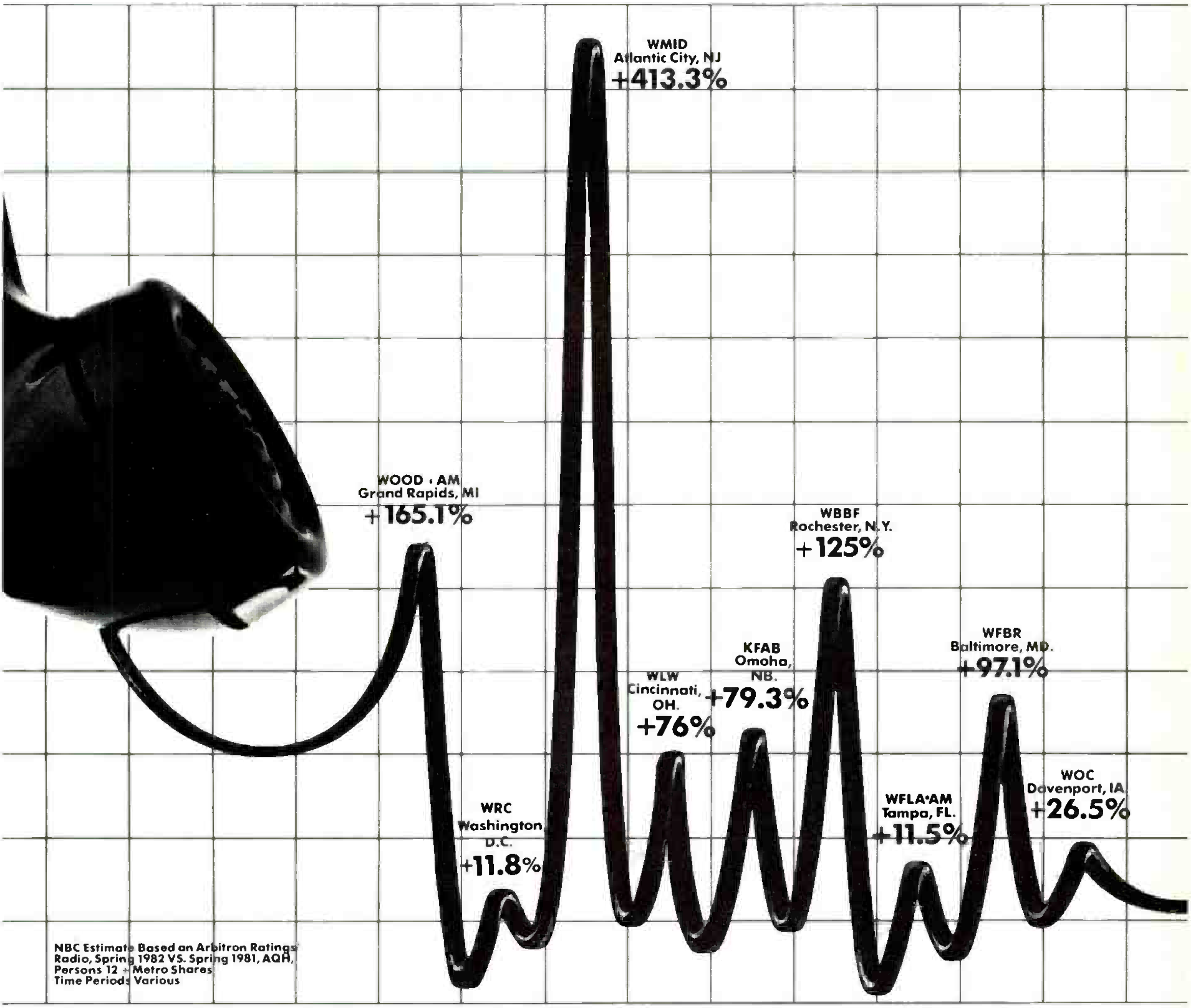
EDITOR: Where is Robert Wilcox of Armstrong ("Monday Memo," July 9) when the local newspaper hands out pads of 100 or more of their billheads so retailers can fill in whatever rate they choose?

Where is he when the major-market newspaper down river requires retailers to sign a contract for a certain number of lines per year, but when the retailer exceeds that number, he receives a rebate at the end of the contract. Is Mr. Wilcox there to share in the rebate, or does he even know about it? And, by the way, do you suppose that newspaper was required to notarize its bill and, as he suggests radio should do, indicate on the bill that the rate charged is the "retailer's real cost?"

Now Mr. Wilcox is concerned with deregulation. He fears we'll all throw our logs away, but if the logs were so sacred when they were required, why were radio people always required to have our bills notarized, even prior to the electronic tearsheet?

I'm simply not convinced that the abuses of co-op are as rampant among radio broadcasters as Mr. Wilcox wants us to believe and I will not be convinced of his friendliness toward radio until I start seeing some of the abuses of co-op by the print media outlined in his next article.—*Bobby Martinez, vice president/station manager,* WCKW(FM)-WKQT(AM) *Garyville, La.*

N GHTT ME SHARES HAD THEM DOWN. WE TALKED THEM UP.



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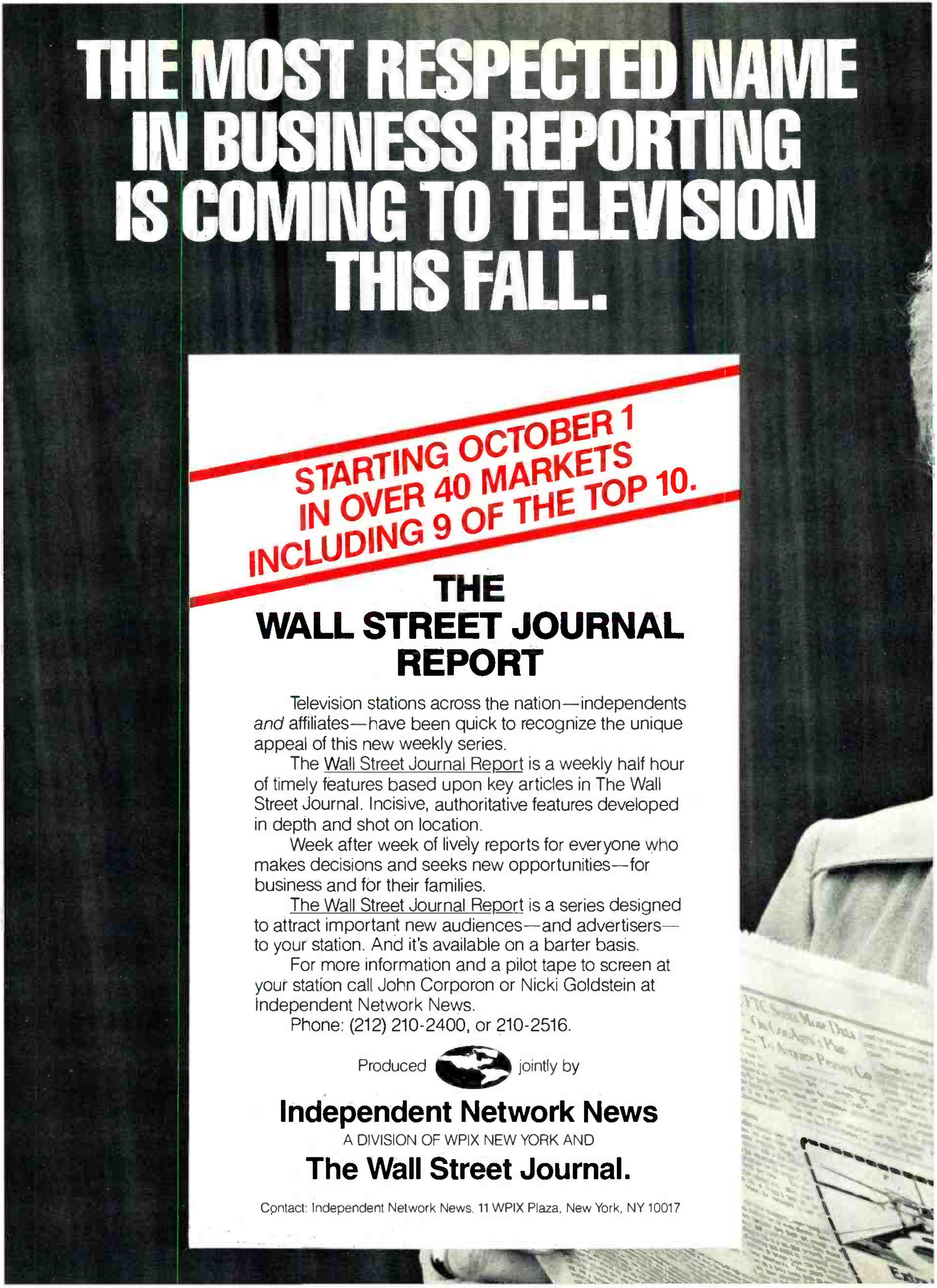

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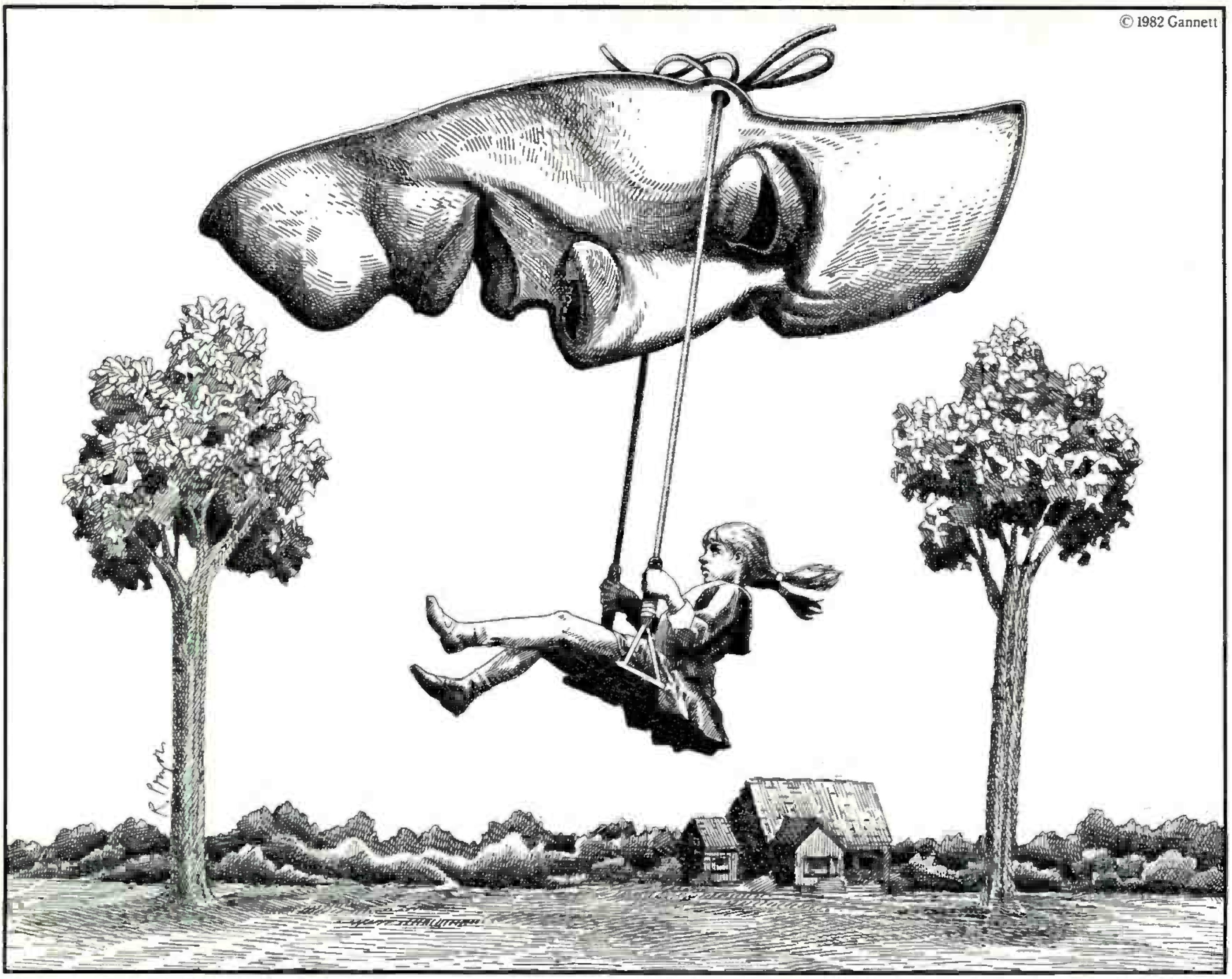

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Broadcasting Sep 13
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TOP OF THE WEEK

Mr. CBS is stepping down

After 54 years, Bill Paley decides to relinquish the chairmanship to devote time to other interests, primarily Whitcom Investment Co. and its 'International Herald Tribune'; he will remain on board of directors and keep his office at Black Rock; Wyman will succeed him, effective next April 20

William S. Paley signaled the end of an epoch last week, announcing he would resign the chairmanship of CBS next April, after 54 years of guiding the company he bought, for about $500,000, and built from a program supplier for a string of 16 radio affiliates into a communications conglomerate doing more than $4 billion in annual business.

He will turn the chairmanship over to President Thomas H. Wyman, but is not, he said, leaving the company: He plans to remain an "active" member of the board of directors, continue as chairman of the board's executive committee, keep his elaborate offices on the 35th floor of CBS's "Black Rock" headquarters in New York, enter "a new, long-term consulting arrangement with CBS," continue as "a major stockholder"—at last count he owned 6.9% of CBS's outstanding common shares, worth approximately $90 million at current market prices—and continue his "personal relationships with the many people who helped to build this important enterprise."

The enterprise will be turned over fully to Wyman, its at least titular head since he joined the company in June 1980 as president and chief executive. Coincident with Paley's announcement, the CBS board announced that Wyman would be elected to "the additional position of chairman," and that "no other changes in titles or positions within CBS are contemplated" (see story page 33).

The change-over date is April 20—date of the next regular CBS stockholders meeting, to be held in Philadelphia.

The announcements, though universally accepted as marking the end of a broadcasting era, were not unexpected. In detail, they conformed closely to reports that had circulated widely over the past two weeks (BROADCASTING, Aug. 30).

Paley, who will be 81 on Sept. 28, said that although he feels it is time to relinquish "full-time commitment" to CBS, his "energy level remains high" and he wants to keep "reasonably active." He told BROADCASTING that "I just want to be more flexible and see if there are a few more excitements in life than just broadcasting, which God knows has been exciting enough. I've loved it all and I'll never be very far away from it. I'm just a guy who made up his mind that he wanted to change the pace."

Thus, he said, he plans—"for example"—to become a partner in Whitcom Investment Co., founded by his late brother-in-law, John Hay Whitney. Whitcom, he noted, owns a one-third interest in the Paris-based *International Herald Tribune* and is sole owner of Whitney Communications Corp. (see page 34). Paley said he will represent Whitcom's interest in the newspaper (whose other owners, also at one-third each, are the *New York Times* and the *Washington Post)*.

Because of Whitcom's cable ownership and Paley's holding of almost 7% of CBS stock, they will need a waiver of the FCC's crossownership rules. Whitcom is expected to apply shortly for one. Because Paley will no longer be a CBS officer and the cable reach controlled by Whitcom is so small (about 23,000 subscribers), and because the FCC is in the process of relaxing those rules anyway, insiders said they anticipated no holdup at the commission.

Paley thus goes into his ninth decade with his energies and focus concentrated essentially where they were when he started in business—in communications. He is one of the few surviving active members, perhaps the last, certainly the best known, of broadcasting's founding group.

By the coincidence of CBS's rotation of its annual meeting sites, he will say his farewells next April in the city where the Paley legend started. For it was in Philadelphia, as advertising manager of his family's Congress Cigar Co., that he first experimented with radio, was impressed by the results and, in 1928, just before his 27th birthday, bought a controlling interest—at a price that CBS says was approximately $500,000—in a programing service called United Independent Broadcasters Inc. and its fledgling 16-station network, the Columbia Phonograph Broadcasting System.

The network was so shaky that it had already gone through one ownership change and its premiere broadcast, on Sept. 18, 1927, reportedly had been delayed for nearly two weeks while advertising sponsorship was rounded up.

The successor is still in place. Thomas Wyman (l) and Bill Paley in June 1980 when Wyman joined CBS. Wyman will take over the CBS reins next April.

Young Paley set out to fix all that. His problem was not only the fragility of his network but the strength of NBC, which had got there first and was operating two networks, the Red and the Blue. Among his innovations was a new affiliation arrangement that helped the Columbia Broadcasting System—the new name given it, later shortened to its initials—extend its lineup from coast to coast. But programing, the art for which he became most famous, was his mainstay. Among the stars he brought to network radio in

Opening the CBS building in 1929

With Eleanor Roosevelt

With Jack Benny

the early years were Bing Crosby, Frank Sinatra, Kate Smith, the Mills Brothers and the Boswell Sisters. He had a system for testing their potential popularity.

"I took the 7-7:15 period at night," he recalled in the course of two long interviews with BROADCASTING editors six years ago (BROADCASTING, May 31, 1976), "and when we found a new vocalist we put him on five days a week, across the board, and in that way we were able to tell pretty quickly ..."

Later came the "talent raids" that rocked broadcasting in 1948. Offering capital gains deals and other attractions, Paley lured away—chiefly from NBC, though in some cases from ABC as well—the likes of Jack Benny, Edgar Bergen & Charlie McCarthy and, a little earlier, Amos 'n' Andy. They not only helped make CBS more competitive in radio but put Paley in position to make a strong start in television a few years later. From the old DuMont Television Network he subsequently hired Jackie Gleason to become another early CBS-TV mainstay.

The Paley programing philosophy continues to this day at CBS. "We've always looked for that program with very high quality which at the same time has popular appeal," he said last week. Among those he treasures most highly in recent years are *All in the Family* and *M*A*S*H.* "Those are the gold mines you find in this business." At the same time, he regrets that other CBS "quality" efforts haven't made the grade with the public at large, citing *Paper Chase* (which ran in 1978-79 and is now carried on public broadcasting stations) and *Beacon Hill* (introduced in 1975) as conspicuous disappointments. But Paley can also get turned on by successes that meet with less than widespread critical acclaim. Last week he was rejoicing over the surprise success of *Filthy Rich,* a new series that the public seems to love but which critics bemoan.

But in his view, Paley told BROADCASTING in the 1976 interviews, the most important turning point for CBS came shortly after World War II, when he returned from service as an Army colonel and deputy chief of the psychological warfare division attached to General Dwight Eisenhower's staff in London. Till then, advertisers had called the tune in programing, controlling the talent and choosing which network to put them on. For networks it was a case of take it or leave it.

"I decided we had to go into entertainment programing on our own," Paley recalled. "And so, when I got back, we started an entertainment programing department. We took about three half-hours during the week and produced our own shows for those half-hours and said, in effect, those particular periods were only available to people who wanted to buy the programs. There was great resistance to this [but] I was very stubborn about it, [and] then somebody came along and bought one of the shows ... and as things started to go that way, the other networks soon followed."

Long before this, he showed the concern for news that has been a Paley—and CBS—hallmark. In 1933, when jealous newspaper clients kept the wire services from giving radio full access to their news reports, Paley started his own at CBS, and kept pushing it until the news services gave in. He insisted from the first that news be a separate operation within CBS, and he fought for broadcasting's First Amendment rights from CBS's early days, first as a regular and frequent witness in Washington and, more recently, in increasingly infrequent public appearances.

"I think by and large the success of broadcast news has been because people believed in it and trusted it," he said in the 1976 interviews, "and they do so very largely because of the principles and policies that were announced and enunciated by CBS so early in the game ...

"I think those early fights [in Washington] paid off. We never gave an inch, [and] we were very fortunate in convincing Congress, usually, that this medium in private hands working under fair policies was the best way of serving the American people. I think of all my accomplishments in broadcasting. I would put that very high."

In earlier years, Paley engaged in some high-stakes battles, though usually behind the scenes, principally with the late Brigadier General David Sarnoff, RCA's virtual founder and long-time chief.

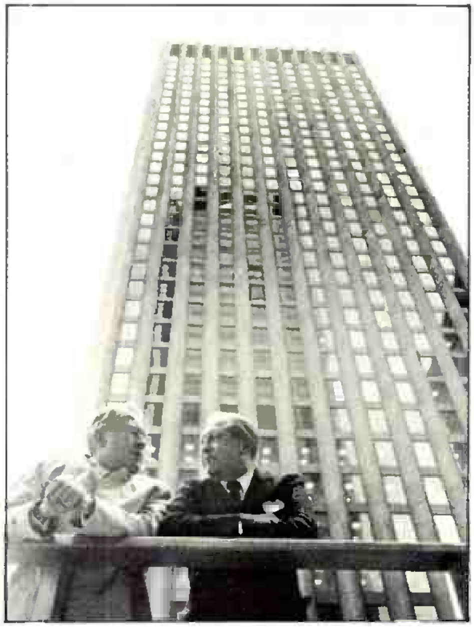
In color television, a battleground for years, Paley backed the mechanical disk system developed by CBS Labs' Peter Goldmark and won—until Sarnoff took the second and final round when the FCC, with enthusiastic approval by most industry engineers, reversed its decision and gave the nod to essentially the same electronic color system that RCA had developed.

Then there was the battle of the long-playing records—eventually won in the marketplace by CBS's 33-1/3 RPM system over RCA's 45's. And there was the constant, still ongoing battle for program audiences. In television, CBS has won the prime time race every year but four—when ABC pushed it down to second place—and is back on top again. Several generations of programers can testify to his competitive instincts. One long-time executive recalled, a few years ago, the first time he had told Paley, with some pride, that CBS programs had won nine of the top 10 positions in the ratings: "He wanted to know what happened to the tenth."

Paley has long pleaded for quality programing, including a never-off-the-ground plan in which the three networks would rotate special projects. CBS Cable's exclusive concentration on cultural and artistic programs is one manifestation of this desire (albeit thus far a costly one and by no means commercially successful). But Paley has also made clear that in his view quality should be found in mass-appeal programing as well. It was a matter of good taste: "So we have to give most of the people what they want most of the time. That doesn't mean anything cheap or tawdry. Popular programing to me is programing of high quality [bringing] a lot of joy and happiness to millions and millions of people." Thus he was able to dismiss friends' professed amazement that he could enjoy a show like the *Beverly Hillbillies* (1962-71), a slapstick series that ranked high in the ratings. "I thought it was beautifully done. It was very funny. I saw nothing wrong with it at all. I wasn't the least bit ashamed of it."

Over the years, Paley expanded CBS into publishing, leisure and other non-broadcast activities. Many have prospered, but some were just plain wrong. Purchase of the New York Yankees baseball team was one of the mistakes, subsequently rec-


As Army colonel in W.W. II


With Frank Stanton in front of Black Rock


Receiving an award from Spain this April

tified by sale. One of the biggest miscues, in Paley's view, was CBS's move into manufacturing, in 1951, with the purchase of Hytron Radio & Electronics Corp., a tube manufacturer, and its set-making subsidiary in a $20-million stock deal. CBS stayed with it for 10 years, but Paley's heart wasn't in it.

"We didn't know very much about the manufacturing business," he explained later, "and much more importantly, we didn't care about it. You know—it wasn't our cup of tea. ... I sometimes think it takes more courage to stop something than it does to start something. It just wasn't right for us. Every organization needs to have a kind of personality, and ours was not manufacturing of that kind."

While building CBS, Paley also has had energy to spare for other projects. He headed President Truman's Materials Policy Commission in 1951-52, winning the Gold Medal Award of the National Planning Association and the acclaim of President Truman for a "landmark" report. He helped to form, headed for three years and remains an honorary director of Resources for the Future, a research institution. He was president of the New York Museum of Modern Art from 1968 to 1972, when he was elected chairman, and has been a member of the board since 1937. He is a trustee emeritus of Columbia University, where he was on the board from 1950 to 1973, and has been active in urban design studies and cultural affairs work for New York City. In 1976, he founded the Museum of Broadcasting. More recently, he founded and is a director of Genetics Institute.

Among the major awards and citations he has received are those of the National Association of Broadcasters, Broadcast Pioneers, George Foster Peabody trustees, Academy of Television Arts and Sciences, Associated Press Broadcasters, the Anti-Defamation League of B'nai B'rith and the Concert Artists Guild. On Nov. 16 he is to receive the Gold Medallion of the Society for the Family of Man (sponsored by the Council of Churches of New York) for dedicated leadership in sustaining the highest principles in world communication.

One of the few strings left loose in his announcement last week—made in CBS's release of a letter he sent to CBS employes and affiliate stations after the CBS board meeting on Wednesday—was the status of the "new" consultancy agreement he said he'll have with CBS after yielding the chairmanship. His present agreement, according to CBS's 1981 proxy statement, says that as consultant he would be paid until Dec. 31, 1987, at an annual rate of 50% of his base pay during his last year of full-time employment (which was $339,746 in 1981, not counting $204,000 in bonuses)—with the amount adjusted upward for cost-of-living increases since 1970—plus "office space, secretarial assistance and other facilities and services." What the new consulting arrangement might be, nobody at CBS professed to know last week.

One thing is certain: He will not leave the scene entirely. As chairman of the executive committee he will remain in a position to monitor what other CBS executives are up to and to continue to guide the company's direction, even though he is prepared to "pass those [full-time] responsibilities I've had entirely over to a younger generation." Paley also will pass along "a certain tradition that's been built into his organization and a certain momentum that will keep it going for a long, long time." □

Wyman receives the baton

Paley's chosen successor is like his predecessor in many ways, with his eyes on new horizons and the bottom line

Thomas Hunt Wyman, the man who will succeed William S. Paley in the chairmanship of CBS—a position nobody but Paley has ever held—is much like Paley in some respects: in sense of style, feeling for corporate responsibility, preference for working outside the limelight and a watchful eye on the bottom line.

He does not pretend to have Paley's flair for programing or for the social life away from the office. But he has demonstrated another quality deemed absolutely essential for successorship: the ability to get along with Paley.

Wyman, now 52, has done this ever since Paley brought him in as CBS president and chief executive in June 1980, by discussing every major move with Paley—in advance. He does this, he once said, not because he has to, but "because I really want to. For one thing, he really knows a hell of a lot ... And he's a great teacher."

This does not mean, associates say, that Wyman is not his own man. But they expect that when Paley no longer is chairman, Wyman may feel free to act more quickly. Indeed, many upper-echelon CBS business decisions, by Wyman and others, are said to have been slowed while awaiting a Paley reaction.

Paley's continued strong influence over the corporation—coupled with Wyman's characteristically low profile—have to date led some to question: Who's really running the show? Come April 20 and Paley's resignation as chairman, the answer will be clearer.

Long-time Paley-watchers were skeptical when Wyman was brought in as the chairman's heir-apparent two years ago. They had seen two other heirs-apparent, first Arthur Taylor and then John Backe, dismissed virtually without notice when Paley, for whatever reasons, decided they didn't measure up. Wyman said this didn't worry him. He had worked for two other strong-willed and exceptionally hard-nosed executives: first, Dr. Edwin Land at Polaroid, and then William Spoor at Pillsbury. He not only got along with both but in each case ranked as the heir-apparent when he left.

Paley has insisted, since Wyman arrived, that Wyman was the successor. He bestowed another accolade last week. In resigning, Paley said, "I am reflecting my complete confidence in Tom Wyman and his skilled, dedicated management team which heads the various CBS operating and staff units."

As the future CBS chairman, Wyman no doubt will continue to guide CBS toward a bigger role in the newer technologies but at the same time try to protect the broadcast base that built CBS.

At the CBS annual shareholders meeting in Boston in April, he explained, "In this recessionary climate, we could have considered a lesser development investment, but we have decided not to mortgage the company's future to insure better short-term results."

His approach isn't without a conservative shading. "There is less change on the horizon than most are predicting," he told the CBS-TV affiliates in May, claiming to be increasingly convinced that changes in the media universe "will not be as large, nor as threatening [to broadcasters] and not as soon as most predict."

He told affiliates that CBS "must be prepared to assume a leadership role in responding to and shaping changes in our industry," but he also promised them—as he had before—that "no businesses will be developed at the expense of the [TV] network."

Nor apparently when the expense begins to weigh too heavy on the overall corporate bottom line. Take, for example, the Paley crown jewel, CBS Cable. After an estimated $30 million start-up cost and an estimated $25 million loss this year, CBS has been investigating merger possibilities.

Fiscal austerity measures also have come in other CBS areas. Last month CBS made major staff cuts in its records division. For Wyman, the decision to let go a reported 300 people probably didn't come lightly. In addition to his bottom-line business skills, his reputation also is one of an executive intensely interested in people, especially his employes.

Wyman joined CBS with no background in broadcasting but impressive credentials as an administrator at both Polaroid and Pillsbury, and at Green Giant Co. in between. He was, and is, known as a fast learner. He showed his adeptness in learning when he moved to CBS, getting a clause in his contract providing that he will be paid an amount equal to three times his base salary—which last year was $404,808, not counting some $450,000 in bonuses—if he is ousted as president and chief executive without cause.

Outside CBS he shares his business acumen with a diverse range of organizations. Wyman serves on the board of AT&T, Lincoln Center for the Performing Arts, the National Executive Service Corps and the United Negro College Fund. He also is a trustee of Amherst College and Phillips Academy (his alma maters) as well as the Economic Club of New York and the Museum of Broadcasting. Add to that service on the President's Task Force on Private Sector Initiatives, the Council on Foreign Relations and the Business Committee for the Arts. □

Repercussions from outside

With formal word of Paley's upcoming resignation as CBS chairman, colleagues and competitors not surprisingly lavished praise on him for his contributions to the industry.

Leonard Goldenson, ABC chairman and chief executive officer, said he was "sorry to see" Paley leave the chairman's role and called him a "fierce" and "clean" competitor and a "great force for the betterment of broadcasting." For his own part, Goldenson, 76, said he has "no present intentions" to retire.

Grant Tinker, NBC chairman and CEO, praised Paley's "vision and spirit" and said "his sense of responsibility and high standards have inspired his colleagues. There is absolutely no doubt that his contributions to the communications industry will continue for some time to come."

Former colleague Mike Dann, who worked under him for more than 20 years, including as a senior vice president, programing, from 1963 to 70, described Paley's "total dedication to programing that permeated that network," adding that he believed unswervingly that if programing was in place, everything would turn out fine.

"I remember him telling me, 'Don't come to tell me what's right with a program, but what's wrong and then perhaps I can help.'" Dann said Paley never stinted on programing and programing personnel because he realized one successful show could recoup the added investment. The challenge facing Wyman, Paley's successor, Dann said, "will be to keep his eye on the programing ball."

Whitcom: Paley's new ball game

The company he's turning his attention to has many media properties, the star of which is the 'International Herald Tribune'

Just what is CBS's chairman buying into as he exits the company he built? On a business level, he is picking up a chunk of a major privately held communications firm that is estimated to be worth perhaps $200 million.

The company in which Paley is planning to become a partner (although, he says, he will not obtain a controlling interest) is Whitcom Investment Co. Paley will bring the number of Whitcom partners to nine; its chairman is Walter Thayer, its president, Charles Reese. The Whitcom holding that's attracted the greatest recent attention is its one-third share of *The International Herald Tribune;* the two other shares are held by The New York Times Co. and The Washington Post Co. It's understood Paley initially attempted to purchase the Whitcom third of the paper, which had been closely associated with Paley's former brother-in-law and neighbor, the late John Hay Whitney. However, each partner had the right to block the sale of any other third, and the *Post* and *Times* both opposed Paley's acquisition. Rebuffed on that front, Paley moved instead to buy into the parent company. Although his deal is not yet finalized, Paley is likely to be a Whitcom representative on the *Herald Tribune* board—he will serve, he says, as one of the three cochairmen along with the *Times's* Arthur Ochs Sulzberger and the *Post's* Katharine Graham. Each partner has four members on the *Herald Tribune* board; it's anticipated two of the other four Whitcom members will come from inside the partnership, with the fourth member brought in from outside.

Whitcom's other investments include a 10% interest in Cablecom General which was purchased in December from Capital Cities Communications, which had itself acquired Cablecom in July 1981 from RKO for $139 million. A third major holding is Whitney Communications Corp., founded in 1958. Whitney antedates the Whitcom partnership, which was formed in 1967. All told, "It's a very exciting company," Paley said. "It's not very large, but it has tremendous potential and it's going places."

The Whitney Communications portfolio is extensive; small newspapers and three associated printing plants, all located in Maryland and Delaware. One paper is a daily, the rest weeklies. Whitney also owns State Cable TV, an entity that has two cable operations serving communities in Maine and New Hampshire with a combined subscriber total of some 21,000. In addition, there is the Whitney Communications magazine group, which numbers among its imprints *Art in America, Interior Design, Corporate Design, Boating Industry* and the associated *Waterway Guides, 50-plus,* and the newsletters *Oil Daily, Coal Industry News* and *Hockey News.*

But of all the varied investments, Paley made clear to BROADCASTING that his interest lies chiefly with *The Herald Tribune.* And it's that interest that prompts some to observe that this isn't simply a business proposition, that Paley is, rather, acting to keep a beloved property "within the family."

"It's a little jewel," Paley said of the *Herald Tribune* last week. "It's one of the best newspapers in the world. It's sort of in condensed form, but there's very little that you miss when you read it." And some ideas of what he might have in mind for that "jewel" are suggested by his noting that in addition to its principal Paris edition, the paper is also published in Hong Kong, is about to go into Singapore via satellite, and may enter markets elsewhere. Although he would not comment on suggestions the Paris paper might emerge as a truly international publication with an edition in the States, he did say: "It's got a good start in covering a good part of the globe. It has a very important circulation, if not a large one."

This latest Paley move is not the sole connection between CBS Inc. and facets of "Jock" Whitney's interests. The Corinthian Broadcast group, which Whitney sold in 1971 to Dun & Bradstreet for $137 million (in the process making himself that company's single largest shareholder) were all CBS affiliates. CBS board member Benno Schmidt is also a director of J.H. Whitney Co., a venture capital firm that handled Whitney investments. And CBS board member and CBS News correspondent Walter Cronkite even preceded Paley into an investment position with Whitcom—he's a minority owner within the newspaper group of Whitney Communications. □

What happens next?

That's the question analysts are asking; one thing's for sure: Wyman has big shoes to fill

Financial analysts contacted by BROADCASTING last week for reaction to the resignation of CBS board chairman and founder William S. Paley all agreed on one point—Thomas Wyman, Paley's heir apparent and president of CBS, has his work cut out for him. The company, they noted, has many problems to contend with, almost all in areas that CBS has become involved with recently and that are outside its acknowledged area of expertise—broadcast programing. Those surveyed were unsure exactly what the resignation means in terms of Paley's future influence on board decisions.

Asked of Wyman's accomplishments to date, John Reidy, media analyst with Drexel Burnham Lambert Inc., responded: "How can you judge? [CBS has been] a ship with two captains and you can't give Wyman full credit or blame," for the company's performance since he assumed the presidency in 1980. "But from here on out," he added, Wyman is the "[sole] captain of the ship," even though Paley's resignation isn't effective for another seven months.

Kidder Peabody's Joseph Fuchs replied that Wyman has accomplished "precious little," since coming to CBS. He qualified that assessment however, noting that "he was dealt a pretty miserable hand," when he went to CBS, having to contend with an economy that has declined precipitously since then, as well as with "structural problems" in nonbroadcast subsidiaries that were in place before he arrived.

Anthony Hoffman, an analyst with A.G. Becker, suggested that Paley's resignation may result in much more effective use of manpower and creative input from company personnel. Under Paley's leadership, he said, there has been a "tremendous amount of waste" of creative energies and ideas because the prevailing mind set has been, " 'I don't think we can do that because the chairman won't like it.' " As an example, he cited the failure of the television network to attempt program innovations in its daytime schedule to keep pace with the changing demographic profile of viewers tuning in during the time period. And while CBS has continued with its same old themes, said Hoffman, ABC has presented themes that are "younger and racier. And it worked."

Noting that CBS will probably incur $60 million in developmental losses in 1982, Reidy noted that "like every other company" CBS will have to choose among a number of new directions that it could take. Deregulatory moves by the FCC will no doubt have an influence, he said, noting the commission's consideration of doing away with the rules restricting network ownership of cable systems as well as those rules concerning multiple broadcast property ownership. And if the opportunity arises for CBS to expand its cable-system holdings (it has been granted a waiver by the FCC and currently owns one system with 18,000 subscribers in the Dallas-Fort Worth area) or television holdings, "my personal opinion," said Reidy, is that it would go with television. In that medium, he said, "you know what you're getting for your money," where as a rule of thumb one pays 10 times operating earnings versus the "more ephemeral" 10 times cash-flow for a cable system.

Accounting for about half of those developmental losses is CBS Cable, which Reidy defined as an "obvious problem." CBS had been talking with Cablevision Systems, which programs its own cultural channel pay service known as Bravo. However, those talks were "terminated" last week, said a CBS spokesman. □

NAB vows to fight Cuban interference

In meeting in Mexico, association and Canadian and Mexican broadcasters vow to work together; talks also held on UNESCO licensing proposal; executive committee says group's election process should be reviewed

The National Association of Broadcasters was committed last week to a widening defense against Cuban radio interference. And its executive committee, meeting last week in Cancun, Mexico, with Canadian and Mexican broadcasters, emerged with a joint resolution seeking cooperation of the U.S., Canadian and Mexican governments in that defense.

During a meeting prior to the conference with the Canadians and Mexicans, the NAB executive committee passed a resolution directing the NAB staff fo continue its efforts in making Congress and the State Department aware of the "devastating impact of Cuban radio operations on the ability of AM stations to serve the public."

The resolution also contained a list of proposals the NAB will present to Congress addressing the "relationship between the proposed establishment of Radio Marti and the worsening interference situation." This is the first time the association has taken a specific stand on the establishment of Radio Marti. The resolution was passed in response to the recent Cuban interference suffered by American AM broadcasters (BROADCASTING, Sept. 6).

Cuban interference was also discussed by NAB members and foreign broadcasters the following day. NAB Joint Board Chairman William Stakelin said the broadcasting groups adopted a resolution recognizing Cuban interference as a severe problem. The broadcasters, he added, agreed to urge their governments to begin talks with Cuba to eliminate the problem.

Stakelin said the foreign broadcasters also felt Cuba should abide by the Final Acts adopted by western hemisphere countries during a conference on AM broadcasting in Rio de Janeiro in 1981. The Cuban delegation had walked out of the conference (BROADCASTING, Dec. 21, 1981).

He noted that if trilateral talks among Cuba, Mexico and the U.S. are arranged, Mexican broadcasters told NAB delegates they would act as an intermediary.

Bilateral talks on class IV power increases and daytime broadcasting were other topics of discussion in Cancun, concluding in a resolution stating an intention by the three national broadcaster groups to continue to work toward solving differences.

A UNESCO proposal to license journalists was denounced in another resolution supporting freedom of the press.

During the NAB executive committee meeting members also discussed the association's election process, agreed the process needs review, but put off action.

A synopsis of a meeting two weeks ago in Chicago with some TV board members and President-Elect Edward O. Fritts was presented. That meeting was called after several TV board members expressed concern about the process by which Fritts was elected (BROADCASTING, Sept. 6).

Eugene Cowen, who is ABC's Washington vice president and a member of the NAB television board, was the subject of particular attention in the Chicago discussion of the Fritts campaign. His assignment as co-chairman of the NAB board's government liaison committee was also questioned.

Stakelin said last week that interest had been expressed in "seeing a nonnetwork type fill that position in the future," but not now. □

Eastern Cable Show: a convention to be reckoned with

SCTA's annual affair has grown from a regional gathering to a national attraction with more than 5,000 people and over 250 exhibitors

The Southern Cable Television Association's annual convention last week continued its evolution from a social gathering of small-town Southeastern cable operators into a major national industry trade show.

The Eastern Cable Show, as SCTA has been calling its convention for the past two years, filled Atlanta's expansive World Congress Center for three days last week with more than 5,000 conferees (up from last year's 3,800) and some 250 exhibitors.

That was about 30 more vendors than showed last year and, what's more, they took up almost twice the space. Total square footage grew from 51,000 to 90,000.

There was no break-out available last Friday on the 5,000 that attended. But Frank Hamilton, Times Fiber Communications Inc., and SCTA's associate chairman, estimated, based on the experience of other major shows, that the ratio of associates (equipment and program supplier personnel) to cable operators was three-to-one or two-to-one.

A good portion of the attendance came from on-site registration. On Thursday morning alone—the first day of the convention—more than 700 had showed up to register before 10 a.m.—many paying in cash, according to convention officials, who became so concerned about security that they hired an armored car to haul the unexpected money away.

According to SCTA President Bill Keller of Group W Cable, the show, through the sale of exhibit space (at more than $5 per square foot) and the registration fees, should generate more than $500,000 in revenues and about a $100,000 profit for SCTA.

There is no question that the SCTA show has come a long way in recent years in size and importance, but it still has a long way to go before it realizes its ambition of being the Eastern equivalent of the Western Cable Show. As evidenced by their lack of attendance, most MSO heads still don't think the show merits their personal attention. According to Keller, the show now attracts mostly Southeastern independent operators and district or regional managers of the big MSO's. Keller's reading on the deficiency of big names was confirmed by the salesmen on the floor.

Unlike last year, most vendors seemed satisfied with the number and caliber of cable operators walking through the spacious aisles of the exhibit. Brad Lindberg, of O.W. Lindberg, a manufacturer's rep based in Sarasota, Fla., said the show was beginning to attract "the people with the decision-making power." Ron

Keller

Leutze, of GTE Products Corp., said that he was "pleasantly surprised" by the traffic, "especially compared to last year."

Some of the salesmen were unimpressed by reports that registration was up. A salesman for RMS Electronics Inc. said the traffic "has not been heavy, but it has been constant." And John Cummings, Tocom Inc., said it was about the same as last year.

One way of insuring that the Eastern show becomes the *Eastern* show is to lure operators from the Northeast to the show. To that end, Keller said he has initiated discussions with New York state, New Jersey, Pennsylvania and Maryland-Delaware cable associations, which will sponsor the Atlantic Cable Show in Atlantic City, Oct. 26-28, and the New England Cable Television Association which holds its own meeting Sept. 20-23 in Hyannis, Mass., about merging all the shows into one. "I would like to see it and the vendors would like to see it," Keller said. More than one million pounds of freight went into this year's Eastern Show, he said, and the cost of participating in it is enormous. "There has got to be a shakeout of shows for the vendor's sake," he said. □

Disney Channel dust-up

Group W and Disney dissolve partnership, but say that new Disney Channel will be launched as scheduled next April; problems revolved around programing choice and daypart scheduling

There was trouble in paradise last week—the backers of what has been an eagerly awaited new cable service, the pay-cable Disney Channel, have had a falling out. Those inquiring were given a short statement: "Walt Disney Productions and Group W Satellite Communications have agreed to dissolve their partnership in the proposed Disney Channel ... Both companies are currently discussing a restructuring of the venture with Disney as sole owner. Disney has requested Group W Satellite Communications to participate in the venture as the sales and distribution agent for the channel. The two agreed to this action because of the philosophical and creative differences regarding the structure, direction and management of the joint venture."

It was less than a year ago that the service was announced, and the union of Group W and Disney was greeted with great acclaim and cable operators marching behind Mickey Mouse down Disneyland's Main Street at last year's Western Show. Operators themselves have already been lining up to giving Group W Satellite letters of intent to carry the service, and some, like Ed Allen of Western Communications, had thought The Disney Channel would be the largest launch in cable history. That launch, both parties were claiming at last week's Eastern Show, would not be affected by the dissolution of their partnership, but would proceed as planned next April. Indeed, representatives of Disney and Group W mingled on the convention floor, trying to sell the service to those stopping by their Magic Castle booth.

But while those doing the selling said they were encountering no negative response from operators because of the news, the nature of the breakup, and the evident reasons behind it, raised questions about just what the Disney Channel would be.

A key issue was programing. By one account, the disagreement was whether the channel should be a children's or a family service. That, said one source familiar with the dispute, wasn't the case. Rather it was that Disney wanted to increase the input of original program material to come from its new Florida Epcot Center. It also had become dissatisfied with the planned organization of the service's schedule, which was to shift programing through different dayparts to appeal to differing age groups that might then be present in the audiences.

Some saw the breakup reflecting as well a Disney desire to exert greater control over a product that was to bear the Disney name among its main selling points. Certainly, the last month has been pointing up the difficulties of joint-venturing with Viacom buying back Group W's interest in Showtime (Group W saying at the time it sold because it couldn't gain the full control it desired), and three movie producers calling off their talks to become partners with Warner-Amex Satellite Entertainment Co. in The Movie Channel.

Among one of the big questions left last week was just what would happen to the organization that was being assembled at Group W Satellite's Stamford, Conn., headquarters for the Disney Channel. Presumably, total Disney ownership would mean a desire to shift organizational control to the West Coast. Whether or not that means Disney would take along Disney Channel President Alan Wagner and the other 10 or 12 current staffers wasn't clear last week. It was said separately that such details were included among those currently in negotiation, and that Wagner was himself on the West Coast for talks. □

Turner has vision of fourth network

He sees 'farm system' process where producers would get slots to schedule on WTBS

The highest prime time ratings in WTBS(TV) Atlanta history, profitability for Turner Broadcasting, the fourth network plans with which Ted Turner is flirting, and a recitation of some familiar comparisons between TBS services and broadcast and other networks, all provided meat for the luncheon address that Turner delivered at the TBS cable advertising seminar Wednesday.

For the first time ever, Turner told the advertisers and agency executives that WTBS tied with one of the three networks (within the WTBS universe) in prime time. The occasion was the Aug. 24 broadcast of the game between Turner's Atlanta Braves (which recaptured their division lead the night of the speech) and the Philadelphia Phillies. In the 28% of TV homes that can receive WTBS, Turner said, the superstation logged a 10.1 rating and 17 share; tying ABC on share (although ABC had a 10.2 rating). CBS led with a 19 share, NBC had an 18. In other dayparts, Turner maintained WTBS is consistently rated number one—Sunday mornings, with its classic movies schedule, Sunday afternoons with Braves games and Saturday evenings with wrestling. "Every passing day, we're growing significantly stronger, at the expense of the major networks, particularly," Turner said. TBS was in the black in June and July; Turner said August is adding up profitably, too.

By the end of this year, Turner expects WTBS to reach 80% of all cable homes, and 30% of television households; the latter figure rising to 50% by this time in 1984.

Turner's comparisons weren't just against broadcast networks. Of 23 advertising supported cable services, he maintained, 61% of their aggregate share of total viewing is claimed by CNN and WTBS. But the bulk of his remarks was directed against the big three broadcasters, who, he said, "in concert with the NAB" have pressured Congress to "put us out of business" and "stop the growth of cable."

Turner detailed his view of TBS as more "efficient" than the broadcast networks—casting them in the role of the American automobile industry, and himself as the more efficient Japanese manufacturer—"only I'm right here." Packaging 72 hours of programing a day, "six times as many hours as each of the networks," Turner claimed he does it with only one-third "the number of man-hours." Then too, he added, there are network salaries—"their average salary has got to be double ours"—and union contracts.

The networks also were criticized by Turner for the 20% increase in advertising rates they asked for and received this season. Advertisers paying those increases, Turner said, are really paying for the networks' "cable failures," among which he numbered CBS Cable, The Entertainment Channel and ESPN. (Later he was to say ESPN would, along with USA Network, be one of cable's likely few survivors, although he predicted both would turn to pay cable forms to at least supplement revenues.) And Turner said he is upset because some advertisers are saying those network rate increases are keeping them from investing in cable this year.

Turner told the advertisers he would be in Hollywood this week for talks with producers there about his fourth network idea ("Closed Circuit," Sept. 6). As he explained it, he is thinking about offering different producers fixed slots in a prime time schedule that they would then program themselves. He would pass them 70% of the revenues, asking in return first rights to reruns. "This will be a farm system to develop programing for me," Turner explained, saying he would "make my money off of news programing."

The whole network idea was keyed to Turner's ideas of TBS efficiency—he wouldn't pay his broadcast affiliates any compensation, but would give them three advertising minutes an hour. Satellite distribution would trim his delivery costs, and he claimed to already have the distribution system in place, pointing to the CNN Headline News lineup of 108 stations.

News would come from CNN Headline News. His own sports expertise (and that of TBS Executive Vice President Bob Wussler) would take care of that area, and Turner said he has an assurance from Procter & Gamble that daytime programing would be "no problem." □

Cable's ad future

Turner conference hears sobering mix of opinion on issue

"There's a danger that advertiser-supported television by 1990 will be a second-class citizen"—with pay TV in the lead. That word, from Ted Turner himself, was one of the, at times, conflicting ideas some 200 advertisers and agency executives heard at the Turner Broadcasting System cable advertising conference that preceded the Eastern Show last week.

Not surprisingly, the audience heard that WTBS and CNN are really the best cable advertising buys; and, in the form of a sales pitch, they got to witness the formal acknowledgement of what's been de facto the case—Turner's entry into broadcast networking through what was called the "CNN Headline News broadcast network," with that service's cable origins all but ignored. But, for the baseball fans among the visitors, the highlight of the seminar was the chance to see one of the WTBS programing backbones in

SCTA's welcome display and exhibit hall

the flesh, as Turner's guests when the Atlanta Braves recaptured their divisional lead in an extra-innings game against Los Angeles.

In an oddly downbeat start to the session, TBS presented *Forbes Magazine* senior editor Tom O'Donnell, who concluded that cable would never be a mass advertising medium; that most cable viewing would go to pay networks; that while cable may shrink the broadcast networks, it wouldn't fragmentize them, and finally, that "nobody knows what's happening with cable ... it's all a big mystery."

Contrasting sharply with O'Donnell's presentation, three advertisers told their colleagues why they were happy to be using cable advertising. Jeffrey Martin Inc.'s president, Martin Himmel, talked of cable's value as part of a total media mix in support of smaller brands like his firm's Topol toothpolish and Doan's Pills. Swift's Bruce Gidden described his company's cable interest as springing from a certain product's need for longer commercials in order to be convincing. Bristol-Myers's Pete Spengler, reviewing such company efforts as the co-production of USA Network's *Alive and Well* series, noted that Bristol-Myers will spend 5% of its $100 million-plus ad budget in cable this year.

While Spengler said he believed advertisers and agencies would look more closely again at cable than they have in the past year, he also added a thought that mirrored some of O'Donnell's—"if advertiser-supported services don't create product, people will go over to pay and it will be tough to get them back." Turner comes to a similar conclusion, at least when telling advertisers that "the real danger to the advertising community is that if you don't support us, the other advertising [cable] services won't amount to a hill of beans."

That comment reflected a wealth of statistical material presented by TBS vice president, research, Robert Sieber, and TBS sales vice president, research, Michael Propper. Starting from an analysis of declining broadcast network shares (which they project to sink to 49% in prime time by 1990), and adding figures on WTBS and CNN growth, Propper then reviewed recent Nielsen data on viewing habits that showed that as channel capacity might soar, channel usage by the viewer does not.

With network shares declining, and pay not available as an advertising option, Propper said that in a comparison of viewing, 90% of the growth of nonnetwork on-air viewing was accounted for by WTBS (since it's an independent station) and that CNN's audience constitutes 36% of the balance of all cable origination. Using May-June coverage numbers, that left, said Propper, 418,000 homes across the nation as the audience available to other cable networks.

And in the question and answer session, Propper elucidated one element of the TBS philosophy regarding the networks—that as their shares decline (according to their prediction) they will have to eventually cut their advertising prices, and with less revenue, the quality of their programs will decline.

Cabletelevision Advertising Bureau President Bob Alter put in an appearance at the seminar, reviewing some examples of relatively cost-efficient cable commercials, and ways in which advertisers can make use of the medium to achieve "a different media value, a creative value."

Four agency media directors then provided an agency perspective on cable advertising. Spence Hapoienu of MacDonald & Little spoke of such obstacles to cable use as agency fear of making recommendations without traditional numbers, to the detriment of common sense; and the "mystique" of cable, unfamiliarity with cable on the part of those whose communities aren't wired. Hapoienu also warned the audience that the day was coming when viewers with remote control convertors will start switching away from commercial breaks.

Dancer Fitzgerald Sample's Allen Banks, while encouraging advertisers to get involved in cable, cautioned that the basic question "is anyone watching" is still unanswered. And while encouraging cable buys, Banks also noted that it's possible to reach cable homes by purchasing certain network programs that perform well in them, not to mention local spot and syndication, and "even PBS, where available."

Greg Blaine of Foote Cone & Belding looked at some organizational barriers to cable use, and ways of surmounting them; Richard Kostyra of J. Walter Thompson called attention to cable's use in a merchandising effort. □

Wiring the untouchables

How to win subscribers and then boost penetration after it's peaked is CTAM 'track day' topic

That more than four out of 10 homes that could subscribe to cable choose not to is at once a puzzle and a challenge to the marketers of cable television.

Reaching out to the cable nonsubscriber—the "untouchables"—and ways of bringing them into the cable fold were the theme of the opening presentation last week of the Cable Television Administration and Marketing Society's "track day" in Atlanta. The presentation, enhanced by audio and videotape, was made by Marty Lafferty, Cox Cable Communications, and Leni Lambert, United Cable Television.

Lafferty and Lambert concluded that the untouchables refuse to subscribe to cable for two primary reasons—"negative attitudes" about watching television and the prevailing confusion about the services cable provides and the cost of them. According to one survey, Lambert said, most untouchables say they don't subscribe because they are "just not interested in watching TV that much." But qualitative research, she said, shows that they are really afraid of TV dominating their lives.

The nonsubscribers' confusion about cable becomes evident in conversations with them. According to interviews conducted by United Cable, Lafferty said, most didn't know the number of channels the local cable system offered and they "significantly underestimated" the number of channels available. United also found, he said, that 90% did not know what the installation and monthly charges for cable were and, what's worse, many overestimated the charges.

According to Lambert, at least part of the blame for the high number of nonsubscribers falls to cable marketers. They've been concentrating on pay instead of basic, Lambert said, and the only reason they often give for subscribing is movies and "some people aren't interested in movies."

"We've undermarketed as an industry," she added. There is no comparison, she said, between what cable spends to promote its product and what movie companies spend to promote theirs.

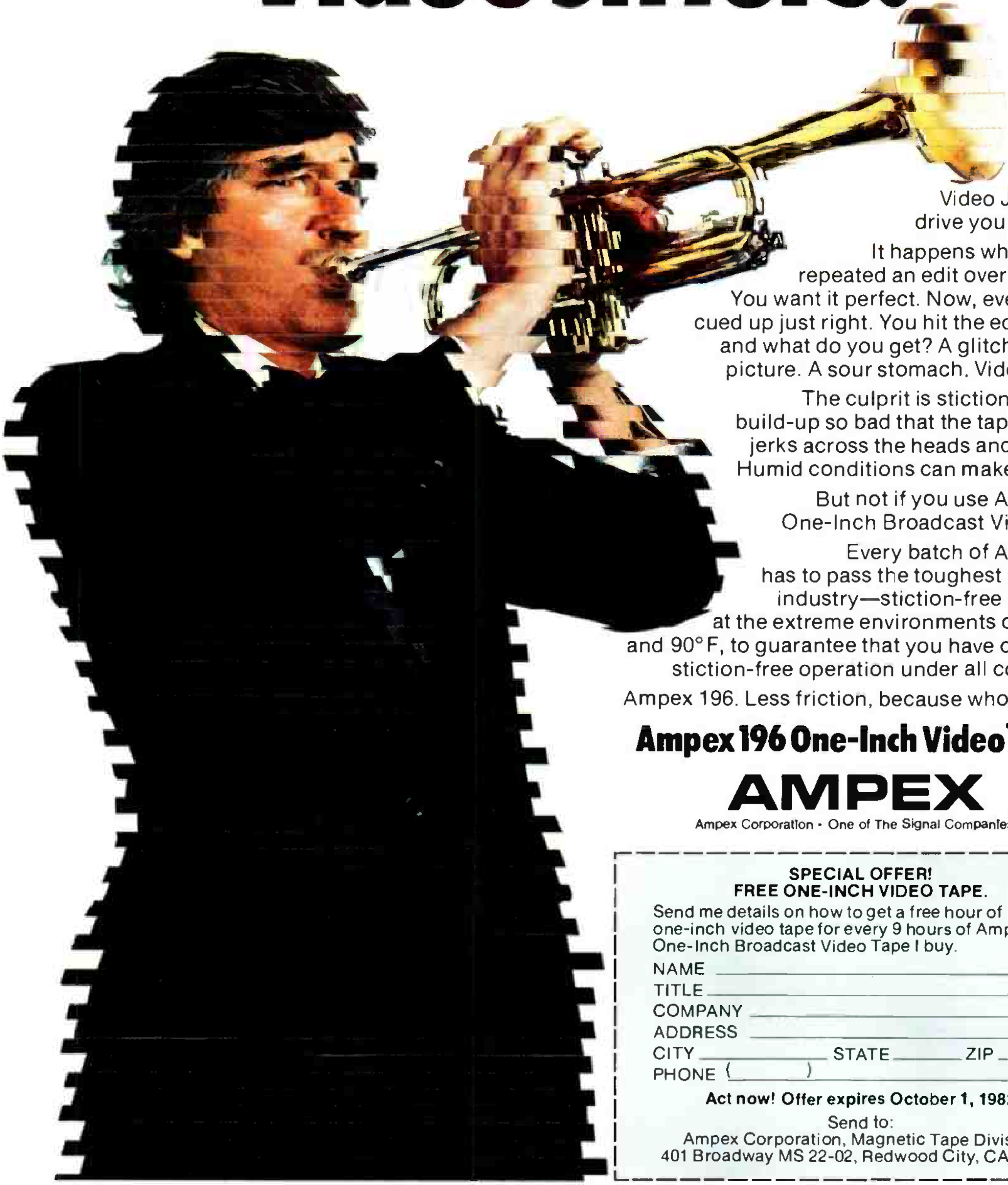
To rectify the situation, Lafferty suggested cable operators must move to "intensify" promotion and sales. Significant gains in penetration can be achieved by simply increasing the frequency of advertising in a variety of media, he said.

Since traditional marketing was ineffective in getting the untouchables to subscribe, Lambert suggested that a change in tactics might be in order. Instead of offering them one broad-appeal service, she said, a cable marketer could offer a variety of product lines with different appeals to different groups. Research has shown that consumers really only want five or eight channels, she said, so "the key here is to match the right five to eight channels to each consumer." The salesman must first "match the individual prospect's expressed or implicit tastes with the right product line," added Lafferty, "and second, sell it at the highest acceptable level."

In preparing advertising for the untouchables, Lafferty said, "it's important to realize that the untouchable is not a person, it's an attitude. ... The untouchable has already been approached and has developed a set of responses that keep you from getting close." Therefore, ads aimed at the untouchables, he said, should strive to give cable a fresh look and non-subscribers a reason to buy. "Nobody wants to say they were hooked by the advertising," he said. "The intellectual reason has to be there to back up the emotional hook."

But the emotional hook is often more effective than the analytical one, according to Lambert. Using newspaper and television, she said, Continental Cablevision launched a campaign in its Richmond, Va., system designed to produce a sense of frustration at having missed something. The ad's essential message is, she said, "If you don't have cable you've missed out. And every day that goes by, you're missing something." □

Ampex Announces the Practical End of Video Jitters.



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B

· RIDING · GAIN ·

A NEW DEPARTMENT ABOUT RADIO

Riding gain /'rid-ing/ /'gān/ n. 1: radio term describing the act of engineer or disk jockey watching the VU (volume unit) meter so that station's modulation output is maintained within FCC requirements: if needle goes in the red portion of VU meter, over-modulation (distortion) occurs; 2: to give constant attention (ride) to the level of volume (gain).

The term dates back to radio's early days when manual equipment required an engineer to keep his hand constantly on a dial in order to avoid over-modulating which could cause transmission distortion or adjacent channel interference. syn: babysitting the levels.

Pay-per-listen

National Public Radio, CODART Inc. and Panasonic will unveil this week the details of a planned pay-per-program audio-recording subscriber service, to be tested in San Francisco this fall. Programing—both informational and musical—will be transmitted during late-night or early-morning hours via satellite by NPR to its affiliates. Subscribers will be equipped with audio tape recorders with the capacity to automatically record programs chosen from a monthly catalogue of program selections. The service is being billed as providing "convenience" to listeners. Programing is not scrambled, and those opting to stay up could tune in to the overnight NPR material.

To record desired programs, subscribers would dial a toll-free telephone number and receive the necessary program-authorization codes. The subscriber would then punch the codes into his recorder with an interfacing keypad. Thus encoded, the subscriber units automatically record the selected programs as they come over the air. The encoding technology was developed by CODART, based in San Francisco. Panasonic will manufacture the home units and licensing agreements with other manufacturers are also anticipated. Plans to expand to a video service are also in the works. Revenues would be distributed among the three partners, member NPR stations, producers and copyright holders. Most if not all program selections would be priced under $10.

More input

Eastman Radio, New York, believes the radio industry as a whole, including national representatives, should become more involved in setting up criteria for planning campaigns instead of leaving this task solely to the buyers (advertising agencies and advertisers). Eastman came to this conclusion after completing a study by questionnaire in which 187 key agency media buyers and planners were involved. Among the relevant findings: About 30% of those replying used for planning purposes the television ADI (Area of Dominant Influence) as the survey area, while 60% used the metro and 10% the TSA (Total Survey Area); the incidence of usage for ADI for planning is almost twice as great in New York as in the rest of the country, and the reasons for using the various survey areas included retail location, product distribution and marketing strategy.

Eastman recommends that the radio media become more active in developing the plans for radio campaigns (along with advertisers and agencies) and be in a stronger position to offer their views on the advisability of survey areas and other criteria.

Sound effects

You're Hearing America, a daily, two-minute program highlighting the sounds of living, working and playing in locations all over the U.S. is to be offered nationally this fall by program producer and fledgling syndicator, Those Guys In Detroit, Birmingham, Mich. Broadcast in stereo and sponsored by Maxell tapes, the series is finishing up a six-month experimental run on stations in six major markets, including classical outlet

WQIR(FM) New York and all-news station WEEI(AM) Boston. According to Stuart J. Goldberg, president of Those Guys In Detroit, ABC Radio Network and AP Radio have expressed considerable interest in distributing the program, but the company is also considering syndicating it itself.

Maxell's sponsorship of the program does not involve a full-fledged commercial. Instead the program is simply introduced and signed off as having been recorded on Maxell tape. This "advertorial" concept avoids overcommercialization, according to Goldberg, and has been gaining popularity among sponsors of cable TV programs.

Stations that have agreed to carry the program on a long-term basis if it is syndicated by Those Guys In Detroit include WQXR, WHDH(AM) Boston, WFYR(FM) Chicago and KTIM(AM) San Rafael (San Francisco), Calif. Those Guys In Detroit is a two-year old company that produces, among other programs, *To Your Health* for the ABC Directions network.

Pigskin relay

According to Wold Communications, a subsidiary of Robert Wold Co., "a record amount of live play-by-play football traffic for the radio broadcasting industry has been booked" for this season. By both satellite and land-lines, Wold will deliver "350 college and professional football broadcasts from 63 different stadiums for 33 customers," according to Gary Worth, president of Wold Communications. Wold's largest single football customer is CBS Radio Network, for which it will deliver 24 regular season and 13 post season professional games, including the Super Bowl. In addition, Wold will be handling the road games of nine collegiate football teams.

Birth of a format

A fourth 24-hour-a-day, live-by-satellite music format may well be the result of a major meeting today (Sept. 13) of the five partners in Satellite Music Network Inc., Dallas. According to company sources, a tightly programed contemporary hits format targeting primarily larger market audiences will most likely be chosen, although jazz, classical and urban contemporary have also been contemplated. Another major issue to be addressed at the meeting, being held in Reno, where the National Radio Broadcasters Association is holding its annual convention (see page 47), is whether the company will supply satellite receiving dishes without charge to its affiliates.

Satellite Music Network's three formats are currently carried by a total of 184 stations and have achieved, according to Ken Fournier, vice president, marketing, 52% penetration of all ADI's. (For national business through advertising agencies, he said, 70% is the magic number.) The networks, which Fournier says are selling about 50% of their national inventory on average, are

Starstation, an adult contemporary format, Country Coast to Coast and Stardust, a nostalgia format. Partners in Satellite Music Network, which is celebrating its first anniversary this month, are Burkhart/Abrams/Michaels/Douglas & Associates, Atlanta; Midwest Communications Inc. (formerly Midwest Radio-TV), Minneapolis; United Video Inc., Tulsa, Okla.; John Tyler & Associates, Dallas, and Ivan Braiker & Associates, Dallas. Braiker, who is president and general manager of the networks, started out with the company as its general manager and became a partner in April.

Progressive progression

Hot topics at the recent National Association of Broadcasters Radio Programing Conference (BROADCASTING, Sept. 6) included Night Rock, a loosely-structured, progressive rock format that has brought significant rating increases to two Doubleday Broadcasting stations, WLLZ(FM) Detroit and KDWB-FM Minneapolis-St. Paul. Aired only between the hours of midnight and 5 a.m., Night Rock is meant to fill the void left by an absence of "loose-listed album rock stations" in those markets, according to Doubleday's Dave Hamilton, national program director, and is characterized by a much broader selection of music than that programed during the day.

In the most recent Arbitron reports, WLLZ climbed from a 5.3 to a 7.9 share of listeners 12-plus during the midnight-to-1 a.m. time slot, the only nighttime hour officially measured at this time. At KDWB, the same time slot captured a 9.2 share in the most recent report, up from an 8.8 in the fall of 1981. Doubleday is considering using the all-night format at its other rock outlets, according to Hamilton, who is unsure whether its success is a harbinger of change in rock radio. "These things go in cycles," he said. What's more, the primary advantage of using Night Rock is not to offer a different musical format, he said, but to enhance a station's image as progressive. Tightly-programed album-oriented-rock stations have image problems because of their broad appeal to a variety of age groups, he said. To promote an AOR station all day long as "progressive," in light of its all-night programing, however, can change the station's image among its listeners without altering its daytime programing at all.

Supplement

Young & Rubicam Inc., New York, has purchased The Birch Report in "several markets" and is evaluating the possibility of using it as a secondary source for radio ratings, according to a highly placed source in Y&R's research department. The company now uses Birch only in markets where the infrequency of Arbitron reports makes it desirable to do so, according to the spokesman, who could not say when the decision will be made about using it on a broader basis. The only other major advertising firm to make regular use of The Birch Report—which since earlier this year has been trying to challenge Arbitron's dominance in the radio ratings business—is D'Arcy MacManus & Masius.

Talk it up

Long-time rock and roll and adult contemporary station WAYS(AM) Charlotte, N.C., switched its format to news/talk on Sept. 7. The station's number-one rated morning program, which is heavy on news and information but includes some music, remains the same, according to Harriet (Sis) Kaplan, president and general manager of WAYS and the co-owned, WROQ(FM). From 10 a.m. to 4 p.m., the station carries ABC's Talkradio and from 4 p.m. to 6 p.m., it broadcasts news, primarily local.

Evening programing will be heavily devoted to sports, with a local call-in program from 6 p.m. to 8 p.m., lots of play-by-play and live broadcasts from the University of North Carolina at Raleigh during home games in basketball and football season. The station is now a CBS Radio Network affiliate and, according to Kaplan, will soon be ending its affiliation with RKO.

Rock radio

New York's Shea Stadium was sold out three hours after a three-minute press conference with rock group The Who, announcing that group's final concert tour would begin with a performance there this month. Aired on WPLJ(FM) New York, the press conference was the first announcement of the concert and was accompanied by no advertising and no other media coverage, according to promoters for The Who, until after the stadium was sold out, when local TV stations aired reports on their evening news programs.

"This is a good example of the immediacy of radio," said Bob Meyerowitz, president, D.I.R. Broadcasting, New York, the syndication company that produced the press conference and transmitted it via microwave and land lines to 1,800 stations nationwide. D.I.R., CBS's young adult network, RadioRadio and another major syndicator, Westwood One, Culver City, Calif., are competing for the right to syndicate a concert broadcast, which would likely gross about $60,000 in national sales, according to Westwood One President Norm Pattiz.

King remembers

"Hitting bottom was easier in many ways than worrying about hitting bottom," says Mutual Radio Network's well-known all-night talk-show host Larry King in the opening pages of his autobiography; to be published Oct. 4 by Simon & Schuster. King, whose highly successful career in broadcasting was interrupted for about four years after he was indicted for grand larceny; and later declared bankruptcy in the early 1970's, has chronicled in a fast moving, 207-page journal his rise to prominence as a talk show host and newspaper columnist in Miami in the late 1960's, his downfall through reckless spending and irresponsible business relationships and his later return to broadcasting, at first through Miami radio and later at Mutual.

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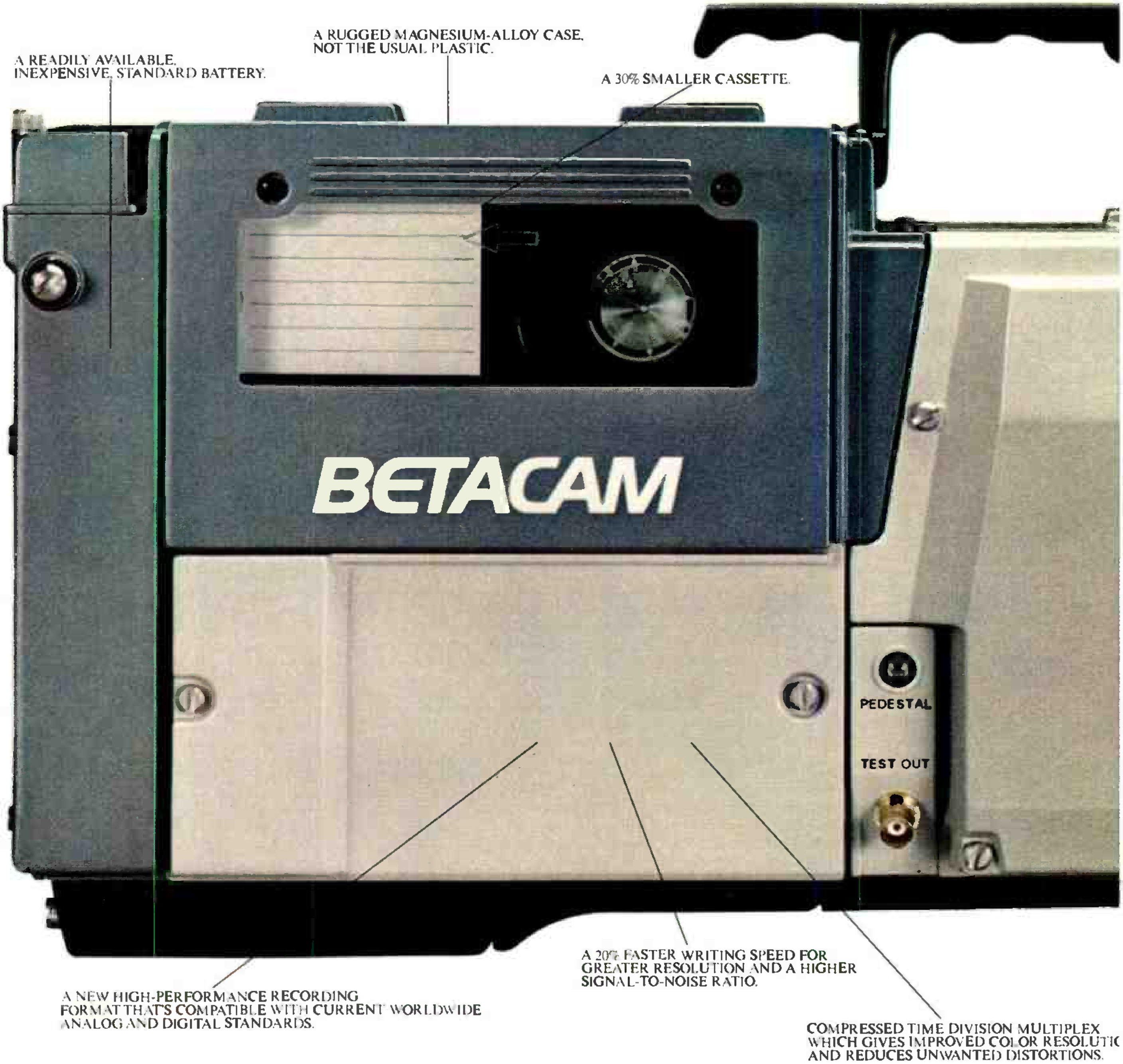

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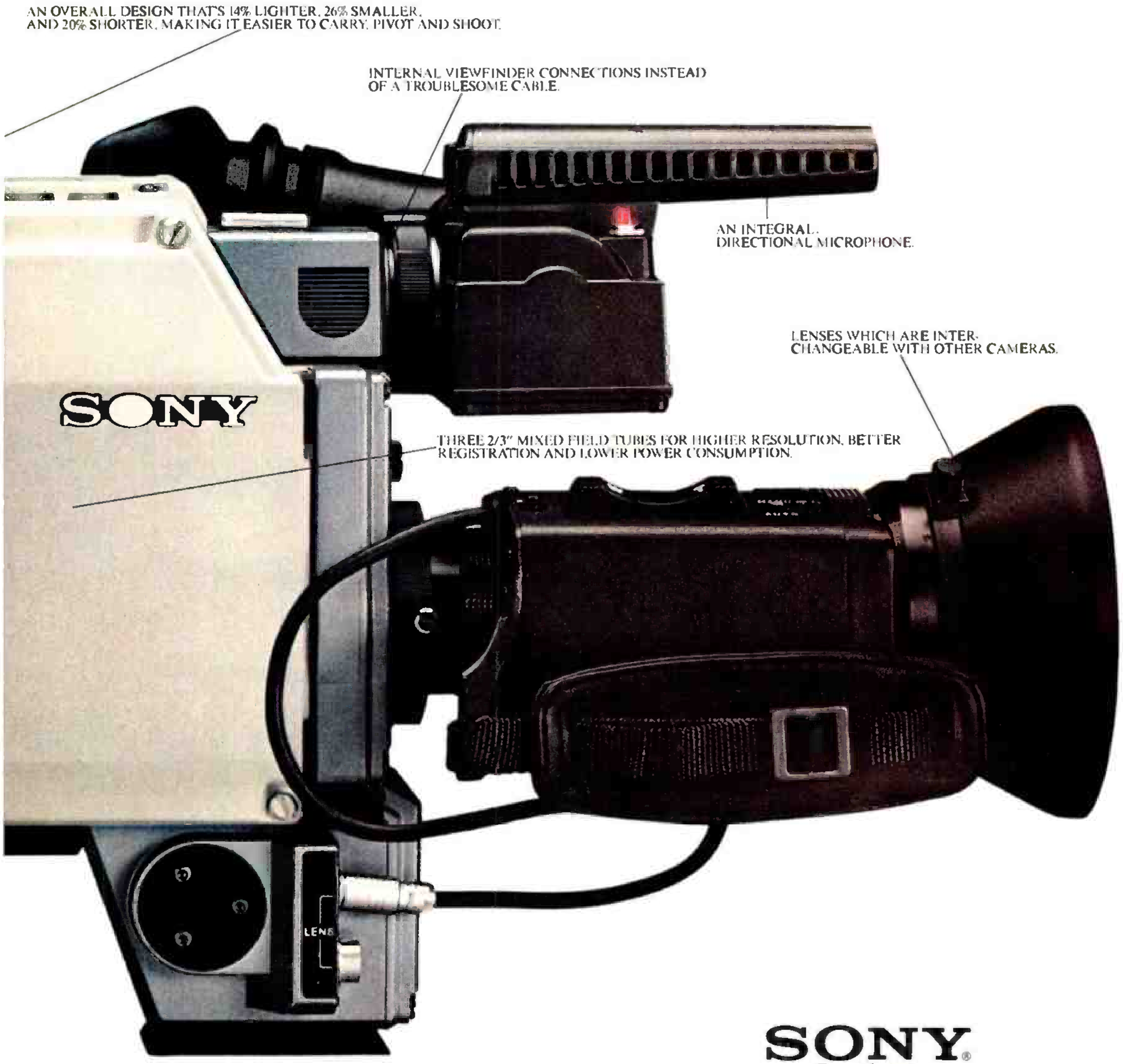

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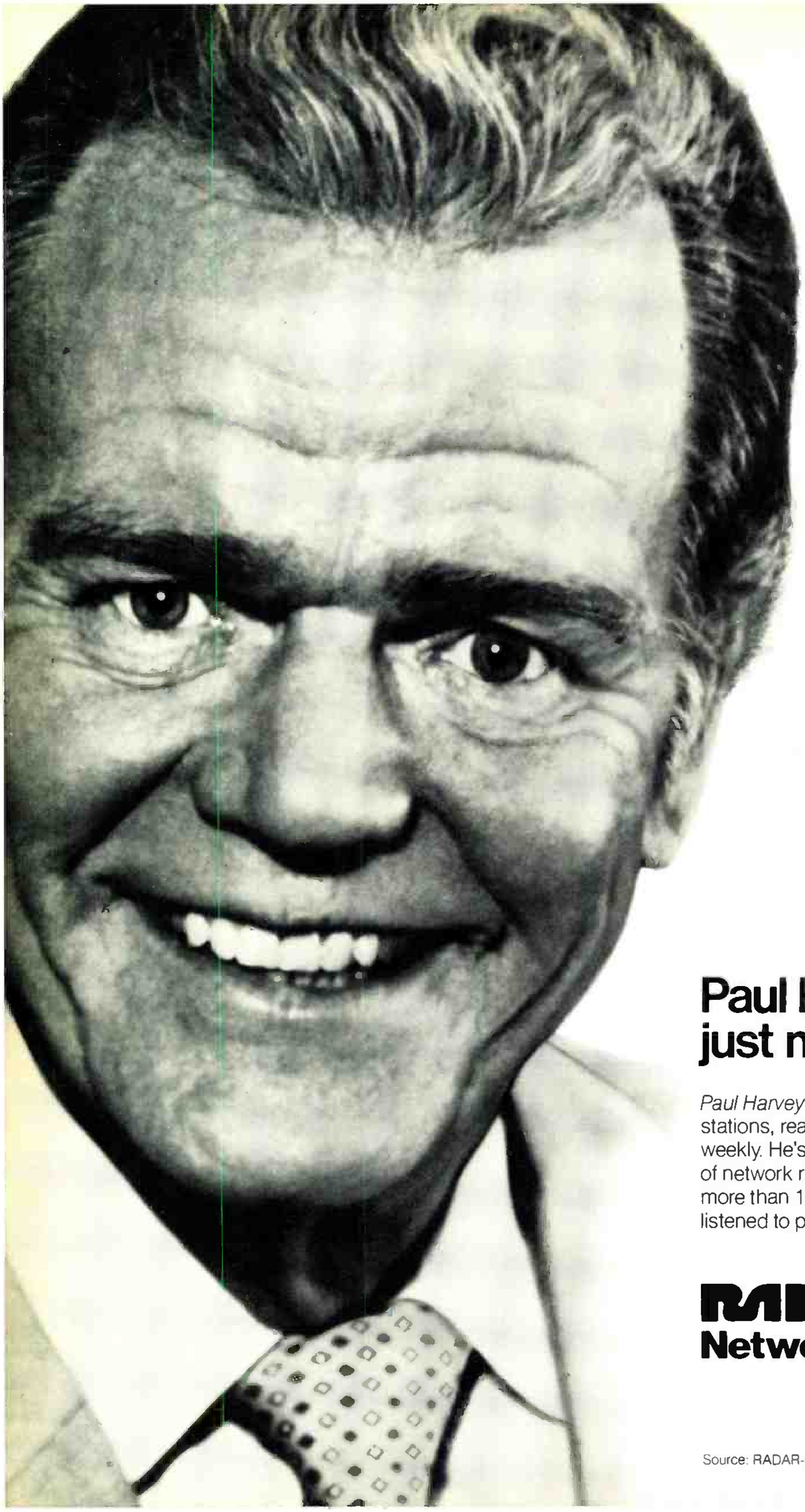

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Special Report

Radio rides into Reno

Prospering in the face of the current economic environment will be the focus of NRBA at its annual convention

"Radio: Win Big in the 80's," is the theme of this year's National Radio Broadcasters Association's annual conference that began yesterday (Sept. 12) in Reno and continues through Wednesday. More than 3,500 people are expected to converge at the MGM Grand hotel there to attend what is being touted as a "working convention," with many "nuts and bolts" types of workshops.

Pre-registration for the three-day affair is at 1,800 with 123 hospitality suites booked and 80 exhibitors renting 10-by-10 foot booths in the exhibition hall. Included among those exhibitors are the four leading proponents of AM stereo equipment: Harris, Kahn, Magnavox and Motorola.

AM stereo will be addressed during a two-part workshop on Tuesday afternoon, along with other topics such as cutting station costs, the necessity of consultants, and "positioning your AM for success."

In addition, the plight of daytime broadcasting is expected to generate much discussion. A daytime broadcasters meeting is slated for Monday at 4 p.m. and includes a panel comprising Russell Eagan of Kirkland & Ellis who is counsel for the Clear Channel Broadcasters; Greg Skall of Blum & Nash, counsel for Daytime Broadcasters Association; Rod Porter, chief of the FCC Broadcast Bureau's Policy and Rules Division; Alvin Anderson, president and general manager of daytimer KBMR(AM) Bismarck, N.D., and moderator Jim Wychor, vice president and general manager of KWOA(AM) Worthington, Minn., president of the Daytime Broadcasters Association.

Other highlights of the conference include a Monday morning keynote address by FCC Chairman Mark Fowler. The radio broadcasters will also hear from President Reagan in a taped message to be played prior to Fowler's speech. The NRBA's 1982 Golden Radio Award will be presented to Paul Harvey at a Monday luncheon sponsored by the Christal Co. Following the luncheon the association will hold a raffle in the exhibit hall. The raffle will feature three prizes, including a grand prize of $1,000. Other Monday activities will include numerous morning management workshops devoted to such subjects as "Buying and Selling, Radio Stations in the 80's" and "AM Directional Antennas: Do they Work? Always?"

Tuesday promises to bring even more management sessions. One is a "concentrated management course in problem solving for radio station executives." This session is limited to 100 participants but will be repeated Wednesday morning. The emphasis of many workshops is on how to make an operation succeed in the current economic climate.

RADIO: WIN BIG IN THE 80's

Though the emphasis has been placed on boosting station business, the technical side is also represented with various workshops including one on Tuesday for program directors on technical matters.

The Tuesday luncheon features Herb Cohen, author of "You Can Negotiate Anything." Later that afternoon is a workshop on sales and audience promotion. Ten finalists selected by the NRBA for best sales and audience promotion will present their work, and a $500 prize will be awarded to the winner.

The conference winds down on Wednesday with a management roundtable for small, large and medium markets. This is another first for the association. A special management roundtable for broadcasters who manage radio groups will also be held Wednesday. All events end at noon. Format rooms will be open Sunday evening. □

NRBA day by day

Sunday, Sept. 12

Registration. Open 10 a.m.-8 p.m.

Exhibits. Open noon-6 p.m.

Cocktail party. 6-7:30 p.m. Grand Salon.

Format rooms. 7:30 p.m. Nostalgia—Goldwyn B room; Adult contemporary—Palace A room; country—Metro A room; AOR—Palace B room; Top 40/CHR—Orpheum B room; Beautiful music—Orpheum A room; News Talk/MOR—Roxy A room; Urban Black—Roxy B room.

Four concurrent roundtables 7:30-9 p.m. Sales management—*Winning with Co-op, the Untapped Goldmine.* Bijou/Century room. Moderator: Promotion-*Best Radio Station Promotion in All Media.* Globe room; Research—*David Goliath or Nothing.* Rialto room; *Engineering*—Metro B room.

Monday, Sept. 13th

Registration. Open 8 a.m.-6 p.m.

Exhibits. Open 10:30 a.m.-6 p.m.

Opening session. 9:30 a.m.-10:30 a.m. Capitol room. Keynoter: FCC Chairman Mark S. Fowler. President Ronald Reagan by videotape.

Six concurrent workshops. 11 a.m.-12:30 p.m. *Big Bucks in Small Markets.* Goldwyn room. Moderator: Larry Keane, WWOC(FM) Avalon, N.J. Panelists: Robert Ridder Jr. WDSM(AM) Duluth, Minn.; Ben Morgan, KWIX(AM) Moberly, Mo.; T. David Luther, WBTM(AM)-WAKG(FM) Danville, Va.

Big Bucks with Small Numbers. Metro room. Moderator: Lynn Christian, Century Broadcasting. Panelists: Ed Argow, KFAC-AM-FM Los Angeles; David Small, KMGC-FM Dallas; Norman Epstein, KMPC(AM) Los Angeles; Jim Bocock, WSIX-AM-FM Nashville.

Cost Cutting, Collections, Maintaining Cash Flow. Orpheum room. Moderator: Stephen Trivers, Fairfield Broadcasting, Kalamazoo, Mich. Panelists: Richard Romer, Seidman & Seidman; Vincent Bellino, McGavren Guild Radio; Steven Silberberg, Orenstein, Snitow, Sutak & Pollack.

Are Consultants Necessary to Win? Palace room. Moderator: Sis Kaplan, WAYS(AM)-WROO(FM) Charlotte, N.C. Panelists: Bob LaBonte, KRKR(AM)-KFKF(FM) Kansas City, Kan.; Charles Giddens, WPGC-AM-FM Washington; Dwight Douglas, Burkhart/Abrams/Michaels/Douglas; Bill Moyes, The Research Group.

Buying & Selling Radio Stations in the 80's. Rialto room. Moderator: Norman Wain, Metroplex Communications. Panelists: Chris Flor, Heller-Oak Communications Finance; Brian Appelgate, Burr, Egan, Deleage & Co.; Kurt Anstaett, Continental Bank; Frank Kalil, Kalil & Co.; Alan Brill, Brill Media Co.; Michael Thomas, Crocker National Bank; David Croll, T.A. Associates.

AM Directional Antennas: Do They Work? Always? Globe room. Moderator: James Gabbert, KTZO-TV San Francisco. Panelists: Edward Edison, Hammett & Edison; Ogden Prestholdt, A.D. Ring & Associates; Benjamin Dawson, Hatfield & Dawson.

Luncheon. 12:30-2:30 p.m. Ziegfeld Theater. Presentation of NRBA's Golden Radio Award to Paul Harvey.

NRBA membership meeting. 3:30 p.m. Orpheum B Room.

Daytime Broadcasters Association Meeting. 4 p.m. Palace B room.

Tuesday, Sept. 14

Registration. Open 8 a.m.-7 p.m.

Exhibits. Open 10:30 a.m.-7 p.m.

Management session. 9-noon. *Case Study.* Bijou Century room. Discussion: Bruce Johnson, consultant.

Five concurrent sessions. 9-10:30 a.m. *Positioning Your AM for Success.* Palace room. Moderator: Rick Sklar, ABC Radio Enterprises. Panelists: Arnie Ginsberg, WXKS(AM) Medford, Mass.; Bob Welch, KLYV(AM) Dubuque, Iowa; Robert Balon, Balon & Associates.

Business Computers. Roxy room. Moderator: Joseph Dorton, Gannett Broadcasting. Panelists: Don Lovelace, WAGY(AM) Forest City, N.C.; Bill Sanders, KICD-AM-FM Spencer, Iowa; Lee Davis, WCUB(AM)-WKKB(FM) Manitowoc, Wis.

FM Modulation. Globe room. Moderator: Mark Durenberger, Hubbard Broadcasting. Panelists: Dane Ericksen, FCC; Charlie Haubrich, QEI Corp.; Eric Small, Modulation Sciences.

Attitudinal Research, Focus Groups and Other Voodoo. Orpheum room. Moderator: Dwight Douglas, Burkhart/Abrams/Michaels/Douglas. Panelists: Jhan Hiber, Hiber & Hart; Jon Coleman, Station Research Systems; Ed Wodka, KIOA(AM)-KMGK(FM) Des Moines.

Sales. Rialto room. Pam Lontos, Pam Lontos Inc.

Four concurrent workshops. 11 a.m.-12:30 p.m. *Local and Retail Selling.* Palace room. Moderator: Steve Edwards, KNEW(AM)-KSAN(FM) Oakland. Panelists: Todd Andrews, Great Trails Broadcasting; Dick Stein, KIOI-FM San Francisco; Gerry Robbins, WCMP-AM-FM Pine City, Minn.

Program Directors Technical Session. Roxy room. Moderator: Ed Shane, KTRH(AM) Houston. Panelists: Jim Loupas, James Loupas Associates; Richard Schumeyer, Capital Cities.

How to Maximize National Sales in the Highly Competitive 1980's. Orpheum room. Moderator: Bob Duffy, Christal Co. Panelists: John Boden, Blair Radio; Lou Faust, Selcom Radio; J. Warner Rush, Major Market Radio; Ken Swetz, Katz Radio; Tony Durpetti, McGavren-Guild.

Sales. Rialto room. Ron Fischmann, Ron Fischmann Radio Sales.

Luncheon. 12:30-2:30 p.m. Ziegfeld Theater. Presentation by Herb Cohen, author of "You Can Negotiate Anything."

Sales workshop. 2:30-5 p.m. *Sales & Audience Promotion.* Orpheum room. Moderator: Bernard Mann, Mann Media.

Six concurrent workshops. 2:30-3:45 p.m. *Management Incentives to*

Win. Palace room. Moderator: Joe Costello, Gulf South Broadcasters. Panelists: Ashton Hardy, Jones, Walker, Waechter, Poitevent, Carrere & Denegre; Dennis Kahane, Pillsbury, Madison & Sutro; Phil Zeni, WKOS-FM Nashville; Otto Goessl, WRNO-FM Metairie, La.; John Gorby, Youngs, Walker & Co.

Cable, SCA and Other New Profit Opportunites. Bijou Century room. Moderator: Dennis Waters, New Radio. Panelists: Larry Getz, WELI(AM) New Haven, Conn.; Greg Skall, Blum & Nash; Peter Tannenwald, Arent, Fox, Kintner, Plotkin & Kahn.

Packaging & Selling Sports. Metro room. Moderator: Ron Kempff, WHIO-AM-FM Dayton; Panelists: Marc Gross, McGavren-Guild Radio; Steve Quast, WGN(AM) Chicago; Joe Hildebrand, Mutual Broadcasting.

Washington report. Goldwyn B Room. Moderator: Tom Schattenfield, NRBA general counsel. Panelists: Roger Metzler, Ferrand, Malti, Spillane, Cooper & Carpenter; David Tillotson, Arent, Fox, Kintner, Plotkin & Kahn.

AM Stereo Now—The Receiver View. Globe room. Moderator: Harold Kassens, A.D. Ring & Associates. Panelists: Almon Clegg, Panasonic; Bart Locanthi, Pioneer; Robert McMillan, Delco; Jerry LeBow, TMC Inc.

Sales. Rialto room. Jim Hooker, Media Sales Systems.

Six concurrent workshops. 3:45-5 p.m. *Budgeting to Win.* Palace room. Moderator: Ted Dorf, WGAY-AM-FM Washington. Panelists: Ernie Colburn, Rau Radio; Ken Gaines, KTOK(AM) Oklahoma City; Dave Fuellhart, WPOC-FM Baltimore.

Satellite Fever. Bijou Century room. Moderator: Stan Kaplan, WAYS(AM)-WROQ(FM) Charlotte, N.C. Panelists: Rob Edwards, KBIG(FM) Los Angeles; David Noll, KSPZ(FM) Colorado Springs; Bob Glassburn, KROW(AM) Reno; Diane Sutter, WTKN(AM)-WWSW(FM) Pittsburgh; Jim Price, KCNN(AM) San Diego.

Recruiting Promotion & Program Directors & On-Air Talent. Metro room. Moderator: Lee Abrams, Burkhart/Abrams/Michaels/Douglas. Panelists: Allen Shaw, Summit Communications; Bob Henabery, Bob Henabery & Associates; Frank Cody, NBC The Source; Ed Salamon, United Stations.

AM Stereo Now—The Proponents. Globe room. Moderator: Harold Kassens, A.D. Ring & Associates. Panelists: Leonard Kahn, Kahn Communications; Arno Meyer, Belar; Norman Parker, Motorola; William Streeter, North American Philips; David Hershberger, Harris.

Sales. Rialto room. Norm Goldsmith, Radio Marketing Concepts..

Cocktail reception. 5-7 p.m. Exhibit hall.

Wednesday, Sept. 15

Registration. 8-11 a.m.

Five concurrent sessions. 9 a.m. *FM Subscribers—A Whole New Ballgame.* Moderator: Jack Moseley, Moseley Associates. Panelists: Lou Dorren, Quadracast Systems; Arno Meyer, Belar; Jim Taphorn, Market Information; John Kean, NPR;

Management roundtables. Small market—Palace A room; Medium market—Palace B room; Large market—Orpheum room.

Group Heads Rap Session. Roxy B room.

Music Computers. Metro room. Moderator: Scott Slade, WAYS(AM)-WROQ(FM) Charlotte, N.C. Panelists: Andrew Economos, Radio Computing Services; Don Hagen, Station Research Systems; Lee Facto, Station Business Systems.

Management Case Study. Rialto room. Discussion leader: Bruce Johnson, consultant.

The woman NRBA won't let go

Three-term NRBA president Sis Kaplan likely to begin fourth term this week during Reno convention

When the National Radio Broadcasters Association convenes its seventh annual convention in Reno this week, its 36-member board of directors is almost certain to elect Harriet (Sis) Kaplan, president, SIS Radio Inc., Charlotte, N.C., to serve a fourth year as the association's president. Although Kaplan has expressed reservations about perpetuating her reign at NRBA for too long, the association's leaders are said to be convinced that another year of her stewardship would be the best thing that could happen to their organization, which in the last two years has nearly doubled its membership.

Kaplan, who is a tireless spokesman for her organization and for its need to exist in spite of the much larger and more powerful National Association of Broadcasters, has an unusual ability to get people involved, according to NRBA leaders. It is that quality, along with unflagging energy and a penchant for being extremely organized, that led NRBA members to press Kaplan into service in 1979, and that likewise, according to NRBA leaders, has contributed to the movement under way to convince her to stay another year.

"The engine never sputtered for a moment," said NRBA's executive vice president, Abe Voron, of the transition to Kaplan's leadership from the highly visible presidency of her predecessor, Jim Gabbert, a former radio station group owner who now owns and operates KTZO-TV San Francisco. Not only has Kaplan brought participation on the NRBA board of directors to a level "higher than ever before," according to Voron, but she has developed a reputation on Capitol Hill and among Washington regulators as an unusually straight forward spokesman for her industry. "People know she is an open deck and shoots straight from the shoulder," said Voron. "Her candor and directness are a real departure from what people on the Hill are generally exposed to."

In the last two-and-a-half years, NRBA membership has grown from 1,110 to 1,913 stations including 307 stations, primarily in small and medium markets that joined during the first eight months of this year. Membership Vice President Jack Christian, who since late 1979 has managed the association's membership campaign, says this year's results have been surprising, in light of extremely depressed economic conditions among many smaller stations. He attributes the sustained growth to increased competition in the industry and to NRBA's station services, primarily its publications, which he says are "more operational than Washington-oriented." With competition from cable and other video media an increasing threat to radio operators, many small and medium-sized stations have joined NRBA, according to Christian, because they are "uncomfortable being represented by an association that also represents TV."

According to Kaplan, it is now "more than ever before" crucial for radio to be represented "by an organization not encumbered by another medium." The industry "is heading into an unbelievably competitive world where changes are happening at lightening speed," she said. The need for an association representing radio alone "is not just in my head," she said, "or we wouldn't have the growth we're having now at NRBA."

Kaplan is highly involved in running the NRBA on a day-to-day basis, calling the Washington headquarters as often as "five or six times a day," according to Voron. At the same time, she continues to manage the two stations she and her husband, Stan Kaplan, own—WAYS(AM)-WROQ(FM) Charlotte. After a year of preparation and three months of intensive work, the Kaplans changed the format on WAYS last Tuesday (Sept. 7) from adult contemporary to news/talk.

Although outspoken about her industry and the NRBA, Kaplan guards her privacy and is not given to talking a great deal about her accomplishments. Now 48, she has been in broadcasting since shortly after graduating from Rollins College in Winter Park, Fla., in 1955. After working her way up from "go-fer" to director of public affairs programing at WBBM-TV Chicago, she produced sports programs for entrepreneur Bill Veeck. It was in that capacity that she met her future spouse, who was then managing a TV station in Boston. About a year after they were married, in 1965, the Kaplans bought their first broadcast property, WAYS in Charlotte, expanding their portfolio later to include WAPE(AM) Jacksonville, Fla., and then WRNA(FM) Charlotte (now WROQ).

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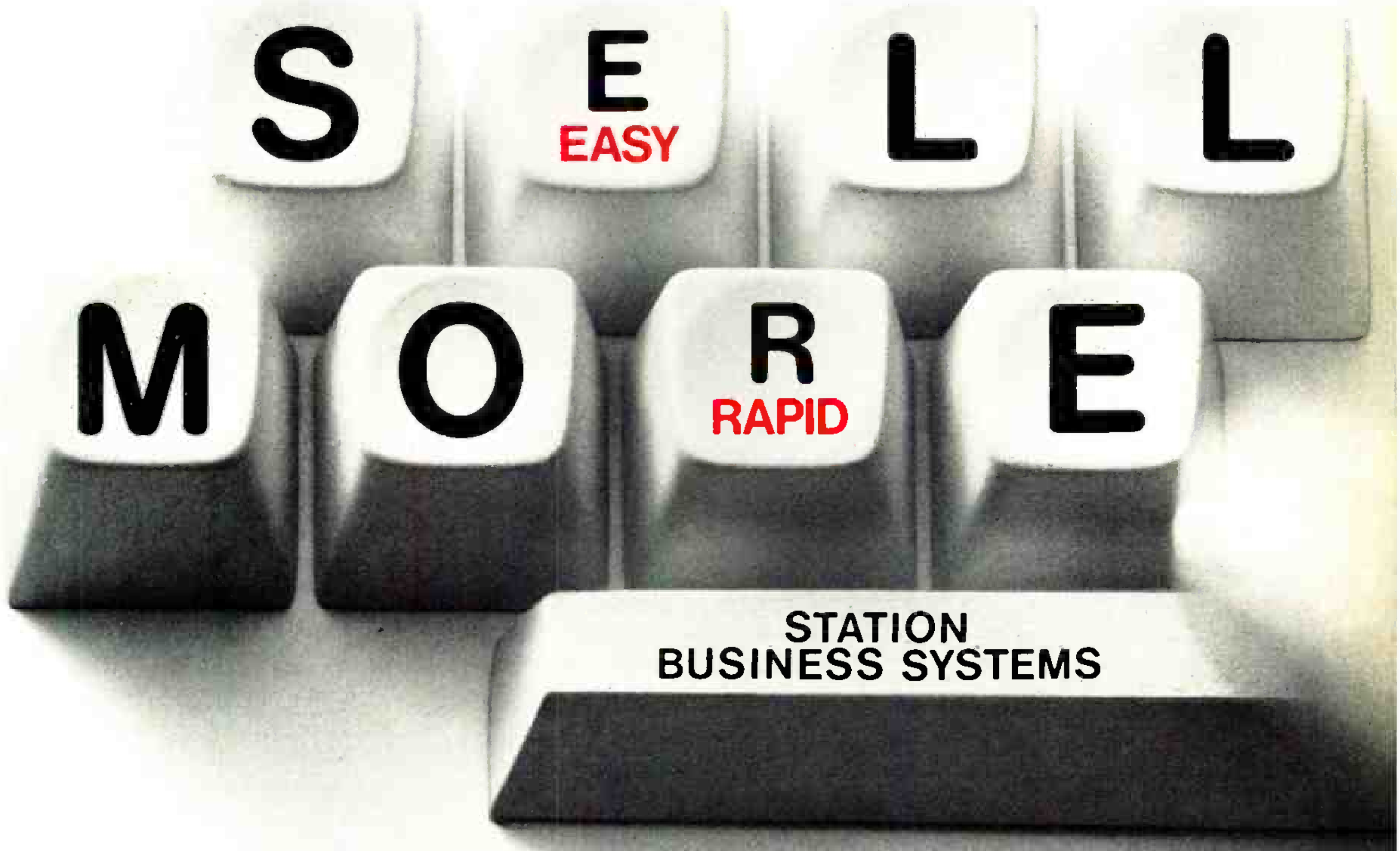

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the two Charlotte stations and a small publishing firm, Charlotte Weeklies, which publishes six weekly newspapers in the Charlotte area and *Carolina Blue,* a sports magazine affiliated with the University of North Carolina at Charlotte.

Kaplan comes from a broadcasting family. Her father, Leslie Atlass, began WBBM(AM) in Lincoln, Neb., with her uncle in 1923 and later sold a part interest in the station to CBS, moving with the operation to Chicago. For much of his life, he was in charge of CBS's midwestern operations.

As with all members of the NRBA board, Kaplan serves on a completely volunteer basis, paying for all her travel and other expenses when on NRBA business. She will not discuss how much it costs her to serve as NRBA president, but her expenses have been estimated at more than $25,000 annually by NRBA leaders.

When not managing her broadcast and publishing companies or involved in NRBA business, she is often working on community projects in Charlotte, most recently as a member of the Community Relations Committee of the city and county of Charlotte and of a judicial reform board just getting started in that city.

Kaplan has a 14-year old daughter, Leslie, and enjoys tennis, bicycle riding and downhill skiing when she has time to relax. She and her family spend weekends at a second home in the Blue Ridge mountains when possible.

As for her future, Kaplan "can't say specifically" what he'll be doing five years from now except that she is "not ready to retire." For the NRBA, she'd like to see it keep expanding and adding new station services until it becomes "the viable force in radio." Serving radio "is very different today than when I started at NRBA," she said. "We have to have the ability to look ahead." □

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BGW Systems 312
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Broadcast Audio 402
11306 Sunco Dr., Rancho Cordova, Calif. 95670

Audio consoles, accessory amplifiers, phono preamps. **Staff:** D. Evans, D. Ruland, J. Fernandez, G. Maggiore, S. Maggiore.

Broadcast Electronics 200
4100 N. 24th St., Quincy, Ill. 62305

Automation system, earth stations, FM exciters, generators. **Staff:** C. Kring, J. Burtle, J. Engle, D. Evers.

Cablewave Systems 401
60 Dodge Ave., North Haven, Conn. 06473

Wellflex foam dielectric cables, coaxial cable systems, waveguide systems, parabolic antennas, RF connectors, transmission lines, mounting hardware and accessories, pressurization equipment and associated hardware. **Staff:** W. Meola, M. Barneschi.

Capitol Magnetic Products 306
6902 Sunset Blvd., Hollywood 90028

AA-3 and A-2 broadcast cartridges. **Staff:** L. Hockemeyer, J. Kempler, G. Stafford, N. Heitsche.

CBS Radio Stations News Service 105
2020 M St., N.W., Washington 20036

Byline Magazine. **Staff:** A. Balch, A. Sokusky, N. Johns.

Celestial Mechanix 304
612 Hampton Dr., Venice, Calif. 90291

Century 21 Programing 213
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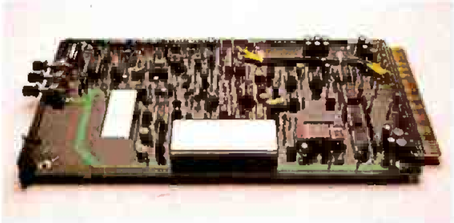

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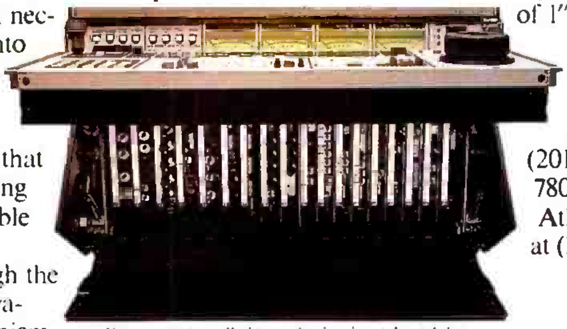

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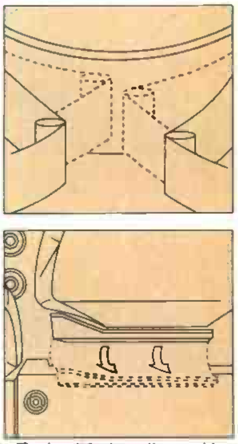

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1224 Coloma Way, Roseville, Calif. 95678

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Continental Electronics 210
Box 270879, Dallas 75227

Continental Recordings 305
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ID packages, commercial jingles for big band*, oldies*, Spanish, adult contemporary* formats. **Staff:** D. Flynn, R. Livingston, P. Ericson, J. Leto, J. Palci, J. Flynn, M. Draper, R. Rose, H. Gronki, P. Hamilton.

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Custom Business Systems 100
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Dexel Systems 414
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Staff: R. Seddon, E. Minkel, J. Conte, H. Hassel, J. Ganser, J. Gilbertsob, C. Girard.

Fidelipac 525
Box 808, Moorestown, N.J. 08057

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Harris Corp. 216
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IGM Communications 203
4041 Home Rd., Bellingham, Wash. 98226

Staff: N. Solberg, C. Peterson.

Inter Cassette USA 114
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Kahn Communications 518
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AM stereo systems, enhancement products. **Staff:** L. Kahn.

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Libra Programing 506
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3M/International Tapetronics 206, 208
223 5N 3M Center, St. Paul 55144

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Magnavox 302
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Microdyne 107
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Miller, Arase, Kaplan, Sheets & Co. 522
10911 Riverside Dr., N. Hollywood, Calif. 91602

Modulation Associates 121
897 Independence Ave., Mountain View, Calif. 94043

Motorola 410, 509
Staff: D. Harasek, C. Payne, O. Kusisto.

Nidus Broadcast Systems 403, 405
4900 Youngfield St., Wheat Ridge, Colo. 80033

Computer business system. **Staff:** B. Myers, W. Klamp, P. Adams, K. Waldrop.

Perry Publications 211
One Tennessee Sq., Box 3194, Oak Ridge, Tenn. 37830.

Peter Powell Associates 413
315 Madison, Suite 202, Eugene, Ore. 97402

Phelps Dodge 205
Route 79, Marlboro, N.J. 07746

FM antennas, coaxial transmission line and components, harmonic filters and directional couplers. **Staff:** E. Boehm, S. Esocoff, W. Bryson, R. Corwin, H. Edwards, J. Nevin.

Philadelphia Resins Corp. 204
Box 454, Montgomeryville, Pa. 18936

Tower guys, Phillystran HPTG. **Staff:** W. Wister, O. Ulmer.

ProCommotion 508

Radac Marketing 502
Box 1360, Menomonie, Wis. 54751

Radio Computing Services 307
2 Dean Dr., Tenafly, N.J. 07670

Computer programs for radio, music selection system, call-out survey system, financial services. **Staff:** A. Economos, C. Crane, L. Miller, J. Jarrard.

Ramko Research 504
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Bernard Howard & Co., Billboard/Billboard Information Network, Birch Report, Blackburn & Co., Bonneville Broadcasting System, Burkhart/Abrams/Michaels/Douglas and Associates.

CBS Radio Network, CNN Radio, Cecil L. Richards Inc., Chapman Associates, Christal Co., Churchill Productions, Community Club Awards, Concept Productions, Copley Radio Network, Custom Audience Consultants.

Drake Chenault.

Eastman Radio, Edward Johnson & Associates, Wm. Exline Inc.

Fairwest, Firstcom Broadcast Services, Firstmark Financial Corp., Fischmann Radio Services.

Hartstone & Dickstein Inc., Hillier Newmark & Wechsler.

Kalamusic, Kalil & Co.

LaRue Media Brokers.

Major Market Radio, Mann Media Television Syndication, Masla & Co., McGavren Guild Radio, Mutual Broadcasting System.

NBC Radio Network, Nidus Systems, Nightingale Conant Corp.

Perry Publications, Peter Powell Associates, Peters Productions, Primetime Radio.

RCA Communications Systems, RKO Radio Network, RKO Radio Sales, Radio Arts Inc., Richter-O'Grady Co., Robert Rounsaville & Associates, Roger Carroll Enterprises, Roslin Radio Sales.

Satellite Music Network, Schulke Radio Productions, Station Research Systems.

TA Associates, TM Companies, Wm. B. Tanner Co., Torbet Radio, Transtar.

Unidyne Technology, United Press International, United Services.

Watermark Marketing Services.

RCA 500
2-5, Camden, N.J. 08054

Staff: F. Huffman, W. Warren.

Register Data Systems 511
Box 1246, Perry, Ga. 31069

Reuters 416
1212 Avenue of the Americas, New York 10036

Satellite Systems 214
4490 Holland Office Pk., Suite 116, Virginia Beach, Va. 23452

Scientific-Atlanta 308
Box 105600, Atlanta 30348

Society of Broadcast Engineers 520

Spectrum 117
1017 N. Minnesota Ave., Sioux Falls, Minn. 57104

Station Business Systems 113
600 W. Putnam Ave., Greenwich, Conn. 06830

Broadcast business sytems. **Staff:** G. Pupala, D. Parkhurst, R. Devine, L. Facto, J. Barbieri.

Station Research Systems 501, 503, 505
14677 Midway Rd., Suite 204, Dallas 75234

TM Companies TBA
1349 Regal Row, Dallas 75247

Production libraries, campaigns, jingles. **Staff:** P. Shaughnessy, B. Scott, N. Sargent, L. Bayley, R. Young, D. Peterson, D. Adriance, A. Bendalin.

TFT 101
3090 Oakmead Village Dr., Santa Clara, Calif. 95051

Staff: J. Wu, D. Balfe, A. Kenrick, J. Lee.

Unidyne Direct Mail 108
10035 Carroll Canyon Rd., San Diego 92131

United Press International 406, 408
220 E. 42d St., New York 10017

UPI audio network, broadcast wire, broadcast datanews. **Staff:** G. Rice, J. Mantle, D. Donovan, B. Dirnberger, G. Neeleman, B. Sweet, D. Kinsella, R. Nielsen.

U.S. Air Force 115

U.S. Army Reserve 516

U.S. Tape & Label 404
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Bumper strips and window labels. **Staff:** B. Crecelius, J. Myer, A. Moore.

Wold Communications 102
10880 Wilshire Blvd., Los Angeles 90024

Wold satellite network, earth stations, engineering services, transmission and interconnection facilities. **Staff:** Robert N. Wold, G. Worth, Robert E. Wold, P. Johnson, C. Packard, M. Sterba.

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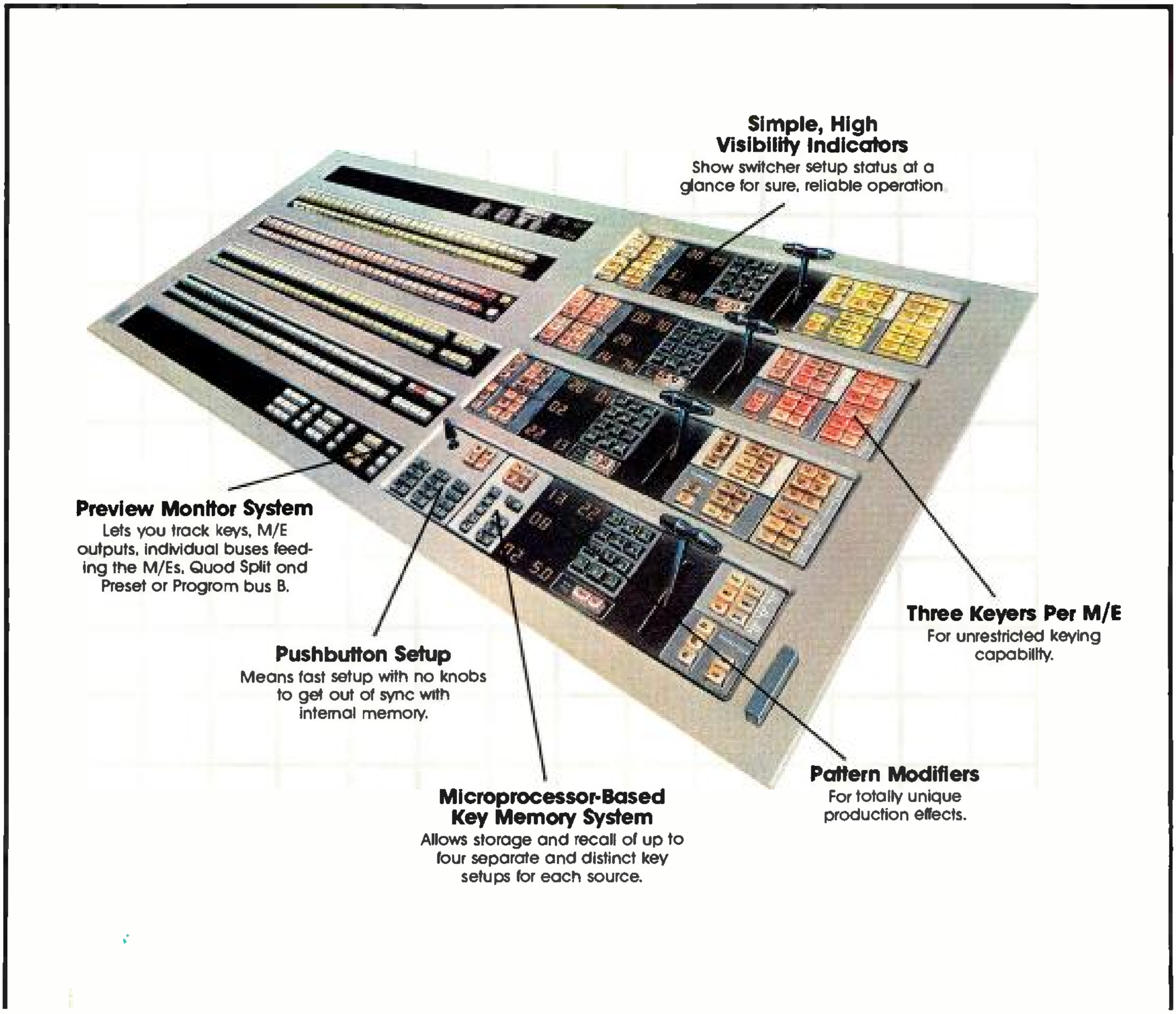

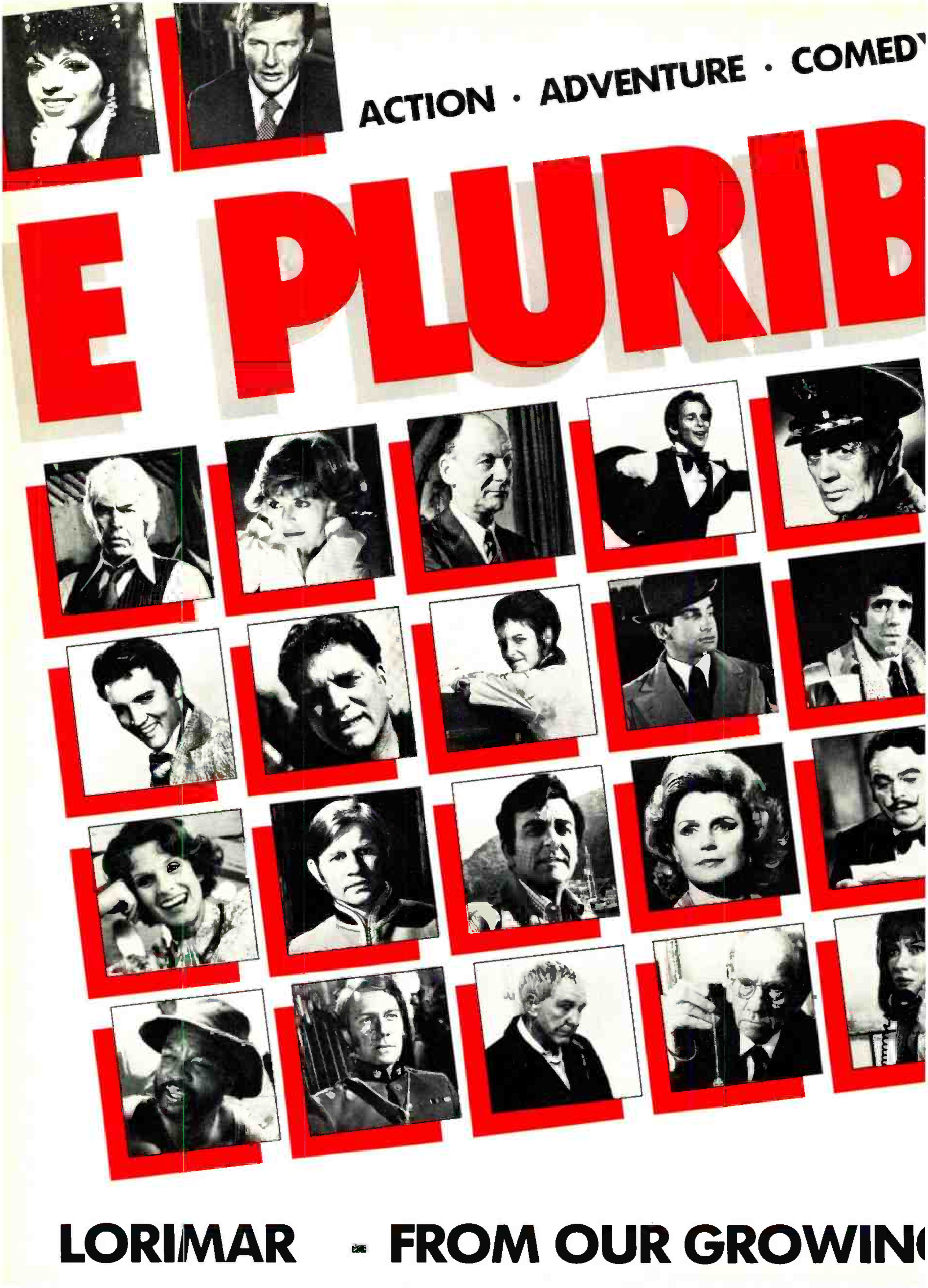
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Wirth campaign finds opposition over Radio Marti

Castro opponents in Florida contribute over $4,000 to Republican opponent

Radio Marti has become a factor, if a minor one, in Representative Tim Wirth's (D-Colo.) re-election campaign. At least, Wirth's position on the administration's proposal to establish a radio station to broadcast news of Cuba to that country and the language in which that opposition has been presented, have become a factor.

A group of anti-Castro Cuban-Americans in Florida have contributed $4,250 to the campaign of John Buechner, the Republican who is running against Wirth. And among the contributors is a member of the presidential commission preparing plans for Radio Marti, Jorge Mas, the president of an engineering contracting firm, based in Miami.

Buechner obtained the financial assistance after a meeting with Domingo R. Moreira, a Miami businessman, and Carlos Benitez, president of the National Coalition for a Free Cuba political action committee in Dallas, where they were attending different meetings, in July. Buechner made no commitment regarding any vote he might have to cast on Radio Marti—he said he was not a one-issue candidate, Moreira reported—but Moreira said Buechner's general Republican philosophy appealed to his group.

But it was Wirth's position in opposition to Radio Marti, during the debate on the House floor over the administration bill, and remarks he made at the Public Radio Conference, in April, that caused the Cuban-Americans to begin considering an effort to unseat Wirth, the chairman of the House Telecommuncialions Subcommittee. Wirth, in leading the opposition to the administration bill on the House floor, said the proposal was "ill-conceived" and likely to draw "propaganda" counterbroadcasts. At the Public Radio Conference, he noted that the administration wants to spend $10 million on Radio Marti in 1982—a figure, he said, that works out to "about $1 per Cuban."

To the Cuban-Americans in Florida, that had a racist sound. "He shouldn't have said that," Moreira said. "As a nation, we should have transcended that kind of statement."

Mas, the Presidential Commission on Broadcasting to Cuba member, expressed a similar view. "I don't think Wirth has any reason to offend the Cuban-American population in this country," he said.

Mas sees no conflict between his role on the commission and his financial contribution to a political candidate. "I'm a private citizen serving voluntarily with no compensation. I'm not interfering with Wirth's right to oppose Radio Marti."

Moreira, president of Ladex Corp. a Miami importing firm, and his wife, Brenda, each contributed $1,000 to Buechner's campaign. So did the Free Cuba PAC. The remainder of the $4,250 was donated, in $250 contributions, by Miami area-businessmen—Mas, Jose A. Costa Jr., Francisco Hernandez, Alberto J. Marino and M. Vergara—and their wives.

The money does not do much to narrow the substantial lead in contributions Wirth's campaign has over Buechner's. Statements recorded with the Federal Election Commission show that Buechner has received $58,081 and Wirth, $269,516. □

Clearing the air. President Reagan, who has developed a reputation for waffling on the question of whether broadcasters are entitled to the same First Amendment rights as print journalists, really does believe that they are, says Edwin Meese III, counselor to the President. He made that point in a letter to Ward L. Quaal, former president of Tribune Co. stations and now head of his own consulting firm in Chicago.

Quaal had sent Meese a copy of a BROADCASTING editorial, published in the June 28 issue, suggesting that the President needed a briefing on what the editorial said was the inherent conflict between the fairness doctrine and equal time law, on the one hand, and the First Amendment, on the other. The editorial noted that Reagan had not seemed aware of those conflicts, in various statements he had made.

The President's clearest endorsement of the view that broadcasters are entitled to full First Amendment rights was contained in his letter to the National Association of Broadcasters convention, in April. And Meese, in his letter to Quaal, said that letter accurately reflects administration policy.

"Please be assured," Meese wrote, "that President Reagan stands by his statement to the National Association of Broadcasters made in April favoring full First Amendment rights for radio and television. Broadcasters should be entitled to parity with print media under the First Amendment. The Reagan administration is the first to urge First Amendment treatment for our broadcasters. This position is a primary tenet of our domestic telecommunications policy."

FCC about to restructure Broadcast Bureau

Proposal would change name to Electronic Media Bureau containing audio and video divisions; Cable Bureau to fold

The FCC's Broadcast Bureau appears to be headed for expansion and rechristening. In a closed meeting Tuesday (Sept. 14), the commission is scheduled to consider reshaping the bureau to deal with the so-called new electronic media services—renaming it (the leading candidate appears to be Electronic Media Bureau) to describe its expanded jurisdiction.

Topping the list of recommendations is a proposal that the internal structure of the bureau be changed. According to FCC sources, the license, renewal and transfer and broadcast facilities divisions will be abolished, and their responsibilities will be divided appropriately between two new divisions: the audio division and the video division.

As expected, the Cable Television Bureau, long in decline as the commission

deregulated cable, will be folded into the Broadcast Bureau ("Closed Circuit," Dec. 14, 1981), with many of its responsibilities being handled by a separate cable branch within the video division, and cable policy matters being handled by the Broadcast Bureau's policy and rules division.

According to sources, the plan calls for offering William Johnson, chief of the Cable Television Bureau, a new position as deputy chief for policy in the Broadcast Bureau. Johnson, sources said, would report directly to Larry Harris, chief of the Broadcast Bureau.

Among the video division's other functions would be the processing of direct broadcast satellite applications, sources said.

Although the recommendation also is said to call for an "organizational structure" to be provided for the Broadcast Bureau eventually to take over jurisdiction of the multipoint distribution services from the Common Carrier Bureau, jurisdiction over that service won't be transferred until after the commission resolves pending proceedings to determine whether to give multipoint distribution service operators more channels in the ITFS spectrum or to reshape other ground rules for the service.

Sources also said a proposal to transfer the Broadcast Bureau's complaints and compliance division to the Office of the General Counsel has been scrapped. That division will remain in the Broadcast Bureau, under the proposal. □

CRT hears final words on distant signal royalties

Associations file final comments in long-running issue of whether royalty rates paid by cable TV systems for distant TV signals should go up, down, remain same

Broadcasters, copyright holders, sports associations and the motion picture industry have filed final comments with the Copyright Royalty Tribunal to back up their arguments that the CRT should raise royalty rates paid by cable TV systems that carry new distant television signals.

Organizations representing those groups filed comments with the CRT as the last step in the long proceeding that began in June as a result of the FCC's elimination of distant signal rules in 1981. The CRT was approached then by the National Association of Broadcasters, the Motion Picture Association of America, Broadcast Music Inc., American Society of Composers, Authors and Publishers and various sports organizations including the National Basketball Association.

The National Cable Television Association is recommending that the CRT hold the line. NCTA filed final comments backing up its contention that an increase is not needed. The CRT is expected to make a decision by Oct. 15.

The MPAA argued in its comments that the marketplace value of syndicated programs "amounts to more than $1 billion, which represents over 30% of total revenues of some 750 commercial stations. This compares to approximately $16 million paid by more than 4,000 cable systems retransmitting the very same copyrighted works, representing less than 1.5% of the basic service revenue of these systems."

MPAA also maintained that "difficulties created by distant signals for local stations are transferred to copyright owners by lower prices and a diminished interest in buying programing." The motion picture industry contended that copyright holders' recommended rates are modest and would apply only to the larger systems controlled by large conglomerates and major companies "which elect to take advantage of deregulation."

In a joint filing, ASCAP and BMI made similar arguments. They claimed that repeal of the syndicated exclusivity rules will be a "continuing source of harm" to copyright owners. Furthermore, they said copyright owners will also be harmed "if compulsory license rates applying to additional signals do not reflect marketplace value." They also argued that the cable industry has "matured to a point where it must pay its fair share."

ASCAP and BMI also presented rate schedules they felt the CRT should adopt. They recommended increasing the rates by 10 times for all distant signals added since the change in rules and by three times for all distant signals carried due to repeal of the FCC's syndicated exclusivity rules.

MPAA maintained that the CRT must realize the FCC did not decide the question of what rates should be applied for additional programing and carriage. "This question was reserved for the Tribunal. The findings contained in the FCC's report should not constrain the rates set here." They also said ASCAP and BMI had relied upon the testimony of several economists concerning factors that should be considered in rate adjustment and the models upon which rates should be set.

The sports associations in a joint filing claimed that "the FCC has not simply amended the distant signal rules, but eliminated the rules in their entirety. Thus, the rates for additional distant signals should be set at the maximum level which the tribunal determined to be reasonable." They charged that NCTA's arguments, presented at tribunal hearings, were "laden with rhetoric concerning the so-called 'declining value of distant signals.'"

And they said: "Finally, NCTA claimed that there are 'differences' between broadcasters and cable operators. None of the NCTA witnesses, however, explained why these differences lead to the conclusion that cable operators should pay only the statutory rates—that is, substantially less

than what broadcasters pay for the same programing."

NAB argued there is a major disparity between the rates being paid by cable operators and what broadcasters pay for nonnetwork programing and all programing on independent stations. They argued that "in 1979 broadcasters paid an average of $5.07 per year per household for nonnetwork programing on network affiliated stations and $3.10 for all programing on independent stations. In contrast, cable systems paid an average of 13 cents per year per subscriber for nonnetwork programing on each network affiliated distant signal, and 49 cents for programing on each independent distant signal they carried."

The broadcasters maintained that the "overall ratio of 22.5 to 1 is an appropriate guide for adjusting the rates for new distant signals to compensate program copyright owners for their costs of acquiring and producing the distant signal programs retransmitted by cable systems."

NCTA, however, said that "current rates already closely approximate the rates the marketplace for distant signals would establish." It added that "although distant signals have some value to cable systems, that value is declining due to the presence of dozens of substitutable, nonbroadcast sources." In addition NCTA claimed the marketplace would establish rates for distant signals substantially similar to current rates. □

Democrats concerned over Cullman ruling

It says FCC should not exempt broadcasters from offering free time after airing paid political ads

The Democratic National Committee, the Democratic Congressional Campaign Committee and the Democratic Senatorial Campaign Committee last week urged the FCC not to issue a declaratory ruling holding that a license who sells time to a political party or independent political action committee for political commercials is not obligated to offer free time to opposing political parties, regardless of whether the time was sold during or outside of a campaign period.

In comments filed at the FCC, the Democrats said such a ruling would have the effect of "gutting the fairness doctrine, leaving it an easily circumvented shell."

The comments come in response to a petition by CBS, Gaylord Broadcasting Co., Metromedia Inc., and the National Association of Broadcasters (BROADCASTING, Aug. 2). The broadcasters, in effect, had asked the commission to reverse the position it took in a case involving the National Conservative Political Action Committee. In that case, the commission held that the sale of time to political action committees outside of the campaign period might obligate broadcasters to offer free time to opposing groups under the so-called Cullman doctrine. While NCPAC appealed that decision, the broadcasters argued that the relief they requested was necessary to "comport with the purpose" of the equal time law "and to restore the legitimate discretion of broadcasters in this area." They also said that previous commission rulings held that the Cullman doctrine didn't apply to the sale of ads inside or outside campaign periods.

The Democrats, however, said the broadcaster's petition was "wrong in its facts, wrong on the law and wrong in its policy arguments."

In a separate filing, People for the American Way also urged the commission to reject the broadcasters' request. According to People, commission precedent "clearly" held that the Cullman doctrine applied during noncampaign periods. □

Nader's report card on the administration

It flunks FCC's Fowler and FTC's Miller as defenders of the public interest

FCC Chairman Mark S. Fowler "may well be the James Watt of the broadcasting world. An unabashed industry advocate, he offers at the slightest provocation homilies about the evils of government interference whose fervor, industry trade officials told us, is even embarrassing to them. Fowler embraces a sense of stewardship for the public airwaves remarkably similar to that expressed by his more well-known counterpart managing the public lands."

That paragraph introduces a six-page profile of Fowler, who is one of 100 top Reagan administration officials that appear in "Reagan's Ruling Class," a 750-page, $24.50 book that is consumer advocate Ralph Nader's contribution to what he says should be a public dialogue on those who govern in behalf of the President.

Nader activists Ronald Brownstein, 24, and Nina Easton, 23, wrote the book, which was published by the Presidential Accountability Group. Nader sets the tone in his introduction. He calls Reagan's a "government of the wealthy." And he says what is at work in Washington "is the dismantling of government's traditional public role in defending victims abused by established private powers. Reagan's government is getting off the backs of the powerful who coerce the powerless."

The profile subjects Fowler's views to critical review, either by the authors of the piece or by known critics of the chairman. "Though he proposes to let the market assure diversity," the authors say, "Fowler flatly rejects a true market solution: ending the exclusivity of the license." The authors say there are a number of ways that could be accomplished—among

others, by removing the government from the allocations business and letting broadcasters bid for spectrum.

Fowler's view that the commission should leave potentially anticompetitive problems to the Department of Justice's antitrust division was said to be "transparently disingenuous," in the view "of many communications analysts."

The National Citizens Committee for Broadcasting's Sam Simon was quoted as saying that in permitting the networks "to get into the new technologies," the "gatekeeper's" control of the information available to the public is strengthened. And the Media Access Project's Andrew Schwartzman is quoted as saying that allowing the networks to enter cable television—as Fowler would—"could destroy competition in that growing field."

To the authors, Federal Trade Commission Chairman James C. Miller III appears to be an even more extreme case of Reaganism. They note that "Miller has spent virtually his entire career opposing federal regulation, which in other times would make him a somewhat unusual choice to head one of the relatively more aggressive federal regulatory agencies."

The authors add that "Miller's true constituency—the people who buy the products produced by [business] are likely to remember him as the only chairman who ever proposed to statutorily diminish the agency's powers, the man that the administration trusted to shut off the FTC during the era of Reagan." □

Cable kudo. Representative Bob Kastenmeier (D-Wis.) received special commendation from National Association of Public Television Stations for his support of public TV provisions of H.R. 5949, the Cable Copyright Act.

United Video appeals teletext decision

United Video is continuing to fight for the right to strip the broadcast teletext transmission from WGN-TV Chicago's 9 o'clock copyrighted news that it transmits to cable television systems. The common carrier asked the U.S. Court of Appeals for the Seventh Circuit in Chicago to rehear the case in which it held that United Video must carry the teletext material transmitted in the vertical blanking interval during the news program (BROADCASTING, Aug. 16).

United Video, which had been replacing the superstation's text with a text service of its own, contends in its request for rehearing that the appeals court had misinterpreted the 1976 Copyright Act.

The appeals court had overturned a district court's decision which held that United Video was not required by the Copyright Act to carry WGN-TV's teletext material. The appeals court said the law requires that carriage, if the material transmitted through the vertical blanking interval is "intended to be viewed with and [considered] an integral component" of the copyrighted newscast.

"We expect that a rehearing of several key factors in the court's decision would clarify how we can use the vertical blanking intervals for transmission," said Roy Bliss, executive vice president of United Video. □

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Washington Watch

CPB policy. Corporation for Public Broadcasting board opposes FCC proposal that public television stations be allowed to offer full-time subscription TV services. Instead, CPB said it supports other FCC option that would "authorize subscription services by public television stations on a case-by-case basis, only after the station has demonstrated that STV would not interfere with the provisions of noncommercial services." Board also has proposed that FCC require noncommercial FM radio stations to reserve one SCA channel for noncommercial uses. However, station could apply for waiver from requirement if it proved to FCC that reserved channel for commercial use didn't interfere with noncommercial uses.

□

CBC braintrust. Congressional Black Caucus is sponsoring day-long seminar on minority participation in communications industry, Friday, Sept. 17, in room 2154 of Rayburn House office building, Washington. Highlights of seminar include panel comprising Jack Valenti, president, Motion Picture Association of America; Vincent Wasilewski, president, National Association of Broadcasters, and Thomas Wheeler, president, National Cable Television Association, and report by FCC Commissioner Henry Rivera on "Strategies for Advancing Minority Ownership Opportunities in Telecommunications."

□

S.F. renewals. FCC has granted renewals for KTZO(TV), KRON-TV, KBHK-TV and KGO-TV, all San Francisco, and KTVU(TV) Oakland, Calif., and KICU-TV San Jose, Calif. In so doing, FCC denied petition by Ralph C. Wilson Industries Inc., licensee of KICU-TV, which sought denial of other stations' renewals. Wilson had opposed renewals after those stations opposed Wilson's request for waiver of territorial exclusivity rules, which allow those stations to secure exclusive local exhibition rights for some syndicated nonnetwork programing. FCC also denied petition by Pacific FM Inc., licensee of KTZO(TV), and Field Communications Corp., licensee of KBHK-TV, seeking denial of Wilson's renewal on grounds that Wilson's petition had been abuse of FCC's processes since it was intended to harass licensees for opposing waiver. In its filing, Wilson said stations' opposition to his request for waiver—and their continued exclusivity practices—were anticompetitive, and those actions, Wilson said, called into question cut offs qualifications. FCC, however, said Wilson had failed to demonstrate that licensees had engaged in anticompetitive practices and had failed to raise "substantial and material" question of licensees' character based on their programing exclusivity practices. FCC also said Field and Pacific FM had not demonstrated that Wilson's petition had been abuse of FCC processes. In separate action FCC denied Wilson walver of territorial exclusivity rule.

□

Mixed bag. In initial decision, FCC Administrative Law Judge Edward Kuhlmann has granted Broadcast Communications Inc. renewal of license for WOJO(FM) Evanston, Ill., denying competing application by Genesis Broadcasting Ltd. for new station on those facilities. Kuhlman gave Genesis moderate preference for integration of ownership with management. Nonetheless, Kuhlman said that preference was undermined by Genesis's carelessness in filing its application and by BCI's substantial preference for proposed Spanish-language format. Kuhlman also awarded BCI "very slight" preference as renewal applicant.

□

Study fallout. FCC Office of Plans and Policy study, "Statistical Determinants of Radio Stations' Revenues and Trading Prices" (BROADCASTING, Aug. 30), concludes that, on watt-for-watt basis, Class IV AM stations "are just as valuable economically as other nighttime AM" stations. Study notes that since Class IV's, whose nighttime signals aren't protected, don't seem to be handicapped, FCC should consider assigning new AM stations on new channels without nighttime protection. As study notes, 1979 World Administrative Radio Conference allocated 10 new channels (1605 through 1705 khz) for AM stations. Those new channels could "probably" handle about 1,500 full-time local stations without nighttime protection, study says. "If nighttime protection should be given, on the other hand, the new channels could probably accommodate only 300 to 400 stations," study said. "Thus it appears that the total economic value of the new channels might be four or five times greater for an allocation of unprotected nighttime operations than for an allocation of protected assignments," study said.

□

League debates. League of Women Voters announced further details on two fall "Congressional Leadership Debates" ("Closed Circuit," Aug. 2). Debates will be offered for national television and radio coverage. They will focus on issues rather than individual races. Both debates will be in Washington with first on Oct. 5 focusing on foreign policy and national security issues, followed by debate on Oct. 19 on economy. Two representatives from each party rather than individual candidates will be invited to debate.

□

Charter renewal. FCC has renewed charter for National Industrial Advisory Committee to July 25, 1984. NIAC, comprising executive committee and eight standing subcommittees, studies and makes recommendations for emergency communications policies and procedures for all FCC licensees and regulated services during emergency situations that pose threat to life and property.

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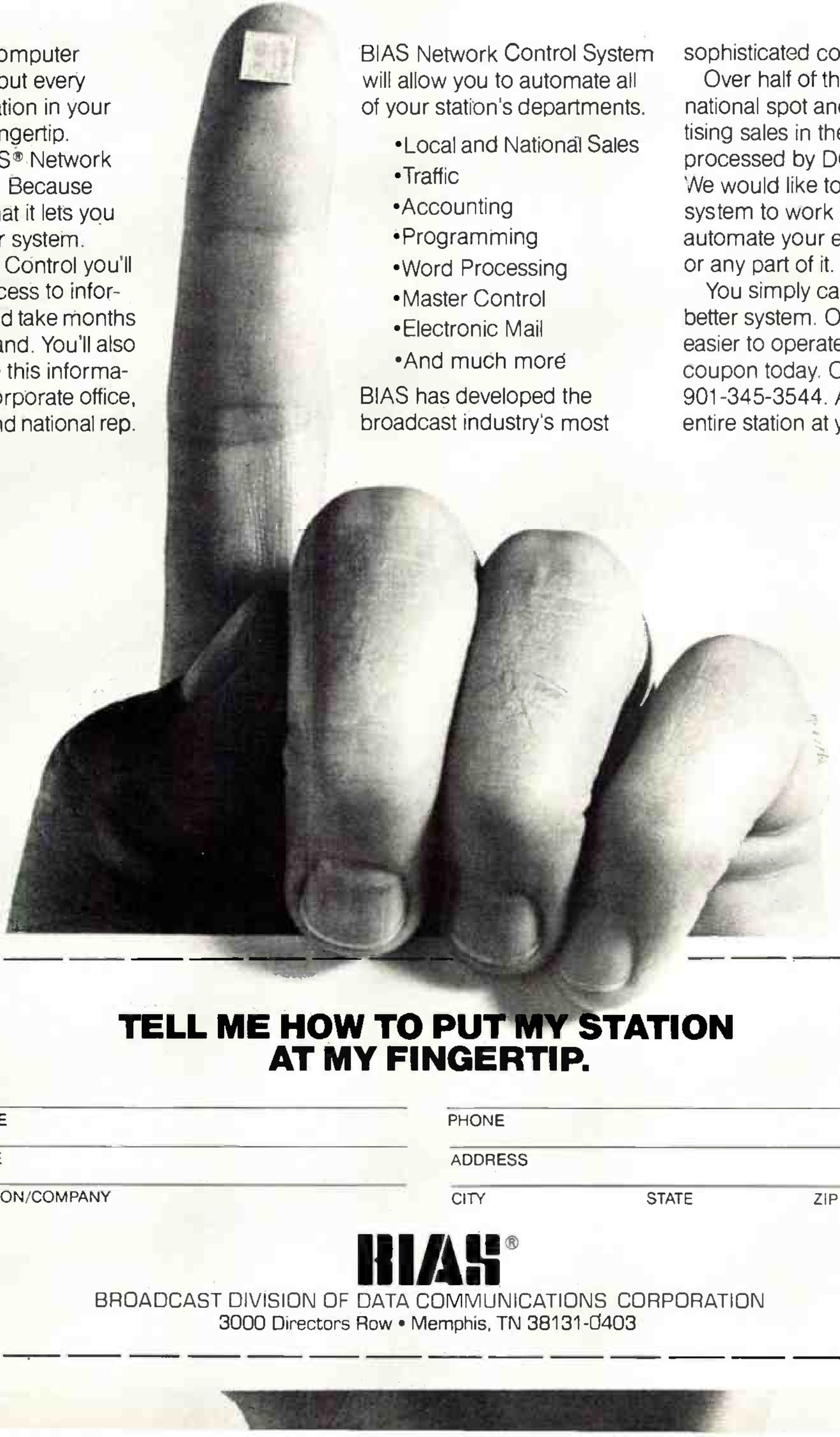

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Stock Index

Exchange	Company	Closing Wed. Sep 8	Closing Wed. Sep 1	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
	BROADCASTING						
N	ABC	47 5/8	45	+2 5/8	+ 5.83	9	1,370
N	Capital Cities	87 1/8	84 3/4	+2 3/8	+ 2.80	14	1,134
N	CBS	47 5/8	45 1/2	+2 1/8	+ 4.67	7	1,330
N	Cox	32 5/8	31 3/4	+ 7/8	+ 2.75	15	924
A	Gross Telecasting	25	25			6	19
O	LIN	24	23 1/4	+ 3/4	+ 3.22	15	246
N	Metromedia	242	241	+1	+ .41	17	960
O	Mooney	4 1/4	4 1/4			5	3
O	Scripps-Howard	18	18			10	185
N	Storer	24 1/2	24 1/4	+ 1/4	+ 1.03	13	392
N	Taft	33 3/4	34 1/8	− 3/8	− 1.09	9	323
O	United Television	8 5/8	8	+ 5/8	+ 7.81	13	103
	BROADCASTING WITH OTHER MAJOR INTERESTS						
A	Adams-Russell	19 7/8	19 1/2	+ 3/8	+ 1.92	14	78
A	Affiliated Pubs.	26 5/8	25 3/4	+ 7/8	+ 3.39	10	138
O	A.H. Belo	22 3/8	21 1/2	+ 7/8	+ 4.06	10	210
N	American Family	11 1/4	11 1/4			10	151
O	Associated Commun.	13 1/4	9 3/4	+3 1/2	+35.89		31
N	John Blair	38	37 3/4	+ 1/4	+ .66	9	144
N	Charter Co.	11 3/4	9 5/8	+2 1/8	+22.07	15	257
N	Chris-Craft	41 1/4	40 1/4	+1	+ 2.48	10	92
N	Cowles	39	38 3/4	+ 1/4	+ .64	24	154
N	Dun & Bradstreet	79 3/4	80 3/8	− 5/8	− .77	18	2,160
N	Fairchild Ind.	16 5/8	16 3/8	+ 1/4	+ 1.52	5	216
N	Gannett Co.	40 3/4	39	+1 3/4	+ 4.48	13	2,161
N	General Tire	25 1/4	24 3/8	+ 7/8	+ 3.58	10	594
O	Gray Commun.	34 1/2	34 1/2			8	17
N	Gulf United	22 3/4	20 7/8	+1 7/8	+ 8.98	8	610
N	Harte-Hanks	31 1/4	29	+2 1/8	+ 7.29	12	306
N	Insilco Corp.	15 1/2	14 1/8	+1 3/8	+ 9.73	7	233
N	Jefferson-Pilot	27	25	+2	+ 8.00	6	580
O	Josephson Intl.	9 3/8	9 1/4	+ 1/8	+ 1.35	8	36
N	Knight-Ridder	35 1/8	36	− 7/8	− 2.43	12	1,133
N	Lee Enterprises	27 1/8	25 1/2	+1 5/8	+ 6.37	10	187
N	Liberty	12 5/8	12 1/4	+ 3/8	+ 3.06	7	161
N	McGraw-Hill	57 1/4	52 1/2	+4 3/4	+ 9.04	14	1,423
A	Media General	39 3/8	38 1/2	+ 7/8	+ 2.27	9	273
N	Meredith	66	64 3/4	+1 1/4	+ 1.93	8	203
O	Multimedia	36	35 1/4	+ 3/4	+ 2.12	14	365
A	New York Times Co.	42	41 1/8	+ 7/8	+ 2.12	10	524
N	Outlet Co.	33 7/8	33 3/4	+ 1/8	+ .37	45	90
A	Post Corp.	30 7/8	30 1/4	+ 5/8	+ 2.06	16	56
N	Rollins	13 1/2	12 3/4	+ 3/4	+ 5.88	7	358
N	San Juan Racing	22 1/8	22 1/8			49	95
N	Schering-Plough	35 5/8	34 1/4	+1 3/8	+ 4.01	11	1,894
N	Signal Cos.	19	18 3/8	+ 5/8	+ 3.40	7	1,374
O	Stauffer Commun.	43	43			10	43
A	Tech Operations	17 7/8	17	+ 7/8	+ 5.14	8	16
N	Times Mirror Co.	48	44 1/2	+3 1/2	+ 7.86	12	1,639
O	Turner Bcstg.	13	13			21	265
A	Washington Post	39	39 1/8	− 1/8	− .31	14	548
N	Wometco	27 1/2	27 3/4	− 1/4	− .90	16	374
	CABLE						
A	Acton Corp.	5 1/4	5 3/8	− 1/8	− 2.32	44	25
N	American Express	48 7/8	46 1/2	+2 3/8	+ 5.10	9	4,545
O	Burnup & Sims	12 3/8	10 1/2	+1 7/8	+17.85	13	108
O	Comcast	18 3/4	16 1/2	+2 1/4	+13.63	16	83
N	General Instrument	39 1/4	36 1/4	+3	+ 8.27	13	1,210
N	Heritage Commun.	8 1/4	9	− 3/4	− 8.33	26	59
O	Rogers Cablesystems	6 5/8	6 3/4	− 1/8	− 1.85	28	145
O	Tele-Communications	21 3/8	19	+2 3/8	+12.50	46	451
N	Time Inc.	36 3/4	34 3/4	+2	+ 5.75	13	1,828
O	Tocom	9	9			9	45
O	United Cable TV	23 1/8	23 3/4	− 5/8	− 2.63	17	252
N	Viacom	25	23 3/8	+1 5/8	+ 6.95	17	283

Exchange	Company	Closing Wed. Sep 8	Closing Wed. Sep 1	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
	PROGRAMING						
O	Barris Intl.	1 7/8	1 3/4	+ 1/8	+ 7.14	19	10
N	Columbia Pictures	72	72			14	704
N	Disney	54 1/2	53 5/8	+ 7/8	+ 1.63	17	1,816
N	Dow Jones & Co.	47 1/8	42 3/4	+4 3/8	+10.23	17	1,479
O	Four Star	2 1/2	2 1/2			14	1
N	Getty Oil Corp.	50 5/8	47 1/4	+3 3/8	+ 7.14	5	4,107
N	Gulf + Western	14 7/8	14 3/8	+ 1/2	+ 3.47	4	1,098
N	MCA	69 3/4	66	+3 3/4	+ 5.68	18	1,663
N	MGM/UA	6 1/2	6 5/8	− 1/8	− 1.88	13	323
N	Orion	9	8 5/8	+ 3/8	+ 4.34	2	52
O	Reeves Commun.	25 1/4	28 1/2	−3 1/4	−11.40	9	205
O	Telepictures	8 3/4	8	+ 3/4	+ 9.37	30	42
O	Video Corp. of Amer.	4 3/4	4 3/4			25	7
N	Warner	39 3/4	40 1/4	− 1/2	− 1.24	10	2,541
A	Wrather	20 1/2	19 3/8	+1 1/8	+ 5.80	23	45
	SERVICE						
O	BBDO Inc.	52 1/2	49 1/4	+3 1/4	+ 6.59	10	152
O	Compact Video	2 7/8	3	− 1/8	− 4.16	3	9
N	Comsat	64 1/2	61 3/4	+2 3/4	+ 4.45	17	516
O	Doyle Dane Bernbach	17 1/2	18 1/2	−1	− 5.40	9	96
N	Foote Cone & Belding	32 5/8	34 1/4	−1 5/8	− 4.74	8	88
O	Grey Advertising	63	62	+1	+ 1.61	6	36
N	Interpublic Group	35 3/4	36	− 1/4	− .69	10	165
N	JWT Group	18 1/2	18 3/8	+ 1/8	+ .68	15	96
O	MCI Communications	40 1/2	38 1/4	+2 1/4	+ 5.88	22	1,946
A	Movielab	2 3/4	2 3/4			5	4
O	A.C. Nielsen	56 3/8	53 1/2	+2 7/8	+ 5.37	16	632
O	Ogilvy & Mather	34 3/4	34 3/4			9	147
O	Telemation	3	3			8	3
O	TPC Communications	3 1/4	3 1/4			2	3
O	Unitel Video	6 3/4	7	− 1/4	− 3.57	11	8
N	Western Union	34 1/2	33 1/8	+1 3/8	+ 4.15	10	587
	ELECTRONICS/MANUFACTURING						
O	AEL	13 3/4	13 3/8	+ 3/8	+ 2.80	5	26
N	Arvin Industries	14 1/8	13 7/8	+ 1/4	+ 1.80	10	96
O	C-Cor Electronics	23 1/4	20 1/4	+3	+ 14.81	24	69
O	Cable TV Industries	3 3/4	4	− 1/4	− 6.25	5	11
A	Cetec	4 1/2	4 1/2			11	9
O	Chyron	22	19	+3	+15.78	17	59
A	Cohu	4 7/8	5 1/4	− 3/8	− 7.14	8	8
N	Conrac	26 1/4	25 7/8	+ 3/8	+ 1.44	10	56
N	Eastman Kodak	84 1/4	81 1/2	+2 3/4	+ 3.37	12	13,689
O	Elec Missile & Comm.	14 1/4	14 1/4			53	39
N	General Electric	75 5/8	74 1/8	+1 1/2	+ 2.02	10	17,224
N	Harris Corp.	31 1/8	28	+3 1/8	+11.16	11	973
O	Microdyne	10	9 3/8	+ 5/8	+ 6.66	12	45
N	M/A Com. Inc.	18	17 7/8	+ 1/8	+ .69	16	699
N	3M	62 1/2	60 1/2	+2	+ 3.30	11	7,341
N	Motorola	77	73 5/8	+3 3/8	+ 4.58	15	2,760
O	Nippon Electric	81 1/2	78 3/4	+2 3/4	+ 3.49	29	3,158
N	N. American Philips	42 3/4	41	+1 3/4	+ 4.26	6	584
N	Oak Industries	16 3/8	15 1/4	+1 1/8	+ 7.37	7	266
A	Orrox Corp.	6 7/8	6 7/8			15	15
N	RCA	21 1/4	21	+ 1/4	+ 1.19	10	1,603
N	Rockwell Intl.	38 1/2	37 1/2	+1	+ 2.66	10	2,937
A	RSC Industries	4 5/8	4 1/2	+ 1/8	+ 2.77	42	14
N	Scientific-Atlanta	14 3/8	13 7/8	+ 1/2	+ 3.60	14	335
N	Sony Corp.	13 3/8	13 1/2	− 1/8	− .92	11	3,084
N	Tektronix	41 3/4	40 3/4	+1	+ 2.45	10	783
O	Telemet (Geotel Inc.)	1 1/2	1 3/8	+ 1/8	+ 9.09		4
A	Texscan	13 1/4	11 7/8	+1 3/8	+11.57	21	77
N	Varian Associates	44	43 1/8	+ 7/8	+ 2.02	19	354
N	Westinghouse	32 3/8	31 3/4	+ 5/8	+ 1.96	6	2,761
N	Zenith	11 1/8	11 1/4	− 1/8	− 1.11	29	210
	Standard & Poor's 400 Industrial Average	137.41	132.10	+ 5.31			

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.

There's a Frederick in RCA's future

GE executive tapped to fill presidency that has been vacant since Valente ouster in 1980; eventual ascension to chairmanship is expected

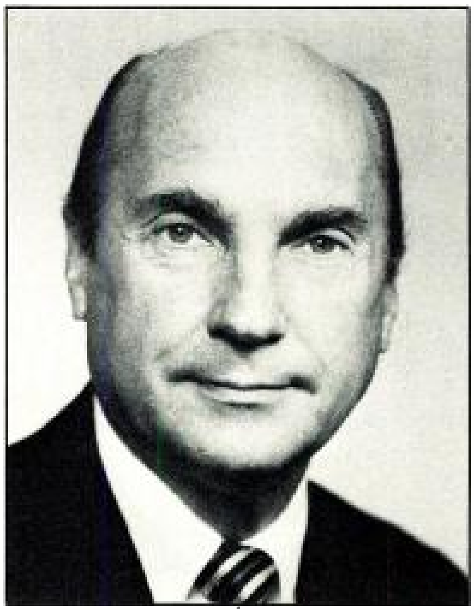
RCA went outside the company last week and picked Robert R. Frederick, an executive vice president of General Electric and head of GE's international sector, to be RCA's president and chief operating officer—and, presumably, heir apparent to Thornton Bradshaw as chairman and chief executive.

Frederick, 56, will be responsible for all RCA operations except NBC, which will continue to report—as Frederick will—to Bradshaw. The election is effective today (Sept. 13), and he will be proposed for election to the RCA board at its Oct. 6 meeting.

The post of president and chief operating officer has been vacant, or has existed only in theory, since Maurice Valente resigned it in mid-1980, after less than six months in the job. Valente, who had been brought in from ITT, quit when the RCA board decided that his performance was not up to expectations (BROADCASTING, June 23, 1980). The post was then eliminated, replaced by a six-member office of the chairman headed by the then-chairman, Edgar H. Griffiths. Within months, Griffiths was on his way out of the chairmanship and the office of chairman "went down the tubes," as one RCA source put it last week.

Re-establishing the old post should ease the load on Bradshaw, who formerly took over the RCA chairmanship July 1, 1981, and has since been responsible for day-to-day operations as well as over-all direction. In the new setup, RCA's principal staff functions—finance, law, industrial relations and corporate affairs—will continue to report to Bradshaw, but the operating divisions, except NBC, will be Frederick's day-to-day responsibility.

Four executive vice presidents—some of whom had long been considered candidates for the presidency and perhaps eventually the chairmanship—will report to Frederick: Roy Pollack, whose area encompasses consumer electronics, the SelectaVision videodisk operations, RCA Service Co., distributor electronics, picture tubes, commercial communications systems, government systems and the solid state division; Frank Olson, responsible for CIT Financial, the Coronet rug operations and the Hertz Corp.; W.C. Hittinger, in charge of licensing, RCA laboratories, engineering and the various RCA communications operations, and Herbert S. Schlosser, former NBC president, now in charge of SelectaVision videodisk software, RCA's interest in the Entertainment Channel cable programing network and RCA Records.


Frederick

The selection of a president had been awaited with more than normal interest since it had been assumed that Bradshaw was searching for one who could eventually move up into the company's top job. Bradshaw was 63 when he left the presidency of Atlantic Richfield Co. (Arco) to take the RCA chairmanship, but he signed a five-year contract and said he did not plan to step down when he reached normal retirement age of 65. Nevertheless, he has made clear that one of his priorities was setting up a line of orderly succession—one of the steps, incidentally, that Griffiths as his predecessor had been faulted for not taking.

Bradshaw's holding onto NBC as one of his direct responsibilities was not surprising. He was a member of NBC's as well as RCA's boards during his Arco days, and he has paid close attention to NBC's affairs since joining RCA. He was the one who persuaded Grant Tinker to give up

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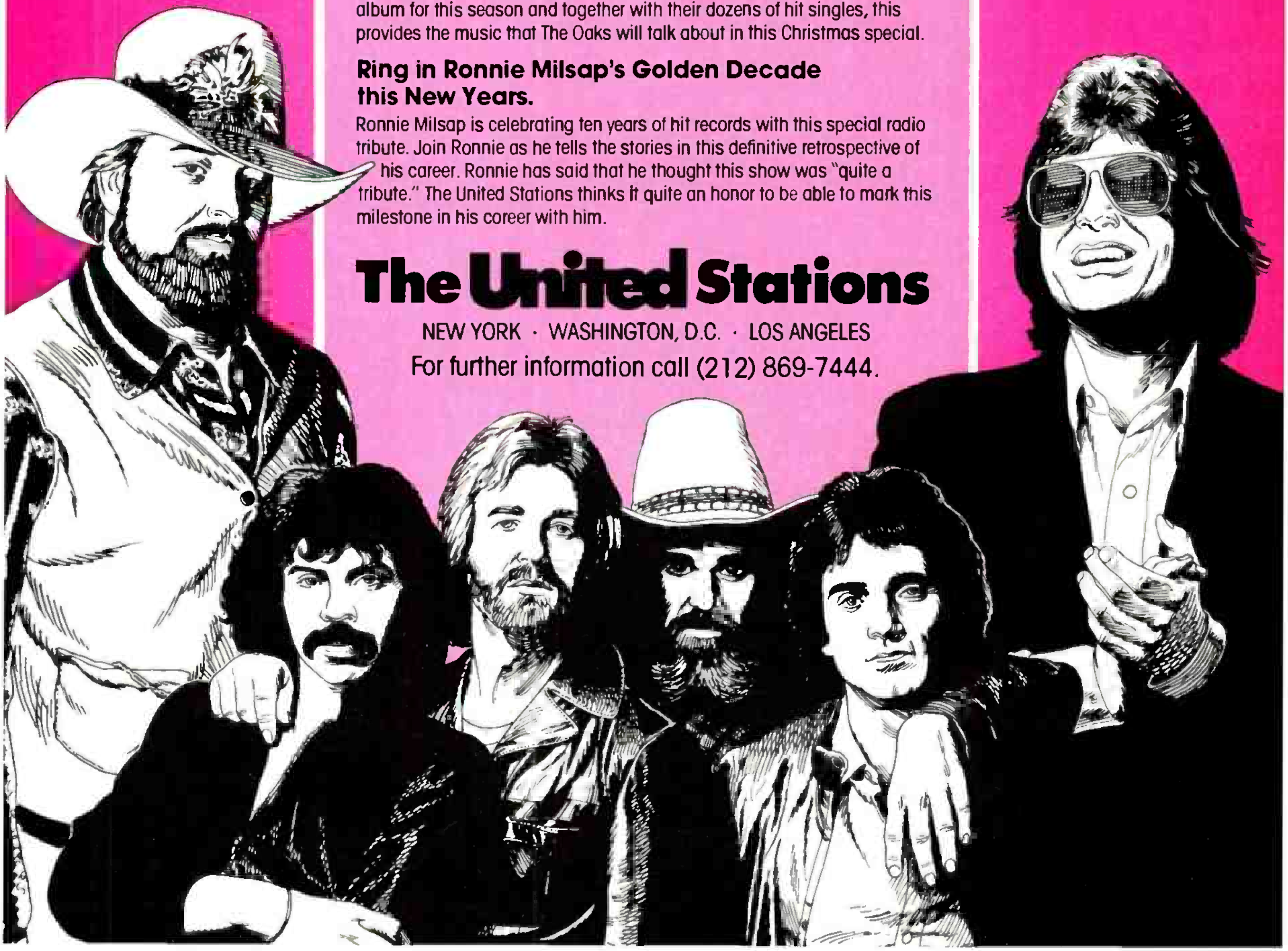

Bottom Line

Deeper pockets. MGM/UA Entertainment Co. has restructured credit line, aggregating $525 million in secured credit from seven banks "which will be used to repay existing bank and insurance company indebtedness, to finance motion picture and television production and for general corporate purposes." Credit bears interest at one-half percent over prime rate. Company also named MGM theatrical motion picture division president, Freddie Fields, United Artists production chief executive until permanent executive is appointed.

□

Satcom III revisited. Insat-I, India's first domestic communications satellite, built by Ford Aerospace and launched at Cape Canaveral last April, has been officially declared dead after running out of fuel and failing to respond to ground commands. Observer at Intelsat said series of problems arose with bird almost from outset. It was to be used for television and telephone transmissions and meteorological purposes. India Space & Research Organization, said observer, has to decide whether to launch spare, which is currently on order, in early 1983 and use it as primary bird. Insurance claims on lost bird are expected to be more than $71 million.

□

Another feels pinch. Zenith Radio Corp., Glenville, Ill., citing losses and need to preserve cash, said it would not pay regular quarterly dividend that normally is paid Sept. 30. Company had paid 7.5 cents in each of last three quarters, down from previous rate of 15 cents. For first half, Zenith reported loss of $6.5 million, compared with profit of $8 million for same period in 1981. Loss was despite 7% increase in sales to $611 million.

□

Outlet results. Second-quarter results of Outlet Broadcasting show net earnings of $10,316,000, $3.62 per share, against year earlier's $823,000, 22 cents per share. Current year's figure includes hefty gains from tax loss carry-forward on retail division's disposition—$3,680,000—and from sale of WDBO-FM Orlando, Fla.—$5,364,000. Revenues in quarter were $21,353,000 versus $19,571,000 year earlier. For first half, Outlet reported $12,267,000, $4.24 per share net earnings, on revenue of $41,528,000.

□

Harris slide. Harris Corp. reported 18% drop in income from operations for fiscal year ended June 30. Loss of $4.5 million in semiconductor operations was blamed; year earlier that business had record profit of $25.9 million. Net income was $75.5 million, $2.42 per share; sales, which were up 11%, hit $1.72 billion.

□

Digital purchase. Scientific-Atlanta announced agreement to acquire assets and business of Digital Video Systems, Toronto. Company manufactures digital signal processing equipment for television. Value of initial payment in stock-based purchase is about $12 million. Value could double with performance linked to contingent payments through 1985.

□

Dolan's debt. Chuck Dolan's Cablevision Systems Development Co. is going to market with $65 million debenture and warranty offering. Company will use proceeds from sale to reduce bank debt.

□

CBS adds toys, cuts workers. CBS Inc. has completed previously announced acquisition of Ideal Toy Corp. for $58 million, equal to $14.85 per Ideal share. Ideal is to be merged into CBS's Gabriel Industries, with Ideal Chairman Lionel Weintraub named senior vice president of Gabriel. Merger, CBS says, gives it Ideal's manufacturing plant and worldwide distribution operations, and is tied to CBS's moves into video games. Meanwhile, company announced at close of previous week that its CBS Records group would undergo major reorganization, with 15% of salaried workers, some 300 people, to be laid off. Five of 10 branch offices are to be closed as well.

successful Hollywood production career and replace Fred Silverman at the NBC helm.

Bradshaw, announcing the selection of RCA's new number-two man, said that "Bob Frederick has a range of management experience perfectly tailored to RCA's needs in the transition period now under way. We are making good progress in restructuring the company to concentrate on electronics, communications and entertainment. These are areas of intimate familiarity to Mr. Frederick and I am confident that his operating and planning abilities will accelerate RCA's drive for leadership in the technologies of the future."

Frederick's progress at GE has spanned operations, planning, sales and marketing—and included, in the mid-1970's, a tour as vice president and group executive of the consumer products group, which encompasses GE's broadcasting and cable operations. He joined GE in 1948 upon graduation from DePauw University with a degree in economics. He worked in marketing, became a department general manager in the Hotpoint division and later general manager of the color TV department and vice president and general manager of the home laundry products division. Before being named to his present post as head of GE's international sector, he was GE's top corporate planner from 1977 to 1979 as senior vice president strategic planning and development. □

Ready for business

BFM prepares for brass tacks sessions on finance and administration in Las Vegas

Approximately 900 delegates to the 22d annual conference of the Broadcast Financial Management Association will knuckle down to the business end of the BFM agenda this morning (Sept. 13) in Las Vegas.

Things were to open yesterday (Sunday) with a welcoming reception and western hoedown dinner at the Riviera hotel, conference headquarters.

An overview of the four-day schedule is being provided at today's opening business session by BFM President Betty M. Robertson, Cosmos Broadcasting, Columbia, S.C.; BFM President-elect and Conference Chairman Robert Steinberg, Meredith Broadcasting, New York, and BFM Executive Director Bob MacAuliffe, Chicago.

Panels and meetings through Wednesday will deal with such subjects as the impact of the emerging new technologies on the broadcast and other media, the decision process for determining if a computer is necessary and cost-beneficial, review of insurance needs, degree of the business manager's involvement in programing purchases, personal productivity, credit and collections, personnel appraisal, talent and union bargaining, management's role in motivation and tax-saving benefits from

the new Accelerated Cost Recovery System (part of the Economic Recovery Tax Act of 1981).

Monday's luncheon speaker will be Monte Gordon, vice president, research, Dreyfus Corp., whose address will include an analysis of the current heavy trading on Wall Street. Tuesday's luncheon speaker will be Kenneth L. Mishoe of the Meredith Corp., discussing "Whatever Happened to Loyalty?"

Principal exhibitors at the BFM conference: BCA-Credit Information Inc., New York; Columbine Systems Inc., Golden, Colo.; Cox Data Services, Atlanta; Custom Business Systems, Reedsport, Ore.; Data Communications Corp., Memphis; Jefferson Data Systems, Charlotte, N.C.; Kaman Sciences Corp., Colorado Springs; MarketDyne Insurance, Philadelphia; Radio Computing Services Inc., Tenafly, N.J.; Station Business Systems, Greenwich, Conn., and Szabo Associates Inc., Atlanta. □

Sears move to shut down McCann in Chicago

The loss of the Sears account has proved fatal for McCann-Erickson's Chicago operation which has been in business there for 58 years.

McCann-Erickson last week said it would be closing McCann/Chicago at the end of this year or after its current clients have transferred their billings elsewhere. McCann/Chicago's client roster includes Budget Rent A Car Corp., Walter E. Heller & Co. and World Book Inc.

In February, Sears consolidated its business at Needham, Harper & Steers, pulling accounts from McCann/Chicago; Foote, Cone & Belding, and Stern Walters.

According to Willard C. Mackey, president and chief executive officer of McCann-Erickson Worldwide: "We are especially reluctant to close. . . . We tried very hard to find a suitable acquisition prospect that would have given us the necessary size to operate successfully in Chicago." □

Death in the afternoon. Minneapolis-based Cowles Media Co. said it would close the *Buffalo Courier-Times* Sept. 19 after losing over $25 million since it bought the paper three years ago. Efforts were made to engage prospective buyers as well as approach *The Evening News,* the *Courier-Times* competitor, to consolidate under the Newspaper Preservation Act, but neither proved feasible, Cowles said. Cowles also this year closed afternoon *Minneapolis Star* after paper suffered losses in circulation and advertising. Cowles will continue to operate its 48,000-sub Buffalo cable system, which it bought along with *Courier-Times* from Conners family. John Cowles Jr., president of Cowles Media, and Otto Silha, chairman, were reported as saying *Courier-Times* was losing money at annual rate of $8.6 million on revenues of $38 million. It also was reported Cowles Media earned only $747,000 last year on revenues of $238 million. Closing is expected to cost Minneapolis publisher $22 million, all but $4 million to be off set by tax benefits. Cowles Media Co., which recently changed its name from the Minneapolis Star & Tribune Co., still owns morning paper *Minneapolis Tribune* and WDRB(TV) Louisville, Ky., and sold, subject to FCC approval, KTVH(TV) Hutchinson (Wichita), Kan., for $12 million (BROADCASTING, Aug. 9). *Courier-Times* closing follows death of major afternoon papers, *Washington Star* last year, and *Philadelphia Bulletin* and *Cleveland Press,* both this year.

Technological eyes on England

Ninth IBC convention will examine future trends in broadcast, satellite and digital equipment and software

The latest developments in broadcast technology and a glimpse at what the future may hold in that arena will be the primary focuses of the ninth International Broadcasting Convention to be held at the Metropole Conference and Exhibition Center, Brighton, England, which starts late this week (Sept. 18-21).

More than 90 papers, from distinguished technicians, scientists and executives around the world will be presented and discussed during the four-day convention. Equipment and software exhibitors will total 132, with 16 American companies represented. Fourteen panel and discussion sessions will be conducted over the course of the conference, covering future broadcast technology; origination equipment; TV transmitters; radio transmitters; high-definition television; recording; satellite broadcasting; TV links; new services; propagation and planning; receiver technology; measurement technology; audio broadcasting, and digital coding standards.

The opening session (Saturday, Sept. 18), focusing on what future technology may be like, is expected to be one of the best. Julius Barnathan, president of ABC's broadcast operations and engineering division, will deliver a paper on broadcast technology, "Do's and Don't's for the 80's." C.P. Sandbank, head of research for the BBC, will address the effect of various technologies on future broadcast services. Two Sony Broadcast, U.K. executives, E.H. Steele and K.H. Barratt, will address the subject, "Toward Tomorrow's TV," while R.V. Armaboldi, of Thorn-EMI Ltd., U.K., will talk about "consumer electronics in the next five years."

Joseph Flaherty, vice president, engineering, CBS Television Network, will chair a session on television links, which will cover such topics as digital techniques and optical fiber applications.

About two-thirds of the 132 exhibitors attending the conference will be British manufacturers and one-third from overseas. The U.S. exhibitors include: *American Data,* Huntsville, Ala. (video production mixer systems); *Broadcast Electronics Inc.,* Quincy, Ill. (recording equipment); *CEI* (a Panavision subsidiary), Mountain View, Calif. (color cameras); *Clear-Com Intercom Systems,* Walnut Creek, Calif. (intercom and mixing equipment; *CMC Technology Corp.,* Sunnyvale, Calif. (video recording equipment); *Delta Electronics,* Alexandria, Va. (radio frequency monitoring and measuring equipment); *Industrial Sciences Inc.,* Gainesville, Fla., (video mixing equipment); *M/A Com Video Systems,* Burlington, Mass. (microwave equipment); *Microtime Inc.,* Bloomfield, Conn. (digital video equipment for studios and remotes); *Nurad Inc.,* Baltimore, Md. (microwave systems); *Hughes Electronic Corp.,* Grass Valley, Calif. (routing switchers); *Quanta Corp.,* Salt Lake City (character generators); *Shintron Co.,* Cambridge, Mass. (video studio equipment); *Singer Products,* Westbury, N.Y. (STV systems); *Spin Physics Inc.,* San Diego, Calif. (magnetic recording heads); *Utah Scientific Inc.,* Salt Lake City (routing switchers). □

In Sync

Programing for all. Wold Communications, major satellite resale carrier, will continue to provide distribution services for SelecTV this fall when pay programer expands pay service from six to 24 hours per day. Companies have announced renewal of contract accommodating increased programing day. SelecTV will remain on same transponder, 9X on Westar IV. According to Wold announcement, SelecTV serves 250,000 subscribers through variety of media, including broadcast and cable television, MDS low-power television and satellite-fed master antenna systems. □

L.A. opening. SYNSAT, newly formed satellite delivery service and venture of Bonded Services and Group W Productions' TVSC, has opened its Los Angeles office at Wilton Building of Metromedia Square, 5746 Sunset Boulevard, Hollywood, Calif. 90028. □

Say Swiss dish 10 times. Satcom, maker of 12 ghz earth stations and subsidiary of Orrox Corp., has made second sale to foreign company. After witnessing demonstration of Satcom's six-foot earth station with receiver modified for PAL television standard in Thun, Switzerland, RGA, one of largest cable operators in country, ordered 10. Dishes will be used to downlink news and entertainment programing of Britain's Satellite Television Ltd. on OTS-2 satellite. Satcom had earlier sold earth station to Gunnar Karlsen, Norwegian electronics firm.

Envelope please. Special Emmy awards were given yesterday (Sept. 12) by the Academy of Television Arts & Sciences to Dubner Computer Systems, the American Broadcasting Co., and posthumously to Hal Collins "for outstanding achievement in engineering development." A citation was also given to the Chapman Studio Equipment Co. for its development of camera crane systems. The awards were made during the annual Emmy Awards Banquet at the Century Plaza hotel in Los Angeles. The off-air event precedes the annual Emmy Awards telecast, scheduled for this Sunday (Sept. 19). Collins, who died earlier this year, was recognized for his work in developing video tape methods and equipment. Dubner was honored for development of the Character/Background Generator, a microprocessor-based device which produces broadcast quality characters and graphics.

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I look in anticipation to the future and the even greater success it holds, and for our continuing relationship with Radio Arts.

Sincerely,

Madelaine Vlasic

Madelaine Vlasic
Operations Manager

For Las Vegas — KXTZ fm 94

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Vietnam sequel is put on hold

Unavailability of three critics of original show causes CBS to delay air date of follow-up

CBS News said last week it has postponed temporarily a one-hour program, *Counting The Enemy in Vietnam*, set for telecasting on Wednesday (Sept. 15), as a sequel to *The Uncounted Enemy: A Vietnam Deception*, which unleashed a storm of controversy when it ran on CBS-TV last January.

An official of CBS News said the taping of the program, scheduled for last week, was delayed after three critics of the January program and proposed panelists for the follow-up presentation declined to appear. They are Generals William C. Westmoreland, Philip B. Davidson and Daniel Graham.

The January documentary was criticized particularly by top military leaders in Vietnam during the war because they said it claimed inaccurately there had been a conspiracy by the military to underreport the enemy strength. The controversy was fueled by a lengthy article in the May 28 *TV Guide*, which accused the documentary of "journalistic lapses" and "distorted accounts of events to support its case" (BROADCASTING, May 31).

After an investigation, CBS News expressed support for "the substance of the broadcast." It conceded there had been five violations of CBS News practices in the preparation of the program and revealed there would be a follow-up program treating the issues in the original broadcast.

Westmoreland, former commander of the U.S. forces in Vietnam, turned down the CBS invitation to appear on the program because he said CBS News would not meet certain of his conditions, including an apology for its portrayal of him in the documentary. Davidson, who had been Westmoreland's chief of intelligence, said he declined because CBS refused his request to see a transcript of the introduction to the panel discussion so that he would understand the program's intent. Graham, who has claimed he was unfairly portrayed in the January documentary, said he mistrusted CBS.

There have been reports that General Westmoreland is considering a suit against CBS for libel.

The CBS News spokesman said last week that without the input from Westmoreland, Graham and Davidson, it would not be possible to achieve "the total view." The official would not say if the program would be scuttled. □

A day in the life. C-SPAN, which carries proceedings of the U.S. House of Representatives to 11 million households on 1,000 cable systems and is expanding its programing today (Sept. 13) to 24-hours-a-day, will present on Oct. 12 an uninterrupted eight-hour program titled *A Day in the Life of Congressman Richard Bolling*. C-SPAN crews followed the soon-to-retire Democratic representative from Missouri who is chairman of the House Rules Committee to capture on videotape the congressman's work day. During the taping, Bolling sat down with C-SPAN Executive Director Brian Lamb and reminisced about his 34 years as a member of Congress. Part of the conversation dealt with the power of electronic media and the introduction of television cameras into the House chambers.

Acknowledging television as an educational tool "for the whole world," Bolling also said "the media is so powerful you can actually trade money for people. If you have enough money to use the media, you may be able to fool the people for a short period of time and they may elect the wrong people." Bolling suggested that television in some ways is still in its infancy. "I think the people of this country have to learn to absorb and learn how to use TV," he said.

Source material. *Boston Herald American* reporter Paul Corsetti was freed last week after serving eight days of a 90-day contempt-of-court sentence (BROADCASTING, Aug. 9). But the commutation marked no change in Massachusetts's refusal to approve reporters' rights to protect their confidential sources.

Governor Edward J. King recommended, and his executive council approved, releasing Corsetti from Middlesex county jail. King said he believed Corsetti was guilty of contempt for refusing to testify at a murder trial, and said he would recommend no other such commutations.

Corsetti and his lawyer say the case underscores the need for shield law protection and say they will take the case to the U.S. Supreme Court.

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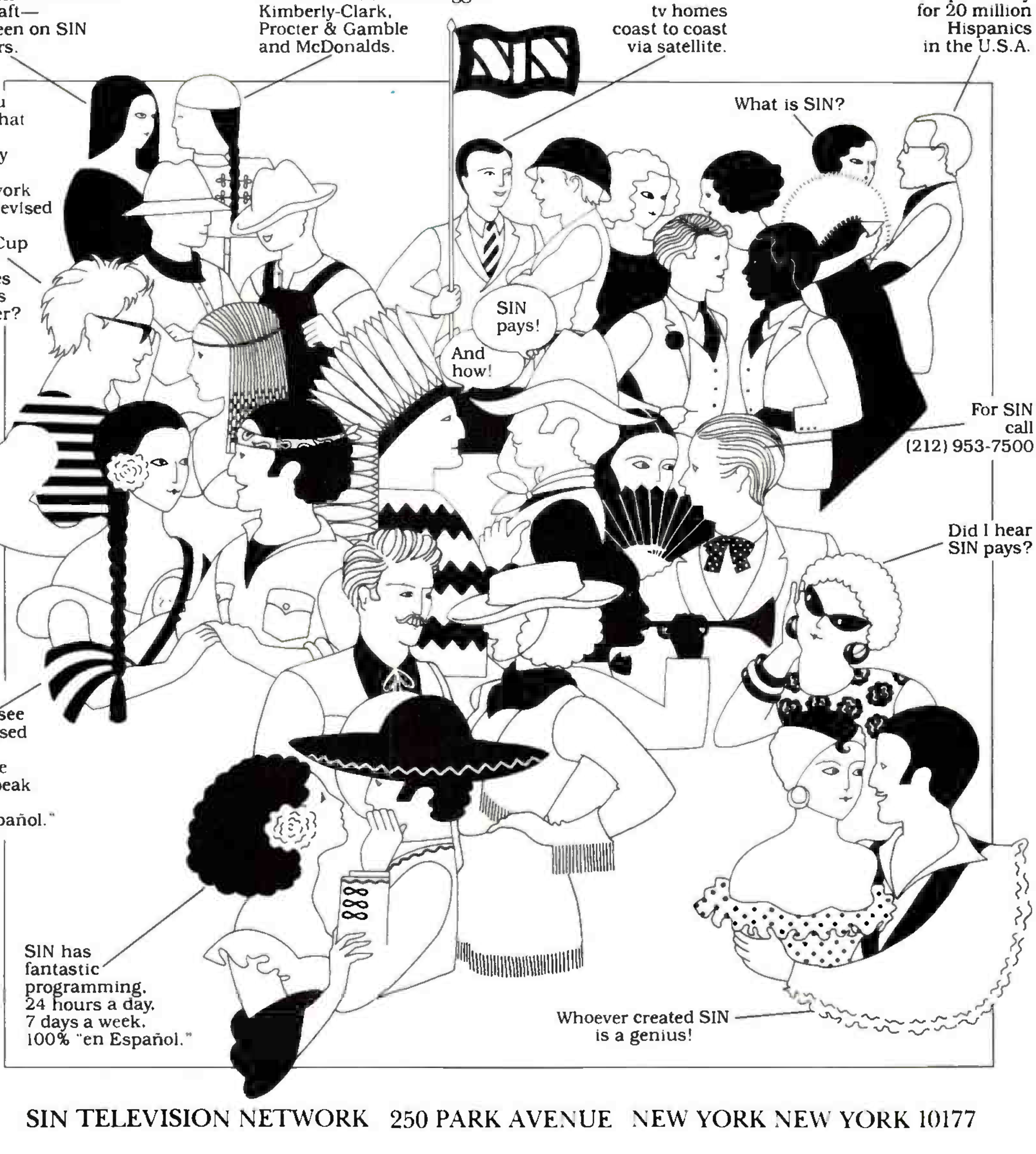

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Cable contrast

Arbitron and Nielsen cable penetration numbers differ from former's 26% to latter's 34%

Both Nielsen and Arbitron have released their July 1982 U.S. cable penetration figures and again the figures vary dramatically ("Cablecastings," Sept. 6).

Based on calculations for its designated market areas (DMA's), Nielsen put the nationwide cable universe at 34% of all TV households—or 27,884,000 cable homes.

Arbitron, on the other hand, estimated cable at only 26% penetration within its areas of dominant influence (ADI's)—or 21,179,525 cable homes.

While Nielsen and Arbitron market definitions differ, the disparity between the services' nationwide penetration estimates comes mostly from survey method.

Both services rely on census, cable system and other industry information to determine their figures. However, Nielsen also takes diary and telephone responses into account.

Earlier this year, when providing its May penetration estimate, Arbitron said it was devising a new research procedure using diaries. It claimed that information from cable systems was inadequate and likely caused penetration figures to be deflated.

For May, Arbitron put penetration at 25.8% but said it probably should be in the 30% range. Nielsen offered a 33.4% estimate (BROADCASTING, June 28).

In the latest Nielsen survey, the five most heavily penetrated DMA's are Santa Barbara-Santa Maria-San Luis Obispo, Calif. (77.6%); Marquette, Mich. (75.7%); San Angelo, Tex. (73.4%); Parkersburg, W. Va. (72.2%), and Laredo, Tex. (71.2%).

The five leading Arbitron ADI's in cable penetration are Palm Springs, Calif. (86.5%); Santa Barbara-Santa Maria-San Luis Obispo (76.3%); Victoria, Tex. (73.8%); Laredo (73.2%), and Parkersburg (71.9%).

The following table shows the July cable penetration estimates alphabetically by Nielsen DMA and Arbitron ADI. □

Arbitron	**Market**	*Nielsen*
60.1	Abilene-Sweetwater, Tex.	61.3
37.8	Albany, Ga.	45.8
45.2	Albany-Schenectady-Troy, N.Y.	49.2
23.1	Albuquerque, N.M.	34.0
41.0	Alexandria, La.	50.5
27.4	Alexandria, Minn.	36.8
57.8	Alpena, Mich.	52.3
55.4	Amarillo, Tex.	59.0
—	Anchorage	15.7
60.9	Anniston, Ala.	—
40.3	Ardmore-Ada, Okla.	50.1
19.7	Atlanta	30.6
26.1	Augusta, Ga.	41.7
42.9	Austin, Tex.	49.6
58.6	Bakersfield, Calif.	65.4
7.3	Baltimore	14.4
23.6	Bangor, Me.	31.6
32.4	Baton Rouge, La.	43.3
23.9	Beaumont-Port Arthur, Tex.	33.5
48.8	Bend, Ore.	55.6
41.3	Billings-Hardin, Mont.	45.7
58.8	Biloxi-Gulfport-Pascagoula, Miss.	59.2
57.0	Binghamton, N.Y.	59.9
24.0	Birmingham, Ala.	38.4
58.8	Bluefield-Beckley-Oak Hill, W. Va.	66.3
13.9	Boise, Idaho	32.2
18.0	Boston	24.9
20.6	Bowling Green, Ky.	—
32.6	Bristol, Va.-Kingsport-J.C., Tenn.	44.5
38.5	Buffalo, N.Y.	53.8
39.3	Burlington, Vt.-Plattsburgh, N.Y.	45.4
—	Butte, Mont.	58.4
61.4	Casper-Riverton, Wyo.	67.3
25.1	Cedar Rapids-Waterloo, Iowa	30.9
23.1	Charleston, S.C.	37.8
48.5	Charleston-Huntington, W. Va.	56.0
15.6	Charlotte, N.C.	26.2
27.5	Chattanooga	34.8
56.1	Cheyenne, Wyo.	63.7
6.2	Chicago	9.8
45.1	Chico-Redding, Calif.	54.9
11.4	Cincinnati	21.8
55.2	Clarksburg-Weston, W. Va.	70.5
23.4	Cleveland	30.7
22.0	Colorado Springs-Pueblo	37.9
26.4	Columbia, S.C.	37.5
35.7	Columbia-Jefferson City, Mo.	36.6
36.5	Columbus, Ga.	46.2
33.9	Columbus, Ohio	42.0
35.9	Columbus-Tupelo, Miss.	44.8
25.3	Corpus Christi, Tex.	44.9
13.3	Dallas-Ft. Worth	23.7
35.8	Davenport, Iowa-R.I.-Moline, Ill.	41.8
32.1	Dayton, Ohio	42.7
11.8	Denver	18.2
27.9	Des Moines, Iowa	36.7
6.1	Detroit	13.2
34.8	Dothan, Ala.	41.6
29.2	Duluth, Minn.-Superior, Wis.	40.0
70.3	El Centro, Calif.-Yuma, Ariz.	66.4
38.0	El Paso	45.3
67.7	Elmira, N.Y.	—
30.7	Erie, Pa.	37.4
52.1	Eugene, Ore.	56.7
55.5	Eureka, Calif.	64.9
37.5	Evansville, Ind.	45.7
—	Fairbanks, Alaska	33.7
30.4	Fargo, N.D.	45.7
51.3	Farmington, N.M.	—
28.9	Flint-Saginaw-Bay City, Mich.	36.8
34.6	Florence, S.C.	45.9
17.7	Fresno, Calif.	27.3
61.3	Ft. Myers-Naples, Fla.	60.5
49.1	Ft. Smith, Ark.	57.7
30.3	Ft. Wayne, Ind.	36.3
51.0	Gainesville, Fla.	59.5
43.6	Grand Junction, Colo.	54.9
33.4	Grand Rapids-Kal.-B.C., Mich.	40.0
45.3	Great Falls, Mont.	49.3
23.2	Green Bay, Wis.	27.1
19.3	Greensboro-W.S.-H.P., N.C.	30.2
20.2	Greenville-N.B.—Wash., N.C.	37.5
21.0	Greenville-Spartanburg, S.C.-Ash., N.C.	31.8
54.0	Greenwood-Greenville, Miss.	60.6
46.5	Harrisburg-York-Lancaster-Leb., Pa.	52.6
32.6	Harrisonburg, Va.	44.7
44.7	Hartford-New Haven, Conn.	50.9
58.6	Helena, Mont.	—
—	Honolulu	53.6
17.1	Houston	28.6
35.5	Huntsville-Dec.-Florence, Ala.	46.1
37.4	Idaho Falls-Pocatello, Idaho	45.9
22.4	Indianapolis	29.6
27.7	Jackson, Miss.	41.4
40.2	Jackson, Tenn.	45.6
25.7	Jacksonville, Fla.	35.6
63.5	Johnstown-Altoona, Pa.	66.7
42.9	Jonesboro, Ark.	53.1
33.8	Joplin, Mo.-Pittsburg, Kan.	41.0
24.7	Kansas City	37.0
24.7	Knoxville, Tenn.	36.6
41.1	La Crosse-Eau Claire, Wis.	44.2
64.2	Lafayette, Ind.	63.4
35.9	Lafayatte, La.	47.7
39.7	Lake Charles, La.	49.1
35.4	Lansing, Mich.	45.9
73.2	Laredo, Tex.	71.2
1.4	Las Vegas	4.3
30.8	Laurel-Hattiesburg, Miss.	39.7
29.8	Lexington, Ky.	40.3
65.4	Lima, Ohio	66.9
36.2	Lincoln-Hastings-Kearney, Neb.	42.1
20.8	Little Rock	32.0
14.4	Los Angeles	23.8
17.8	Louisville, Ky.	32.1
38.8	Lubbock, Tex.	48.9
43.1	Macon, Ga.	50.9
26.1	Madison, Wis.	40.1
46.2	Mankato, Minn.	51.9
59.9	Marquette, Mich.	75.7
22.6	McAllen-Brownsville, Tex.	35.6
49.5	Medford, Ore.	53.9
19.0	Memphis	29.3
29.9	Meridian, Miss.	38.0
18.0	Miami	27.7
58.8	Miles City-Glendive, Mont.	62.6
9.2	Milwaukee	14.5
6.4	Minneapolis-St. Paul	9.8
41.3	Minot-Bismarck-Dickinson, N.D.	47.5

Arbitron	Market	Nielsen
40.2	Missoula-Butte, Mont.	46.5
34.2	Mobile, Ala.-Pensacola, Fla.	42.3
32.4	Monroe, La.-El Dorado, Ark.	37.5
32.6	Montgomery, Ala.	44.6
16.2	Nashville	26.6
25.1	New Orleans	28.5
21.0	New York	29.4
28.5	Norfolk-Ptsth, N.H.-Hamp., Va.	34.0
32.8	North Platte, Neb.	38.8
63.6	Odessa-Midland, Tex.	66.2
35.3	Oklahoma City	43.1
15.5	Omaha	27.3
38.6	Orlando-Daytona Beach, Fla.	43.5
33.9	Ottumwa, Iowa-Kirksville, Mo.	47.1
33.0	Paducah, Ky.-C. Girardeau, Mo.-Harris, Ill.	40.5
86.5	Palm Springs	—
33.2	Panama City, Fla.	44.4
71.9	Parkersburg, W. Va.	72.2
42.1	Peoria, Ill.	51.4
27.7	Philadelphia	35.3
10.6	Phoenix	21.5
41.2	Pittsburgh	50.1
20.6	Portland, Ore.	25.3
36.9	Portland-Poland Spring, Me.	43.1
44.8	Presque Isle, Me.	52.6
7.0	Providence, R.I.-New Bedford, Mass.	19.9
32.4	Quincy, Ill.-Hannibal, Mo.	39.5
24.5	Raleigh-Durham, N.C.	38.3
42.5	Rapid City, S.D.	49.4
52.8	Reno	57.8
26.8	Richmond, Va.	26.8
30.6	Roanoke-Lynchburg, Va.	45.6
21.8	Rochester, N.Y.	33.7
34.1	Rochester-Austin, Minn.-Mason City, Iowa	37.4
49.1	Rockford, Ill.	50.1
62.2	Roswell, N.M.	64.0
21.9	Sacramento-Stockton, Calif.	30.7
61.3	Salinas-Monterey, Calif.	68.4
61.9	Salisbury, Md.	58.3
15.4	Salt Lake City	21.2
58.9	San Angelo, Tex.	73.4
29.0	San Antonio, Tex.	36.6
51.0	San Diego	56.0
34.5	San Francisco	42.4
76.3	Santa Barbara-S.M.-S.L.O., Calif.	77.6
69.9	Sarasota, Fla.	—
30.5	Savannah, Ga.	42.5
31.9	Seattle-Tacoma	40.6
39.2	Selma, Ala.	—
32.2	Shreveport, La.-Texarkana, Tex.	42.8
26.5	Sioux City, Iowa	29.8
31.8	Sioux Falls-Mitchell, S.D.	35.8
25.2	South Bend-Elkhart, Ind.	30.6
37.9	Spokane, Wash.	45.0
36.5	Springfield, Mass.	49.1
18.4	Springfield, Mo.	25.9
48.6	Springfield-Dec.-Champaign, Ill.	57.2
53.5	St. Joseph, Mo.	49.6
8.2	St. Louis	12.9
46.4	Syracuse, N.Y.	58.4
36.1	Tallahassee, Fla.	41.3
15.7	Tampa-St. Petersburg, Fla.	29.2
30.2	Terre Haute, Ind.	37.6
33.3	Toledo, Ohio	39.8
47.2	Topeka, Kan.	56.2
29.6	Traverse City-Cadillac, Mich.	35.1
14.3	Tucson, Ariz.	19.2
37.1	Tulsa, Okla.	46.9
40.0	Tuscaloosa, Ala.	—
52.4	Twin Falls, Idaho	52.3
53.7	Tyler, Tex.	53.7
59.7	Utica, N.Y.	58.2
73.8	Victoria, Tex.	—
59.1	Waco-Temple, Tex.	55.1
11.1	Washington, D.C.	17.0
47.6	Watertown-Carthage, N.Y.	52.1
21.9	Wausau-Rhinelander, Wis.	28.6
43.4	West Palm Beach, Fla.	54.9
54.6	Wheeling, W. Va.-Steubenville, Ohio	61.0
50.0	Wichita Falls, Tex.-Lawton, Okla.	53.4
45.1	Wichita-Hutchinson, Kan.	52.4
58.6	Wilkes Barre-Scranton, Pa.	62.5
34.4	Wilmington, N.C.	40.5
47.4	Yakima, Wash.	50.4
34.6	Youngstown, Ohio	43.8
61.2	Zanesville, Ohio	62.4

ASCAP-BMI decision creates question mark for broadcasters

District court ruling calling blanket licenses illegal poses uncertainties for future means of music clearance on television

Life for local television broadcasters will be a lot easier—or should that read a lot harder—if the district court decision handed down in the ASCAP/BMI music-license case (BROADCASTING, Aug. 23) stands up on appeal.

Whether it would be easier or harder depends on who is making the prediction and, of course, on whose prediction proves correct. Representatives of the stations say easier; BMI and ASCAP officials say quite the opposite. The one thing all agree on is that the music-licensing organizations will appeal to a higher court.

What is unarguably clear as it stands is that the decision, in a 55-page opinion by Judge Lee P. Gagliardi in the U.S. Southern District Court in New York, is a first. It is the first victory for stations in some 30 years of trying to get the ASCAP and BMI blanket licenses—which virtually all of them use and, according to Judge Gagliardi, have no real choice but to use—declared anticompetitive and illegal. Time after time, all-industry committees over the years have tried to make the point, only to feel compelled in the end to settle for renewal of the blanket license, though on terms better than the music-licensing organizations had offered in the first place.

The terms were always better, but their payments to ASCAP and BMI increased anyway, because the terms were always tied to the stations' steadily rising revenues. That was one of their aggravations. The networks buy their own ASCAP and BMI licenses, covering music in all network programs, and stations do relatively little local programing using music. What little they do is predominantly syndicated material—programing they buy, normally produced before it ever reaches them and therefore, as Judge Gagliardi said, beyond their control insofar as its content, including music, is concerned. So why, they asked, should they pay fees, based on their revenues, for access to the entire catalogues—more than four million compositions in all—that they had little use for?

ASCAP and BMI argued, among other things, that the blanket licenses were a great convenience to stations, enabling them to use any ASCAP and BMI music they wished without risking copyright infringement, and were cost-efficient as well.

The stations contended that the producers of syndicated programing should acquire the music-performance rights when they produce the programs, just as they already acquire music synchronization rights at that time. This procedure, or "source licensing," is what stations have had in mind for decades, and this time Judge Gagliardi bought the idea along with many of their other arguments. With source licensing, he said, there would be competition among the copyright owners—producers could shop around for the music they need—whereas, Judge Gagliardi said, there is no such competition under the blanket licenses.

If source licensing became established for syndicated programs, stations say they would need music licenses only for the music used in the relatively few programs and commercials they produce themselves. These they figure they could get either directly from the composers or, according to leaders in the stations' suit, through "mini-licenses" from ASCAP and BMI.

Stations would still pay for the music in syndicated programs, because the producers-syndicators would surely pass along to them whatever it had cost to get the performance rights at the source. But station leaders in the lawsuit appear convinced that the cost would be far less than the estimated $80 million a year that stations are paying to ASCAP and BMI now.

"We want to pay for the music we use, but we want to pay fairly," Leslie G. Arries Jr. of WIVB-TV Buffalo, N.Y., chairman of the All-Industry TV Stations Music License Committee, which spearheaded the current suit, has said. "A producer could go to Henry Mancini for the music he wanted, and Mancini [in setting his price] would know that unless he was wanted just for his name the producer could go down the street and get the music somewhere else."

Arries, who has headed the all-industry committee for close to a dozen years, said, "a great majority" of TV stations would not need ASCAP and BMI licenses, in his opinion, "unless they did a lot of local programing that uses music." In such instances he thought some sort of ASCAP and BMI "mini-licenses" might be needed or desirable, in case problems arose in acquiring the necessary performing rights locally.

Overall, including costs passed along by syndicators, Arries said, "when it's spread across the entire marketplace, I don't think the cost [to stations] would be great," but in any event it would have been established "in a competitive market."

As for producers and syndicators, Judge Gagliardi held that individual stations lack the leverage to get them to change to source licensing while the blanket license is in use. Indeed, he said, "most of the leading syndicators, because [they have] affiliated publishing interests, have an interest in insuring the maintenance of the lucrative blanket licensing system...Those with the incentive to change the system [stations] lack the power; those with the power [producers and syndicators] lack the incentive."

The implication was that this would change if the blanket license is struck down as Judge Gagliardi ruled it must be. His decision did not get into details, leaving the form of judgment to be developed and submitted by attorneys in the case. Ira Millstein of the New York law firm of Weil, Gotshal & Manges, counsel for the stations, said he expected this to be done in September.

Officials of ASCAP and BMI meanwhile said, first, that they are confident they will overturn Judge Gagliardi's decision on appeal and, second, that even if worse should come to worst and the decision were upheld, broadcasters would be in for more trouble than they think.

One possibility they raised during the trial was that copyright owners, in the judge's words, "would surely unite to form an anticompetitive guild with minimum fees and residual rates that would be shielded from antitrust scrutiny." (Judge Gagliardi said this threat, even if real, could not deter the court from its decision.)

Attorneys for the music organizations contended the decision, overall was "wrong on both the facts and the law," as one attorney put it. They also emphasized that they had suffered an early-round loss before, in a similar source-licensing suit brought by CBS, but had ultimately won, after the case had gone to the Supreme Court and been remanded for consideration on a "rule of reason" question. Although Judge Gagliardi seemed to take pains to distinguish the stations' case from CBS's, ASCAP and BMI officials said his decision was inherently wrong and were confident it would be set aside.

They declined to speculate about what would happen if it isn't, but Edward M. Cramer, president of BMI—which was formed by broadcasters some 40 years ago—said: "I think broadcasters would be in for a lot more difficulties than we would be. They haven't figured out how they would get their music, or the mechanics for paying for it. If the decision is not reversed, I think it will provide a nightmare for TV broadcasters." □

Labor union widens action against Group W Cable operations

The union claiming to represent striking technical employes of Group W/Theta Cable in Los Angeles has expanded its activities protesting Group W's refusal to bargain with the union, including presentations to city officials considering franchise applications from the multiple-system operator.

According to Steve Wayland, a representative of the Motion Picture and Videotape Editors Guild, a unit of the International Alliance of Theatrical Stage Employes (IATSE), the moves follow IATSE's "strong and unqualified support" of the strike at its national convention last July. Wayland confirmed that IATSE officials have made presentations to municipal authorities in Los Angeles and Lawndale (a Los Angeles suburb) concerning pending Group W franchise applications. He said the parent union is planning to contact cable representatives in New York and Chicago (cities where Group W has or is vying for franchises), informing them of the dispute in Los Angeles, which IATSE regards as an unfair labor practice.

The city of Santa Monica, Calif., is renegotiating its franchise agreement with Group W and last May joined several consumer groups in protesting the FCC's approval of Westinghouse's acquisition of Teleprompter, now Group W Cable. Teleprompter had held the Theta franchise in Santa Monica, and city officials there said they were not notified a change in ownership would take place. A city-sponsored task force studying the cable franchise question heard a presentation by an IATSE representative concerning the strike.

On June 30 IATSE filed unfair labor practice charges with the National Labor Relations Board against Group W, alleging that the firm has refused to bargain with the union, which says it represents 26 technical employes who subsequently went on strike July 9. At issue is whether the vote taken by Group W/Theta employes last year favoring union representation was valid. Group W has insisted the vote was illegal and has appealed the decision to the U.S. Ninth Circuit Court of

What do Xerox and Coke have in common?

A great name.

But that's only part of the answer.

In both cases, those great names are also great trademarks.

And great trademarks are as valuable to you as they are to the companies that own them.

That's because they ensure that when you ask for something, you get what you ask for.

The Xerox trademark identifies a range of products.

So it should always be followed by the name of the one to which it refers—"Xerox copier," "Xerox information processor" or "Xerox electronic printer."

Whether you want a certain soft drink or a certain copier, you want to be sure that what you get is the real thing.

XEROX

Appeals. Until the court rules on the election's validity, Group W attorneys say they will not enter labor negotiations with the union. No date has been set for a hearing on the matter.

IATSE has launched a nationwide boycott of Group W and on Sept. 1 began informational picketing at five Group W facilities in Los Angeles and at least one in San Francisco. According to Wayland, picketers include representatives of a broad spectrum of labor groups, including members of local service, manufacturing and teachers' unions. □

Changing Hands

PROPOSED

WRIP-TV Chattanooga □ Sold by WRIP Inc. to Roy Hess and David Smith for $1.5 million plus $500,000 for consultancy agreement. **Seller** is owned by Jay Sadow, who sold WRIP(AM)-WOWE(FM) Rossville, Ga., earlier this year for $1,060,000 (BROADCASTING, May 17) and has no other broadcast interests. **Buyer** Hess is principal owner of WPMI(TV) Mobile, Ala. Smith is vice president of Comark Communications Inc., Southwick, Mass., equipment manufacturer. WRIP-TV was off air from October 1981 to March 1982 due to fire which destroyed transmitter building and transmitter gear. WRIP-TV is independent on channel 61 with 595 kw visual, 91.2 kw aural, and antenna 980 feet above average terrain. It has CP to go to 2,400 kw. *Broker: Walker Media & Management.*

WLOU(AM) Louisville, Ky. □ Sold by Summers Broadcasting Inc. to Johnson Communications Inc. for $1.6 million. **Seller** is equally owned by William E. Summers III and Vincent A. Pepper, who have no other broadcast interests. Pepper is Washington communications attorney. **Buyer** is subsidiary of Johnson Publishing Co., publisher of *Ebony* and *Jet*, which is owned by John H. Johnson (70%) and wife, Eunice (30%). Johnson also owns WJPC(AM) Chicago and also is part owner of Continental Cable Chicago Inc., applicant for Chicago cable franchise (BROADCASTING, Sept. 6). WLOU is 5 kw daytimer on 1350 khz. *Broker: Cecil L. Richards.*

WDNT(AM)-WNFM(FM) Dayton, Tenn. □ Sold by WDNT Broadcasting Inc. to Eaton P. Govan III for $425,000. **Seller** is owned by estate of Norman A. Thomas, which also owns WJSO(AM) Jonesboro, Tenn. **Buyer** owns one half of WEPG(AM) South Petersburg, Tenn. WDNT is 1 kw daytimer on 1280 khz. WNFM is on 104.9 mhz with 3 kw and antenna 200 feet below average terrain. *Broker: Media Acquisitions.*

KLUF(AM) Lufkin, Tex. □ Eighty percent sold by Ralph Ridinger to Roger Watkins and others for $350,000. **Seller** needs additional capital after making major facilities changes. **Buyer** Watkins owns WTAW-AM-FM Bryan, Tex. KLUF is on 1420 khz with 5 kw day and 1 kw night.

WBOZ(AM) San German, P.R. □ Sold by Southwestern Broadcasting Corp. to United Broadcasting Corp. for $250,000. **Seller** is owned by Pedro R. Roman Collazo (75%) and Angel O. Roman (25%), who own WGIT(FM) Hormigveros, WVOZ(AM) San Juan and WOLA(FM) Carolina, all Puerto Rico. **Buyer** is owned by Anthony J. Estevez and Antonio Quinones Calderon (50% each), who are San German businessmen and have no other broadcast interests. WBOZ is on 1090 khz with 250 w full time.

WSAK(FM) Sullivan, Ill. □ Sold by Sullivan-Arthur Broadcasting Inc. to Superior Broadcasting Inc. for $310,000. **Seller** is owned by Lee Greisemer (75%) and Art Manwaring (25%), who have no other broadcast interests. **Buyer** is principally owned by James Martin and wife, Eleanor. James Martin is associated with noncommercial WMTU(FM) Houghton, Mich. WSAK is on 106.3 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Chapman Associates.*

KTER(AM) Terrell, Tex. □ Sold by Gate Broadcasting to Floyd Broadcasting for assumption of $244,000 note. **Seller** is principally owned by Richard E. Zimmer, who has no other broadcast interests. **Buyer** is owned by Roy Floyd, who owns KFYN(AM)-KFYZ(FM) Bronham, Tex. KTER is 250 w daytimer on 1570 khz.

□ Other proposed station sales include: KSEE(TV) Fresno, Calif. (BROADCASTING, Aug. 16); WLAG(AM)-WWCG(FM) La Grange, Ill. (BROADCASTING, Aug. 30); WSHY-AM-FM Shelbyville, Ill.; WSAK(FM) Sullivan, Ill.; WGCS(FM) Derby, Kan. (BROADCASTING, Sept. 6); WGTR-TV (CP) Marlborough, Mass.; WGTF(FM) Nantucket, Mass.; WDRQ(FM) Detroit (BROADCASTING, May 3); WDGM(FM) Canton, Miss. (BROADCASTING, Sept. 6); WACR-AM-FM Columbus, Miss.; WSSJ(AM) Camden, N.J.; WEHH(AM) Elmira Heights-Horseheads, N.Y.; WSML(AM) Graham, N.C. (BROADCASTING, Sept. 6); WHHR(FM) Hilton Head Island, S.C. (BROADCASTING, Aug. 30); KINE-AM-FM Kingsville, Tex.; KOZA(AM) Odessa, Tex. (BROADCASTING, Aug. 30); WKDE(AM) Altavista, Va. (BROADCASTING, Sept. 6) and WZTQ(AM) Hurricane, W. Va. (see "For the Record," page 101).

APPROVED

WSYR-AM-FM Syracuse, N.Y. □ Sold by Newhouse Broadcasting Corp. to Katz

Communications for $5.1 million. **Seller** is subsidiary of Newhouse Newspapers, Newark, N.J., owned by Donald E. Newhouse and family. Broadcasting group owns two AM's and three FM's. E.R. Vadeboncoeur is president. Newhouse also sold, subject to FCC approval, WAPI-AM-FM Birmingham, Ala., to WAPI Inc. for $4 million, and WTPA(FM) Harrisburg, Pa., to Foster Media Corp., for $1.25 million (BROADCASTING, May 17). **Buyer** is privately held New York-based station representative which last year bought Park City Communications, Bridgeport, Conn.-based group of one AM and three FM's for $16 million (BROADCASTING, Nov. 9, 1981) and KWEN(FM) Tulsa, Okla., for $3,050,000 (BROADCASTING, July 13, 1981). Katz also bought WDBO-AM-FM Orlando, Fla., for $9.5 million (BROADCASTING, May 17). James Greenwald is president. WSYR is on 570 khz with 5 kw fulltime. WSYR-FM is on 94.5 mhz with 100 kw and antenna 650 feet above average terrain.

WLNA(AM)-WHUD(FM) Peekskill, N.Y. □ Sold by Highland Broadcasting Corp. to Gary B. Pease for $4.2 million. **Seller** is owned equally by Francis V. Lough and Irving Cottrell, who have no other broadcast interests. **Buyer** is former vice president of General Communicorp, New Haven, Conn.-based owner of WPLR(FM) New Haven and WSCR(AM) Hamden, Conn. He has no other broadcast interests. WLNA is on 1420 khz with 5 kw day and 1 w night. WHUD is on 100.7 mhz with 50 kw and antenna 500 feet above average terrain.

WYSH-AM-FM Clinton, Tenn. □ Sold by Clinton Broadcasters Inc. to Mack Sanders for $1.2 million. **Seller** is owned by George R. Guertin and John Paxton (40% each) and James Stair (20%). Guertin owns 53.3% of WMTN(AM)-WAZI(FM) Morristown and 42.5% of WBNT(AM) Oneida, both Tennessee, and 33.3% of WIXI(AM) Lancaster, Ky. Stair owns 66.6% of WIXI and 42.5% of WBNT. Paxton owns 13.3% of Morristown stations. **Buyer** owns WVOK(AM) Birmingham, Ala.; WJRB(AM) Madison, Tenn.; WNOX(AM) Knoxville, Tenn., which he recently bought for $1.2 million (BROADCASTING, March 22); and WIZO(FM) Franklin, Tenn., which he bought for $800,000 (BROADCASTING, May 17) and WRKK(FM) Birmingham, Ala., which he bought for $2.6 million (BROADCASTING, July 19). Sanders is spinning off WYSH(AM) for $500,000 to comply with FCC's overlap rules (see below). WYSH-FM is on 104.9 mhz with 3 kw and antenna 300 feet above average terrain.

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

WTCO(FM) Arlington Heights, Ill. □ Sold by Radio Communications Group Ltd. to Darrel Peters Productions Inc. for $550,000. **Seller** is owned by Kenneth W. Gneuhs (general partner) and 28 limited partners who also own WAIK(AM)-WGBQ(FM) Galesburg, Ill. Gneuhs also owns 5% of general partner in WFTP(AM) Fort Pierce and WDLP(AM) Panama City, both Florida. Radio Communications Group bought WTCO(AM) [formerly WWMM] last year for $577,500 (BROADCASTING, April 20, 1981) and obtained waiver of FCC's three-year rule on financial-distress grounds. **Buyer** is principally owned by Darrel L. Peters, who also owns WXJY(FM) Menonee Falls, Wis. WTCO is on 92.7 mhz with 3 kw and antenna 300 feet above average terrain.

WSGC(AM)-WWRK(FM) Elberton, Ga. □ Sold by Elberton Broadcasting Inc. to Radio Elberton Inc. for $505,000. **Seller** is owned by Lewis Shurbutt, who has no other broadcast interests. **Buyer** is owned by Nathan Hirsch and Dell Pressey (50% each), who own WWNS(AM)-WMCD(FM) Statesboro, Ga., which they bought two years ago for $790,000 (BROADCASTING, May 7, 1980). WSGC is on 1400 khz with 1 kw day and 250 w night. WWRK is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

WYSH(AM) Clinton, Tenn. □ Sold by Mack Sanders to Odis Ray Harper for $500,000. **Seller**, who bought WYSH along with co-located WYSH-FM (see above), is spinning off AM facility to comply with FCC's overlap rules. **Buyer** is former Lynn, Ala., mobile home manufacturer and has no other broadcast interests. WYSH is 1 kw daytimer on 1380 khz.

□ Other approved station sales include: WQSI(FM) Union Springs, Ala.; KRKC(AM) King City, Calif.; WSBR(AM) Boca Raton, Fla.; WJMQ(AM) Norfolk, Mass.; WMAX(AM) Grand Rapids, Mich.; KNFT(AM)-KLCJ(FM) Bayard, N.M.; WNCA(AM) Silver City, N.C.; WOLF(AM) Syracuse, N.Y.; and KUAA(TV) [CP] Spokane, Wash. (see "For the Record," page 102).

CABLE

Cable system serving Blossom, Detroit, Deport, Reno and Bogata, all Texas □ Sold by Arena Cablevision to Chaney Communications for about $1 million. **Seller** is owned by Randy Wright Sr. (60%), Charles Shields and Billy Smith (20% each). **Buyer** is principally owned by Don Chaney and Roy Faubion. Chaney is general manager and 20% owner of KTBB(AM) Tyler, Tex., where Faubion is former salesman. Chaney also heads new group which bought, subject to FCC approval, KTBB for $857,000 (BROADCASTING, Aug. 2). Chaney will own 30% of KTBB after proposed sale clears FCC. Sold cable system serves 1,650 basic subscribers with 12 channels. *Broker: Daniels & Associates.*

Nielsen's DMA's

Atlanta and Tampa-St. Petersburg rise in top 20; overall homes figure is set at 83.7 million

With New York leading the list and Glendive, Mont., ending it, the Nielsen Television Index has ranked its designated market areas (DMA's) for 1982-83.

The new rankings are now in effect for metered markets and will be used across the country with Nielsen's local measurements next month.

While many markets have changed rank order, the total number of DMA's remains constant at 205.

Within the top-20 markets, Atlanta has moved from position 16 to 15; Minneapolis-St. Paul, from 15 to 16; Tampa-St. Petersburg (including Sarasota, Fla.), from 18 to 17, and St. Louis, from 17 to 18. There was no movement in or out of the top-50 grouping.

Over-all, the Nielsen DMA universe counts 83,739,000 U.S. television households, up 2.2% from the previous estimate.

As with the new Arbitron rankings (BROADCASTING, Sept. 6), household estimates for each market are developed from Market Statistics Inc. data, based on census information and projected to Jan. 1, 1983.

Comparing the Nielsen and Arbitron top-20 rankings, two markets hold different positions. By Nielsen DMA categorization, Seattle-Tacoma ranks 14 and Minneapolis-St. Paul 16. Arbitron, in its ADI universe, has those market positions reversed.

The following chart provides the new rank order and TV household estimate for Nielsen DMA.

New rank	*Old rank*	*Designated market area*	*Jan 1983 TV hslds*
1	1	New York	6,471,390
2	2	Los Angeles-Palm Springs	4,303,360
3	3	Chicago	2,979,670
4	4	Philadelphia	2,425,640
5	5	San Francisco-Oakland	2,009,820
6	6	Boston-Manchester-Worces.	1,953,720
7	7	Detroit	1,673,830
8	8	Washington-Hagerstown, Md.	1,495,500
9	9	Cleveland-Akron	1,417,820
10	10	Dallas-Ft. Worth	1,402,250
11	11	Houston	1,309,150
12	12	Pittsburgh	1,213,030
13	13	Miami-Ft. Lauderdale	1,148,390

Correction

United States Satellite Broadcasting Co., front cover advertiser, Sept. 6, has direct broadcast satellite "application currently pending before the FCC."

Phrase was inadvertently omitted from ad.

Intermedia

Peacemakers. Mediation procedure to resolve conflicts between television station and ratings service has been developed by Electronic Media Rating Council, National Association of Broadcasters and Television Bureau of Advertising in conjunction with Arbitron and Nielsen. Similar to method now used to settle radio disputes, procedure works as follows. Once TV station and ratings service have exhausted normal complaint channels, they present their sides in writing to EMRC. If mediation panel of broadcasters is requested, NAB, TVB and EMRC each nominates two mediators; ratings service involved selects one panelist from each set of two nominations. (If complainant is independent TV station and issues are "uniquely related" to independent measurement or reporting, Association of Independent Television Stations also recommends two names and again, ratings service chooses one. Fifth panel member also is picked by ratings service from those names not initially chosen.) Panel of three (for affiliate station matters) or five (for independent station) then judges merit of complaint based on written material or holds informal hearing. Neither station nor service is formally obliged to follow panel's recommendation.

□

Station news. Early September will be affiliation switch time in Odessa-Midland, Tex. NBC-TV will affiliate with KTPX(TV) Odessa (and its satellite KWAB(TV) Big Spring). ABC-TV announced last spring it would switch from KTPX to KMID-TV Midland, now on NBC, but no time was set (BROADCASTING, April 26). KTPX is on channel 9, KMID-TV on channel 2. KOSA-TV Odessa, channel 7, is market's CBS-TV outlet ... Preparatory to schedule Oct. 1 start, WFLX(TV) West Palm Beach, Fla., is on program tests. Channel 29 outlet, authorized to Malrite of Florida, part of Malrite Communications Group, plans to program heavily with films. General manager is Murray Green, formerly Malrite regional vice president at group owner's WUHF(TV) Rochester, N.Y. Production center also has been established by WFLX to do outside work.

□

And a dishwasher and a dish. "Windwood," according to builders of Boca Raton, Fla., development, "is a new lakeside community where the clustered patio homes offer a distinctive Mediterranean theme." And although it lends nothing to "Mediterranean theme," Windwood also has installed private cable system. Earth station, installed discreetly by Jones Spacelink Ltd., West Palm Beach, Fla., atop wooded five-acre hammock, will feed two-mile cable system and 610 homes that will eventually make up community. Home will be able to hook up to system free of charge to get better reception of local stations, but will have to pay extra to receive distant signals and cable networks, including The Movie Channel. Although Boca Raton is served by Group W Cable, Leo Busschaert, vice president-finance, Versatile Investment Properties, Windwood developer, said private system is being installed because "we wanted to be able to offer our residents something better." Cost of private cable service, he said, will be less than cost of franchised one.

New rank	Old rank	Designated market area	Jan 1983 TV hslds
14	14	Seattle-Tacoma	1,121,440
15	16	Atlanta	1,103,760
16	15	Minneapolis-St. Paul	1,099,000
17	18	Tampa-St. Petersbg-Sarasota, Fla.	1,071,610
18	17	St. Louis	1,044,080
19	19	Denver	899,030
20	20	Baltimore	851,580
21	21	Sacramento-Stockton, Calif.	850,840
22	22	Indianapolis	814,390
23	23	Portland, Ore.	811,910
24	24	Phoenix-Flagstaff	763,150
25	27	San Diego	724,540
26	25	Hartford-New Haven, Conn.	718,500
27	26	Cincinnati	713,830
28	30	Nashville-Bowling Green, Ky.	693,860
29	29	Milwaukee	686,840
30	28	Kansas City	679,310
31	34	Orlando-Daytona Beach, Fla.	624,230
32	32	Buffalo, N.Y.	617,730
33	33	Providence, R.I.-New Bedford, Mass.	610,290
34	35	New Orleans	608,250
35	31	Charlotte, N.C.	607,000
36	37	Columbus, Ohio	587,830
37	38	Greenville-Spart, S.C.-Asheville, N.C.	584,710
38	39	Grand Rapids-Kalmazoo-B. Cr., Mich.	579,600
39	36	Memphis	578,580
40	40	Birmingham-Anniston, Ala.	571,260
41	41	Raleigh-Durham, N.C.	545,700
42	44	Salt Lake City	545,430
43	42	Oklahoma City	543,790
44	43	Louisville, Ky.	538,820
45	45	San Antonio-Victoria, Tex.	516,800
46	46	Charleston-Huntington, W. Va.	501,190
47	47	Norfolk-Portsmth.-Newpt. Nws., Va.	490,760
48	48	Harrisburg-Lncstr.-Leb.-York, Pa.	483,570
49	49	Wilkes Barre-Scranton, Pa.	476,130
50	50	Albany-Schenectady-Troy, N.Y.	470,100
51	51	Dayton, Ohio	465,170
52	52	Greensboro-H. Point-W. Salem, N.C.	459,320
53	54	Flint-Saginaw-Bay City, Mich. Mich.	451,740
54	56	Little Rock-Pine Bluff, Ark.	443,160
55	55	Richmond-Petrsbu-Charltsv., Va.	439,920
56	57	Shreveport, La.	438,180
57	53	Syracuse-Elmira, N.Y.	435,360
58	58	Tulsa, Okla.	431,370
59	59	Wichita-Hutchinson, Kan.	412,100
60	60	Toledo, Ohio	406,830
61	61	Knoxville, Tenn.	402,640
62	62	Mobile, Ala.-Pensacola, Fla.	395,130
63	66	Albuquerque, N.M.	380,890
64	64	Fresno (Visalia), Calif.	378,000
65	63	Jacksonville, Fla.	377,840
66	65	Roanoke-Lynchburg, Va.	368,220
67	68	West Palm Beach-Ft. Pierce, Fla.	366,300
68	67	Green Bay, Wis.	354,450
69	69	Des Moines-Ames, Iowa	345,540
70	70	Omaha, Neb.	342,680
71	72	Spokane, Wash.	341,400
72	71	Rochester, N.Y.	339,160
73	75	Champaign-Sprngfld.-Decat., Ill.	331,780
74	73	Portland-Poland Spring, Me.	331,490
75	74	Davenport, Iowa-R. Island-Moline, Ill.	324,180
76	76	Cedar Rapids-Waterloo, Iowa	318,860
77	79	Paducah, Ky.-C. Girardeau, Mo.-Hrbg., Ill.	318,530
78	77	Johnstown-Altoona, Pa.	316,630
79	78	Honolulu	310,310
80	80	Chattanooga, Tenn.	293,010
81	82	Tri-Cities, Tenn.-Va.	289,490
82	81	South Bend-Elkhart, Ind.	282,060
83	83	Lexington, Ky.	279,160
84	84	Springfield, Mo.	271,400
85	85	Jackson, Miss.	266,220
86	87	Tucson (Nogales), Ariz.	261,030
87	86	Lincoln-Hstngs.-Krny., Neb.	254,880
88	89	Austin, Tex.	253,710
89	88	Evansville, Ind.	250,010
90	90	Huntsville-Decatur, Florence, Ala.	244,490
91	91	Baton Rouge, La.	243,030
92	92	Youngstown, Ohio	236,660
93	94	Columbia, S.C.	236,450
94	93	Ft. Wayne, Ind.	235,970
95	95	Springfield-Holyoke, Mass.	231,990
96	96	Burlington, Vt.-Plattsburgh, N.Y.	230,300
97	98	Greenville-N. Bern-Washngt., N.C.	225,310
98	100	Sioux Falls (Mitchell), S.D.	216,450
99	101	Waco-Temple, Tex.	214,740
100	99	Lansing, Mich.	214,700
101	97	Peoria, Ill.	212,800
102	102	Fargo-Valley City, N.D.	210,920
103	103	Colorado Springs-Pueblo, Colo.	207,900
104	105	Madison, Wis.	203,760
105	108	Las Vegas	201,930

New rank	Old rank	Designated market area	Jan 1983 TV hslds
106	106	Augusta, Ga.	201,450
107	107	Lafayette, La.	199,420
108	104	El Paso	192,210
109	111	Savannah, Ga.	191,470
110	109	Rockford, Ill.	188,590
111	110	Wheeling-Steubenville, W. Va.	187,770
112	114	Monterey-Salinas, Calif.	185,550
113	113	Montgomery, Ala.	185,090
114	115	Charleston, S.C.	184,200
115	112	Monroe, La.-El Dorado, Ark.	182,650
116	116	Columbus, Ga.	181,980
117	127	Binghamton, N.Y.	178,090
118	119	Santa Barbara-San Mar.-San Lu., Calif.	177,550
119	117	Duluth, Minn.-Superior, Wis.	176,490
120	118	Terre Haute, Ind.	175,240
121	120	Amarillo, Tex.	174,690
122	124	Ft. Myers-Naples, Fla.	174,160
123	122	Yakima, Wash.	173,250
124	121	Joplin, Mo.-Pittsburg, Kan.	172,850
125	123	Eugene, Ore.	169,380
126	125	Wichita Falls-Lawton, Tex.	163,730
127	126	Beaumont-Port Arthur, Tex.	162,960
128	132	Tallahassee, Fla.-Thomasville, Ga.	158,870
129	136	Reno	158,620
130	134	Harlingen-Weslaco-Brownsville, Tex.	158,100
131	129	Columbia-Jefferson City, Mo.	157,420
132	131	Corpus Christi, Tex.	156,240
133	133	Wausau-Rhinelander, Wis.	155,970
134	156	Florence, S.C.	153,200
135	139	Traverse City-Cadillac, Mich.	152,840
136	137	La Crosse-Eau Claire, Wis.	151,760
137	130	Sioux City, Iowa	151,600
138	140	Erie, Pa.	150,180
139	138	Macon, Ga.	147,600
140	142	Boise, Idaho	147,250
141	135	Lubbock, Tex.	147,180
142	141	Mason City, Iowa-Austin-Rochstr., Minn.	146,210
143	152	Topeka, Kan.	142,170
144	145	Chico-Redding, Calif.	141,710
145	143	Columbus-Tupelo, Miss.	139,660
146	144	Minot-Bismarck-Dickinson, N.D.	138,110
147	146	Beckley-Bluefield-Oak Hill, W. Va.	134,400
148	147	Ft. Smith, Ark.	131,250
149	148	Bakersfield, Calif.	129,360
150	149	Odessa-Midland, Tex.	127,470
151	150	Quincy, Ill.-Hannibal, Mo.-Keokuk, Iowa	123,730
152	151	Bangor, Me.	123,380
153	128	Wilmington, N.C.	122,640
154	153	Albany, Ga.	119,270
155	154	Medford-Klamath Falls, Ore.	118,400
156	155	Abilene-Sweetwater, Tex.	109,990
157	157	Utica, N.Y.	97,880
158	158	Tyler, Tex.	94,500
159	159	Idaho Falls-Pocatello	94,260
160	161	Dothan, Ala.	89,240
161	160	Rapid City, S.D.	88,180
162	162	Alexandria, Minn.	86,190
163	163	Hattiesburg-Laurel, Miss.	84,070
164	165	Anchorage	82,280
165	164	Salisbury, Md.	81,170
166	166	Clarksburg-Weston, W. Va.	76,800
167	167	Lake Charles, La.	73,910
168	168	Billings, Mont.	73,400
169	170	Gainesville, Fla.	72,330
170	169	Meridian, Miss.	70,320
171	171	Panama City, Fla.	69,040
172	172	Missoula, Mont.	68,330
173	174	Ada-Ardmore, Okla.	67,170
174	175	Alexandria, La.	66,980
175	176	Jonesboro, Ark.	66,970
176	173	Greenwood-Greenville, Miss.	66,060
177	177	Great Falls, Mont.	65,110
178	178	Watertown, N.Y.	62,900
179	179	Butte, Mont.	62,390
180	180	St. Joseph, Mo.	61,230
181	181	Yuma, Ariz.-El Centro, Calif.	60,810
182	182	Cheyenne, Wyo.-Scottsblf.-Sterling, Neb.	59,320
183	183	Parkersburg, W. Va.	58,570
184	185	Biloxi-Gulfport, Miss.	58,210
185	184	Casper-Riverton, Wyo.	57,500
186	186	Mankato, Minn.	57,230
187	187	Eureka, Calif.	56,980
188	189	Roswell, N.M.	54,730
189	188	Marquette, Mich.	54,690
190	190	Grand Junction-Montrose, Colo.	52,630
191	192	Jackson, Tenn.	44,820
192	191	Ottumwa, Iowa-Kirksville, Mo.	44,340
193	193	Lafayette, Ind.	42,400
194	194	Lima, Ohio	40,330
195	195	San Angelo, Tex.	35,800
196	196	Harrisonburg, Va.	32,830
197	198	Twin Falls, Idaho	30,910
198	197	Zanesville, Ohio	30,720
199	199	Presque Isle, Me.	29,900
200	200	Laredo, Tex.	29,770
201	201	Bend, Ore.	26,170
202	202	Fairbanks, Alaska	21,020
203	203	North Platte, Neb.	16,050
204	204	Alpena, Mich.	15,750
205	205	Glendive, Mont.	5,580
		Total U.S.	83,739,000

KCET rejects bids for its facility

Noncommercial KCET(TV) Los Angeles, which put its Hollywood studio up for sale last February as a cost-cutting move, has turned down all bids received for purchase of the 4.2-acre facility. However, the station said it is still interested in selling the property to offset its $4 million debt.

The decision by station management to reject all bids was announced to KCET's board of directors during a regularly scheduled meeting Sept. 2. Acting General Manager Charles Weiss explained that the bids were turned down "basically because they were not economically good for the station."

KCET had hoped to sell its studios for between $15 million and $18 million, probably leasing back a portion of the property for its continued use. Officials declined to provide any details of the proposals submitted by the June 25 deadline. But they indicated sale of the facility is less crucial than it was last winter, when KCET implemented a series of staff cutbacks, salary reduction and budget modifications. □

Spot TV's hot first half

Expenditures pass $1.5 billion in first six months; that's 18% increase over last year

National and regional spot television advertising exceeded $1.5 billion for the first half of 1982.

Based on Broadcast Advertisers Reports data, the Television Bureau of Advertising last week reported the January-June total at a record $1,511,979,800, up 18% over $1,283,447,300 for the comparable period a year earlier.

Among the top-dollar product categories experiencing growth were food and food products, up 22% to $329.4 million; automotive, up 24% to $184 million, and soaps, cleansers and polishes, up 27% to $64.1 million.

Major percentage increases included freight and industrial development (largely air freight), up 260% to $19.4 million; office equipment, stationery and office supplies, up 18% to $16.4 million, and consumer services (communications), up 40% to $56.6 million.

Spot TV's top 100

1.	Procter & Gamble	$29,667,300
2.	General Foods	20,679,900
3.	Dart & Kraft	18,047,300
4.	Pepsico	17,214,500
5.	Coca-Cola	16,041,900
6.	General Mills	15,746,600
7.	Anheuser-Busch	13,298,100
8.	AT&T	13,055,300
9.	Mars	12,885,900
10.	Philip Morris	12,347,000
11.	Lever Brothers	10,161,100
12.	Toyota Motors Distributors	9,629,300
13.	American Home Products	9,538,500
14.	ITT	9,152,000
15.	Nissan Motor Corp.	7,857,800
16.	Kellogg	7,838,700
17.	General Motors	7,398,200
18.	Stroh Brewery	7,187,600
19.	Volkswagenwerk	6,530,100
20.	Ford	6,383,400
21.	Beatrice Foods	6,359,900
22.	Nabisco	6,166,600
23.	American Motors	5,924,800
24.	Nesfood	5,767,700
25.	UAL	5,705,900
26.	Colgate Palmolive	5,644,100
27.	Standard Oil of California	5,193,000
28.	Warner Communications	5,168,300
29.	Royal Crown Cola	5,150,400
30.	MCI Communications	5,123,900
31.	Warner-Lambert	5,085,300
32.	Sterling Drug	4,865,200
33.	Consolidated Foods	4,805,600
34.	Dr. Pepper	4,559,200
35.	Borden	4,461,300
36.	Chrysler	4,364,400
37.	A.H. Robins	4,312,200
38.	H.J. Heinz	4,299,200
39.	Mattel	4,151,400
40.	Datsun Auto Dealers	4,128,400
41.	S.C. Johnson & Son	4,089,400
42.	American Dairy Association	3,958,400
43.	Revlon	3,954,700
44.	Honda Motors	3,897,800
45.	William Wrigley Jr.	3,807,400
46.	Triangle Publications	3,740,200
47.	Trans World Corp.	3,670,700
48.	R.J. Reynolds	3,629,900
49.	Campbell Soup	3,509,100
50.	Adolph Coors	3,454,400
51.	Gillette	3,376,000
52.	American Express	3,338,600
53.	Standard Oil of Indiana	3,281,500
54.	Estee Lauder	3,274,800
55.	Quaker Oats	3,264,100
56.	Pabst Brewing	3,193,000
57.	Exxon	3,113,500
58.	Hershey Foods	3,084,400
59.	Eastern Airlines	3,001,500
60.	American Airlines	2,999,400
61.	Goodyear Tire & Rubber	2,944,100
62.	Ralston Purina	2,935,900
63.	Bristol Myers	2,882,800
64.	General Cinema	2,866,000
65.	Scott Paper	2,846,100
66.	Time Inc.	2,811,300
67.	Fuqua Industries	2,780,100
68.	Gulf Oil	2,755,200
69.	Olympia Brewing	2,708,000
70.	CPC International	2,654,000
71.	Toyo Kogyo	2,631,500
72.	Southern Pacific	2,590,400
73.	American Cyanamid	2,590,200
74.	Jordache Enterprises	2,564,400
75.	Delta Airlines	2,482,100
76.	Union Oil of California	2,421,100
77.	Greyhound	2,368,000
78.	Mobil	2,366,600
79.	Citicorp	2,289,900
80.	Ford Auto Dealers	2,275,300
81.	Cadbury Schweppes USA	2,264,600
82.	United Biscuits Holdings	2,243,200
83.	Puritan Fashions	2,234,900
84.	American Can	2,226,700
85.	Foremost-McKesson	2,157,800
86.	Heublein	2,147,300
87.	Clorox	2,116,400
88.	G. Heileman Brewing	2,083,900
89.	Eastman Kodak	2,037,900
90.	Atlantic Richfield	2,031,300
91.	Richard-Vicks	2,023,200
92.	Alberto-Culver	2,005,200
93.	Hoffman Motors	1,995,900
94.	American Isuzu Motors	1,992,100
95.	Pillsbury	1,987,800
96.	Norton Simon	1,975,300
97.	Oldsmobile Auto Dealers	1,971,100
98.	Federal Express	1,937,000
99.	Scott's Liquid Gold	1,907,600
100.	Rapid American	1,893,900

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

Programing

A question over content of 'Real People'

NAITPD wants FCC to rule on whether show is documentary or entertainment

Is NBC's *Real People* a documentary, or is it an entertainment program? In a formal complaint filed at the FCC, the National Association of Independent Television Producers and Distributors said that while the Gannett Broadcasting Group's WXIA-TV Atlanta and Scripps-Howard Broadcasting Co.'s WCPO-TV Cincinnati and WEWS(TV) Cleveland are arguing that the show is a documentary, it is really entertainment. And NAITPD has asked the commission to settle the disagreement once and for all.

In its complaint, NAITPD noted its cause for alarm: The stations, it says, have announced their intention to strip rerun episodes of the network program during the prime time access period starting this month. And each of the stations, the complaint said, intends to broadcast those reruns under the documentary exemption to the commission's prime time access rule.

The PTAR prohibits network affiliates in the top 50 markets from airing more than three hours of network, or off-network, programing during the four hours of prime time (7-11 p.m. ET). At the same time, however, the PTAR says that network, or off-network, programs designed for children, public affairs or documentary programs needn't be counted toward the three-hour limitation.

"That *Real People* does not remotely qualify for the PTAR documentary exemption is demonstrated by extrinsic evidence regarding the particular program and by the commission's past elucidations of the meaning and intent of the PTAR documentary exemption," the association said. "Virtually every segment of the television industry has treated *Real People* as an entertainment show—the producers, the network, the stations, the labor unions and the syndicator," the association said. "If the *Real People* caper is permitted in this transparent 'documentary' masquerade, other stations, off-network program distributors and the networks themselves can and presumably will avail themselves of this definitional sham virtually instantly," the association said. "The seriousness of the threat posed to the commission's rules, and to the stations and industry dependent upon first-run syndicated material, cannot be underrated," the association said.

Nonetheless, the association said, the commission didn't have to prohibit the stations from running the show altogether. "The commission's rules can be protected and enforced by simply notifying the licensees that if they choose to exhibit *Real People* during prime time, it must count against the three-hour network limit," the association said.

Edward Cervenak, WEWS(TV) general manager, said the station had made a "good faith judgment" that the off-network programing was "informational" and planned to run it from 7 to 7:30 p.m. under the documentary exemption to the PTAR. "I'm only working within the rules," Cervenak said.

Al Flanagan, Gannett Broadcasting's president, said he also believed that the programing was "informational" and thought it should qualify under the documentary exemption. Nonetheless, he said, in view of the complaint, he'd give "further consideration" to his plans to run *Real People* during prime time access.

Bob Regalbuto, general manager of WCPO-TV, however, said he thought the association needed to do better homework. Although he said he was personally of the opinion that *Real People* should qualify as a documentary under the PTAR, he had no plans to run the program during the prime time access this year—and that he had never announced an intention to do so. "*Real People* is not on our schedule," he said.

In its complaint, NAITPD noted that NBC, which will offer a one-hour, weekly version of *Real People* in its fall schedule, had itself logged the show as entertainment. In its 1982 FCC Composite Week, the association said, NBC logged the show as 44 minutes entertainment, seven minutes public affairs and the remainder as commercial time. □

World of programing. Over 250 companies involved in the production and distribution of entertainment programing will gather in London this week for the London Multimedia Market. An international exchange sponsored by British production firms, the London market's organizers say it will cover "everything that moves" in theatrical film, television, home video and pay television.

Among those the organizers say will be on hand for the meeting at London's Tower Hotel will be representatives of ABC, CBS, and NBC; such U.S. producers as Columbia Pictures, Embassy, Jim Henson Associates, Lorimar, MCA, MGM/UA, Telepictures, Viacom, Warner Bros., and Worldvision; a complement of English producers and companies from Belgium, Brazil, Germany, France, Italy and Sweden.

Monitor

Pageant programing. This past Saturday's (Sept. 11) *Miss America Pageant* was on NBC-TV schedule but annual event also brought Group W involvement on several fronts. New element to pageant coverage was undertaken by Group W's Newsfeed service providing member stations with customized reports on their individual state contestants. Reports, via satellite, were offered last Wednesday and Thursday during pageant week. Group W Productions meanwhile claimed more than 100 stations last week had scheduled its half-hour syndicated show, *Miss America: Who Will She Be?*, and company also was handling international distribution of pageant itself. And who was pageant host? Gary Collins, host of same company's *Hour Magazine*.

□

In the marketplace. ... Tribune Productions claims 85 stations with more than 70% U.S. clearance for *At the Movies* with Gene Siskel and Roger Ebert. Aside from Tribune's WPIX(TV) New York, WGN-TV Chicago and KWGN-TV Denver, other stations include KABC-TV Los Angeles and KRON-TV San Francisco. Advertisers so far are RCA Video Disc and Memorex Tape ... Group W Productions has signed psychiatrist William C. Rader for planned syndicated strip series next year. Rader appears regularly on KABC-TV Los Angeles ... Lexington Broadcast Services has rights to off-ABC children's series, *Superfriends*. Sponsoring part of show is General Foods ... Australian import, *Paul Hogan Show*, now counts 30 stations in its U.S. line-up including both commercial and noncommercial outlets. Group W, through agents, has foreign sales ranging from *P.M. Magazine* modules to Nine Network of Australia to "Impact Feature Films" to Helsinki (Finland) Cable Television. ... *Take My Word for It*, new half-hour game distributed by Worldvision Enterprises, has added KTXA(TV) Dallas-Fort Worth, WCIX-TV Miami, KCPQ(TV) Seattle, WMAR-TV Baltimore and others to sales list. Series is produced by Omni Productions in association with Golden Gate Productions. ... Best Film & Video Corp. has TV syndication and nontheatrical rights to eight horror films from Valiant International Pictures. Titles include "The Child" and "Axe".

□

TV Reunions. Emmy Awards telecast on ABC-TV Sept. 19 will include groups of celebrity presenters from series present and past—ranging from *Lassie* stars reassembled to *Dynasty* women. Another element of show includes Roy Scheider portraying Edward R. Murrow. Although Emmy Awards normally go to individuals, Governors Award this year will honor *Hallmark Hall of Fame*.

□

Public meets pay. Noncommercial WTTW(TV) Chicago is offering series of live pay TV concerts beginning this Friday (Sept. 17) via STV and Group W's Home Theater Network. Performances are being packaged by WTTW Enterprises and distributed by Netcom Enterprises of San Francisco. PBS affiliate is exploring possibility of future pay-per-view sales of *MusicAmerica Live* series, scheduled through Dec. 11. Financial return to station has not been disclosed.

□

All day, all night. Largest STV service in U.S., Los Angeles-based ON TV, will expand programing to 24-hours-a-day and add six-nights-a-week "adults only" tier beginning Oct. 1. Service, operated by National Subscription Television over KBSC-TV, counts 379,000 subscribers.

□

NEA OK. HBO says its new Muppets series, *Fraggle Rock*, set to bow next year has garnered "family viewing" endorsement from National Education Association. *Fraggle Rock* will be HBO's first original weekly series.

□

LBS West. New York-based Lexington Broadcast Services has opened Los Angeles office: 9255 Sunset Boulevard, Suite 800, Los Angeles 99069, phone: 213—271-2193. Bobbie Marcus, New York sales rep, has moved there to handle station and sales.

□

GE specials. GE Theater will have two-hour special-a-month during last three months of year all on CBS: *Two of a Kind* original with George Burns and Robby Benson Oct 9; *Something So Right* original with Patty Duke Astin, James Farentino and Ricky Schroder Nov. 30, and *Bill* repeat with Mickey Rooney during Christmas season.

□

Kid stuff. *The Charlie Brown and Snoopy Show*, new animated children's series, will premiere in September 1983 on CBS-TV. Saturday morning time slot is yet to be selected for 13-episode program, to be produced by Lee Mendelson-Bill Melendez Productions in association with Charles M. Schultz Creative Associates and United Feature Syndicate Inc.

□

Al's show. D. L. Taffner Ltd. reports sale of *Al McGuire Show*, half-hour interview sports series, to 18 television stations including NBC-owned stations and KYW-TV Philadelphia, KPIX(TV) San Francisco, WBZ-TV Boston, KCRA-TV Sacramento, Calif. and KGW-TV Portland, Ore. Taffner is offering program in association with NBC Owned Television Stations on barter basis. McGuire, former basketball player and coach and now NBC sportscaster, will feature interviews with players, coaches and managers in different sports.

Third program consortium to focus on children

Eighth Decade group of five stations will pre-empt network for public affairs special

Five ABC-TV affiliates, calling themselves the Eighth Decade Consortium, again have pooled their local resources and will pre-empt their network for a public affairs special.

Seen But Not Heard, scheduled in prime time for this month, is the third annual effort of the stations: WCVB-TV Boston; KSTP-TV Minneapolis-St. Paul; WRAL-TV Raleigh-Durham, N.C.; KOMO-TV Seattle, and WJLA-TV Washington.

As with last year's George Foster Peabody Award-winning *Fed Up with Fear* and 1980's *What Does Your Mom Do?,* the hour special includes segments produced in each market.

This year's *Seen But Not Heard* project concerns the needs of children and the social and educational program designed to meet them. WCVB-TV, for example, has contributed a piece on a Boston program that tries to help children cope with their fears about nuclear destruction. The KOMO-TV segment deals with efforts to help sexually abused children.

The overall producing station, consolidating the five-station effort, is WCVB-TV. David Earnhardt, there, is executive producer and James Coppersmith, WCVB-TV vice president and general manager, is the project's executive chairman.

In addition to the shared show, each station provides its own local wrap-around. Sponsorship is local. □

Play Back

Surrounding sound. Pay-per-view telecast of "Star Wars" scheduled by 20th Century-Fox Telecommunications for Sept. 25 will be simulcast in Dolby Matrix Stereo system, traditionally used to produce four-channel sound in motion picture theaters. Fox Pay Television has lined up 13 FM stations for broadcast, billed as first simulcast using Dolby Matrix systems.

□

In the marketplace. *The Rock Pumpkin,* three-hour Halloween radio special, is being offered by The Creative Factor, Hollywood-based syndicator. Special, featuring various rock performers, is available on barter and cash/barter basis ... *Playlist Plus,* new custom programing service, is available from Drake-Chenault Enterprises of Canoga Park, Calif. Electronic mail is used to distribute "controlled music system" for adult contemporary, top 40, country, black or MOR formats ... *Movie Close-Ups,* new radio program featuring movie reviews, news and interviews, becomes available this October from Strand Broadcast Services of Manhattan Beach, Calif. ... *Coping With Your Life,* new 90-second daily life-style feature, makes debut this week on ABC Direction radio network, hosted by family counselor Dr. Laura Schlessinger.

□

Family fare. *Young Contemporary Format,* three-hour weekly radio program for children and their families has been introduced by Family Radio Programing Inc., New York. Program, which includes pop music, news, reviews, celebrity interviews and serialized drama, is joint venture between John and Mary Markle Foundation and Transcontinental Media Corp., New York.

□

ABC Radio news. ABC Direction Radio Network last Friday (Sept. 10) introduced *Direction Digest,* new weekly public affairs series. Program, highlighting ABC News reports with consumer affairs angle, is offered in two 10-minute segments that can be used separately or together. Feature is fed Fridays at 5:30 p.m. (NYT). Network has introduced new technical services for affiliates, *ABC Satellite Update,* featuring news and information about satellite technology. Closed-circuit 15-minute feed is first of series to be produced by ABC Radio Information and Public Relations and will feature key ABC executives and satellite consultant Ronald Pearl.

□

New host. Sanford Ungar, NPR's co-host of *All Things Considered,* has left program to become host of proposed new half-hour news program preceding *ATC. ATC* host Susan Stamberg has been joined by program's weekend host, Noah Adams. Unger will begin new duties when program premieres early next year. New program is part of NPR's expansion of its programing services offering 24-hour, seven-day-a-week classical service; six-day overnight jazz service, and hourly newscasts from 6 a.m. to 11 p.m.

□

What's in a name. Vitt Media International Inc., New York, media buying agency, has published its 1982 "Guide to Radio Formats," which lists and defines terminology applied to radio formats. Total of 187 terms are identified in guide which is priced at $65.

□

Baseball been. . . . CBS Radio will offer Spanish-language stations in U.S. play-by-play during American and National League championships and World Series.

Ratings Roundup

Score a victory for ABC-TV for the week ended Sept. 5.

With a 14.0 rating and 27 share, ABC outpaced the usual prime time leader, CBS-TV, by half a rating point. CBS-TV averaged a 13.5/26. NBC-TV fell far behind at 10.6/20.

While ABC had the best weekly average, it won only two nights: Tuesday and Saturday. CBS won twice as many: Monday, Thursday, Friday and Sunday. However a third-place 9.1/16 for CBS on Wednesday from *CBS Reports: Guatemala* and the movie *Hellinger's Law* cut into that network's overall finish. NBC took Wednesday, a night which included a nonrated address by President Reagan.

CBS had the highest rated night, a 19.3/33 for Monday's *Private Benjamin, WKRP in Cincinnati, M*A*S*H, House Calls* and *Lou Grant*. NBC had the lowest, an 8.3/15 for Tuesday's *Father Murphy* and *Freedom Road* part 2.

Elsewhere in the ratings, ABC earned a 13.1/25 from a three-hour telecast of "Bloodline," playing for the first time on network television. CBS had the best movie numbers of the week with *Scavenger Hunt's* 15.0/27, another theatrical having its first network run.

ABC wrapped up its rerun of the *East of Eden* mini-series with the third episode occupying all of prime time on Monday and earning a 15.1/26. The previous week, parts I (two hours) and II (three hours) had scored 12.0/23 and 14.0/24 respectively.

NBC's *Freedom Road* rerun performed poorly, with an 8.8/15 on Monday and a 7.7/14 on Tuesday for the two-hour episodes.

The First 20

1.	*M*A*S*H*	CBS	23.2/38
2.	*Too Close For Comfort*	ABC	22.4/39
3.	*House Calls*	CBS	21.2/35
4.	*Three's Company*	ABC	20.8/37
5.	*Hart to Hart*	ABC	18.6/35
6.	*Lou Grant*	CBS	18.4/32
7.	*WKRP in Cincinnati*	CBS	18.2/32
8.	*Laverne & Shirley*	ABC	17.6/32
9.	*Private Benjamin*	CBS	16.5/30
10.	*Happy Days*	ABC	16.4/32
11.	*Facts of Life*	NBC	16.3/28
12.	*Real People*	NBC	16.1/29
13.	*Hill Street Blues*	NBC	15.5/29
14.	*Simon & Simon*	CBS	15.2/27
15.	*East of Eden*—part 3	ABC	15.1/26
16.	*60 Minutes*	CBS	15.0/36
17.	*Scavenger Hunt* (movie)	CBS	15.0/27
18.	*20/20*	ABC	14.9/27
19.	*Magnum, P.I.*	CBS	14.7/28
20.	*Jeffersons*	CBS	14.7/27

The Final Five

62.	*Walt Disney: Beyond Witch Mountain*	CBS	8.1/18
63.	*Code Red*	ABC	8.0/19
64.	*Freedom Road*—part 2	NBC	7.7/14
65.	*Born To The Wind*	NBC	6.7/12
66.	*CBS Reports: Guatemala*	CBS	6.7/12

Sony prepares for tomorrow

Company names Ohga as president and CEO, forms unit to explore emerging technologies

The Sony Corp. of Japan, positioning itself for the future, has elected a new number-two man and established a division to oversee the company's entrance into the new technologies.

Norio Ohga, a 29-year veteran of Sony Corp. of Japan, was elected president and chief operating officer of that company at a Sept. 4 meeting of the board of directors. Ohga, who was most recently deputy president, and who has been a board member since 1964, succeeds Kazua Iwama, who died of cancer on Aug. 24 (BROADCASTING, Aug. 30). Ohga, 52, will report directly to Akio Morita, a co-founder of Sony who retains his position of chairman and chief executive officer of the giant electronics firm.

The company's American subsidiary, Sony Corp. of America, also has formed a business development division whose purpose will be to carve out markets for emerging technologies. Roland Martin, former vice president, audio products marketing, for Sony Consumer Products Co., has been selected to head the new division, as vice president. Initially, the new division will concentrate on defining and developing American markets for the company's cable, DBS, STV, videotext and teletext products.

In further executive moves, Mitsuzo Narita, also a former deputy president (Sony has two), was elected to the newly created post of vice chairman and will report to Morita as well. Narita has been with Sony since 1951 and became a board member in 1964.

The two deputy-president slots were filled by Masaaki Morita and Masahiko Morizono, both former senior managing directors of Sony. Masaaki Morita joined Sony in 1951 and was named senior managing director and senior general manager, consumer products in November 1981. Morizono joined Sony in 1953, working his way through the ranks to become senior managing director and senior general manager, communications products groups in November 1980.

All four executives were also elected to the top-level directorship category on the board, known as representative director.

In addition, Susumu Yoshida, representative senior managing director on the Sony board, was appointed president of Sony Magnetic Products Inc., replacing Keizaburo Tozawa, who is retiring from that post but will retain his senior managing directorship. Yoshida is credited with the development of Sony's Trinitron color TV system in 1968. □

FCC puts freeze on cellular radio amendments

Commission says lack of staff will force it to put deadline on additions to applications

The FCC, noting that dealing with the about 250 proposed amendments it has received was putting a strain on staff resources, said it won't accept amendments to the 194 cellular applications for the top 30 markets after Sept. 13.

The commission's cellular order permitted applicants to file minor and technical amendments until the commission published hearing designation orders for the applications. While many of the proposed amendments have been minor, the commission staff had been forced to spend an "inordinate" amount of time reviewing them to determine whether they were major or minor, the FCC said. By cutting off the amendment period, the commission said, it would be able to process the applications more rapidly.

The commission also said that minor and technical amendments to applications for all other cellular markets (the next batch is due Nov. 8) would have to be filed within 45 days of the time the applications were put on public notice.

Among the exceptions to the new policy, however: Mutually exclusive applicants will able to amend their applications to reflect settlement agreements or changes of ownership that don't result in transfers of control, the commission said. The first batch of cellular radio applications arrived at the FCC in late May (BROADCASTING, June 7). □

Time breaks down Video Group

New division, to be called Development and Information Services, will include teletext delivered by cable

Time Inc. has announced the formation of a new division within its Video Group which will include the cable-delivered teletext service it has been developing. Called Development and Information Services, the division will be headed by Peter Gross, formerly Video Group general counsel, who will serve as president.

Three units—Time Video Information Services Inc., the company formed to market the teletext service; Time-Life Video, which produces and distributes institutional training materials, and Video Group Development— will make up Development and Information Services. In addition to his role as division president, Gross will be chairman of TVIS and Time-Life Video. Sean McCarthy will retain the post of director of Video Group development, and serve as president of TVIS. William V. Ambrose, who has been vice president and general manager of Time-Life Video, was named president of that unit.

Succeeding Gross in the Video Group general counsel slot is T. John Cooper, a partner in Lane & Mittendorf, a New York law firm. Angela Gerken, HBO's director of budgeting and analysis, was appointed to the newly created post of assistant to the group vice president-video, Gerald M. Levin.

Separately, parent Time Inc. named N.J. (Nick) Nicholas, Jr. its chief financial officer, succeeding the retiring Richard B. McKeough, who had served in the post for a decade. Nicholas, who last year was assigned to a corporate strategic development post reporting to Time Inc. President J. Richard Munro, previously served as chairman of Home Box Office, and before that a HBO president, and president of Time's Manhattan Cable Television.

Gannett's info think tank. Gannett Co. has established a 10-member task force, "Project S," to explore the development of information systems using the company's print and electronic resources and information. "With our nationwide satellite information system (Gansat) now in place and our nationwide newspaper *(USA Today)* about to begin publishing, Gannett is in a strong position to develop other nationwide information enterprises," Gannett Chairman and President Allen Neuharth said. The task force will draw on Gannett's journalism, publishing, broadcasting, research, marketing and management experience. Louis A. Weil III, Gannett vice president/development, will head the group. Among the 10 are two broadcast executives: Jeff Davidson, vice president and general manager, Gannett Broadcasting Group, and Herbert Schubarth, vice president/engineering, GBG.

For the Record

As compiled by BROADCASTING, Aug 16 through Aug. 20, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

FM applications

■ Phoenix, Ariz.—TRC Communications Inc. seeks 105.1 mhz, 33 kw, HAAT: 3,273 ft. Address: 116 C Street, Ashland, Ore. 97520. Principal: Donald E. Smullin (100%), who owns KLOO-AM-FM Corvallis, Ore.; KPRB-AM-FM Redmond, Ore., and KHUG(AM) Phoenix. Donald Smullin is son of William B. Smullin, who controls California-Oregon Broadcasting Inc., group owner of two AM's and three TV's. Last year Donald Smullin exchanged his shares in COBI for Corvallis and Redmond stations and is no longer connected with COBI. Donald Smullin also is principal owner of applicant for new TV at Caldwell, Idaho. Filed Aug. 23.

■ Gurdon, Ark.—Zylphia Ann Orr seeks 92.7 mhz, 3 kw, HAAT: 300 ft. Address: 1901 Centenary, Shreveport, La. 71101. Principal: Orr is manager at KDKS(FM) Benton, La. Filed Aug. 25.

■ Redding, Calif.—Record Plant Broadcasting Inc. seeks 97.1 mhz, 22 kw, HAAT: 745 ft. Address: 8446 Third Street, Los Angeles 90048. Principals: Christopher Stone and wife, Gloria (100% jointly), who own KXGO(FM) Arcata, Calif. Filed Aug. 25.

■ Sonora, Calif.—AWB seeks 93.5 mhz, 135 w, HAAT: 1,404 ft. Address: P.O. Box 550, Fair Oaks, Calif. 95628. Principals: John L. Gardner and David C. Williams (45% each) and John T. Browning (10%). Gardner and Williams each own 50% of applicants for new AM's at Riverbank, and Rancho Mirage, both California. Gardner also is applicant for new AM at Lovelock, Nev. Filed Aug. 25.

■ Twain Harte, Calif.—Linda Susan Adams seeks 93.5 mhz, 87 w, HAAT: 1,583 ft. Address: 2585 Sierra Blvd., Sacramento, Calif. 95825. Principal: Adams is wife of Bryan H. Adams, public affairs director at KEBR(FM) Sacramento, Calif. and daughter of Marvin B. Clapp, who is one-third owner of CP for new AM at Gonzales, Calif. (BROADCASTING, Aug. 23) plus other broadcasting interests. Filed Aug. 24.

■ Twain Harte, Calif.—Clear Mountain Air Broadcasting Co. seeks 93.5 mhz, 98 w, HAAT: 1,631 ft. Address: 22493 West Rhine River Drive, Sonora, Calif. 95370. Principals: Sylvia B. Leutz (55%) and husband, Donald E. Leutz Jr. (45%). Sylvia Leutz is administrator at KNBR(AM) San Francisco. Filed Aug. 24.

■ Redding, Calif.—Kin Shaw Wong seeks 97.3 mhz, 30 kw, HAAT: 3,538 ft. Address: 6800 Willowood Way, Sacramento, Calif. 95831. Principal: Wong has no other broadcast interetst. Filed Aug. 25.

■ Redding, Calif.—Radiodifusion de Redding seeks 97.3 mhz, 27.6 kw, HAAT: 3,593 ft. Address: 420 Carroll Street "C", Susanville, Calif. 96130. Principal: Kurt C. Freitag, who is employed with KSUE-AM-FM Susanville, Calif. Filed Aug. 25.

■ Kremmling, Colo.—Grand Communications Co. seeks 106.3 mhz, 152 w, HAAT: 1,057 ft. Address: P.O. Box 568, Fraser, Colo. 80442. Principal: Dwight H. Gayer, who is program director and consultant at KHTX(FM) Carnelian Bay, Calif., and 50% owner of applicant for new AM at Fraser, Colo. Filed Aug. 25.

■ Cape Coral, Fla.—RDR Broadcasting Co. seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: 300 31st Street North, St. Petersburg, Fla. 33713. Principal: Richard D. Rahall (100%), who has no other broadcast interests. Filed Aug. 25.

■ Cape Coral, Fla.—Skinner Broadcasting Inc. seeks 106.3 mhz, 3 kw, HAAT: 295 ft. Address: 4117 Van Buren Street, Hollywood, Fla. 33021. Principals: J. Rodger Skinner Jr. (34%) and Felix J. Lopez Jr. and Gretchen E. Skinner (33% each). Rodger Skinner is former station owner and current broadcast consultant. Filed Aug. 25.

■ Fort Myers Beach, Fla.—Southwest Radio Enterprises Inc. seeks 106.3 mhz, 3 kw; HAAT: 290 ft. Address: P.O. Box 344-297, Miami 33114. Principal: Subsidiary of Southwest Florida Enterprises Inc., which is principally owned by Florence Hecht. They also are applicants for new FM at North Miami Beach and applicant for 15 low power TV stations. Filed Aug. 25.

■ Micanopy, Fla.—Micanopy Broadcasting Inc. seeks 97.7 mhz, 3 kw, HAAT: 300 ft. Address: 900 Northwest Eighth Avenue, Gainesville, Fla. 32601. Principal: Subsidiary of American Satellite and Television Inc. Mark Goldstein is president and 21.9% owner. AS&T owns cable system serving Alachua, Fla. Filed Aug. 27.

■ Natchitoches, La.—Black Star Broadcasting Co. seeks 95.9 mhz, 3 kw, HAAT: 300 ft. Address: 112 Horn Street, Natchitoches 71457. Principal: Sharon Wesley (98%) and Juniper O. Trice (2%), who have no other broadcast interests. Filed Aug. 25.

■ Natchitoches, La.—Sonrose Rutledge Jr. seeks 95.9 mhz, 3 kw, HAAT: 300 ft. Address: 1446 Madison Ave., Shreveport, La. 71103. Principal: Rutledge is operations manager at KOKA(AM) Shreveport, La., and has no other broadcast interests. Filed Aug. 25.

■ Petal, Miss.—Petal-Hattisburg Radio seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: 106 Edwards Street, Hattisburg 39401. Principals: Sheryl D. Johnson (51%) and Larry R. Scott (49%). Johnson is manager of WQKC(FM) Hattisburg, Miss. Scott is engineer at WKRG-TV Mobile, Ala. Filed Aug. 26.

■ Bend, Ore.—Gentry Development Corp. seeks 105.7 mhz, 100 kw, HAAT: 1,064 ft. Address: 869 S.E. Main Street, Roseburg, Ore. 97470. Principals: William G. Williamson and Joseph L. Dent (40% each), Linda J. McCormick and Lee A. Wood (10% each). Wood is engineer at KOIN-TV Portland, Ore. McCormick is former business reporter at WRC(AM) Washington. Wood and McCormick also are principals in applicant for new FM at Tumwater, Wash. Filed Aug. 25.

■ Ridgland, S.C.—Ridgeland Broadcasting Inc. seeks 104.9 mhz, 3 kw, HAAT: 300 ft. Address: Route 3, Box B-227, Ridgeland, S.C. 29936. Principals: Charles L. Sligh, president (22.5%) and five others, including brother-in-law Robert E. Parnell. Sligh owns 25% of applicant for new FM at Irmo, S.C. Parnell is principal in

WDPN(FM) Columbia, S.C. Filed Aug. 25.

■ *Memphis, Tenn.—Friends of Alternative Radio Inc. seeks 89.3 mhz, 2.7 kw, HAAT: 195 ft. Address: 1621 Sterick Bldg., 8 N. Third St., Memphis 38103. Principal: Nonprofit Group headed by Douglas Dahlhauser. Application seeks to share facilities with WLYX(FM), licensed to Southwestern College, Memphis. Filed Aug. 24.

■ Whichita Falls, Tex.—Kimberly Renee Stephens seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: Route 5, Box 227, Sapulpa, Okla. 74066. Principal: Stephens is station manager at KXOJ-AM-FM Sapula, Okla. Filed July 29.

■ Charleston, W. Va.—Women's Coalition for Better Broadcasting seeks 100.9 mhz, 1.7 kw, HAAT: 377 ft. Address: Box 52, Grenville, S.C. 29602. Principals: Frances R. McClure (75%) and daughter, Carolyn L. McClure (25%), who are wife and daughter, respectively, of J.R. McClure, owner of KHYM(AM) Gilmer, Tex., and assignee of WMAX(AM) Grand Rapids, Mich. Filed Aug. 27.

AM application

■ Sequim, Wash.—Luia K. Dexter seeks 1520 khz, 5 kw-U. Address: 407 Big Corral Road, Hamilton, Mont. 59840. Principals: Dexter this year bought KKEE(FM) Alamogordo, N.M. Filed Aug. 26.

TV application

■ Humacro, P.R.—Angel A. Bocanegra seeks ch. 68; ERP: 825 kw vis., 99 kw aur., HAAT: 773 ft.; ant. height above ground: 218 ft. Address: P.O. Box 503, Luguilla, P.R. 00673. Principal: Bocanegra has no other broadcast interests. Filed Aug. 26.

AM actions

■ Ruidoso Downs, N.M.—Mountain Top Radio granted 1490 khz, 1 kw-D, 250 w-N. Address: Route 3, Box 53 A, Roswell, N.M. 88201. Principals: Michael Venditti (25%), Jimmy L. White, Aaron W. Eakin, Dan A. Corn and Ernest Linsemier (18.75% each). Venditti owns 15% of applicant for new AM at Huntsville, Tex., and 25% of new AM at Wellington, Colo. (BROADCASTING, May 10) and Colorado City (BROADCASTING, Aug. 9). Others have no other broadcast interests (BP-820422AA). Action Aug. 24.

■ Milan, Tenn.—Cory Communications Inc. granted 1360 khz, 5 kw-D, 500 w-N. Address: 50 Boyd Avenue, Jackson, Tenn. 38301. Estimated construction costs: $115,000; first-quarter operating cost: $24,500; first-year revenue: $100,000. Principals: J. Michael McCallum (100%), who is treasurer and manager of Jackson, Tenn., electronics company and has no other broadcast interests. (BP-820210AB). Action Aug. 26.

FM action

■ Yauco, P.R.—Radio Voice of Yauco Inc. dismissed application for 800 khz, 500 w-U. Address: P.O. Box 755, Yauco, P.R. 00768. (BP-810402AA). Action June 28.

TV actions

■ Beaumont, Tex.—Focus Broadcasting of Texas Inc. dismissed application for ch. 21; ERP: 5000 kw vis, 500 kw aur., HAAT: 1948.5 ft.; ant. height above ground: 1997 ft. Address: One Commerce Place, Suite 825, Nashville, Tenn. Action Aug. 19.

■ Nederland, Tex.—Edward M. Johnson dismissed application for ch. 21; ERP: 196 kw vis., 18.6 kw aur., HAAT: 232 ft.; ant. height above ground: 250 ft. Address: Suite 702, 531 Gay Street, Knoxville, Tenn. Action Aug. 19.

Ownership changes

Applications

■ KSEE(TV) Fresno, Calif. (NBC, ch. 24, 191 kw vis., 38 kw aur., HAAT: 2,350 ft.)—Seeks transfers of control of San Joaquin Communications Corp. from stockholders (100% before; none after) to Meredith Corp. (none before; 100% after). Consideration: $17,611,230 (BROADCASTING, Aug. 16). Principals: Seller is owned by 15 stockholders, principally local businessmen and ranchers, who bought KSEE (then KMJ-TV) in 1979 for $13.5 million from McClatchy Newspapers after filing competing application for KSEE facility (BROADCASTING, Nov. 12, 1979). Deal includes $4,111,230 for outstanding common stock, $9 million for assumption of note held by Prudential Insurance Co. of America, and $4.5 million for preferred stock. Buyer is Des Moines, Iowa-based magazine publisher and group owner of six AM's, six FM's and five TV's. Its Kansas City, Mo., and Omaha radio stations are up for sale (BROADCASTING, Aug. 9). Filed Aug. 26.

■ WKWF(AM)-WVFK(FM) Key West, Fla. (AM: 1600 khz, 500 kw-D; FM: 95.5 mhz, 100 kw, HAAT: 245 ft.)—Seeks assignment of license from Mary S. Spottswood, receiver for Key West Broadcasting Inc. to Mary S. Spottswood, executer for estate of John M. Spottswood, her late husband. Under terms of will, residual estate will be distributed to marital and family trust. Filed Aug. 6.

■ WCTV (TV) Thomasville, Ga. (ch. 6, CBS, 100 kw vis., 19.5 kw aur., HAAT: 1,030 ft.)—Seeks transfer of control of John H. Phipps Broadcasting Stations Inc. from Bessemer Trust Co. (100% before; none after) to John and Colin Phipps (none before; 100% after). Principles: Transferees are brothers and sons of late John H. Phipps, founder of WCTV. They seek positive control from transferor which has been acting as trustee. Filed Aug. 20.

■ WVIC-FM Chicago (88.1 mhz, 10 w, HAAT: 129 ft.)—Seeks assignment of license from University of Illinois to Columbia College. Seller: Assignor also is licensee of WILL-AM-FM-TV Urbana, Ill. Buyer: Mirron Alexendroff is president of Columbia College. No financial consideration is involved in assignment. Filed Aug. 25.

■ WLAG(AM)-WWCG(FM) La Grange, Ill. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 104.1 mhz, 29 kw, HAAT: 220 ft.)—Seeks assignment of license from La Grange Radio Inc. to LWB Atlanta Corp. for $1.37 million (BROADCASTING, Aug. 30). Seller: is owned by Paul Reid, who this year also sold WBHB(AM) Fitzgerald, Ga., for $350,000 (BROADCASTING, April 26), and has no other broadcast interests. Stations were bought in 1975 for $285,000 (BROADCASTING, Sept. 15, 1975). Terms are $350,000 at closing, assumption of about $300,000 in notes, and balances to be paid over 20 years at 10% interest. First 15 months will be interest only, deferred and added to note to become principal. Buyer: is principally owned by C.J. Lawrence Investment Co., New York, and Robert L. Williams. Jim Moltz is president of C.J. Lawrence, which has no other broadcast investments. Williams is former marketing director at MacGavern Guild, New York, station representative and owner of WHLI(AM)-WKJY(FM) Hempstead, N.Y., which he bought in 1979 for $1,417,750 (BROADCASTING, Feb. 9, 1979). Filed Aug. 25.

■ WSHY-AM-FM Shelbyville, Ill. (AM: 1560 khz, 500 w-D; FM: 104.9 mhz, 3 kw, HAAT: 120 ft.)—Seeks assignment of license from Shelbyville Broadcasting Co. to Orville R. Graham for $98,000. Seller: Leonard Weishaar and brother, Vincent Weishaar (50% each), who have no other broadcast interests. Buyer: Graham is general sales manager at WSOY-AM-FM Decatur, Ill., and has no other broadcast interests. Filed Aug. 20.

■ WSAK(FM) Sullivan, Ill. (106.3 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Sullivan-Arthur Broadcasting Inc. to Superior Broadcasting Inc. for $310,000. Seller: Lee Griesmer (75%) and Art Manwaring (25%), who have no other broadcast interests. Buyer is owned by James N. Martin Jr., and wife, Eleanor (51% jointly) and John M. Sullivan (49%), who have no other broadcast interests. Filed Aug. 25.

■ KGCS(FM) Derby, Kan. (95.9 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Swanson Broadcasting Inc. to Misco FM-96 Ltd. for $750,000, (BROADCASTING, Sept. 6). Seller is Tulsa, Okla.-based group of four AM's and three FM's principally owned by Gerock H. Swanson, president. It bought KGCS [formerly KDRB] almost three years ago for $400,000 (BROADCASTING, Jan. 4, 1980). Swanson also sold this year KWKN(AM) Wichita, Kan., for $450,000 (BROADCASTING, Aug. 30) and KEGL(FM) Dallas-Ft. Worth for $8.5 million (BROADCASTING, March 9). Buyer: subsidiary of Misco Broadcasting Corp., which is principally owned by Misco Industries. S.O. Beren is president and 36% owner. Misco Broadcasting is licensee of KAKZ(AM) Wichita, Kan., and applicant for new FM at Haysville, Kan. Filed Aug. 27.

■ WGTR-TV [CP] Marlborough, Mass. (ch. 66, 200 kw vis., 20 kw aur. HAAT: 950 ft.)—Seeks transfer of control of 66 Corp. from Home Services Broadcasting Corp. (100% before; none after) to John H. Garabedian. Consideration: cancellation of $10,243 debt plus WGTF(FM) Nantucket, Mass. (see below). Transferor is principally owned by John I. Carlson Jr., and family, who own WSTD(AM) Natick, Mass., and also are assigning WGTF(FM) to same buyer. Buyer is minority stockholder in Home Services Broadcasting Corp. Filed Aug. 4.

■ WGTF(FM) Nantucket, Mass. (93.5 mhz, 3 kw, HAAT: 100 ft.)—Seeks assignment of license from Home Services Broadcasting Corp. to American Wireless Corp. for cancellation of $10,243 debt to assignee. plus WGTR-TV[CP] Marlborough, Mass. Seller is principally owned by John I. Carlson Jr., and family, who own WSTD(AM) Natick, Mass., and also are transfering control of WGTR-TV[CP] Marlborough, Mass., to same buyer (see above). Buyer: John H. Garabedian (95%) and David L. O'Leary (5%). Garabedian is minority stockholder in assignee and also bought, subject to FCC approval, WGTR-TV[CP] (see above). Filed Aug. 4.

■ WDRQ(FM) Detroit (93.1 mhz, 20 kw, HAAT: 500 ft.)—Seeks assignment of license from WDRQ Inc. to Amaturo Group Inc. for $4 million plus $1 million consulting agreement (BROADCASTING, May 3). Seller: is subsidiary of diversified Jacksonville, Fla.-based Charter Co., which also sold, subject to FCC approval, its other six radio stations to Surrey Broadcasting for $32 million (BROADCASTING, Dec. 14, 1981). John Bayliss is president of Charter Broadcasting Group. Buyer is Fort Lauderdale, Fla.,-based group owner of two FM's and four TV's headed by Joseph C. Amaturo, president. Filed Aug. 27.

■ WDGM(FM) Canton, Miss. (101.7 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from DGM Co. to Jackson Radio Inc. for $445,000. Seller: principally owned by Donald G. Manuel and wife, Martha. Donald Manuel owns WXMR(FM) Lexington and WKPG(AM) Port Gibson, both Mississippi. Buyer: Matthew D. Wiggins Jr. (100%), who is general manager at WDGM and also applicant for new AM at Ridgeland, Miss. Filed Aug. 20.

■ WACR-AM-FM Columbus, Miss. (AM: 1050 khz, 1 kw-D, FM: 103.9 mhz, 3 kw, HAAT: 204 ft.)—Seeks assignment of license from Broadcast Associates Inc. to Lynman A. Stamps Sr. for $500,000 (BROADCASTING, Sept. 6). Seller: Robert S. Caldwell Jr. (51%) and Joseph E. Davis (49%), who have no other broadcast interests. Buyer: Stamps is former station manager and part owner of WESL(AM) East St. Louis, Ill. Filed Aug. 27.

■ WSSJ(AM) Camden, N.J. (1310 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Wade Broadcasting Limited Partnership from James N. Wade (70% before; none after) to Alan M. Voorhees and family (30% before; 100% after). Principals: Wade is bowing out of group which bought station last year [formerly WCAN] and transfering his interests to current limited partner, Alan Voorhees. Voorhees will adopt general partner status and disperse rest of stock to various family trusts. Filed July 23.

■ WEHH(AM) Elmira Heights-Horseheads, N.Y. (1590 khz, 500 w-D)—Seeks assignment of license from Elmira Heights-Horseheads Broadcasting Co. to Raymond L. Ross for $150,000. Seller: Frank P. Saia and family, who have no other broadcast interests. Buyer: Ross has no other broadcast interests. Broker: The Keith W. Horton Co. Filed Aug. 24.

■ WSML(AM) Graham, N.C. (1190 khz, 1 kw-D)—Seeks assignment of license from Graycasting Inc. to Evans Communications Corp. for $549,824 (BROADCASTING, Sept. 6). Seller is wholly owned by Theodore J. Gray, Jr., who owns WRHI(AM) Rock Hill, S.C.; WFLB(AM) Fayetteville, N.C.; 98% of WKDE(AM) Altavista, Va., He sold, subject to FCC approval, WKDE for $450,000 (see below). Gray bought WSML last year for $455,000 plus $65,000 for noncompete agreement and will seek waiver of three year rule on financial distress grounds. Buyer is owned by Emery Evans (60%) and wife, Diane (40%), who have no other broadcast interests. Emery Evans is former general manager at WLOR(AM) Thomasville, Ga.

■ WBOZ(AM) San German, P.R. (1090 khz, 250 w-U)—Seeks assignment of license from Southwestern Broadcasting Corp. to United Broadcasting Corp. for $250,000. Seller: Pedro R. Roman Collazo (75%) and Angel O. Roman (25%), who own WGIT(FM) Hormigveros, WVOZ(AM) San Juan and WOLA(FM) Carolina, all Puerto Rico. Buyer: Anthony J. Estevez and Antonio Quinones Calderon (50% each), who are San German businessmen and have no other broadcast interests. Filed Aug. 23.

■ WHHR(FM) Hilton Head Island, S.C. (106.3 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license form Hilton Head Radio Corp. to Hilton Head Broadcasting Corp. for $2.4 million. (BROADCASTING, Aug. 30). Seller is owned by H. Stewart Corbett Jr. (60%) and DeMatteis Female Children's Trust (40%), who have no other broadcast interests. WHHR was bought in 1979 for $1.19 million, including $354,990 for noncompete agreement (BROADCASTING, Feb. 19, 1979). Corbett, before acquiring WHHR was vice president and assistant treasurer at Cox Broadcasting. Buyer is owned by Tom Harvey III and Jim Richardson (37.5% each) and Ernest Williams (24%). Harvey is president of Carolina Venture Capital Corp., Hilton Head. Richardson is real estate investor and Williams is retired stockbroker, both of Hilton Head. They are also permittee of new AT at Hilton Head.

■ KZIP(AM) Amarillo, Tex. (1310 khz, 1kw-D)—Seeks assignment of license from Denning Broadcast Group Inc. to Plains Broadcasting Inc. for $162,500. Seller: Danna L. Denning (75%) and Kenneth G. Williams (25%). Buyer: Kenneth G. Williams (100%), who is part owner of assignor and also 50% owner of applicant for new FM at Burkburnett, Tex. Filed Aug. 23.

■ KINE-AM-FM Kingsville, Tex. (AM: 1330 khz, 1 kw-D; FM: 97.7 mhz, 3 kw, HAAT: 130 ft.)—Seeks transfer of control of Radio Station KINE Inc. from James Clement and estate of Richard Kleberg Jr. to Richard M. Kelberg III and others. Consideration: $44,000. Principals: Sellers have agreed to sell their stock to their children. Buying group consists of nine stockholders headed by Richard M. Kleberg III, senior vice president of Frost National Bank, San Antonio, Tex. Radio Station KINE Inc. is indepted to King Ranch Inc. in amount of $203,340. King Ranch agreed to extend loan to Oct. 6, 1986. As consideration for loan, King Ranch retains right of first refusal to pruchase any shares of KINE that might be offered for sale. James Clement is president of King Ranch. Filed Aug. 3.

■ KLUF(AM) Lufkin, Tex. (1420 khz, 5 kw-D, 1 kw-N)—Seeks tranfer of control of Radio Lufkin from Ralph Ridinger (100% before; 20% after) to Rodger Watkins and others (none before; 80% after). Consideration: $300,000. Principals: Seller needs new capital after making major facilities changes. Buyers are William Roman Jr. and Lawrence Beal Jr. (26.7% each, Roger Watkins (26.6%) and Ridinger (20%). Watkins owns WTAW-AM-FM Bryan, Tex. Filed July 19.

■ KOZA(AM) Odessa, Tex. (1230 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Harris Enterprises Inc. to Capital Communcations Inc. for $700,000 (BROADCASTING, Aug. 30). Seller is Garden City, Kan-based newspaper publisher and group owner of seven AM's and four FM's owned by John P. Harris and family. Broadcast group is headed by former FCC Commissioner Robert Wells. It bought KOZA four years ago for $610,000 (BROADCASTING, July 9, 1979). It also this year acquired WACO(AM)-KHOO(FM) Waco, Tex., for $2,668,000 (BROADCASTING, Feb. 16) and last year sold KFKA(AM)-KFKZ(FM) Greeley, Colo., in which it held 60% interest, for $1.8 million plus $150,000 noncompete agreement (BROADCASTING, Sept. 14, 1981). Buyer is owned equally by William G. Haynes, Mark L. Morris Jr. and Bob Russell. Haynes is Topeka, Kan., attorney. Morris is Topeka veterinarian. Russell is general manager of KOZA and will be president of new group. None have other broadcast interests.

■ KTER(AM) Terrell, Tex (1570 khz, 250 w-D)—Seeks assignment of license from Gale Broadcasting Inc. to Floyd Broadcasting Inc. for assumption of $244,000 note. Seller is principally owed by Richard E. Zimmer, who has no other broadcast interests. Buyer: Roy Floyd (100%), who own KFYN(AM)-KFYZ(FM) Bonham, Tex. Filed Aug. 19.

■ WKDE(AM) Altavista, Va. (1000 khz, 1 kw-D, kw-N)—Seeks assignment of license from Altavista Broadcasting Corp. to Fernbrook Broadcasting Corp. for $450,000. (BROADCASTING, Sept. 6). Seller is owned by Theodore J. Gray Jr., who owns WRHI(AM) Rock Hill, S.C., WFLB(AM) Fayettville, N.C., and also sold, subject to FCC approval, WSML(AM) Graham, N.C., for $549,824. Gray also owns 20% of WWKO(AM) Fair Bluff, N.C., which also has been sold subject to FCC approval. Buyer is owned by Mark I. Jacob (55%), his wife, Marecella (35%) and their children, Susan J. Harris and Robert w. Jacob (5% each). Mark Jacob is Richmond, Va., real estate investor and has no other boradcast interests.

■ WZTQ(AM) Hurricane, W.Wa. (1080 khz, 5 kw-D)—Seeks assignment of license from Putnam Braodcasting Inc. to Cosmic Communications Inc. for $110,000. Seller: Group of eight stockholders headed by Ray V. Allen, president and 12.5% owner. Buyer: John Thompson Jr., J. Thomas Stanley and Eugene Ellison (one-third each). Thompson is Oak Hill, W.Va., attorney. Stanley owns Oak Hill Pizza Hut. Ellison is former employee at WCIF(FM) Beckley, W.Va. Filed Aug. 20.

Actions

■ WQSI(FM) Union Springs, Ala. (100.9 mhz, 3 kw, HAAT: 265 ft.)—Granted assignment of license from Better Broadcasting Inc. to RCS Broadcasting Inc. for $125,000. Seller is owned by B.L. Williamson, who also owns WLOV(AM) Washington and WBLW(AM) Royston, both Georgia, and 51% of WMRL(AM) Portland, Tenn. Buyer: Calvin Simmons (100%), who is contractor and has no other broadcast interests. (BALH-820714HJ). Action Aug. 26.

■ KOOL-TV Phoenix (CBS, ch. 10, 316 kw vis., 46.8 kw aur., ant. 1,700 ft.)—Granted transfer of control of KOOL Radio Television Inc. from Tom Chauncey and Homer Lane (51.89% before, none after) to Gulf Broadcasting Co. Consideration: About $48 million. Principals: Seller Chauncey will keep co-located KOOL-FM plus ranching, real estate, cattle and Arabian horse business. Lane has no other broadcast interest. Buyer is subsidiary of Gulf United Corp., 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 which last year bought balance of KOOL-TV stock from Gene Autry for about $30 million. Last year Gulf United also 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. (BTCCT-820708HA). Action Aug. 25.

■ KRKC(AM) King City, Calif. (1490 khz, 1 kw-D, 250 w-N)—Granted transfer of control of Radio Del Rey Inc. from stockholders (100% before; none after) to King City Communications Corp. (none before; 100% after). Consideration: $270,000. Principals: Sellers are John D. Fieldmann and Arthur B. Hogan (45% each) and David A. Ruleman (10%). Buyer is owned by William Gittler and wife, Marianne (100% jointly). William Gittler is vice president of sales at KCAL-AM-FM Redlands, Calif., and has no other broadcast interests. (BTC-820712HP). Action Aug. 25.

■ WSBR(AM) Boca Raton, Fla. (740 khz, 1 kw-D)—Granted assignment of license from Burbank Radio Inc. to Goldcoast Communications Inc. for $600,000 plus $247,000 for new tower site. Seller is principally owned by Robert H. Burstein and John L. Laubach Jr., who also own WEYZ(AM)-WCCK(FM) Erie, Pa.; WESA-AM-FM Charleroi, Pa., and WXIL(FM) Parkersburg, W. Va. Buyer: Sam C. Digges (50%), Hunter S. Marsten Jr. and Charles W. Sullivan (25% each). Digges is former president of CBS Radio Division. (BAPL-820709HC). Action Aug. 23.

■ WSGC(AM)-WWRK(FM) Elberton, Ga. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 92.1 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Elberton Broadcasting Inc. to Radio Elberton Inc. for $505,000. Seller: Lewis Shurbutt (100%), who has no other broadcast interests. Buyer: Nathan Hirsch and Dell Pressey (50% each), who owns WWNS(AM)-WMCD(FM) Statesboro, Ga., which they bought in 1980 for $790,000 (BROADCASTING, May 7, 1980). (BAL,H-820712H1,HJ). Action Aug. 25.

■ WTCO(FM) Arlington Heights, Ill. (92.7 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Radio Communications Group Ltd. to Darrel Peters Productions Inc. for $550,000. Seller: Kenneth W. Gneuhs (general partner) and 28 limited partners who also owns WAIK(AM)-WGBQ(FM) Galesburg, Ill. Gneuhs also owns 5% of general partner in WFTP(AM) Fort Pierce and WDLP(AM) Panama City, both Florida. Buyer: Principally owned by Darrel L. Peters, who also owns WXJY(FM) Menonee Falls, Wis. (BALH-820528EZ). Action Aug. 30.

■ WJMQ(AM) Norfolk, Mass. (1170 khz, 1 kw-D)—Granted assignment of license from Norfolk County Broadcasting Inc. to Caroline Broadcasting Inc. for $425,000. Seller: John M. Quinlan (50.4%), Joesph 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 WPAP(AM) Taunton, Mass. (BAL-820715EM). Action Aug. 27.

■ WMAX(AM) Grand Rapids, Mich (1480 khz, 5 kw-D)—Granted assignment of license from Great Lakes Broadcasting Corp. to WMAX Inc. for $300,000. Seller is principally owned by James F. Gaskin, president, and Daniel F. Follis, who have no other broadcast interest. Buyer: J.R. McClure Jr. and father, J.R. McClure (50% each). Elder McClure owns KHYM(AM) Gilmer and KKKK(AM) Odessa, both Texas, and KLXL(FM) Dubuque, Iowa. Younger McClure is station manager at KHYM. (BAL-820707GR). Action Aug. 27.

■ KNFT(AM)-KLCJ(FM) Bayard, N.M. (AM: 950 khz, 5 kw-D; FM: 92.7 mhz, 3 kw)—Granted transfer of control of KNFT Inc. from Keith and Janalie LeMay to Jack Moulton and Richard Van Scoyk. Consideration: $111,290. Principals: Sellers own 68.3% of stock and are transfering 51%. Buyers are currently minority shareholders in KNFT/KLCJ. (BTC,H-820709HE,HF). Action Aug. 23.

■ WLNA(AM)-WHUD(FM) Peekskill, N.Y. (AM: 1420 khz, 5 kw-D; FM: 100.7 mhz, 50 kw, HAAT: 500 ft.)—Granted assignment of license from Highland Broadcasting Corp to Radio Terrace for $4.2 million. Seller is owned equally by Francis V. Lough and Irving Cottrell, who have no other broadcast interests. Buyer is owned by Gary B. Pease, who is former vice president of General Communicorp, New Haven, Conn.-based owner of WPLR(FM) New Haven and WSCR(AM) Hamden, Conn. (BALH-820709-HG,HH). Action Aug. 23.

■ WNCA(AM) Siler City, N.C. (1570 khz, 1 kw-D)—Granted transfer of control of Chatham Broadcasting Inc. of Siler City from David P. Welborne & Raymond Dearstine (100% before; 50% after) to Barret W. Hayes (none before; 50% after). Consideration: $20,000. Principals: Sellers own 100% of stock and seek to transfer 50% along with irrevocable proxy to vote 50% balance. (BTC-820609HR). Action Aug. 20.

■ WOLF(AM) Syracuse, N.Y. (1490 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Listeners Network to AGK Communications Inc. for $427,740. Seller is owned by Brent W. Lambert and Eric W. Johnson, who are Boston opthomologists and own KIOQ-FM Bishop, Calif.; WIKE(AM) Newport and WSTJ(AM) St. Johnsbury, both Vermont, and one-third each of KEVA(AM) Evanston, Wyo. Buyer: Allan Gerry (47%), George Kimble and brother, Russell (15% each) and Craig Fox (23%), who also

own WAQX(FM Manlius, N.Y., and hold CP for new TV at Scranton, Pa. Kimbles also own WCGR(AM)-WFLC(FM) Canandaigua, N.Y. and are principal owners of WENY(AM) Danville, N.Y. (BAL-820629ER). Action Aug. 27.

■ WSYR-AM-FM Syracuse, N.Y. (AM: 570 khz, 5 kw-U; FM: 94.5 mhz, 100 kw, HAAT: 650 ft.)—Granted assignment of license from Newhouse Broadcasting Corp. to Katz Broadcasting of Syracuse Inc. for $5,116,200. Seller is subsidiary of Newhouse Newspapers, Newark, N.J., owned by Donald E. Newhouse and family. Broadcasting group owns two AM's and three FM's. E.R. Vadeboncoeur is president. Buyer is privately held New York-based station representative which last year bought Park City Communications, Bridgeport, Conn.-based group of one AM and three FM's for $16 million (BROADCASTING, Nov. 9, 1981) AND KWEN(FM) Tulsa, Okla., for $3,050,000 (BROADCASTING, July 13, 1981). Katz also bought WDBO-AM-FM Orlando, Fla., this year for $9.5 million (BROADCASTING, May 17). James Greenwald is president. (BAL,H-820415GD,GC). Action Aug. 25.

■ WYSH-AM-FM Clinton, Tenn. (AM: 1380 khz, 1 kw-D; FM: 104.9 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Clinton Broadcasters Inc. to Mack Sanders for $1.2 million. Seller: George R. Guertin, John Paxton (40% each) and James Stair (20%). Guertin owns 53.3% of WMTN(AM)-WAZI(FM) Morristown, 42.5% of WBNT(AM) Oneida, both Tennessee, and 33.3% of WIXI(AM) Lancaster, Ky. Stair owns 66.6% of WIXI and 42.5% of WBNT. Paxton owns 13.3% of Morristown stations. Buyer owns WVOK(AM) Birmingham, Ala., and WJRB(AM) Madison, Tenn. Sanders also owns WNOX(AM) Knoxville, Tenn., which he bought for $1.2 million (BROADCASTING, March 22) and WIZO(FM) Franklin, Tenn., which he bought for $800,000 (BROADCASTING, May 17). He also has been granted FCC approval to buy WRKK(FM) Birmingham, Ala., and is spinning off WYSH to comply with FCC's overlap rules (see below). (BALH-820708GX,GW). Action Aug. 19.

■ WYSH(AM) Clinton, Tenn. (1380 khz, 1 kw-D)—Granted assignment of license from Mack Sanders to Odis Ray Harper for $500,000. Seller is spinning off WYSH to comply with FCC's overlap rules (see above). Buyer is former Lynn, Ala., mobile home manufacturer and has no other broadcast interests. (BAL-82078GY). Action Aug. 19.

■ KEEE(AM)-KJCS(FM) Nacogdoches, Tex. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 103.3 mhz, 100 kw, HAAT: 360 ft.)—Granted assignment of license from Evelyn Streetman to R&H Broadcasting Inc. for $800,000. Seller has no other broadcast interests. Buyer is owned by Jimmy Rucker (51%) and Robert Hill (49%). Rucker is vice president and sales manager, and Hill is operations manager at KEEE(AM)-KJCS(FM). Neither has other broadcast interests. Action Aug. 25.

■ KUAA(TV[CP] Spokane, Wash. (ch. 22, 1,197 kw vis., 119.7 kw aur., HAAT: 1,707 ft.)—Granted assignment of construction permit from Frontier Media Inc. to Broadcast Vision Television Ltd. for reimbursement of $150,000 in expenses. Seller: Robert Cooper, Mark Cooper and Lois Zeitner (one-third each), who are also applicants for new low power TV at Bozeman, Mont. Buyer is owned by general and limited partners with full voting-control exercised by general partners. General partners consists equally of Broadcast Vision Television Inc., Lee Schulman and Arnold Mills. Schulman and Mills also each own 50% of general partner Broadcast Vision Television Inc. Mills is director and 3% owner of KHJ(AM)-KRTH(FM) Los Angeles. Limited partner in buying group also includes Art Greenfield, who owns 16.77% of KENI(AM) Anchorage. (BAPCT-820601FN). Action Aug. 26.

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

Call letters

Applications

Call	Sought by
	New AM
KYUC	Lee R. Shoblom, Yucca Valley, Calif.
	New FM
KTYE	Griffis Broadcasting Co., Tye, Tex.
	New TV's
WCTF	Channel 39 of Murfreesboro Inc., Murfreesboro, Tenn.
KBVO	Austin Television, Austin, Tex.
WFTZ	Focus Broadcasting of Norfolk Inc., Norfolk, Va.
	Existing AM's
WSFN	WEAT West Palm Beach, Fla.
KKCI	KLDY Liberty, Mo.
WAKM	WTJT Franklin, Tenn.
	Existing FM's
WXCS	WWCS Hagerstown, Md.
WZOZ	WIEZ Oneonta, N.Y.
KXDD	KUEZ Yakima, Wash.
WMLW	WTTN-FM Watertown, Wis.
	Existing TV
WMKW-TV	WBAH Memphis, Tenn.

Grants

Call	Assigned to
	New AM
WKCE	Morgan Broadcasting Co., Harriman, Tenn.
	New FM
KZRO	Zero Broadcasting Inc., Marshall, Ark.
	Existing AM's
WMVN	WUPY Ishpeming, Mich.
WXOQ	WJLJ Tupelo, Miss.
	Existing FM's
WXCR	WOOT Safety Harbor, Fla.
WCSN	WLVW Tallahassee, Fla.
	Existing TV
KSNG	KGLD Garden City, Kan.

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See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

We have opening for profit-oriented Manager/Sales Manager at state of the art FM in medium Midwestern market. Must understand album rock and its presentation to agencies and top accounts. Mail resume and salary history to Box E-249.

General Manager. Small market AM/FM, Midwest. Aggressiveness, good small market experience, integrity a must. Opportunity to buy equity in growing company. Opportunity of a lifetime for a real winner. Reply Box E-265.

Successful AM/FM Station In Southwest has immediate opening for General Manager. We are interested in talking with a person that has a proven record. Good market and excellent station. We seek a community-oriented person. Strong emphasis in sales and strong broadcast background. Excellent opportunity. Write Box G-10.

Sales Manager - AM/FM combo in important New England regional market. Direct full sales operation and maintain a lucrative list. Salary, commissions, fringes. Send resume to Box G-19.

Group VP/General Manager needed for medium-to-large market stations. East coast office. Must have extensive General Manager experience. Send resume to Box G-26. EOE.

G.M. and S.M. for outstanding, well established A.M. in New England medium market. Heavy on sales, carry agency and direct list, administer large staff in strong competitive radio market. Long hours, strong challenges, substantial income with high incentives. Write to owner and convince him that you deserve one of radio's best positions, in confidence, of course. Box G-47.

Program Director. California, Santa Barbara County, AM/FM. Responsible for station sound, personnel, morning drive shift. Promotion oriented. Excellent growth potential. Write Box G-51. E.O.E

Sales Manager for KANC, powerhouse AM facility in Anchorage, Alaska. KANC is being acquired by major group owner with stations in Washington, Oregon and California. Sales management experience required. Attractive compensation. Contact Dan Volz, KANC's new GM, at 1245 Charnelton St., Eugene, OR 97401. 503—344-1457. EOE

HELP WANTED SALES

Looking for greener grass? We are now accepting resumes for dynamic broadcast sales professionals with a minimum of three years experience for Jackson, Kemmerer and Powell, Wyoming. Must be assertive, is people and success oriented, uses consultant selling, is organized, has a positive attitude and is a 100% team player with a desire to earn no less than $30,000. Send resume, salary history and references to Harry L. Dyer, KSGT, P.O. Box 100, Jackson, WY 83001 (EOE).

Join our team. Build your career. College city AM/FM looking for FM salesperson. Let's talk. Don Miller, WKCY/WJSY Harrisonburg, Va. 703—434-1777.

Southern Idaho AM-FM combo wants a street pounding hustler who is motivated by money! Reply Box G-4.

Colorado sales opportunity with a growing organization. We are looking for a mature, enthusiastic individual to join our successful sales team. Send resume and references to Dan Robbins, Group Manager, KWDE Broadcasting, Inc., 36 South Selig, Montrose, CO 81401. 303—249-8007.

Salesperson. Vibrant AM/FM, central Pennsylvania. Earnings possible to $30,000 +. Box G-37.

Immediate opening for self-starting sales person. Advancement unlimited for right person. Small market AM. Send resume to WAPR, P.O. Box 1390, Avon Park, FL 33825.

General Sales Manager—Buffalo, N.Y.'s, number one rated radio station, has a tremendous career opportunity, available immediately. Must be able to lead a young, aggressive sales team, as well as develop and implement sales promotions. Send descriptive track record to: Donald Zink, WJYE, 1700 Rand Building, Buffalo, N.Y. 14203. E.O.E.

HELP WANTED ANNOUNCERS

KIMN, Denver, needs a sports Director/Personality for morning drive show. Sports and/or air personality experience vital. Tapes and resumes to: Doug Erickson, KIMN, 5350 W. 20th Ave., Denver, CO 80214. No calls please. EOE.

Program Director for top-rated adult contemporary FM in the beautiful Berkshires. Air shift required. Work with pros in the finest facilities in the Northeast. Send tape, resume, and salary requirements to Philip A. Weiner, VP/GM, WUPE, P.O. Box 1265, Pittsfield, MA 01202, EOE, M/F.

Beautiful Music KKNU Radio in Fresno has an opening for a full-time evening announcer. Applicants should have extensive announcing experience. Salary based upon experience. Send tape and resume to Scott Moseley, KKNU, 2775 E. Shaw, Fresno, CA 93710. EOE.

If you're fond of sand dunes, why not come to Cape Cod for your next position? An evening position is now open at the Cape's No. 1 Adult Contemporary station. Vacation and medical standard equipment. If you have experience, and like talking to people, send resume and tape to: Keith G. Corey, Spring Bars Road, Falmouth, MA 02540.

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.

HELP WANTED NEWS

Small market, Southern Midwest. Our newsman is moving up and we need a replacement. Prior news experience required. Journalism grad preferred. Send resume and salary requirements to Box E-204.

Newsperson with personality and pizzazz for Akron's top-rated talk station WNIR. Excellent salary, benefits and facilities. Call now: Bill Klaus, 216—673-2323. E.O.E.

Anchor-reporter for afternoon drive news in major West Coast market. We're looking for a thoroughly professional broadcast journalist with excellent on-air sound, solid personal writing and reporting abilities. Minimum five years' experience in radio news. This is a job for an exceptional individual seeking to break into a top ten market. Tell all in resume and letter including references and salary requirements. EOE. Write Box E-256.

Director of Information Programming. Supervise small public radio news staff. Journalism or broadcast-related degree required plus three years' experience and good on-air abilities. Salary competitive plus university benefits. Deadline 10/1/82. Send tape, resume and five references to Frank Thomas, WCBU-FM, 1501 W. Bradley, Peoria, IL 61625. An Equal Opportunity/Affirmative Action Employer.

Strong news operation in Denver has an opening. Need a good writer with anchor abilities for ten-person news team. KIMN has a history and a future—be a part of it. Send Tape and resume to Phil Boyce, N.D., 5350 W. 20th, Denver, CO 80214. No phone calls, please. EOE.

Reporter/Announcer. AM/FM in state capital. PM shift. 2 years' experience & degree. Tape & resume: News Director, KLIK/KTXY, P.O. Box 414, Jefferson City, MO 65102. EOE.

News Director needed at WEZN, Katz Broadcasting's Beautiful Music FM in Bridgeport, CT. Position includes writing and anchoring morning drive newscasts. On-air news experience a must. Tape and resume to: Paul Knight, Operations Manager, WEZN, Park City Plaza, Bridgeport, CT 06604. EOE.

One of the Midwest's finest broadcast operations is seeking a qualified Sports Director for a 2-person department for a position available immediately. Your knowledgeable, exciting PBP delivery must be backed by a minimum of three years of experience in football, basketball, and baseball. Hockey exp. desired, but not a must. Will host a weekly two-hour sports talk show and anchor sportscasts. All references will be thoroughly checked. Rush tape and resume (with references) to: Rich Habedank, WJON Broadcasting, Box 220, St. Cloud, MN 56302. An Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Looking for Program Director for small market AM in Southwestern ski-country Colorado. Must do some engineering and production. Salary open. Call 303—387-5586.

Program Director. Immediate opening. WFMD-AM 93—Adult Contemporary. Send resume & references to: General Manager, WFMD, Box 151, Frederick, MD 21701.

Program Director Successful AM Country. Must be creative, work well with people and understand the bottom line. Good bucks and benefits for the right person. Tapes and resumes to: Don Kidwell, WONE, 11 S. Wilkinson St., Dayton, OH 45402. Phone: 513-224-1501.

SITUATIONS WANTED MANAGEMENT

General Manager with exceptionally strong history of documented success now looking for excellent situation. Box E-198.

General Manager: Sales intensive, self-motivated highly organized and disciplined to win the battles of sales and profits. 18 years in management with persuasive product knowledge. Achiever of goals. Solid professional looking for a station or group owner who wants a winner. Reply Box E-253.

Stable, efficient, effective, versatile, mature General Manager seeks move to Florida. Credentials, ability, the highest. Reply Box G-38.

Sales Manager—20-years' experience in sales and announcing. Seeks position as a General Manager in small to medium market. Will build profits, not expenses. Non-drinker and no bad habits. No fancy resumes and no fancy cover letters—just give me your best and I'll give you mine. First phone, middle age. Write Box G-56.

SITUATIONS WANTED SALES

Sales Manager with ten years success in ½ million midwestern market seeking sales management position. Can build unbeatable sales program and sales force. Top recruiter, trainer, motivator. Strong with agency and direct advertiser. Ethical and effective salesman. Excellent references. Replies welcome from brand new independent owner to established corporation. Salary less important than good overide. Write today. Confidentiality assured. Box G-29.

General Sales Manager. With great understanding of employees and ability to motivate. Reply Box G-43.

SITUATIONS WANTED ANNOUNCERS

Dolly, Kenny, and Willie love me. You will too! Experienced—great country-pop tape. Prefer Southern California or Chicago area. Linda. 312—280-9302 or 216—322-9439.

Top talk host wants to relocate. You probably know my name. Drop me a line. I'll consider all markets. Write Box G-8.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Announcer/Sportscaster. Six years' experience. Know rock format. Southern Rockies. West Coast only reply. Anytime. 303—651-3549.

Announcer/Salesman can sell on air and off. DJ, I'm up—Sports. I'm exciting. Intelligent with looks and personality. J., 212—371-2356.

If you're seriously looking for the A/C communicator, I'm your guy. I understand and execute wholesome, human radio. Track record, references as proof. Currently working Southeast. The best 20c you'll ever spend. Write Box G-45.

Put your station on a roll with this energetic rocker. Good pipes. Good production. Trained for jock work. Call Glenn, anytime, 312—445-0770.

Experienced Production Assistant (Nationally Syndicated Show) for small market seeking compelling newcaster and highly trained Disc-Jockey. Your salary O.K. Write Box G-39.

Experienced 1st class announcer needs break in news reporting. Tape and resume: Monica Braddy, 212—634-8562.

SITUATIONS WANTED TECHNICAL

12 years' experience AM directional, FM stereo, automation, audio processing, construction. Can work with programmers. Write Box G-58.

SITUATIONS WANTED NEWS

Harvard grad, age 23, 3 years in commercial radio with work done for national and regional networks seeks position in news department of radio station or broadcast news service. Write Box E-247.

Four years in small market news as writer and reporter. Seeking same position in major market news radio. California, Nevada preferred. Hard worker. Minority. Degree. Box G-30.

Hard working News Director seeks permanent post at midwest medium market station. Seven years' experience in all aspects of radio news. Proven record. Want stable environment as reporter, writer, anchor. Write Box G-41.

TELEVISION

HELP WANTED MANAGEMENT

Director of Marketing for WGTE-TV-FM, Toledo public broadcasting. Plan, direct, execute on-air and off-air fundraising, including auctions, underwriting, memberships, endowments, deferred giving, sale of WGTE industrial video services and program guide advertising, and public information activities. Personal ability to pledge on-air essential. Track record of successful development and marketing for public broadcasting or similar non-profit organization highly desirable. Salary range: $23,000-$30,000. Send full resume and references, plus letter explaining your knowledge of, commitment to, public broadcasting, to R. Smith, WGTE, Box 30, Toledo, OH 43692. Equal Opportunity Employer.

Associate Director of Programing needed for West Virginia University's public television station, WWVU-TV. Management responsibilities include overseeing programing and production, personnel management, planning, agency/institutional relations, policy development, establishing goals and objectives, and related responsibilities. Candidates must possess an advanced degree in a related field or an equivalent combination of education and experience. Demonstrated successful management and administrative experience in programing and production, personnel management, planning, and agency/institutional relations. Broad knowledge of the educational, telecommunications field with an understanding of basic concepts, rules, regulations and related criteria. Salary range: mid $20's to low $30's, depending upon qualifications. Forward resume by October 8, 1982, to: Search Committee, Office of Personnel, West Virginia University, Morgantown, W.V. 26506. An equal opportunity/affirmative action employer. M/F.

Director of Television for university PTV production center which provides programing for statewide network. Requires Master's degree and five years related experience. Public relations and teaching experience desired. Applications must be received by October 15, 1982. Submit complete resumes, with references, to: Employment Office, Box 6163, University, AL 35486. EOE, AA, M/F.

America's finest city. New, independent station need promotion professional with can-do, hands-on experience. Send complete info along with tape. KUSI-TV, P.O. Box 11985, San Diego, CA 92111. No phone calls, please. An Equal Opportunity Employer.

HELP WANTED SALES

KYEL-TV, Yuma, Arizona—El Centro, California, is looking for an experienced local television account executive. An opportunity to grow rapidly in a fast growing market. Send resume to Keith Lewis, KYEL-TV, PO Box 592, Yuma, AZ 85364. Equal Opportunity Employer.

Immediate opening for local sales manager. Need aggressive person to run with the ball. All replies in strictest confidence. EOE. Write Box E-267.

San Diego account executive. KUSI-TV in America's finest city is requesting written contact by America's finest sales persons. Please address your updated resume, a letter explaining your sales aptitude and attitudes with your income expectations to: GSM, KUSI-TV, P.O. Box 11985, San Diego, CA 92111. An Equal Opportunity Employer.

Local sales: NBC affiliate has an immediate position open for a sharp salesperson. This is an established list with very little turnover. Broadcast experience required. Call 815—963-5413, or send resume to Rod Leezer, Local Sales Manager, P.O. Box 470, Rockford, IL 61105.

General Sales Manager—network affiliate in southern California. El Centro/Yuma market. All new facility. Write Box G-5 with background, salary, etc. Confidential. EOE.

Sales Management. Chicago TV station, well-established independent, wants assistant sales manager. If you are the correct person: earning good money but want to make great money, have at least several years' experience in the field and a proven track record, able to replace our present sales manager who will be retiring in the next couple of years. Write, giving full details. Our employees know of this Ad. Box G-11.

General Sales Manager - proven sales leader in all phases of sales development, good motivation skills with concepts and people, for an affiliated medium size market leader. Compensation commensurate with ability of performance. Reply direct to: Chuck McKeever, President and GM, WDBJ-TV, P.O. Box 7, Roanoke, VA 24022-0007. An equal opportunity employer.

Account Executive. This network affiliated top 50 Sunbelt station is looking for a creative, promotion oriented salesperson with TV, radio or other intangible sales experience. The right person will be paid well. Knowledge of major retailing, co-op and vendor programs important. Send your resume and your most creative idea on how to develop untapped resources and I will call you promptly. Write Box G-52. An equal opportunity employer, M/F.

HELP WANTED TECHNICAL

Chief Engineer for TV/AM/FM operation. Must be strong on maintenance all phases of operation with supervisory ability. UHF construction experience desirable. Contact Charles Perkins, 601—372-6311, collect. Equal Opportunity Employer.

Maintenance Engineer. 3-5 years' experience. Will assist in maintaining television equipment at the station. Contact John Simmons, Chief Engineer, WRBL-TV, Box 270, Columbus, GA 31944., or call 404—323-3333. EOE, M/F.

Engineer: Responsible for production recording, editing and remotes. Minimum two years' experience in production editing and maintaining VTR's, cameras and editing equipment. FCC license required. Send resume and salary requirements to Chief Engineer, 42 Coliseum Drive, Charlotte, N.C. 28205. EOE.

Chief Engineer - KECY-TV, El Centro, CA/Yuma, AZ. All new facility - completely state of the art. Contact Bob Jameson, 714—352-9670. EOE.

Operating Engineers. WGBH-Boston, one of the country's outstanding production facilities, has immediate full-time openings for operating engineers. Top pay and benefits. If you're experienced, versatile and eager to link up with the best, send your resume to: WGBH, Personnel (A-129), 125 Western Avenue, Boston, MA 02134. An equal opportunity employer.

Beautiful Palm Springs needs two qualified television technicians immediately. Excellent salary, with generous cash bonus end of each year. 714—568-3636 or 714—346-3330. Mrs. John Conte, K.M.I.R.-T.V., 72920 Parkview Dr., Palm Desert, CA 92260.

Maintenance Engineer: 2 to 3 years' experience all phases of studio/control room/xmtr. maintenance. WKEF-TV, Dayton, Ohio. Darrell Hunter, 513—263-2662. EEO/M/F.

Transmitter maintenance. Minimum 4 years' experience in TV with VHF or UHF, microwave and RF transmitters and receivers. Digital and analog experience required as well as thorough knowledge of state-of-the-art TV transmitter and test equipment. License required, certification preferred. Send resume to: Tom Weems, WPLG, 3900 Biscayne Boulevard, Miami, FL 33137. EOE.

Remote operations chief engineer for top southeast production facility. Applicant must possess good client relations ability and management skills, as well as a solid maintenance background. This position requires the technical management of four remote units with their respective equipment and crews. Some travel required. For more information, please contact: Mike Orsburn, Director of Engineering, Video Tape Associates, Hollywood, FL. 305—920-0800. Equal opportunity employer.

WTVF-Nashville. Audio/video maintenance and other engineers needed for expanding staff. Prior experience and general FCC license a must. Send resume to: Bill Nunley, WTVF, 474 James Robertson Parkway, Nashville, TN 37219. An equal opportunity employer, M/F.

Wanted: TV control board operator. Experience preferred. Call or send resume to Randal Arcand, Production, KUMV-TV, Box 1287, Williston, ND 58801. 701—875-4311. An equal opportunity employer.

Television Studio Maintenance Engineer. Require technical school graduate. Experienced in ENG and 3/4-inch editing systems. Pay $455.00 per week. Send resume to Chief Engineer, WKRC-TV, 1906 Highland Avenue, Cincinnati, OH 45219.

Maintenance Engineers. WGBH-Boston, one of the country's major production facilities, has immediate openings for maintenance engineers. Three years' experience in state-of-the-art digital and analog necessary. There's no time like the future. Send your resume to: WGBH, Personnel (A-128), 125 Western Avenue, Boston, MA 02134. An equal opportunity employer.

ENG Maintenance. Minimum 2 years maintenance experience on Ikegami 77 and 79; also Sony BVU 50,-100,110,200, 800 and associated equipment. Certification and license preferred. Well-equipped shop at leading news station seeks professionals. Send resume to: Tom Weems, 3900 Biscayne Boulevard, Miami, FL 33237. EOE.

HELP WANTED NEWS

Reporters With Street Savvy and experience. Expanding group is searching for the best. If you know how to use the tools to tell the message, then rush cover letter, resume, and salary requirements to Box E-231. EOE. No beginners, please.

Sports director/anchor for number one station in top 100 Sunbelt market. We're looking for sharp, energetic sports director. Must be polished on the air and love to cover local and recreational sports. A great position for someone who has outgrown the weekends but still likes to get out with the action. Send resume to Box E-232. EOE.

Producer. If you can work well with people and have high journalistic and production standards and are extremely dynamic, then rush resume, salary requirement, plus cover letter to box E-233. EOE. No beginners please.

HELP WANTED NEWS CONTINUED

We're looking for the best anchor around. We also need two reporters and two photo journalists. If you're better than most, then rush resume, salary requirement, plus cover letter to Box E-228. EOE. No beginners, please.

Midwest medium market station looking for solid journalist for anchor slot. Format is mix between 'Live at Five" and "Nightline" concepts. Must be a good reporter first, and secondly, a good communicator. Must have good writing and production skills. No beginners. Minimum three years'- television experience, including anchoring. Resumes only to Box G-15. EOE.

We are looking for the right sports anchor/reporter to join our staff. Must have on-air experience, sharp reporter skills and play by play. Send tapes and resume to Olivia Lage, Personnel Manager, KSEE-TV, P.O. Box 24,000, Fresno, CA 93779. KSEE is an equal opportunity employer, M/F.

News Director. If you're currently an experienced ex-producer or are producing an excellent product, then you may be ready for this news director position. Major Midwest group seeks person to lead one of its station's news departments. Must work well with people and know motivation techniques. Send detailed letter of philosophy, resume and salary requirements to Box G-1. E.O.E. All replies confidential.

Television Journalist/Producer, expert in Anglo-American affairs, needed in New York to be eyes, ears & often voice of TV-AM, Britain's new nationwide commercial breakfast television station. Please write Box G-42. EOE.

ENG Photographer. If you're a highly skilled ENG photographer who can edit creatively and make your video come alive with our TK's and/or 350's, there's a spot for you on our professional staff at southwest Florida's news leader. Minimum two years' experience required. Send resume and tapes to Jim Bennett, News Director, WINK-TV, P.O. Box 1060, Fort Myers, FL 33902. No phoners accepted. EEO.

Meteorologist for weekends plus position with a private weather service. Previous on-air experience preferred, but not required. Send tape and resume to Chief Meteorologist, WIBW-TV, P.O. Box 119, Topeka, KS 66604.

We are looking for a good director for general production and two news shows daily. Creativity and initiative a must. Midwest top 100 market. Resume to Box G-57. EOE.

Group-owned stations in five Midwestern markets looking for self-motivated TV people. Possible openings for anchors, reporters, sports people. Excellent benefits, good pay, growing company with room to move up. Send resume to Box G-36. We are an equal opportunity employer, M/F.

Reporter-leading California independent wants professional reporter - no beginners. Two-three years prior experience on-camera and in-field work. Send resume and salary requirements to News Director, 5111 East McKinley Avenue, Fresno, CA 93727. An EOE/M-F.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

WHA-TV in Madison, Wisconsin, is seeking an exceptionally well qualified Director of Operations to manage and supervise all TV production operations including personnel administration, production cost accounting systems, production budget estimates, quality control, and scheduling. We are looking for a minimum of five years full-time successful work experience as a production or operations manager in either commercial or public television, plus a strong background in at least two of the following: TV studio and remote production, scenic or graphic design, lighting, producing or directing. Part of this experience should be in a facility with a high production load. Candidates must possess the ability to manage and lead creative personnel and have a thorough knowledge of the TV production process. Knowledge and experience in computerized cost accounting essential. Bachelor's degree or higher preferred. Salary $30,000 per annum, plus excellent fringe benefit package. Application deadline is September 24, 1982. For an application and full position description, contact Kathy Dickerson, WHA-TV, 821 University Ave., Madison, WI 53706; 608—263-2114. WHA-TV is an equal opportunity employer.

Experienced production manager for rapidly-expanding, top-rated Alaskan commercial television network. A tough, hands-on pro who believes in getting the job done and has the know-how to do it. No phone calls, please. Resumes to KIMO, 2700 East Tudor Road, Anchorage, AK 99507. EEO/AAE.

WPVI-TV seeks creative, organized professional with a flair for fresh ideas and current topics to work as part of a team for number one rated AM/Philadelphia. Must have in-studio, video tape field production and editing experience. Please forward a video tape of current production work along with a resume stating salary requirements to Charles R. Bradley, 4100 City Line Avenue, Philadelphia, PA 19131. An equal opportunity employer.

Continuity Manager. Production-oriented professional wanted to assume responsibility for station breaks on 8-station state public television network. Requirement: college degree in appropriate field or comparable experience. TV production and editing, ability to write on-air announce copy, knowledge of principles of public information and publicity, and a pleasant on-air announcing voice. Applications accepted through Sept. 27, 1982. For application materials, contact: Personnel Office, Iowa Public Broadcasting Network, 2801 Bell Avenue, Des Moines, IA 50321. 515—281-4498. EOE, M/F.

Production Manager for a new television station production facility in a major Southwest market. Must have minimum of two years' experience as Production Manager with good knowledge of state-of-the-art equipment and solid client contact. Knowledge of major sports production a must. Send resume to Mr. Flanagan, 1712 E. Randol Mill Rd., Arlington, TX 76011. An equal opportunity employer.

Business Affairs Director. East Coast distributor seeking business affairs director. Position involves contract administration, supervision of budget and financial operations and union talent arrangements. At least three years' experience. Send resume and salary requirements to Box G-48.

Dominant station in 21st market seeks news promotion producer. Responsible for coordination of information between news and promotion depts. Must have at least two years' experience in on-air promotion, knowledge of ENG editing, 1" and 2", studio and location production techniques, plus strong writing skills. Knowledge of DVE helpful. Send tape and sample copy to: Linda Bayley, Promotion Manager, KCRA-TV, 310-10th Street, Sacramento, CA 95814-0794. EOE, M/F.

Major affiliate: seeking feature reporter for locally produced magazine show. Looking for strong on-air personality and demonstrated skills writing, producing and reporting human interest and news-related magazine stories. Send audition tape and resume to P.O. Box 9494, Seattle, WA 98109. EOE.

WGBH-TV/Boston is seeking a director of research and scheduling for broadcast. Candidates should have 3-5 years directly related experience in public television program scheduling. Demonstrated ability in application of audience research and supervisory experience required. Budget development and administrative skills are essential. Send resume with letter of application to WGBH, Personnel Department (A-130), 125 Western Avenue, Boston, MA 02134. An equal opportunity employer.

Editor/Director needed for major Southwest market. Must have had at least one year directing experience with good client contact. Also, thorough knowledge of computer editing with state-of-the-art equipment. Send resume and reel to Mr. Flanagan, 1712 E. Randol Mill Rd., Arlington, TX 76011. An equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Darn fine GM. TV or AM-FM combo. Low CPM on your investment. Investigation welcomed. Write Box E-230.

National/Local Sales Manager - I have had heavy experience in sales training and group management. Currently employed in top 20 market with 10 years' experience on the local and rep level. Independent selling my specialty. Let me motivate your sales team. Reply Box G-44.

SITUATIONS WANTED SALES

Highly motivated, successful television sales manager - 15 years' experience - seeks lucrative, challenging position with professional company. Will relocate. Reply: Tom Meacham, 1729-D Spanish Trail, Columbia, SC 29210; 803—798-5770.

SITUATIONS WANTED TECHNICAL

My position's falling apart under me. I'm 30, single, with 8 years TV engineering experience—6½ in broadcasting, 1½ in cable. My experience is heavy into video maintenance & operation. Have college degree, 1st phone. Want work at reputable station. Prefer SE Michigan or NW Ohio area. 313—675-8413.

Currently employed, female, first phone. Major market TV and prior radio technical operations. Desire to combine skills and experience where most useful to next employer. Willing to relocate. 215—667-4605.

SITUATIONS WANTED NEWS

Anchor/Reporter. Looks, voice, credibility, vitality, experience. Curt Renz, 4620 Timberlane Rd., Crystal Lake, IL 60014. 815—455-5797. What the heck, give me a call—you might hit gold.

Sportscaster — B.S., 1 year commercial TV experience. Shoot, edit, produce, report, anchor. Enthusiasm, creativity, professionalism. Small-medium market. Long term commitment. Ken Bland, 215—438-3806.

A Rocky III movie review, local fan reaction, athlete of the week. Those features heard this week on my daily radio sports show. Currently employed as Sports Director for highly successful sports department for past 2 years. Looking to move into commercial television. Believe in originality and creativity. Bob, 201—366-3195.

Career-minded black female with 2½ years' experience as TV reporter, plus several years experience in radio and print news. Looking to relocate to station with strong commitment to news. Reply Box G-33.

Reporter/anchor/producer. Currently in 30's market. Looking for an operation with a total commitment to news. Write Box G-12.

Black journalist, excellent references, seeks small, medium sized market. General assignments reporting, anchoring, ENG, film experience. B.A. degree. Resume, tape available. Write Box G-13.

Innovative meteorologist/personality from leading major markets seeking position with progressive station. Florida, Texas, California preferred. Reply Box G-18.

Young, articulate, aggressive, innovative sports anchor/reporter seeks entry level position at station dedicated to quality. Recent graduate with 3 years' experience in all facets of field. Willing to start at any level, just seeks opportunity to impress. Mark, 607—748-8591.

Experienced reporter/anchor in Great Lakes capital city seeks challenging assignment on either coast. Medium- to major-market or network preferred. Write Box G-40.

Experienced TV ENG cameraman and reporter. College background. Resume and tape: A. Benger, 390 Wadsworth Avenue, NYC 10040. 212—927-6197.

Award-winning anchor/managing editor/reporter. Solid experience, graduate education, proven ratings success. Family man, 35, working top 15 market. Desires to relocate to solid news organization Southwest, West. 305—233-4761.

Aspiring journalist seeks entry level in production, programing or related area. BA, Broadcast Journalism. Valeria, 212—629-0428, after six.

Journeyman with television, print, some bus/fin reporting experience seeks position anywhere for chance to groom as specialist developing imaginatively presented economic stories. Topnotch writer. Sharp on camera. Strong on news features. David Johnson, 402 W. 45 St., No. 1A, NYC 10036. 212—587-5794 (weekdays).

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Available now. Entertainer and singer. Experience in children's shows and country music specials. Top ratings. Excellent background. Reply Box G-6.

Recent trade school grad. seeks starting position in television production. Great air personality. Ability to direct. Will locate. Craig Bundy. 310 E. 52 St., N.Y.C. 10022. 212—688-7841.

Experienced, bright, ambitious female with 1 years advertising agency and promotion background, including broadcast advertising, wants position in promotion department of station, cable/TV programer. High in organization and writing skills. Contact S. Rodman, 203—655-8677.

ALLIED FIELDS

HELP WANTED SALES

Representatives to market new products to TV, radio and non-broadcast clients. Only experienced representatives and/or successful representative companies should apply. Commission basis. Write Box G-22.

HELP WANTED INSTRUCTION

South Dakota State University seeks an assistant professor for broadcast journalism sequence. Includes teaching, advising, internship supervision and professional media liaison for 40 students in broadcast option. Laboratory courses utilize NPR and PBS facilities. Must have newsroom experience and Master's degree. Ph.D. and some teaching preferred. Salary approximately $20,000/9 months. Send resume and references to Head, Department of Journalism, South Dakota State University, Box 2235, Brookings, SD 57007. Deadline extended to October 15, 1982, or until suitable candidate hired. SDSU is AA/EEO employer.

Coordinator of Utilization - Denver. Provides direct supervision of utilization and other educational support services at station reaching 2.5 million viewers. Demonstrated successful full-time experience in instructional television utilization activities, including supervision of staff in development and implementation of utilization activities with school districts, colleges and/or other agencies serving children and adults. Administrative and/or supervisory experience in education, demonstrated communication and public speaking skills. Master's degree and recent classroom teaching experience are highly desirable. Starting salary: $25,345. Application deadline: October 11, 1982. Starting date: After January 1, 1983. Contact Mary Lou Ray, KRMA, 1261 Glenarm Place, Denver, CO 80204; 303—892-6666 for complete job posting and application procedures.

Mass Communication: Graduate faculty position available in Spring, 1983. Duties: teach graduate and undergraduate courses in film and journalism, advise students, direct theses, and participate in department activities. Qualifications: Ph.D., professional experience, and scholarly potential. Rank: assistant professor (tenure track); salary: $16,500-$25,000. Opportunity for summer and evening teaching for additional remuneration. Minorities and women are encouraged to apply. Send curriculum vita and letters of recommendation by October 15, 1982, to: Dr. Irene K. Shipman, Chairperson, Department of Speech and Mass Communication, Towson State University, Towson, MD 21204. An Equal Opportunity/Affirmative Action Employer.

WANTER 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 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. Bill Kitchen, Quality Media Corp., 404—324-1271.

Western Electric amplifiers, tubes, mixers, other products. Call 213—576-2642.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585.

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.

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.

Sparingly used Ampex VPR-20 portable video recorder W/TCG, color stabilizer, battery packs and charger, carrying case. 30-day warranty. Used Ikegami HL-77 camera in good condition, good tubes, as is. $10,000. 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, MA 617—877-9570.

Quantel DPE5000-SP (special performance) with "Digiflip" programmable flip and tumble; 10 custom moves, 32 pre-programmable catalog moves; noise reduction; external I/F control. Still in warranty. $56,-200. For details, contact Jeff Van Pelt, 512—473-2020.

Complete SMC DP-2 automation system in service and A-1 condition. 6 carousels, 5 ITC playbacks, time announce, 6 stationary cart decks, automatic logging, remote control & more. Ready to roll. 713—769-2475, Dave or Gary.

Grass Valley 1600-1X video production switcher with E-MEM, 2 digital borderline generators; encoded chromakeyer; audio E-Mem, AFV system; auto transitions. Still in warranty. $55,500. For details, contact Jeff Van Pelt, 512—473-2020.

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 25 kw good working condition; RCA TTU-50C, 50kw UHF, low-band; RCA TTU-10, 10kw, mid-channels, excellent condition; RCA 30kw, UHF hi-channels, 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 Bill Kitchen, Quality Media Corp., 404—324-1271.

A few left— Incredible camera buy! New Thomson MC-301 ENG camera includes 14:1 Fuji, servo/zoom lens, 1.5" viewfinder, (3) saticons, AC supply, carrying case, factory warranty. Originally $11,990; your price, $6,950! Also, specials on: MC-501, 601, & 701! Call while they last. Bill Kitchen, Quality Media Corp. 404—324-1271.

VTR's: (1) RCA TR-70; (3) RCA TR-60, color record units, 1000 hrs. total time each; Ampex 1200A; (1) 1200B, (3) 2000; Ampex VR 3000 with metering and charger. Call Bill Kitchen, Quality Media Corp., 404—324-1271.

Color cameras - used: GE and RCA film chains, excellent condition; (1) Norelco LDH-1, 50' cable (1) LDH-20; (3) GE PE-350; (3) GE TE-201 good operating condition; (3) Philips PC-70, 10:1, plenty of cable; (1) Hitachi SK-80; (2) SK-96; Ikegami HL-33, HL-35; HL-77A; Toshiba/GBC CTC-7X, minicam, plumbs. Call Bill Kitchen, Quality Media Corp. 404—324-1271.

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. Complete new NEC transmitters also! Call Bill Kitchen, Quality Media Corp., 404—324-1271.

FM RCA-BTF-5D, exc. condition. Will warantee. M. Cooper, 215—379-6585.

Copper strap, wire, screen. Check our prices. 317—962-8596, ask for copper sales.

AM transmitters: RCA-BTA-1R, on air, Collins 21E, on air, exc. cond. M. Cooper, 215—379-6585.

Used broadcast television equipment. Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213—641-2042.

RCA TR 600A Quad VTR - fully equipped $39,000; Grass Valley 1400 switcher - 12 input, 2 M/E, Chromakey $8,000; Ampex VR-3000-portable 2" Quad w/AC pack; batteries and spare heads available, $2,500. 312—641-6030, days.

Collins 830F 2A 10kw FM transmitter. Rebuilt with new plate, filament and plate supply transformers, will be tuned to your frequency and tested. Comes with A-830 exciter and 785 ML stereo generator. Auditronics 11 OB control console. 18 slide faders, 8 mic inputs with individual EQ and selectable input attenuation, 10 line level inputs, with same number of outputs, spare power supply. Brand new, still in carton. Onan 85KR three phase 85 kw emergency power generator with 280 amp automatic switch, three phase voltage dropout sensors, automatic start, time delay re-transfer and metering. LP or natural gas operated with outdoor housing, hospital grade muffler. Used 73 actual hours. IGM PAL IV logging system. Encoder, Hazeltine 1500 video terminal, decode electronics and receive teletype terminal. 601—442-4895.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letterhead). O'Liners, 1448 C West San Bruno, Fresno, CA 93711.

"Phantastic Phunnies" - humor service of world's top comics! Month's 500 topical jokes - $2.00. 1343-B Stratford, Kent, OH 44240.

MISCELLANEOUS

Cuban interference got you swimming the Bay of Pigs? For the only accurate list available of Fidel's stations, send $12 to: Ron Schatz; ATAD Box 9414, Fort Lauderdale, FL 33310.

RADIO PROGRAMING

Station ID's & sweep sets. Top-of-the-hour legal I.D.'s, quarter hour maintenance sweeps, signature pieces and image lines available now from the production team that writes, voices and produces 'em for American's No. 1, premier, AOR station. Package price starts at $300.00. Demo available. Studio 4 Productions, PO Box 39154, Cleveland, OH 44139.

Radio & TV Bingo. Oldest promotion in the industry. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303—795-3288. Copyright 1962.

RADIO

Help Wanted News

Talk Show Host WDBO-AM

Orlando, FL

Dynamic evening talk show host needed at Katz Broadcasting's newest kin, WDBO-AM, Orlando.

If you ... have an outstanding personality

...have had similar on-air experience interviewing studio guests and telephone call-ins

...want to help build a major radio station in one of America's fastest growing sunbelt markets ...

Send tape and resume in confidence to Tom Kennington, Program Director, WDBO-AM, 58 South Ivanhoe, Orlando, Florida 32802. Katz Broadcasting Company is an Equal Opportunity Employer.

KATZ BROADCASTING COMPANY
America's Employee Owned Broadcast Group
A SUBSIDIARY OF KATZ COMMUNICATIONS INC

Katz. The best.

Help Wanted Technical

WRKO TalkRadio 68

RADIO TECHNICIAN

WRKO-AM, Talk Radio 68 in Boston, has an immediate opening for a broadcast technician with a minimum of two years' experience in a major market or equivalent. Background in electronics maintenance as well as an FCC first for General radio/telephone license are also required. Join our team at WRKO, and that's not just "talk". So send your resume, with salary requirements, to: Diane Puglisi, Division Personnel Manager, RKO General, Inc., RKO General Building, Government Center, Boston, MA 02114. AN Equal Opportunity Employer, M/F/H/Vets.

Help Wanted Sales

GENERAL SALES MANAGER

Buffalo, N.Y.'s number one rated radio station, has a tremendous career opportunity, available immediately. Must be able to lead a young, aggressive sales team, as well as, develop and implement sales promotions. Send descriptive track record to:

Donald Zink
WJYE
1700 Rand Building
Buffalo, N.Y. 14203

WJYE JOY Beautiful Music FM 96

A McCormick Communications Company. E.O.E.

Tech/Ops

Situations Wanted Technical

I HAVE A JOB

I'm chief engineer in a large market in the wrong place. Help me out and in return you'll get an experienced, loyal, hard-working engineer who cares about quality and knows how to make it pay. Write Box G-34.

Situations Wanted News

NETWORK-CORRESPONDENT

has had enough of New York. Looking for long-term relationship as major market News Director or morning drive anchor. Solid track record. Conversational, credible sound. Reply Box G-28.

CABLE

Help Wanted Management

RADIO PRO TO MOVE INTO CABLE MANAGEMENT

Extraordinary opportunity for medium market sales manager to expand horizons in cable. Build your future while you build our sales department. New England market with virtually entire metro under one owner, a top national broadcaster. Send resume in confidence to Box G-49.

GREATER MEDIA, INC.
EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

TELEVISION

Help Wanted Programing, Production, Others

SHOOTER/EDITOR

We're looking for a very creative shooter/editor who will have a very tough act to follow. Documentary and special projects. ½" ¾" and 1" edit. Minimum 5 years experience.

Send resume & tapes to:
Bill Cosmas
WJLA-TV
Box 311
Washington, D.C. 20044

WJLA-TV 7

PM MAGAZINE CO-HOST.

PM magazine UTAH

To join female co-host as part of a 10 person PM staff. Previous PM co-host or related experience required. If you can project a dynamic personality, produce great visual stories, and want to do major market style PM in the heart of one of America's prime recreation areas, send your resume to:
PRODUCER, PM MAGAZINE UTAH
P.O. BOX 30901, SALT LAKE CITY, UTAH 84130.
NO PHONE CALLS.

PROGRAM DIRECTOR/ EXECUTIVE PRODUCER

A leading major network affiliate in a western growth market is seeking an exceptional Program Director/Executive Producer to be responsible for all programing, local program production plus total station marketing and promotional efforts. Send resume and salary requirements to Box G-7. Equal Opportunity Employer.

Help Wanted News

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 carrer, write Box G-50.

DIRECTORS

Are you the best director in your market? Are you seeking advancement? Can you handle fast pace and pressure? Are you ready for a major opportunity? Are you ready for the big time? Write Box G-46. M/F, an equal opportunity employer.

Help Wanted Management

MARKETING AND PROMOTION MANAGER

We have an immediate opening for a Marketing and Promotion Manager. We are looking for an individual with outstanding creative ability who can supervise a department of eight people as well as conceptualize and supervise the production of major promotional campaigns utilizing all media.

Excellent GE benefits. Send resume and tapes to Susan Loos, Employee Relations Manager, WNGE-TV, 441 Murfreesboro Road, Nashville, TN 37210. An equal opportunity employer.

GENERAL ELECTRIC BROADCASTING

WNGE/NASHVILLE

2

DIRECTOR OF MARKETING

Need experienced creative person to supervise promotion and marketing efforts in all areas of media for network affiliate. Must be familiar with research and its application to marketing and audience promotion. Management capabilities required to direct marketing and art departments. Send resume to: Personnel Director, KUTV, P.O. Box 30901, Salt Lake City, UT 84130. Equal opportunity employer. No phone calls will be accepted regarding this position.

Help Wanted Sales

LOCAL SALES MANAGER

Sunbelt network affiliated station in major market, looking for experienced TV sales manager with ability to direct sales staff. Good management skills & communication a must. Send all details in first letter. Confidentiality assured. Equal Opportunity Employer. Write Box E-261.

Help Wanted Technical

TRANSMITTER SALES REPS

Needed for VHF, UHF & FM by

NEC AMERICA INC.

Send information to Box G-53.

Help Wanted Technical Continued

TELEVISION BROADCAST TECHNICIANS

Washington, D.C. International Communication Agency is accepting applications from qualified personnel having a minimum of six (6) years operations and maintenance experience in video, audio, camera, lighting, quad and one-inch videotape recording and computer assisted editing for positions in color television studio and mini-cam production facilities. Starting salary: $28,245, with full federal benefits. Regular working hours from 8:45 a.m. to 5:30 p.m., Mon.-Fri., with periodic overtime. Moving expenses to Washington, D.C. must be provided by selected applicant. Interested applicants are requested to send a standard application form SF-171, obtainable at most Federal offices, to Office of Personnel for Broadcasting, Room 1341, 330 Independence Avenue, S.W., Washington, D.C. 20547. An EOE.

For Fast Action Use BROADCASTING's Classified Advertising

Help Wanted Technical Continued

DIRECTOR OF ENGINEERING

Immediate opening with a large group-owned television station in top 20 market. Applicant must be a hands-on engineer with intimate knowledge of all phases of studio, transmitter, and ENG news operations. Must be competitive, aggressive, and a good planner as well as a good leader. Excellent company benefits. Salary commensurate with ability, experience, and market size. Opportunity exist for future advancement within the company. Send resume to Box G-60.

CHIEF ENGINEER

Sacramento
Stockton
California

Coast to coast radio-TV group seeks an experienced "take charge" Chief Engineer with an extremely fast response time and a proven record in state of the art engineering, facility design and construction, technical operations, quality control, and administration. Complete resumes and professional references to: Gerald T. Plemmons, Vice President-Engineering, Outlet Broadcasting, 111 Dorrance St. Providence, RI 02093. An EOE, M/F.

Employment Service

"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. B, P.O. Box 20551, Birmingham, AL 35216. 205–822-9144

RADIO JOBS

10,000 radio jobs a year for men and women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspeople & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, $6.00. Special bonus: six consecutive weeks, only $14.95—you save $21.00! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.**

ALLIED FIELDS

Help Wanted Instruction

CBN UNIVERSITY'S

Graduate School of Communication is seeking full time faculty members with expertise in one or more of the following areas: film, radio, television, script writing, mass communication theory, research methods and media management. Responsibilities include program development, teaching, research, student counseling and advising. An earned PhD with relevant teaching and other professional experience in the communication field preferred. Master's Degree with significant professional experience considered. Rank of Assistant, Associate, or Full Professor depending on qualifications. Salary competitive. Send resume and names of three references to JD Keeler, Dean, School of Communications, CBN University, Virginia Beach, VA 23463. CBN University is a community of mature Christian scholars who are highly competent in their chosen disciplines, and who know God and His Word as the source of all wisdom. The University is a distinctive, graduate-based educational institution holding the highest of intellectual standards, with the transcending purpose of glorifying God and His Son, Jesus Christ. The University is an equal opportunity employer sharing an evangelical Christian perspective and is associated with the Christian Broadcasting Network.

Miscellaneous

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.

Consultants

COUNTRY CONSULTANT

Is your competition an automated or live assist FM using a syndicated music service? They are extremely vulnerable. Your fulltime AM signal can win with my country format. BILL TAYLOR COUNTRY CONSULTANT. 213–791-4836. 1425 E. Orange Grove, Pasadena, CA 91104.

Public Notice

PUBLIC NOTICE

APPLICATIONS FOR CABLE TELEVISION LICENSE

PAXTON, MA

The town of Paxton will accept applications for a Cable Television license pursuant to the regulations established by the Masscahusetts Community Antenna Television Commission. Applications may be filed at the address below until 12 noon Monday, December 1, 1982. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a $100 non-refundable filing fee, payable to the town of Paxton. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commission. All applications received will be available for public inspections in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee. This is the only period during which applications may be filed. Board of Selectmen, Town Hall, 695 Pleasant St., Paxton, MA 01612.

PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in open session on Wednesday, September 22, 1982, from 2 to 5 p.m. at the Ramada Renaissance Hotel, 1143 New Hampshire Avenue, N.W., Washington, D.C. Subject to amendment, the agenda includes preliminary consideration of FY '84 CPB radio support. For further information concerning this meeting, contact Michael A. Glass, NPR General Counsel, at 202–822-2043.

For Sale Stations

BILL EXLINE ANDY MCCLURE

NRBA ADDRESS: MGM GRAND

William A. Exline, Inc.

4340 REDWOOD HWY. • SUITE F-121
SAN RAFAEL, CALIFORNIA 94903
(415) 479-3484

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
IA	AM	300K	25K	Small
MS	AM	300K	50K	Small
ND	AM/FM	250K	20K	Small

109 North Main, 2nd Floor
Sioux Falls, SD 57102 605/338-1180

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

NOTICE

After almost 10 years with the Keith Horton Company, Bob Kimel will now devote his full time to specializing in New England station sales & appraisals through New England Media Inc. Current listings in New England include properties from $350,000 to $1,700,000.

8 DRISCOLL DR. — ST. ALBANS, VT. 05478
802-524-5963 — 802-524-3159

CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

Systems for Sale

Location	Subs/homes	Price	Terms	Contact	
SW	2800/5200	$2500K	Cash	Bill Hammond	(214) 387-2303
MW	1169/2400	1000K	Cash	Bob Thorburn	(404) 458-9226
NW	1290/1925	980K	Nego.	Elliot Evers	(213) 366-2554
NW	900/1350	900K	$200K	Elliot Evers	(213) 366-2554
SW	1009/2100	728K	Cash	Bill Whitley	(214) 387-2303
SW	443/1400	372K	Cash	Bill Whitley	(214) 387-2303
E	350/753	275K	125K	Bob Rathsmill	(215) 245-7489

Chapman Associates will be at the Eastern Cable Show-World Congress Center-Booth 302-Hospitality Suite—Omni. Int'l Hotel. 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.

At the NRBA Convention, Reno, Nevada
Hospitality Suite
MGM Grand Hotel, Suite 1814-A
September 12th - 15th

H.B. La Rue, Media Broker

RADIO TV CATV APPRAISALS

West Coast
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434 1750

East Coast
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

R.A.Marshall & Co.

Media Investment Analysts & Brokers
(803) 842-5251

BOB MARSHALL, PRESIDENT

An aggressive manager is all that's needed to turn around this Carolina AM/FM combination operation. Priced realistically at $600,000, which includes the 2500 square foot building and over eight acres of land, these single station market facilities represent an investment opportunity for an owner/operator.

Suite 508A - Pineland Mall Office Center - Hilton Head Island, S.C. 29928

FAST GROWING SUNBELT MARKET CLASS C FM—FULLTIME AM

Profitable property available by owner retiring after almost four decades in broadcasting. Asking price of $7,500,000 (less than 8x cash flow). Station will experience exceptional growth merely based on the market. Currently enjoying exceptionally strong audience position. Market would be considered to have less than average radio competition. Qualified principals with ability to discuss cash purchase; no brokers, please. Write Box G-59.

Dan Hayslett

& associates, inc.

Media Brokers

RADIO, TV, and CATV
(214) 691-2076
11311 N. Central Expressway • Dallas, Texas

CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

STATION					CONTACT	
MW	Suburban	C1.C FM	$4250K	$850K	Peter Stromquist	(612) 831-3672
SE	Major	AM/FM	$3500K	$1000K	Bill Cate	(904) 893-6471
SE	Metro	AM/C1.C FM	$2500K	Cash	Bill Chapman	(404) 458-9226
R. Mt.	Metro	C1.IV/C1.C	$2000K	$550K	Elliot Evers	(213) 366-2554
SW	Medium	C1.IV	$1150K	$300K	Bill Whitley	(214) 387-2303
NE	Medium	C1.IV/FM	$700K	$220K	Jim Mackin	(207) 623-1874
MW	Small	AM/FM	$700K	29%	Bill Lochman	(816) 254-6899
SE	Small	Fulltime	$410K	29%	Mitt Younts	(804) 355-8702
R. Mt.	Small	Fulltime	$250K	$60K	Greg Merrill	(801) 753-8090
SW	Small	AM	$207K	$55K	Bill Whitley	(214) 387-2303

Chapman Associates will be at NRBA—Hospitality Suite 2771-A—MGM Grand Hotel. To receive offerings within your area of interest, or to sell, contact John Emery, General Manager, Chapman Co. Inc., 1835 Savoy Dr., Atlanta, GA 30341. 404—458-9226.

MOUNTAIN STATES: Monopoly Class C with F/Y 1982 gross of $720,000 and cash flow of $250,000. Good terms for qualified buyer.

FAR NORTHWEST: Profitable daytime AM with Class A CP. $375,000 with good seller financing. Ideal owner/operator situation.

CALIFORNIA: Regional AM with undeveloped Class B FM. Needs strong operator to develop quick turn around.

COASTAL OREGON: Excellent AM/FM combo offered at $600,000. Seller will work with qualified operator on terms.

William A. Exline, Inc.
4340 REDWOOD HWY • SUITE F-121
SAN RAFAEL, CALIFORNIA 94903
(415) 479-3484

ROCKIES

Lender forces sale of top rated, medium market, low frequency AM. Excellent facility, superb reputation. Substantial cash required but priced far below market value. Box E-257.

NORTH CAROLINA

Fulltime AM and Class C FM in attractive coastal area. Reasonable price and terms. Principals only. Write Box E-246.

WALKER MEDIA AND MANAGEMENT INC.

Midwest AM. $700,000 total price, with very valuable real estate included. Owner will finance with $225,000 down.

813—778-3617
John F. Hurlbut
P.O. Box 1845
Holmes Beach, FL 33509

For Sale Stations Continued

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

MAJOR MARKET RADIO STATION AVAILABLE

A top 50 market AM/FM combination available to qualified buyer. Excellent facility for medium sized group owner. AM has outstanding signal and programing is on target for AM stations in the 1980's. Must have cash buyer. Sacrifice price in order to dispose of station quickly. FM facility superior in the market. Stations presently do not have positive cash flow. Principals only, please. Write Box G-54.

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Fates & Fortunes

Media

Davis

Richard Davis, president, Warner Amex Qube Cable of Dallas, named VP, staff operations, Metro divisions, Warner Amex Cable Communications, Dallas, with responsibility for standardization of staffing and operational procedures and practices for a number of systems, including Dallas, Houston, Pittsburgh, Cincinnati, St. Louis and Chicago. **Gene Sherman,** VP, market-development, Xerox, Dallas, joins Qube Cable of Dallas, succeeding Davis.

John Waugaman, VP/radio sales, Group W, New York, joins group's WINS(AM) there as VP and general manager, succeeding Tony Hirsh (see "Programing" below).

Clint Wager, system manager, Warner Amex Cable of Palm Springs, Calif. joins Falcon Cable of Riverside, Calif., as general manager.

Paul Bures, Jr., general sales manager, KTRK-TV Houston, and VP, television sales, broadcasting division, Capital Cities Communications, named VP and general manager, Capcities' WTVD(TV) Raleigh-Durham, N.C.

Rob Williams, marketing manager, American Cablevision (division of American Television & Communications) of Littleton, Colo., named general manager of system. Appointments, ATC, Denver: **Louise Wildee,** director, special projects and disbursements, to assistant controller; **Kathy Mitchell,** director of general accounting, to director of financial planning; **Bobbie Sonn,** financial analyst, budget department, to manager of financial analysis; **Barbara Whittington,** director of management, STV department, to director of consolidations, general accounting department, and **Janice Waggoner,** manager of plant accounting, to director of general accounting.

Tim Hawks, general manager, KJLS(FM) Hays, Kan., joins WWLS(AM) Norman, Okla., in same capacity.

Steve Schy, from KMEO-FM Phoenix, joins KOAX(FM) Dallas as operations manager.

Mac Grigsby, general manager, St. Barnard parish, La., franchise, Group W Cable, named general manager, group's Dothan, Ala., system.

Michael Bock, station manager, KGAN-TV Cedar Rapids, Iowa, named general manager, succeeding **Kelly Atherton,** retired.

Jere Patterson Jr., sales manager, KNAC(FM) Long Beach, Calif., named station manager.

Mike Beverly, from WLPQ(AM) Pittsburg, Ky., joins WRAJ-AM-FM Anna, Ill., as general manager.

Charles King, program director, WOC(AM)-KIIK(FM) Davenport, Iowa, named operations manager.

David Liroff, broadcast manager at noncommercial WGBH-TV Boston, named station manager.

Bill Peterson, news director, KNBC(TV) Los Angeles, joins KCST-TV San Diego as assistant general manager.

Arnold Klinsky, news director, WVIT(TV) Hartford, Conn., named VP, operations.

Don Long, program director, KRDO-TV Colorado Springs, joins KIVI(TV) Nampa, Idaho, as operations manager.

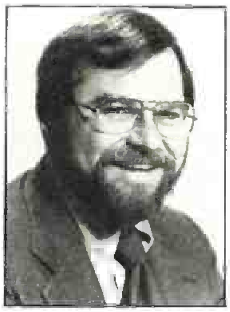
Steve Kingston, program director, WPGC-AM-FM Morningside, Md. (Washington), joins WBZZ(FM) Pittsburgh as operations manager-program director.

Robert Del Guidice, VP, human resources, Home Life Insurance Co. of America, New York, joins RKO General Inc., there as director of personnel. **Bob Emanuels,** manager of labor relations, RKO General, named director of labor relations.

Betty Clark, purchasing agent, Daniels & Associates, Denver, named director of purchasing.

Phyllis Clark, director of financial analysis and planning, Ruan Leasing, Des Moines, Iowa, joins Heritage Communications there as director of financial planning.

Advertising



Kopcha

Stephen Kopcha, senior VP, corporate creative services, D'Arcy- MacManus & Masius, St. Louis, named executive VP, creative director, Bloomfield Hills, Mich., office.

Joseph J. Pallotta, Reginald Pierce II and **Hal Hossiter,** account supervisors, Dancer Fitzgerald Sample, New York, named VP's.

Roy Shapiro, VP, marketing and research, Group W Radio Group, named VP and general manager of Radio Advertising Representatives, New York, Group W Radio's national sales rep-representative firm, succeeding **Robert Richer,** resigned.

Richard DiCuirci, senior media planner, Ogilvy & Mather, Los Angeles, named assistant media director.

Bud Gilson, VP, account supervisor, Benton & Bowles, New York, joins Needham, Harper &

Steers/USA there in same capacity. **Bill Halladay,** art director, Wells, Rich & Greene, New York, joins NH&S there in same capacity.

Sharon Martin, associate creative director, **Brian Williams,** account supervisor, and **Judith Zyroff,** assistant media director, Leo Burnett U.S.A., Chicago, elected VP's.

Lee Baker, senior broadcast buyer, Creamer Inc., Pittsburgh, named broadcast supervisor.

Dextor Fedor, from Leo Burnett, Chicago, joins Foote, Cone & Belding/Honig, San Francisco, as art director.

John Greene, from VanSant, Dugdale & Co., Baltimore, joins Emery/Torieri-Myers advertising, Hunt Valley, Md., as senior account executive.

Dick Stein, VP, marketing services, Entertainment and Sports Programing Network, Bristol, Conn., joins Eastman Cablerep, New York, as senior VP, responsible for all sales and marketing functions.

Dennis Fitch, director of national advertising, West Coast, ABC Television Network, Los Angeles, assumes new responsibilities and new title as director, advertising, ABC Entertainment.

Connie Martin, national sales manager, KPTV(TV) Portland, Ore., named general sales manager. **Jill Kaufman,** account executive, Blair Television, Chicago, joins KPTV, succeeding Martin.

Linda de Felice, research assistant, Dean A. McGee Eye Institute, Oklahoma City, joins GKD Advertising there as traffic supervisor.

Betty Hitch, VP, manager of broadcast services, Carmichael-Lynch, Minneapolis, joins Red Barron Advertising there as VP, media director.

Sally Crawford, from KCOP(TV) Los Angeles, joins KTVF(TV) Fairbanks, Alaska, as general sales manager.

David Grady, account supervisor, Challenge Advertising, Providence, R.I., joins WBRU(FM) there in newly created position of director of sales and marketing.

Pamela Rowdon, account executive, WZIP(AM) South Daytona, Fla., named general sales manager.

Harry Delaney, local sales manager, Gaylord Broadcasting's WVTV(TV) Milwaukee, joins co-owned KTVT(TV) Fort Worth as general sales manager. **Greg Graber,** account executive, WVTV(TV) Milwaukee, named local sales manager.

Judith Vecchio-Burnett, marketing specialist, WFRV-TV Green Bay, Wis., named marketing director.

Louis Costanza, account executive, KHYL(FM) Auburn, Calif., named sales manager.

Bill Gilreath, sales manager, KSFO(AM) San Francisco, joins KCBS(AM) there in same capacity.

Martin Fenton, from MMT Sales, New York, joins WPTF-TV Raleigh-Durham, N.C., as national sales manager.

Neil Schwartz, account executive, WTVT(TV) Tampa-St. Petersburg, Fla., named national sales manager.

Frania Polakowski, media director-account executive, John Emmerling Advertising, New York, joins WABC(AM) New York as account executive.

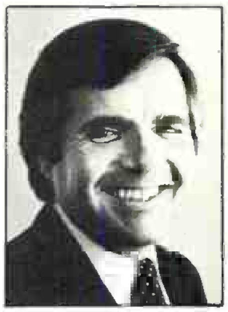
Public disagreement. David Ossman, executive producer and host of National Public Radio's *Sunday Show* was fired last week after fundamental disagreement over program objectives with NPR's John Boss, director, performance programing. He is succeeded by Oscar Brand and Kaaren Hushagen, both with NPR, who will be acting co-host's. Rod MacLeish, commentator for NPR's *Morning Edition,* has been named editor and commentator for *Sunday Show.*

Pat Skipper, account executive, WBRC-TV Birmingham, Ala., and **David A. Specland,** senior negotiator, J. Walter Thompson, San Francisco, join KBHK-TV San Francisco as account executives.

Ken Sorensen, account executive, KFI(AM) Los Angeles, joins KNBC(TV) there in same capacity.

Programing

Rosalie Joseph, director, casting, CBS Entertainment, New York, named director, talent and casting. **Judith Jenkins,** talent coordinator, CBS Entertainment, New York, named manager, talent and casting.



Barba

Carlos Barba, president, WNJU-TV Linden, N.J., joins newly created Embassy Latino, New York-based sales and distribution arm for all Embassy products to Hispanic community worldwide, as executive VP. He will continue as president of WNJU-TV.

Nikki Brett, associate and supervising producer for Alan Landsberg Productions, Los Angeles, joins Home Box Office Inc., there in new post of director, original programing, West Coast. **Alfred Monacella,** director of West Coast development, HBO, named director, comedy and drama series. **Victoria Traube,** associate counsel, HBO, New York, named director of business affairs, theater and sports.

Anna McDonnell, assistant to senior VP, Columbia Pictures Television, Burbank, Calif., named to newly created position of manager, movies and mini-series.

Joel Katz, senior VP, business affairs and administration, MGM Television, Los Angeles joins Playboy Cable Network there as senior VP, administration and business affairs.

Tony Hirsh, VP and general manager of Group W's WINS(AM) New York, named president of Muzak, Group W's environmental music service there. Hirsh succeeds **Edward Fuhrman,** who will assume general assignment duties in Group W's Radio Group.

Michael Gerber, VP, business affairs, East Coast, Viacom Enterprises, New York, named VP, business affairs,

Kenneth Marks, account executive, Hearst/

ABC Video Services, New York, named director of marketing services and information.

Earl Hammond, director of corporate taxes, 20th Century-Fox Film Corp., Los Angeles named VP, taxes.

Lisa Tumbleson, manager, programing operations, Home Box Office, New York, named director of intermission programing.

Jack Dreyer, VP and general manager, consumer products division, CBS/Fox Video, Los Angeles, resigns.

Lawrence Parent, credit manager, CBS/Fox Video, Los Angeles, named national credit manager.

Barry Roberts, account executive, WLS-TV Chicago, joins Lorimar Television Distribution, New York, as regional sales manager, Northeast.

Robert Pshena, VP, general manager, Star TV, Boston and San Francisco pay TV systems, joins Oak Communications, Rancho Bernardo, Calif., as director of marketing for STV operations.

Anne Simon, sports anchor-reporter, WWL-TV New Orleans, joins ABC Sports, New York, as commentator.

Craig Landis, producer, Extravision (teletext project), KNXT(TV) Los Angeles, named operations coordinator, Netcom Enterprises, television program distribution service based in Burbank, Calif.

William Rader, psychiatrist and medical affairs reporter, KABC(TV) Los Angeles, signed as host of unnamed daily syndicated TV series, Group W Productions, there.

Phyllis George, former sports programing cohost, CBS Sports, rejoins network as co-host, "The NFL Today."

Mike Zimet, freelance sportscaster and newswriter, WINS(AM) New York, joins New Jersey Nets professional basketball team, East Rutherford, N.J., as play-by-play announcer.

Ellen Kennedy, on-air producer, creative services department, WXYZ-TV Detroit, named associate producer, *Kelly & Company.*

Steve Somers, from KMPC(AM) Los Angeles, joins KOVR(TV) Sacramento, Calif., as sports director-anchor.

Drew Scott, from Sportsphone, New York, joins WJDM(AM) Elizabeth, N.J., as sports director.

Christine Boblick, music librarian, WINX(AM) Rockville, Md., named assistant music librarian.

Alfred (Butch) Beard, former player and assistant coach, New York Knickerbockers basketball team, joins Madison Square Garden Network, as sports anchor.

Shelle Strauss, assistant program director, KOGO(AM) San Diego, joins KFMB(AM) there as producer, *Hudson & Bauer Show.*

Dennis Prager, director, Brandeis-Barden Institute, Los Angeles, named talk show host, *Religion on the Line,* KABC-AM Los Angeles.

Dianne Hudson, producer, WDIV-TV Detroit, named coordinating producer, *PBS Late-Night,* WTVS(TV) Detroit.

And now for something different. Karl Eller, president of Columbia Pictures Communications unit, and veteran communications entrepreneur will resign from Columbia at the end of this month. Saying he has done what he set out to do at Columbia and that it is time for sometning different, Eller, who built his Combined Communications Corp. into a multimillion dollar broadcasting, publishing and advertising concern before selling it to Gannett in 1979 (BROADCASTING, June 11, 1979) for $370 million, said he is starting his own financial management and consulting firm, Karl Eller Co., in Phoenix. Eller joined Columbia in February 1981 (BROADCASTING, Feb. 9, 1981), when the motion picture company bought his Eller Media, whose principal asset was New York subways Advertising Co. Columbia then created its communication division based in Phoenix, and named Eller as president.

News and Public Affairs

Mildred McNeill, news producer, WVIT(TV) Hartford, Conn., named news director.

Pamela Rauscher, editor/producer ABC Radio News, N.Y., joins CBS News there as producer, radio news broadcasts.

Lockwood Doty IV, from Mutual Broadcasting, Washington, joins Washington Broadcast News Inc., as executive VP.

Geoff Scott, news director, KHA(AM)-KBRA(FM) Wichita, Kan., joins KIMN(AM)-KYGO(FM) Denver in same capacity. **Steve McIntosh,** anchor and assistant news director, KHA(AM)-KBRA(FM), named news director.

Steve Newvine, executive producer, WAAY-TV Huntsville, Ala., joins WTVO(TV) Rockford, Ill., as news director.

Appointments, news department, KCST-TV San Diego: **Tom Moo,** assistant news director, to news director; **Dave Linder,** news producer, KPIX(TV) San Francisco, to assistant news director, succeeding Moo; **Lee Denney,** executive news producer, WHIO-TV Dayton, Ohio, to same capacity; **Jody Hammond,** reporter-anchor, KNX(AM) Los Angeles, to reporter; **Sarah Wallace,** anchor-reporter, KTTV(TV) Los Angeles, to weekend anchor-reporter, and **Joe Reardon,** meteorologist, WEWX-TV Fort Luaderdale, Fla., to weekend meteorologist.

Alan Holzer, assistant news director, WFSB-TV Hartford, Conn., joins KDKA-TV Pittsburgh in same capacity. **Mary Robb Jackson,** reporter, KDKA-TV, assumes additional duties as weekend news anchor.

Appointments, Satellite News Channel bureau, WDAF-TV Kansas City, Mo.: **Susan Jerkins Gates,** from WMC-TV Memphis, to cable coordinator; **Terrie White,** staff, WDAF-TV, to assistant producer; **Zoe Levin,** from noncommercial KCPT(TV) Kansas City, Mo., **Doug Sudhoff,** from KCBJ-TV and **Don Haddix,** from KHAS-TV Hastings, Neb., to reporters, and **Kevin Stolworthy,** from KLTV(TV) Tyler, Tex., and **Dave Schneider,** from WECT(TV) Wilmington, N.C., to directors.

Randy Caruso, from KIII(TV) Corpus Christi, Tex., joins KTVH(TV) Wichita, Kan., as night supervisor and 10 p.m. news producer.

Appointments, news department, KIRO-TV Seattle: **Patricia Duggan,** producer, Cable News Network, Atlanta, to same capacity; **Eloy Sedillo,** 11 p.m. news producer, to 7 p.m. news producer; **Essex Porter,** reporter, KATU(TV) Portland, Ore., to same capacity; **Bob Branom** and **Jan Chorlton,** reporters, to noon news coanchors; **Dan Murphy,** reporter, KGAN-TV Cedar Rapids, Iowa, to same capacity. **Micki Flowers,** freelance weather reporter, to noon news weather anchor; **David Hunting,** ENG editor, to supervising editor, and **Chris Topping,** unit assistant, succeeds Hunting.

Ken Boles, managing editor, KPRC-TV Houston, joins WLS-TV Chicago as director of news operations, succeeding **Bill Nigut,** named general assignment reporter. **Deborah Leff,** news producer, WJLA-TV Washington, joins WLS-TV as producer, *Target 7* investigative unit. **Bill Berra,** assignment editor, WTMJ-TV Milwaukee, joins WKS-TV as assignment editor.

Rick William, producer and assignment editor, WCMH-TV Columbus, Ohio, joins WPVI-TV Philadelphia as news producer.

Appointments, news department, WBLN(TV) Bloomington, Ill.: **Cathy Klepack,** from noncommercial WCAE(TV) St. John, Ind., **Fred Weintraub,** from WMBD-TV Peoria, Ill. and **Mike Browning,** from noncommercial WSIU-TV Carbondale, Ill., to reporters-photographers. **Nevin Gnagey,** from KTVO(TV) Kirksville, Mo., to news and sports reporter-photographer.

Shirley Ann Smith, news director, Kentucky Network, joins Mutual Broadcasting System, New Orleans, as news correspondent.

Kate Larson, from noncommercial WQED(TV) Pittsburgh, joins KYW-TV Philadelphia as general assignment reporter.

Bill Flanagan, from WNEP-TV Scranton, Pa., joins KDKA-TV Pittsburgh as general assignment reporter.

Lori Sperling, production engineer, noncommercial WLIW(TV) Garden City, N.Y., joins WOKR(TV) Rochester, N.Y., as news photographer.

technology


Stawicki

Glenn Stawicki, Southeastern regional sales manager, Blonder-Tongue, Old Bridge, N.J., named national sales manager.

William Krein, controller, Zenith Radio Corp., Glenview, Ill., elected VP and controller there. **Howard Graham,** director of accounting, named executive director, finance services.

Ben Forrester, national sales manager, Scientific-Atlanta, Atlanta, joins Anixter Communications there as VP.

Jack Sutton, manager of market development for Southeast region, Six Star Cablevision, Miami, joins Jerrold Division, General Instrument Corp., Hatboro, Pa., to handle equipment sales in Southern California and parts of Nevada. He will be based in Coronado, Calif.

Leon Urban, assistant chief engineer, WQXI(AM) Atlanta, joins Allied Broadcast Equipment, Dallas, as sales engineer.

James Griffin, program manager, digital optical disk system, government communications business systems, RCA, Camden, N.J., named chief engineer, broadcast video systems unit.

Steven Boucher, chief engineer, KAMA(AM) El Paso, Tex., named director of engineering for parent, Thrash Broadcasting.

Thomas Christy, TVRO (television receive only) systems engineer, Blonder-Tongue, Old Bridge, N.J., named product manager-TVRO products.

Steve Bulick, from Centre Engineering, State College, Pa., joins C-Cor Electronics there as account executive.

Erick Steinberg, from ABC Talkradio, Los Angeles, joins ABC owned KGO-AM-FM San Francisco as chief engineer.

Bill Myers, service manager, Morcal Electronics, Sacramento, Calif., joins KTXL(TV) there as engineer.

Don Burns, senior applications engineer, Jerrold division, General Instrument, Hatboro, Pa., named account executive, New York. **James Forbes,** from Scientific-Atlanta, Atlanta, joins Jerrold division, there as account executive.

Duane Solem, from noncommercial KUAT-AM-FM-TV Tucson, Ariz., joins KUSK(TV) Prescott, Ariz., as chief engineer.

Promotion and PR

Richard Carter, director of public affairs, Manhattan division, Con Edison, New York, joins Group W Cable there as VP, public affairs.

New officers. Gary Chapman, VP and general manager of WLNE-TV New Bedford, Mass., was elected chairman of Electronic Media Rating Council last week. He succeeds Daniel W. Kops, president of Kops-Monahan Communications, New Haven, Conn. Council, until this summer known as Broadcast Rating Council, presented a plaque to Kops, chairman for the past two years, expressing gratitude for his service through many years and particularly for guiding the council into a "new era of service to the entire electronic telecommunications industry."

Elected along with Chapman, at the board meeting Wednesday in New York, were John Dimling, EMRC executive director, as secretary-treasurer; Richard Berg, National Association of Broadcasters attorney, as assistant secretary, and Larry Patrick, NAB senior VP, research, as assistant treasurer.

Paul Nichols, information services manager, Group W Productions, Los Angeles, named creative services manager.

Carol S. Fleisher, press editor in NBC's West Coast press and publicity department, Los Angeles, named manger, syndication and national press; **Katherine (Kit) Haralson,** press editor, named managet, business and national publicity, and **Gene Shepherd,** press editor, named manager, magazines and national publicity.

Randy Tilner, freelance public relations and advertising copywriter, Los Angeles, joins Watermark/ABC Radio Enterprises there as publicist.

Barry Smith, director of advertising and promotion, KTVU(TV) Oakland, Calif., joins Camelia City Telecasters Inc. as corporate promotion director of Camelia's KTXL(TV) Sacramento, Calif.; KLRK(TV) Vancouver, Wash., and KTMZ-TV Denver. He will be based in Sacramento.

June Shelley, manager, advertising and promotion, ABC Video Enterprises, New York, named director of same division.

William Lawrence, senior VP, Witherspoon & Associates, Fort Worth, joins Hill & Knowlton there as VP.

Roxanne Turner, from WIKS(FM) Greenfield, Ind., joins KIXK(FM) Denton, Tex., as promotion director.

Allied Fields

Grant Tinker, chairman and chief executive officer, NBC, named recipient of 19th annual Humanitarian Award of National Conference of Christians and Jews. Tinker will receive award in ceremony Sept. 29 in Los Angeles.

Television game show host, **Bob Barker,** received Golden Ike Award from Pacific Pioneer Broadcasters in ceremonies Sept. 10 at Sportsmen's Lodge, Studio City, Calif.

Norman Leventhal, partner, McKenna, Wilkinson & Kittner, Washington, has left to establish own practice, there, specializing in communications law, with offices at 1835 K Street, N.W., Suite 700.

Delbert Smith, senior VP, Communications Satellite Corp., Washington, joins Schnader, Harrison, Segal & Lewis there as member of firm, specializing in space technology law.

Alan Smith, VP, licensing, Broadcast Music Inc., New York, named VP, administration. **Lawrence Sweeney,** controller, succeeds Smith. **Salvatore Fernandez,** director, employe relations, assumes supervisory position over salary and general services administrations.

Malcolm C. Klein, former senior vice president, Satellite Television and Associated Resources, has re-established telecommunications management consulting firm, Malcom C. Klein and Associates, Inc. Klein relocates from Santa Monica to Los Altos, Calif.

John Ward, president, Southport Development Corp., Los Angeles, named chairman and founder, New Century Communications, new communications development firm based in Newport Beach, Calif.

Time Inc. has appointed **Richard A. Labich,** associate publisher of its new *TV-Cable Week;* he had been associate director of corporate manufacturing and distribution division of Time's Magazine Group. Named magazine's director of affiliate relations and marketing was **Bob Bedell,** who until few weeks ago had held title of vice president, marketing and public relations for Time's Home Box Office. When HBO reorganized its marketing staff, Bedell was named to new post of vice president, corporate development.

Richard Labunski, investigative reporter, KGUN-TV Tucson, Ariz., and author of recently published "The First Ammendment Under Siege: The Politics of Broadcast Regulation," joins Penn State University, University Park, Pa., as assistant professor of journalism.

Peter Bonanni, VP and publisher, *Woman's Day,* New York, joins Public Broadcasting Communications, Inc. there as publisher of *Dial,* national public television magazine.

Al Bond, media center manager, Texas Instruments, Houston, named chairman of board of International Television Association, Berkeley Heights, N.J.

Deaths

Max Jacobson, 83, retired field engineer, NBC, New York, died of congestive heart failure Sept. 3 at Montgomery (Md.) General hospital. He is survived by his wife, Margaret, and three sons.

Frank Saia, 61, owner and manager of WEHH(AM) Elmira, N.Y., died of cancer Aug. 25 at Arnot Ogden hospital, Elmira. He is survived by his wife, Emmagene, two sons, and daughter.

John (Jack) Hanten, 53, president and general manager, WEVR-AM-FM River Falls, Wis., died of heart attack Sept. 1 at River Falls area hospital. He is survived by his wife, Carol, three sons and two daughters.

Richard (Dick) Lane, 83, retired television news reporter and sportscaster, KTLA(TV) Los Angeles, died Sept. 5 at his home in Newport Beach, Calif. His television career began in 1942 with experimental W6XYZ (later KTLA), first as announcer and later as newsman. He is survived by his wife, Esther, and son.

NBC's Eskridge: Calculating radio's formula for the '80's

Since April, NBC Radio has had new leadership. Although corporate formalities continue to recognize him as executive vice president of both its TV stations and radio divisions, Michael Eskridge, an 11-year veteran at NBC, is now the guiding force behind that company's eight owned and operated radio stations and its two radio networks.

With Eskridge, whose background is primarily in financial planning, came a new level of professionalism at NBC Radio, according to those working with him, as well as a sustained injection of energy. "He has extreme talent as an administrator," said Bob Mounty, executive vice president of the radio division. "Because of his financial and technological background, he is very tuned in to what's going on in our industry."

With competition reaching unprecedented levels in the radio business, it is telling that NBC placed a financial expert at the head of its radio division. According to Eskridge, the chance to run NBC Radio brought an opportunity to oversee an entire corporation division. It also, however, exposed him to a business he says is "completely different" from any in which he has ever been involved.

A native of Baltimore, Eskridge began his career in broadcasting in 1971, when he joined NBC's management information systems department. Before that, he had served as an Army lieutenant stationed at the Pentagon for two years, and had been on the staff at RCA's research division, where he worked in applied mathematics and operations research.

After five years of working in mathematical models and computer applications at NBC, Eskridge felt ready for more hands-on experience and, in 1975, moved to the financial operations department of the television stations division. His work there involved sales forecasting and pricing analysis, but, more important, gave him an opportunity "to learn something about the TV business." By that time, he had already decided to become a broadcaster.

In 1977, Eskridge went to NBC's owned and operated WMAQ-TV Chicago, where as vice president, finance and administration, he managed that station's business affairs. A year later, he returned to New York to oversee finance and administration for NBC's entire TV station division and, during, the next three years, expanded his responsibilities until he was named executive vice president of the TV stations division in 1981.

Although he had no previous experience in radio, the switch to the audio side of the industry last spring "was easy," said Eskridge, although "it's much tougher to make a go of it in radio than in TV." Radio "is much more dynamic than TV," he said. "In radio, not only do you program the whole station, but you can turn it into something different than what it was overnight."

"There's a large number of people in this business who really like what they do, more so than in any other business I've been associated with, including TV," he said. There is also "more subjective input" in radio than in TV, he said. "Even though radio is older than TV, it still operates like a younger business."

In his first four months as head of NBC Radio, Eskridge has begun to restructure many of its operations. The two network sales divisions have been combined for greater effectiveness and plans are being developed for changes in network programing and other operations. There have been no "wholesale cutbacks" in staff, he said, and where personnel reductions have occured increases have been made in others. A tiny gold hatchet hangs on a chain around Eskridge's neck—a gift from radio network staffers who are presumed to reflect the claim that adjustments have been made without rancor. According to Bob Walsh, president of the NBC TV stations and radio divisions and the executive to whom Eskridge reports, Eskridge "is terrific at getting people to understand financial planning." He is also according to Walsh, "one of the brightest and most capable broadcasters I have ever worked with."

Michael Lee Eskridge—executive vice president, NBC Television Stations/Radio; b. June 17, 1945, Baltimore; BS (1966) and MS (1967) in engineering, Cornell University; researcher, David Sarnoff Research Center, RCA, 1967-68 and 1970-71; first lieutenant, U.S. Army, 1968-70; systems analyst, then manager, operations analysis, NBC, 1971-73; director of business systems and operations analysis, NBC, 1973-75; director, pricing and financial evaluation, NBC-TV stations division, 1975-77; director of business affairs, WMAQ-TV Chicago, 1977-78; vice president, finance and administration, NBC-TV stations division, 1978-81; present position since 1981; m. Suzy Naggiar, Nov. 28, 1974; children—Kevin, 5, and David, 2.

In spite of the internal restructuring, Eskridge plans no major changes in the overall direction of NBC Radio. In the near future, he expects to spend much of his time trying to acquire additional radio stations, a plan abandoned temporarily last year when the financial stability of RCA and NBC, according to Eskridge, was less certain than it is now. NBC is presently looking into the possible acquisition of a station, he said, but has not yet made a bid on one.

Although NBC has looked into developing ancillary services on the FM band, the possibility that subcarriers may degrade signal quality has caused the company to table those operations until the FCC has ruled on their use. "I don't think we'll spend a lot of time on other services in the short run," said Eskridge. "We need to be shaped up some before we go branching out."

Although network sales are showing signs of pulling out of their current slump before the end of this year—industry revenues were up 23% in August—Eskridge sees the "shaking out" period now under way continuing possibly through next year. "I've never seen a business as small as radio networking that is populated with so many competitors who know a whole lot about what they're doing," he said. "It is a cut-throat business to the nth degree."

Eskridge says he is "very happy where he is today" and would like to continue there "for quite some time, if things work out." For the future, he also would like to try "other kinds of management at NBC," and "wouldn't mind being involved again at some point with our TV stations." He does not rule out some day trying for the presidency of NBC. "Sure, I'd like to try that," he said. "I've seen close up what kind of a job that is and I'm awestruck by anybody who has the ability to deal with the variety of issues that a Silverman, a Tinker or a Mulholland has dealt with."

Eskridge puts in a 12-hour day on average and is, according to Mounty, "a hard worker but not a nutty workaholic." When not working, he spends time with his family and enjoys sports, particularly racquetball and weight lifting. Although he has settled into his relatively new job, he spends a great deal of time reading up on the radio industry. "The learning process," he says, "will never end." ■

In Brief

CBS Cable and Cablevision Systems, which owns and operates Bravo, cultural pay-cable service, have **terminated discussions about possible merger** of two services. Details were never released, but it's believed that CBS had hoped to come to agreement whereby both services would be marketed in one package for monthly fee as Bravo is currently. CBS Cable is currently marketed as basic service and is advertiser supported to some degree although revenues from ad sales have been disappointing. Start-up costs of service totaled $30 million, and it will probably lose another $30 million by end of 1982. CBS spokesman confirmed that **talks with other companies about possible CBS Cable deal** are ongoing but refused to disclose names of those companies.

□

William Paley, in becoming partner in **Whitcom Investment Co.** (see page 31), plans to acquire **less than 10%** of firm and has agreed holdings will remain at less than 10%, at least as long as FCC's television-cable television crossownership rule remains on books. He has also agreed not to sell holdings to outside interest. Aaron Fleischman, lawyer representing Whitcom and Paley in matter, said that information will be in petition to be filed with FCC seeking waiver of crossownership rule for Paley. Fleischman said that Whitcom's cable holding represents only 6% of parent firm's assets. Fleischman also said Paley is to be isolated from anything bearing on cable activities. In sum, he said, crossownership represents "small technical problem."

□

U.S. Court of Appeals in Washington last week **affirmed** Copyright Royalty Tribunal's 1980 **decision to raise cable royalty fees** by 21% to adjust for inflation. Nonetheless, cou asked CRT to explain or correct apparent mathematical errors calculations. National Cable Television Association alleged e ror added $2.5 million to cable operators tab.

□

Chrysler Corp., Detroit, unveiled last Thursday (Sept. 9) **television commercials for its 1983 line** of cars and trucks a estimated that advertising expenditures will run to **$190 milli** over next 12 months. Company spokesman said amount about same as last year and approximately 65% of expenditu will be in television and radio. In addition, Chrysler dealer ass ciations intends to spend about $30 million, mainly in radio a newspapers. Agency for Chrysler is Kenyon & Eckhardt, N York and Detroit.

□

Formal signing will take place within week or two, but agre ment has been reached whereby **Interep**, holding company f rep firms in McGavren Guild family, will form **joint venture wi** key executives of **Major Market Radio** to acquire MMR fro Golden West Broadcasters. Other representative sources no unusual wrinkle to transaction: With addition of MM McGavren Guild-related rep firms will be handling eight st tions in Miami-Fort Lauderdale, Fla., markets—two each f McGavren Guild Radio, Bernard Howard, MMR and Hillie Newmark & Wechsler.

□

Four AM's and three FM's belonging to publicly-traded San A tonio, Tex.-based Sigmor Corp., have been **spun off** to Sigmo principal owners, Tom and Mary Turner, for **$44.9 millio**

Senate committee approves Radio Marti proposal

The Reagan administration's Radio Marti proposal cleared another major hurdle last week when legislation authorizing the station was approved by the Senate Foreign Relations Committee. The vote was a decisive 11-5, and came after amendments opposed by the administration were defeated. But administration worries over the bill are not yet over.

The measure cannot be called up for action on the floor before the end of this week. And with Congress expected to adjourn by early October, there was increasing talk last week within the committee of stalling tactics to kill the measure for this session.

What's more, although opponents failed to make substantive changes in the bill, Senator Claiborne Pell (D-R.I.), ranking minority member of the committee, succeeded in winning approval of two amendments he described as "housekeeping" but that some observers regarded as significant. One would prevent Radio Marti from using a four-tower transmitter the Department of Defense is constructing on Saddlebunch Key, in Florida, with Radio Marti in mind, without reimbursing DOD.

The bill (H.R. 5427), which has already passed the House, authorizes $7.5 million in the current fiscal year to build and begin to operate the station the administration says would break the Cuban government's monopoly on news in that country.

But the measure continues to worry broadcasters and their representatives in Congress. They fear inauguration of the station—which the administration intends to operate on an AM frequency—will lead to a "radio war" with Cuba in which American broadcasting will suffer. Senate Foreign Relations Committee members opposing Radio Marti cited the Cuban-caused interference on six AM frequencies two weeks ago (BROADCASTING, Sept. 6) as a reason to take such concerns seriously.

The National Association of Broadcasters executive committee made clear its concern in a resolution, adopted at its meeting in Cancun, Mexico (see page 35), that it submitted to the committee before the vote. The resolution notes the "increasingly clear relationship between the proposed establishment of Radio Marti and the worsening interference situation." It goes on to stake out a new position endorsing various options for Radio Marti other than the one being pursued by the administration:

Select a frequency either above or below the range now reserved for commercial AM radio; operate the station on shortwave; lease time on existing commercial AM stations; share the frequency (1180 khz) now used by the Voice of America station on Marathon Key, in Florida, or expand the operating hours and mandate of the VOA to include the kind of programing envisioned for Radio Marti.

Such arguments made little impression. Committee Chairman Charles Percy (R-Ill.) said a 20-year effort on the part of the U.S. to reach an accommodation with Cuba under Castro had failed. He saw the interference caused American stations two weeks ago as further evidence of Cuban intransigence. "I don't think Cuba will respond to anything but a firm position," he said. Senator Jesse Helms (R-N.C.) warned against being "timid about this business of helping people who want to be free."

The administration avoided one fight when it finally satisfied Senators Roger Jepsen and Charles E. Grassley, both Iowa Republicans, that it would back in good faith an amendment it had suggested as a means of easing the concern of WHO. The amendment would require the National Telecommunications and Information Administration, in making the new frequency search the bill requires, to consider the "service and interference potential of radio stations" that Cuba is operating or has announced plans to build. Among those Cuba has said it will build is a 500 kw outlet, to operate on 1040 khz, the frequency on which WHO broadcasts.

If the Iowa senators were mollified, other senators were not. Senator Edward Zorinsky (D-Neb.) is typical of senators who have been made aware of home state broadcasters' fears of Cuban-caused interference. WOW(AM) Omaha has already suffered such interference. Zorinsky managed to block committee action on the Radio Marti bill before the Labor Day recess. And after the markup session, he indicated he would attempt to employ stalling tactics that, with Congress expected to adjourn early next month, could kill the legislation. Zorinsky told reporters, "We do have something planned to slow this to a creepy crawl on the floor." He would not elaborate, but a filibuster is a likely option; another is a torrent of amendments.

Sigmor, which principally is engaged in oil refining and shipping business as well as owning about 550 gasoline and convenience stores throughout Southwest, will merge and become subsidiary of Diamond Shamrock Corp., Dallas-based conglomerate with interests in petroleum, agriculture, nutrition and animal health products. Spin-off also includes additional Sigmor assets of trucking company, warehouse business and real estate. Stations are KBUC-AM-FM San Antonio, KTON-AM-FM Belton, KRYS(AM)-KBCB(FM) Corpus Christi and KXOL(AM) Fort Worth, all Texas.

□

FCC Administrative Law Judge John Conlin has **denied renewal of** Peoria Community Broadcasters Inc. for **WWCT(FM) Peoria, Ill., and granted competing application** of Central Illinois Broadcasting Co. **for new station** on those facilities. In initial decision, Conlin said Peoria Broadcasting wasn't qualified to remain licensee because its minority stockholders assumed control of corporation and station without FCC authorization and "repeatedly and deliberately misled" FCC about those issues. Conlin also found station's service record and proposal for integration of ownership with management inadequate.

□

Scientific-Atlanta reported sales of $337.2 million for fiscal year ended last June 30, increase of 22% over prior year. Net income fell by 26% to $14.2 million (63 cents per share) from $19 million (90 cents per share) in previous year. Major factors cited for decline in earnings were "difficulties with cable-TV set-top terminals and prolonged business recession." Company said it intends to buy up to one million shares of its own stock during next 12 months and use these shares for acquisitions, existing employe stock purchase and stock option plans and other authorized purposes.

□

Taft Broadcasting Co., Cincinnati, said it has **bought back 500,000 shares** of its stock at $35.625 per share. Stock, which represents 5.2% of Taft's outstanding shares, was bought in privately negotiated transaction with Alliance Capital Management Corp. and was drawn from various investment advisory accounts of Alliance. Taft closed at 34 1/8 on New York Stock Exchange on Sept. 1, day before buy-back.

□

Senators Arlen Specter (R-Pa.) and Howell Heflin (D-Ala.) introduced bill (S. 2881) last week which would exempt satellite resale carriers from any copyright liability. Bill's language is identical to provision in House cable copyright bill (H.R. 5949), drafted by House Judiciary Committee. If adopted, Senate bill would overrule decision by New York district court judge that satellite resale carriers are responsible for copyright liability because they don't come under current copyright law's exemptions for common carriers (BROADCASTING, March 22). Speculation on bill's future is that senators may attach it to Senate cable bill (S. 2172) that goes to floor this month. While S. 2172 is expected to pass in Senate. House is unlikely to consider it before adjournment this year. Therefore, Specter and Heflin's bill may go nowhere.

□

Congress overrode presidential veto last week of $14.2-billion supplemental bill, which includes $3 million to meet pay raises for FCC personnel for fiscal 1982. If Congress had not been able to override President Reagan's veto, commission would have run out of money Sept. 16 and forced to start furloughing majority of employes following day. President last week signed budget reconciliation package (H.R. 6955) that includes bill reducing size of **FCC from seven members to five** (BROADCASTING, Aug. 23). Reagan also signed $99-billion tax bill (H.R. 4961) that includes **measure requiring FCC to automatically renew license of any VHF operator agreeing to move to now unserved area.** WOR-TV New York is seriously considering move to New Jersey to insure license renewal of station (BROADCASTING, Sept. 6).

As Ted Turner's Atlanta Braves moved back into National League West lead last week, potential looms for another **Turner-ABC clash,** this time **over carriage of National League divisional playoff prior to World Series.** Turner's coverage of Braves games over WTBS(TV) Atlanta has been instrumental in building superstation's audience. But with national satellite delivery of WTBS, it's sure bet that ABC would charge such carriage violates its network contract with major league baseball. Turner Broadcasting's position is that under league contracts "it is clear that the flagship station has the right to carry the games." TBS Executive Vice President Bob Wussler adds: "Ted and I have discussed it with counsel and we plan to carry the [playoff] games" if they occur. ABC says it is waiting for league decision in matter. And what if Braves get into World Series that will be telecast on NBC-TV?

□

Justice Department may take stand on **FCC rulemaking proposal to eliminate financial interest and network syndication regulations.** Already having had presentations from networks which want syndication ban lifted, Justice last week heard from Committee for Prudent Deregulation and Motion Picture Association of America. Committee for Prudent Deregulation, continuing effort to keep networks out of syndication, meets this Wednesday (Sept. 15) at Paramount Television offices in Los Angeles.

□

Jessica Savitch, NBC News correspondent, will take nine-week partial leave from NBC **to anchor** new weekly documentary **series for Public Broadcasting Service,** *Frontline.* She will continue to anchor Saturday edition of NBC *Nightly News. Frontline,* scheduled to premier Jan. 17, 1983, at 8 p.m. (EST), will be hour-long, 26-week series that PBS says will go beyond network documentaries in scope and detail.


Udwin


Savitch

In effort to **meet needs of growing cable involvement,** Group W has expanded its Washington corporate staff with **appointment of Gerald Udwin,** Group W VP and Washington bureau chief, to newly created position of **VP, corporate office,** effective Oct. 1.

□

Nancy Carey, legal assistant to FCC Commissioner Abbott Washburn, resigned last Friday (Sept. 10). She will start Oct. 4 as director of regulatory liaison for MCI Telecommunications Inc.

□

Herbert Jacobs, 71, founder and president, TelCom Associates, Los Angeles-based television programing consultancy, **died of heart attack** Sept. 8 at his home in Palm Springs, Calif. His authoritative predictions of outcome of fall network TV programs have annually attracted attention within and outside the industry. Jacobs, who began his career in 1931 as assistant to impresario Billy Rose, was vice president and general manager, Atlas TV Films of New York from 1948-51; national sales manager, DuMont Television Network syndication division, 1951-53; co-founder and president, TV Stations Inc from 1954-70. Relocating from New York to Los Angeles in 1970, he founded TelCom Associates. He is survived by his wife, Grace, one son and daughter.

Editorials

The chairman

The career of William S. Paley and the history of the electronic media almost exactly coincide. AM radio broadcasting, less than eight years old, was groping for a beginner's place in the entertainment and advertising worlds when Paley left his father's cigar business to buy a loosely strung network called United Independent Broadcasters. FM was still in Edwin Armstrong's head. Dreamers talked of pictures in the air, but nobody in his right mind listened. Multichannel cable? Television by satellites? Teletext? Videotext? The terms weren't even known.

The man who will leave the CBS chairmanship next April has lived to see it all, and to have had a hand in big parts of it. The struggles were sometimes fierce: Paley versus David Sarnoff of RCA and the 33 1/3 RPM record against the 45 (won by Paley); CBS's color television system versus RCA's (won by RCA but only after delay that gave CBS a chance to maximize its position in the waning days of big-name radio and lock in talent for television). There were also ambitious failures.

Through it all, the constant that has claimed Paley's continuing attention has been the content of the transmission modes in CBS's portfolio. He personally executed the series of coups that seized the principal stars from NBC in the late 1940's. If later he rose above the negotiating role, he remained the ultimate presence in program selection. More programing on American radio and television has felt the Paley touch than that of any other broadcaster.

The guess here is that the touch will still be there for a long time. Paley has announced his intention to remain active as director and chairman of the executive committee of the CBS board. He also has a "long-term consulting relationship." No doubt he will be there to negotiate a renewal.

A little shoptalk

It is a sign of the times that Bill Paley has decided, upon stepping down as chairman of CBS, to enter a media enterprise that will be new to him. Flags are being planted all over the media landscape. The landscape itself is changing and expanding at a rate to test the resources of the journal that has been covering it for nearly 51 years.

In the week that BROADCASTING staffers in New York were assembling the Paley coverage appearing in this issue, in addition to the other budget of New York stories, others were on their usual beats in Washington, Los Angeles and other points of breaking news. A team was in Atlanta to cover the Eastern Cable Show. The Eastern Cable Show ranks only third among the cable industry's annual assemblies, but it attracted an attendance of more than 5,000. Next week another team of BROADCASTING reporters will be in Reno to report the annual conference of the National Radio Broadcasters Association, where a crowd of thousands is expected.

The frequency, size and diversity of electronic media conventions are indicators of what is going on. It wasn't long ago that the biggest convention of them all, that of the National Association of Broadcasters, could be held, exhibits included, in one Chicago hotel. Now it takes up a whole town and needs a convention hall.

This publication is widening its scope in accord with the widening of the Fifth Estate, a name that the late editor-in-chief presciently coined in 1931 to encompass radio and the electronic media that were to come afterward. Departments have been added to accommodate specialized news: "Cablecastings" last May, "Information Age" three weeks ago, "Riding Gain" in this issue. But the body and the mission of the magazine remain unchanged: to present the book of record for the whole Fifth Estate and editorially to champion its entitlement to the First Amendment rights that have eluded it since the first days of radio.

As is Bill Paley, BROADCASTING is hooked on the challenge of the media tomorrow.

One go, all go

The National Cable Television Association is to assemble its troops in Washington this week for a march on Capitol Hill in support of S. 2172, the bill to limit local regulation of cable television. The march is for a worthy cause.

The National League of Cities and "consumer" hangers-on are trying to kill S. 2172. They say it will unleash the cable monster to prey upon a gullible and defenseless public. They are wrong.

S. 2172, which is credited to Senator Barry Goldwater (R-Ariz.), chairman of the Senate Communications Subcommittee, codifies the FCC's authority, already exercised, to set limits on franchise fees; eliminates the FCC's rules prohibiting television network ownership of cable and broadcast station ownership of co-located cable, and adds restraints that will merely keep municipal regulation from getting out of hand.

It gives cities the right to regulate rates charged for basic cable, but leaves it to the marketplace to set the rates for all other cable services.

It gives cable franchisees an expectancy of franchise renewal but empowers cities to take franchises away from operators that have proved incapable of operating satisfactorily or have failed to comply with conditions of the franchise or are unwilling to upgrade facilities to keep up with state of the art in comparable communities.

It allocates to cities more access channels than this page thinks they are due, but something usually has to give in any legislation, and this is the cable industry's contribution.

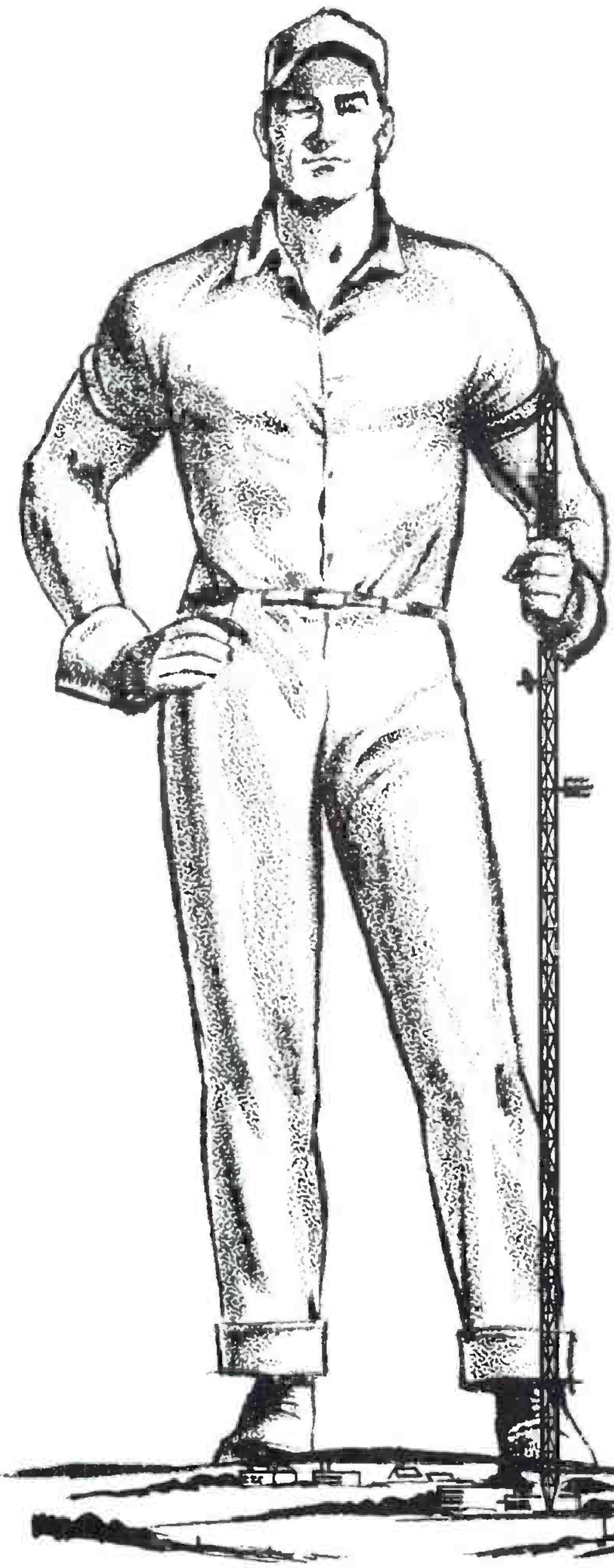
It permits cities to own cable systems, but prevents them from taking them from private operators at the point of a gun.

Any legislator whom the NCTA can persuade to read the Goldwater bill will dismiss the next National League of Cities lobbyist who calls.

Come to think of it, broadcasters ought to volunteer for the march on Capitol Hill.

Drawn for BROADCASTING by Jack Schmidt

"Remember that cable company you thought was going to give us so much competition?"



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