

# Broadcasting Sep 20

## Opinion-Makers Look At Lutheran Television

Here are just two of many delighted comments on the Lutheran Television Christmas Specials, from professional, civic, educational and communication leaders who influence the viewing preferences of many, many others. Listen to your leaders—they're the critics who count.



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"Lutheran Television never misses a chance to address basic human concerns in a real and valuable way...and 'The Stableboy's Christmas' is television at its best. It's entertaining and fun, never 'preachy'—high-quality family viewing, superbly produced."

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MONTGOMERY  
AL 3-112

51st Year 1982

Curtain falls on CBS Cable  
NRBA's Reno revival  
Turner At Large



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The Junior Miss Pageant in Wexford County, Michigan enjoyed an extra element of excitement because of the involvement of WKJF Radio in Cadillac.

In addition to providing public service announcements to attract entrants, WKJF helped create enthusiasm for the program by conducting personal interviews with each of the contestants in a special series of Community Close-Ups. Station personnel also volunteered their time to help judge the pageant.

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| <b>WJFM</b><br>Grand Rapids | <b>WKJF</b><br>Cadillac     | <b>WKJF-FM</b><br>Cadillac | <b>KMEG-TV</b><br>Sioux City   |



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# Broadcasting Sep20

## Analyzing the aftermath of CBS Cable □ Cable copyright close to compromise □ Ted Turner takes his fourth network plans to Hollywood producers □ NRBA hits jackpot in Reno

**POST MORTEM** □ With death of CBS Cable and dissolution of Disney Channel partnership, industry observers search for signs of shakeout. **PAGE 27.**

**CABLE GOALS** □ Deregulation heads list of goals and objectives adopted by NCTA board in Washington meeting. **PAGE 29.**

**FOOTBALL UP IN THE AIR** □ Televised coverage in doubt. Federal judge calls NCAA-network contracts illegal. NFL players set to strike. **PAGE 31.**

**FALL ROSTER** □ For rundown on networks' new fall lineups, turn to **PAGE 32.**

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**HAPPY FOURTH** □ Networks anticipate strong fourth quarter, gains in 17-18% range. **PAGE 34.**

**CHANGE OF SCENE** □ Former NBC News President Bill Small takes helm at UPI. **PAGE 34.**

**RAVES FOR RENO** □ By all accounts, NRBA convention is big success, with record attendance and broad mix of small- and large-market station operators. **PAGES 40-51.**

**FAIR EXCHANGE** □ In keynote address to NRBA convention, FCC Chairman Mark Fowler says plan to swap deregulation for spectrum fees merits consideration. **PAGE 42.**

**HARVEY SEES SOME FLAWS** □ Veteran radio commentator Paul Harvey criticizes electronic news media for "competitive excesses." **PAGE 44.**

**NEW BUREAU** □ FCC, in closed session, agrees to expand authority of Broadcast Bureau, change name. Larry Harris will be chief. **PAGE 52.**

**STORMING THE HILL** □ Cable operators converge on capital to lobby for passage of S. 2172, as part of legislative conference sponsored by NCTA. **PAGE 54.**

**CONSPIRACY CLAIM** □ NBC *White Paper* links attempted assassination of Pope last May with Soviet KGB, Bulgarian secret service and Turkish mafia. **PAGE 57.**

**EVERY CLOUD** □ CBS Cable costs, depressed economy contribute to gloomy third quarter financial forecast, but 1983 sales prospects are sunny, says Gene Jankowski at analysts meeting in New York. **PAGE 59.**

**GETTING DOWN TO BUSINESS** □ Annual BFM convention in Las Vegas features addresses and wide range of workshops. **PAGE 60.**

**FOREIGN AFFAIRS** □ First London Multimedia Market draws good reviews, participants from 47 countries. **PAGE 61.**

**BLUE SKIES** □ With more cable and television viewing choices than ever and more discretionary dollars to be vied for, prospects for research services like Nielsen's couldn't be brighter, Arthur C. Nielsen tells gathering of analysts. **PAGE 62.**

**BY THE NUMBERS** □ Birch report, radio rating service, is here to stay, say observers, but its role in the field is less clear. In BROADCASTING interview, founder Tom Birch discusses company's past and future. **PAGE 63.**

**TURNER TALKS** □ In wide-ranging "At Large" interview, Ted Turner speaks his mind—assertively—and expands on plans for fourth network. **PAGE 68.**

**MILLER'S VIEW** □ Since taking on chairmanship of Federal Trade Commission, James C. Miller III has been target of frequent criticism for trying to "shut down the agency." But he asserts FTC still has "important role to play." **PAGE 95.**

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

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\*Nielsen N-11 study in Houston, Miami, Seattle, June 25—July 2, 1982. Subject to qualification, available upon request.

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## Football fallout

Court decision voiding National Collegiate Athletic Association's network and cable TV contracts, if upheld on appeal (see page 31), could prove awkward for some radio and TV stations as well—any with college football contracts signed with football conferences instead of directly with schools whose games they cover. Some 3,000 radio and 300 TV stations carry college games locally or regionally. Most deal directly with colleges and thus would not be affected, but NCAA sources say some negotiated at conference level—which presumably would make them out of bounds under court's philosophy in NCAA case.

In view of some broadcasting officials, cable could be biggest beneficiary if court decision prevails. They reason that many football powers and semi-powers, completely free to make own deals, would welcome cable exposure disallowed them by NCAA's current restrictions. And that, they add, would almost certainly bid up local rights prices all around.

## Information pleases

Local news is number-one reason that people listen to radio, both AM and FM, according to survey completed recently by R.H. Bruskin Associates, New Brunswick, N.J. and to be unveiled at CBS Radio affiliates meeting this week (Sept. 22-24) in Phoenix. Survey found that 93% of respondents aged 25-54 listed local news as important to radio listening, while 92% listed time and weather and national and international news. Third-ranked element, cited by 84% of respondents, was commercial-free programming. After that were special music programs (79%), self-help features (74%), business and finance news (67%), traffic reports (60%), interviews (53%) and play-by-play World Series (51%).

## Anxious to move on

Senate Commerce Committee's announcement that it will hold FCC confirmation hearing for Stephen Sharp this week (see "In Brief") came as welcome news to Commissioner Abbott Washburn, who has stayed on, at request of FCC Chairman Mark Fowler, since his term expired last June. Department of State announcement of Washburn appointment as chairman of U.S. delegation to 1983 Regional Administrative Radio Conference for direct broadcast satellites is said to be "imminent." And Washburn has confided that he wants to start devoting full attention to planning for conference,

which starts next June in Geneva. After Sharp is seated, Washburn plans to set up RARC shop at FCC, where Leslie Taylor, now his legal assistant, will serve as his chief assistant.

## Cheer among survivors

Not only are cable programmers not donning sackcloth and ashes in wake of CBS Cable demise and other negative news of recent weeks (story page 27), but some are positively ebullient—or close to it. Ted Turner, of course, as this week's "At Large" interview makes clear (page 68), he has never let discouraging word enter his vocabulary about future. And his chief competitor, Group W/ABC's Satellite News Channel venture, also is striking pleased posture these days. It already has 3.1 million subscriber homes on line and commitment for five million by year's end.

At Hearst/ABC (reaching 7.5 million homes), word is that "we're meeting our sales projections" with "just a little bit less coming in than is going out." Their analysis of CBS error: that it was trying to create market, while Hearst/ABC's more modest goal is to establish market share.

## Busy birdland

Robert Wold Co., major satellite resale carrier, is in final stages of negotiation with Comsat to acquire full-time television channel on Intelsat system and offer trans-Atlantic service. According to Wold's Gary Worth, Wold has European partner that will share transponder and monthly \$250,000 cost, which includes uplinks, downlinks and some terrestrial links on both sides of ocean. Among companies to which Wold hopes to resell Intelsat time are three major broadcast networks, but sources say NBC and, perhaps, CBS and ABC, are looking to acquire their own Intelsat channels, also with European partners.

## Tit for tat

Word circulating in Washington suggests that Cuba was indeed sending message when it turned on AM outlets on six frequencies used by American stations—and caused interference, particularly to WHO(AM) Des Moines, Iowa (BROADCASTING, Sept. 6). Interfering broadcasts occurred several days after Defense Department transmitting facility that administration had planned to use for Radio Marti was said to have been turned on for test. Facility is located on Saddlebunch Key, in Florida, and is designed to operate on 1040 khz, on which WHO broadcasts. It was turned on briefly, according to reports, long enough for

Cuba to hear and to offer kind of response likely to be heard, loud and clear, by American broadcasters. Defense Department officials refuse to discuss facility, which they say is classified.

## LPTV package

Turner Broadcasting System has decided to offer CNN Headline News (maximum of four half-hours daily), *Mike Douglas Show* and smattering of other syndicated programming to low-power television stations on same terms as they're provided to more than 100 full-service stations around country. Tom Todd, director of special projects, Turner Program Services, will announce decision at LPTV East trade show Oct. 1-3 at Shoreham hotel in Washington.

## Mr. Fixit

If 11th hour cable compromise is achieved (see page 29), National Association of Broadcasters leadership is giving chief credit to John Summers, executive vice president and general manager, who has been main man in negotiations with National Cable Television Association and other parties for many months. Summers was given specific directive by NAB executive committee at Cancun, Mexico, meeting two weeks ago to return to Washington and get compromise in order, while President-elect Eddie Fritts and other officials concentrated elsewhere.

## Calling cops

Commerce Department's inspector general will conduct investigation into allegations of "misfeasance, malfeasance and nonfeasance" by officials at National Telecommunications and Information Administration. Inquiry follows request from Senator Dennis DeConcini (D-Ariz.), who acted on anonymous charges that NTIA, under its head, Bernard J. Wunder Jr., has "grossly mismanaged agency funds, personnel actions and policy, and has acted in gross disregard of federal regulation." Document was circulated among members of press and on Capitol Hill, apparently by NTIA staff member.

Wunder on Friday said he is "not the least bit worried" about investigation. He said charges are not credible. "It's pure foolishness." DeConcini is understood to have irritated fellow Arizona senator, Barry Goldwater (R). Goldwater, as chairman of Senate Communications Subcommittee, has oversight responsibility for NTIA, and feels he can do job without DeConcini's call for investigations.

# Cable castings

## Videotext research

A study of the National Electronic Home Services Test, a division of Reymer & Gersin Associates Inc., Southfield, Mich., revealed that a substantial number of respondents in the 16 markets covered by the survey whose homes are passed by cable, said they would subscribe to cable in order to receive a videotext service. Fifty percent of all respondents, who totalled between 7,000 and 8,000, said they would subscribe to videotext if a service were available to them. The 16 markets were surveyed from May through mid-July and included Los Angeles; Boston; Denver; Chicago; Buffalo, N.Y.; Columbus, Ohio; Minneapolis; Omaha; Orlando, Fla.; Sacramento, Calif.; San Francisco; San Diego; Seattle; St. Louis; Washington, and Atlanta.

The firm bought or bartered a half hour of time on television stations in 15 of the markets (mostly VHF outlets) and cable channels in the remaining two (Omaha and Orlando). It then recruited 1,000 respondents per market to tune in the channel at the specified time (usually on a Sunday afternoon) to answer some 250 questions transmitted over the channel. About half of the recruits actually followed through, jotting down responses in an answer booklet and mailing it back to the research firm. Among the most frequently listed desirable videotext services were: shopping guides, home banking, and news and information services. Those indicating a demand for videotext services were also apt to be willing to buy or rent equipment to receive such services. The final national report will be available in late October. The basic findings (volume one) will cost \$9,900 while a

## Free pay TV

*When HBO holds its national free previews in October for HBO and Cinemax, the usual Saturday and Sunday free programming period for HBO will extend to Friday as well.*

*Billed as "Magical Movie Weekends," the HBO preview starts Friday, Oct. 1 at 8 p.m. and features 14 movies; the Cinemax preview runs Saturday and Sunday, Oct. 9 and 10, and features 19 titles.*

two-volume package, which in addition to the basic findings includes demographic and psychographic analyses, will cost \$19,500.

## Nix to 326

Coming as no big surprise, the FCC's proposal to eliminate its annual financial reporting requirement for cable operators has drawn support—from cable interests, anyway. In comments at the FCC last week, the National Cable Television Association, for example, said the requirement had imposed a "substantial" burden on cable operators for more than a decade. "If, as the commission now suggests, the information supplied annually on form 326 is not essential to the commission's regulatory tasks, there is no justification for retaining the reporting obligation," NCTA said.

The law firm of Farrow, Schildhouse & Wilson agreed that the requirement should be eliminated but also urged the commis-

sion to prevent local governments from collecting the same information.

Nonetheless, the Office of Communication of the United Church of Christ and the Committee for Community Access argued for the requirement's retention. "Given the growing impact of cable television both on the telecommunications industry and on society generally, and in light of the insignificant cost of maintaining and providing financial information, the commission should retain form 326," the groups said.

## Audio info

"Listening to the Future: Cable Audio in the Eighties," is a newly-published book by National Public Radio which explores the future and potential of cable audio. Written by several NPR staff members (G. Gail Crofts, director of planning and research; Joshua Koenig, project director; Richard Moss, senior associate, and Ann Stookey, project associate), the book is the result of a year's research. While looking at the potential of cable audio for its member stations, NPR has concluded that "audio services will be attractive to cable operators and advertisers within the next five to six years." The book is targeted to cable operators, programmers, investors and policymakers.

The book predicts that 28 million cable subscribers will purchase some form of cable audio during the next decade. It states that technology to deliver cable audio services to cable systems and subscriber receivers already exists. And it maintains that "satellite subcarrier transmissions of audio services will provide the most cost efficient and technically viable means for national distribution of cable audio."

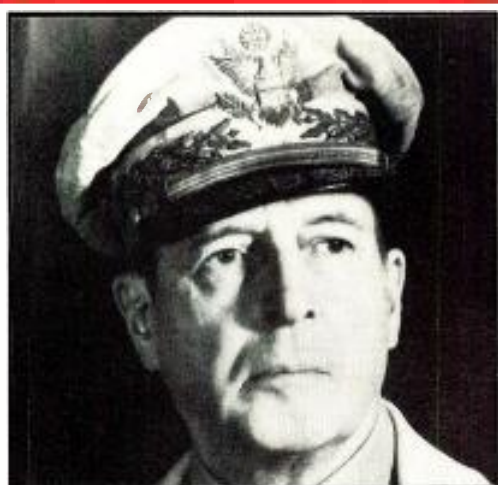
NPR, which is encouraging its members



**Inaugural ball.** House Majority Leader Jim Wright (l) (D-Tex.) helped mark the start of C-SPAN's 24-hour broadcasting service at a Capitol Hill dinner last Monday (Sept. 13). The congressman praised C-SPAN for enabling the American people "to view their law-making body in action" and to watch "the most fascinatingly human institution on earth." Another of the evening's speakers was Minority Leader Robert Michel (R-Ill.). Also honored: six "super citizens" of C-SPAN, who received plaques reading "We couldn't have done it without you." Pic-

tured: William "Budd" Harris (r), president of "Friends of C-SPAN," receiving the award from C-SPAN Chairman Ed Allen of Western Communications. Other recipients: Steve Janger and Marjorie Kraus of the CloseUp Foundation; Andrew Inglis and Harold Rice of RCA Americom, and National Cable Television Association President Tom Wheeler. At right: C-SPAN President Brian Lamb, founder of the public affairs network, whose own vision and energy were praised repeatedly during the evening.

## THE COMMANDERS

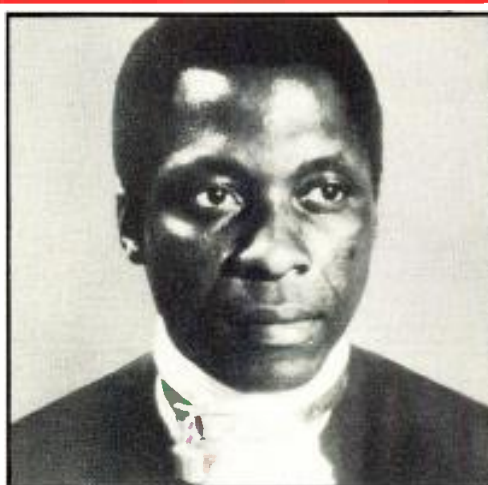


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to enter the field, is planning to launch an experimental cable audio reading service for the blind and print handicapped (BROADCASTING, May 24). Copies of the book are available through NPR for \$10.

## Satellite jazz

There's a new network in town—and it's looking to jazz up cable. Telecast Corp. premiered The Cable Jazz Network at the Eastern Cable Show, and indicated CJN has a head start—carriage on the audio subcarrier of the BibleNet I transponder of the Christian Broadcasting Network. (CBN is one of the three most widely distributed cable networks.) New York-based Cable Jazz is formatted as a 24-hour, commercial-free,

stereo audio service with no news, weather or time and going easy on "announcer intrusion" to concentrate on "just jazz." It will make its money through per subscriber fees charged operators, who in turn are supposed to benefit from being able to offer add-up stereo hookups.

## Daytime growth

There will be more *Daytime* across the country, according to Hearst/ABC Video Services. That women's cable service has doubled its subscriber base to 6.8 million since its March 15 launch, and has landed a "significant commitment" from Warner Amex Cable Communications.

## Patrons of the ARTS

"An audience that gives the word 'upscale' new meaning." That's how Frederick S. Pierce, ABC Inc. executive vice president, described viewers of ARTS, Hearst/ABC Video Services' cultural cable service. Addressing the Pittsburgh Advertising Club



last week, Pierce said that results just in from an ABC-commissioned study show that more than a third of ARTS viewers have done postgraduate work, more than 15% earn \$50,000-plus a year, almost half are professionals and 80% own their own homes. And "of interest to the corporate advertiser," Pierce continued, more than half have written to the government and regularly attend public meetings, with "impressive numbers" having been published, addressed groups regularly and run for public office. (ABC said that the study was conducted in late spring and early summer and that more details would be released later.)

## Valley cable

The Los Angeles Board of Transportation Commissioners has voted 6-1 to recommend that East Valley Community Cable, a Cable America Inc. subsidiary, be awarded the cable franchise for the 160,000-home East San Fernando Valley. The recommendation goes to the city council's subcommittee on cable and then to the full council. Valley, which is building the adjacent West San Fernando Valley and City of San Fernando franchises, is competing against Group W Cable and United Cable Television of Los Angeles for the East Valley franchise. The council's final decision is expected by year's end.

## Back again

Fans of *Space Patrol* take heart—the 50's vintage television series will return to home screens, thanks to *Night Flight* on USA Network. An ATI Video Enterprises production, *Night Flight* has garnered critical attention as a late-night music-oriented program. The episode, titled "They Went to the Stars," will be one of 15 segments in a special two-hour Tuesday prime time cablecast, to run on USA Sept. 28. Included as well will be film clips and tapes of performances by Rod Stewart and Keith Richards, Count Basie at the Apollo Theater, Bob Marley and Jimi Hendrix. Future specials are also in the works.

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### **GENERAL ELECTRIC BROADCASTING COMPANY, INC.**

Westport, Connecticut

#### **Radio Stations:**

**KOA/KOAQ** — Denver

**WGY/WGFM** — Albany, Schenectady, Troy

**WSIX AM/FM** — Nashville

**WJIB** — Boston

**KFOG** — San Francisco

**NOW SOLD IN  
OVER 130 MARKETS  
INCLUDING 7 O&O's!**

# THE PEOPLE'S

**EVENING EDITION**

# "18-49" ACCESS

**The July sweeps results are in and, once again, "The People's Court" has proven itself as this year's runaway prime access hit.**

In rating period after rating period, and in market after market, "The People's Court" shows continuing growth, not only over previous programming, but also over its own past performance.

So for success that makes headlines, go with a winner. "The People's Court."

**The People's Court is a hit in San Francisco.**  
KGO-TV Mon-Fri 7:30 PM\*\*

|         |                       | RTG/SH | W18-49 | M18-49 |
|---------|-----------------------|--------|--------|--------|
| KGO-TV  | PEOPLE'S COURT        | 12/28  | 116    | 97     |
| KPIX    | Evening Magazine      | 11/24  | 99     | 75     |
| KRON-TV | Entertainment Tonight | 5/12   | 49     | 39     |

**The People's Court is a winner in Cleveland.**  
WJKW Mon-Fri 7:00 PM\*\*

|         |                  | RTG/SH | W18-49 | M18-49 |
|---------|------------------|--------|--------|--------|
| WJKW-TV | PEOPLE'S COURT   | 11/30  | 61     | 45     |
| WEWS    | You Asked For It | 7/19   | 32     | 20     |
| WKYC-TV | Uncle Floyd      | 2/6    | 7      | 8      |

**The People's Court places #1 in Cincinnati.**  
WCPO-TV Saturday 7:30 PM\*

|         |                | RTG/SH | W18-49 | M18-49 |
|---------|----------------|--------|--------|--------|
| WCPO-TV | PEOPLE'S COURT | 9/29   | 30     | 26     |
| WLWT    | Lawrence Welk  | 9/28   | 6      | 6      |
| WKRC-TV | Hee Haw        | 6/20   | 17     | 16     |

**The People's Court is a winner in Ft. Myers-Naples.**  
WINK-TV Mon-Fri 7:30 PM\*

|         |                  | RTG/SH | W18-49 | M18-49 |
|---------|------------------|--------|--------|--------|
| WINK-TV | PEOPLE'S COURT   | 23/47  | 11     | 10     |
| WBBH-TV | You Asked For It | 6/12   | 3      | 3      |
| WEVU    | Jeffersons       | 6/12   | 5      | 2      |

# S COURT

FROM  
**RALPH EDWARDS & STU BILLET**  
THE PRODUCERS OF  
"So You Think You Got Troubles?"

JULY—1982

# SMASH AGAIN!

The People's Court is a  
big success in Baltimore.  
BAL-TV Mon-Fri 7:30 PM\*\*

|        |                  | RTG/SH | W18-49 | M18-49 |
|--------|------------------|--------|--------|--------|
| BAL-TV | PEOPLE'S COURT   | 12/30  | 58     | 46     |
| MAR-TV | Joker's Wild     | 8/21   | 18     | 20     |
| JZ-TV  | Evening Magazine | 9/22   | 37     | 26     |

The People's Court pulls in  
big demos in Philadelphia.  
KYW-TV Mon-Fri 7:30 PM\*

|         |                  | RTG/SH | W18-49 | M18-49 |
|---------|------------------|--------|--------|--------|
| KYW-TV  | PEOPLE'S COURT   | 9/21   | 100    | 92     |
| WPVI-TV | You Asked For It | 7/18   | 42     | 41     |
| NCAU-TV | Family Feud      | 10/25  | 98     | 60     |

The People's Court is  
a smash in Spokane.  
KXLY Mon-Fri 7:00 PM\*\*

|        |                | RTG/SH | W18-49 | M18-49 |
|--------|----------------|--------|--------|--------|
| JULY82 | PEOPLE'S COURT | 13/32  | 18     | 13     |
| JULY81 | Joker's Wild   | 7/18   | 7      | 4      |

The People's Court strikes it  
big in Las Vegas.  
KNTV Mon-Fri 7:00 PM\*

|        |                 | RTG/SH | W18-49 | M18-49 |
|--------|-----------------|--------|--------|--------|
| JULY82 | PEOPLE'S COURT  | 8/16   | 8      | 6      |
| JULY81 | Starsky & Hutch | 3/6    | 2      | 2      |

The People's Court scores  
high in Jacksonville.  
WJXT Mon-Fri 7:30 PM\*\*

|         |                | RTG/SH | W18-49 | M18-49 |
|---------|----------------|--------|--------|--------|
| WJXT    | PEOPLE'S COURT | 21/40  | 40     | 31     |
| WTLV    | MASH           | 12/23  | 26     | 26     |
| WJKS-TV | Family Feud    | 7/14   | 10     | 6      |

The People's Court shows  
big increases in New York.  
WABC-TV Wednesday 7:30 PM\*\*

|        |                   | RTG/SH | W18-49 | M18-49 |
|--------|-------------------|--------|--------|--------|
| JULY82 | PEOPLE'S COURT    | 6/12   | 129    | 167    |
| JULY81 | Hollywood Squares | 4/10   | 126    | 85     |

The People's Court shows  
major growth in L.A.  
KABC-TV Saturday 7:30 PM\*

|        |                   | RTG/SH | W18-49 | M18-49 |
|--------|-------------------|--------|--------|--------|
| JULY82 | PEOPLE'S COURT    | 7/15   | 128    | 95     |
| JULY81 | Hollywood Squares | 4/9    | 89     | 50     |

\*NSI/Cassandra July 82  
\*\*Arbitron July 82

## Telepictures CORPORATION

One Dag Hammarskjold Plaza, New York, NY 10017,  
(212) 838-1122, Telex: 645366  
291 South La Cienega Blvd., Suite 410,  
Beverly Hills, CA 90211,  
(213) 657-8450, TWX: 910-321-1038  
35 East Wacker Dr., Chicago, IL 60601,  
(312) 726-1216

# Business Briefly

## TV ONLY

**Steak & Ale** □ Nationwide restaurant chain begins campaign Oct. 18 for 11 weeks in 46 markets. Commercials will air in prime and late fringe times, targeting adults, 25-49. Agency: SSC&B, New York.

**Luzianne Foods** □ Rosenfeld, Sirowitz & Lawson Inc., New York, is handling advertising for Luzianne tea. Campaign will begin Sept. 27 in about 34 markets. Ten-week flight will run in daytime, late fringe and weekends. Target: adults, 18-49.

**Luden's Inc.** □ Campaign for Fifth Avenue chocolate and almond bar begins Oct. 11 for nine weeks in 15 to 20 markets. Early fringe, prime access and weekend times. Agency: Geers Gross, New York. Target: adults, 18-34.

**Tasty Baking Co.** □ Advertising for Tasty Kake cakes and pies will begin this week in about 12 markets. Eight-week flight will air in all dayparts targeting women, 25-54. Agency: Weightman Advertising, Philadelphia.

**Allen Products** □ Alpo dog food has scheduled two flights. On Oct. 4, Alpo

regular dog food will run in 18 to 20 markets for seven weeks in day, fringe and prime times. Alpo X-tra Protein begins Oct. 18 for four weeks in seven markets during day and prime times. Both products target women, 25-54. Agency: Weightman Advertising, Philadelphia.

**Quaker State Oil Refining Corp.** □ Company begins six-week flight for motor oil on Oct. 11 in 54 markets. News and weekend times. Agency: Kenyon & Eckhardt Inc., New York. Target: men, 25-49.

**Kiwi Polish Co.** □ Four-week flight for Bloo toilet bowl cleaner begins Oct. 4 in 15 markets. Daytimes only. Agency: Lewis & Gilman Inc., Philadelphia. Target: women, 25-54.

**Famous Footwear** □ Advertising begins Sept. 27 for four weeks in 14 markets for "moderately priced" family shoes. Campaign will run during prime access and fringe times and will target women, 25-49. Agency: Tatham-Laird & Kudner, Chicago.

**Swift Co.** □ Brown 'n' Serve breakfast sausage begins this week for four weeks in Phoenix; Atlanta; Tucson, Ariz.; Tampa, Fla., and Miami. Spots will run in day and fringe times. Agency: Grey Advertising, New York. Target: women, 25-49.

**Baskin-Robbins** □ Ice cream store chain is promoting fall hand-pack special. Consumer receives complimentary fudge sauce with purchase of hand packed container of any flavor ice cream. Flight starts Oct. 4 for two to three weeks in 20 markets. Fringe time only. Target: women, 18-49. Agency is Ogilvy & Mather, Los Angeles.

**L&S Products** □ Company has purchased two flights for household cleaning items. Already under way is one for CLR (calcium and lime rust remover), advertised in 15 markets for four-week flight. Target is women, 18-plus. Sept. 20 begins three-week flight for Leak Sealer, all-purpose spray and paint-on repair glue. Advertising will run in 15 markets. Target is men, 18-plus. Brand awareness is theme of both campaigns with spots airing in all dayparts. Agency: A. Eicoff & Co., Chicago.

**Venture Stores** □ Discount variety stores will promote annual stock-up sale beginning Oct. 6 for one week in seven markets during morning, afternoon and early evening times. Target: women, 25-49. Agency is Grey North, Chicago.

**Sunmark Industries** □ Campaign for One Pump—four grades of octane gasoline—will run through Sept. 26 in 17

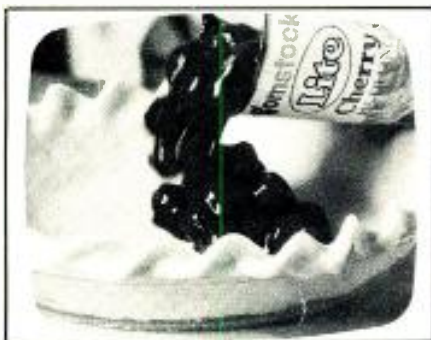
## Advantage

**It's lots of yen too.** Approximately \$10 million has been allocated by Mitsubishi Motor Sales Co. of America to introduce its 1983 line of automobiles and trucks via television and print. Estimated 70% of total expenditures will be on television. Cunningham & Walsh, New York, has created 10-, 30- and 60-second spots to run in 22 major markets where Mitsubishi has opened "charter dealerships." Television schedule starts today (Sept. 20) and continues through October. Markets will include New York, Atlanta, Boston, Philadelphia, San Francisco, Washington, Dallas, Houston and Los Angeles. Campaign is targeted at adults, 18 to 54, with emphasis on 25-34 age group.



Mitsubishi

**Light line.** Comstock Foods is introducing reduced-calorie canned pie fillings called Comstock Lite. New line will be launched in October with 30-second TV spots in two, five-week flights in 48 markets, which include Eastern seaboard, Gulf Coast and California. Campaign will continue into 1983. Advertising theme centers on weight-conscious consumers who can "bake their pie and eat it too." Hicks & Greist Inc., New York, is advertising agency handling account, budgeted at nearly \$2 million for introductory period.



Comstock



Dolly Madison

**Miss Dolly.** Dolly Madison, cake division of Interstate Brands Corp., has kicked off promotion for entire line of its baked goods. Themed, "Good golly, it's a Dolly," 30-second TV spot will air in 10 spot markets, along with CBS network airing in late October during *It's a Great Pumpkin*, *Charlie Brown*. Campaign will run for 15 weeks. Dancer Fitzgerald Sample, San Francisco, is agency handling account.

# Helena Kyle showed us that serving your community often starts in the home.



For many elderly, ill and disabled people, home care is a necessity beyond reach.

Helena Kyle changed that for many homebound residents of the Chapel Hill, Carrboro and Durham areas of North Carolina. She established the Home Assister Program, providing low-cost, personalized care for all those who need it. Moreover, Helena volunteers her time to train and place other workers and sees to it that the program runs smoothly.

Mrs. Kyle deserved a lot of credit for her accomplishments. That's why she was honored by WTVD in central North Carolina with the prestigious 1982 Thomas Jefferson Award for Public Service and why she was again so honored nationally.

Helena Kyle, along with a

select group of others that included Bob Hope and Senator Howard H. Baker, Jr., won this most prestigious national award from the American Institute for Public Service.

We're proud of Helena, not only for winning national recognition, but for her spirit and the example she has set for the rest of our community. Through her actions, she demonstrated the importance of striving for the highest ideals when serving others. But more importantly, what we've all learned from Helena is that when we put our ideals into practice, sometimes home is the best place to start.



**WTVD DURHAM/RALEIGH**  
One of the Stations of  
**CAPITAL CITIES COMMUNICATIONS**

markets in prime, news, late fringe and sports times. Target: men, 25-54. Agency is Wells, Rich, Greene Inc., New York.

#### RADIO ONLY

#### Commonwealth of Pennsylvania

Tourism campaign begins Sept. 20 for six weeks in 19 markets. Morning, afternoon and early evening drive times target adults, 25-54. Agency: Ketchum Communications Inc., Pittsburgh.

**Manufacturers Hanover** Campaign for consumer services begins Oct. 4 for six weeks in three markets. Agency is Elkman Advertising, Bala Cynwyd, Pa. Target: adults, 25-54.

**Host International** Charlie's Place restaurants begin three-week flight Sept. 22 in San Francisco, Los Angeles, Washington and Philadelphia. Spots will air in morning, afternoon, evening and weekend times. Target: adults, 25-49. Agency: N W Ayer, Los Angeles.

**Tuesday Morning Inc.** Discount gift warehouse is holding annual fall ski sale beginning Oct. 26. Two-week campaign for ski clothing and accessories targets adults, 18-34, and will run in four to five markets between 5:30 a.m. and 8 p.m. Agency: Saunders, Lubinski & White, Dallas.

**Hilton Head Co.** Resort is sponsoring senior golf tournament beginning Sept.

26. Two-week flight will run in Atlanta, Augusta, and Macon, all Georgia, and Columbia, Greenville and Myrtle Beach, all South Carolina. Spots will run between 6 a.m. and 9 p.m. targeting men, 25-54. Agency: Cargill, Wilson & Acree Inc., Atlanta.

**Michigan Apple Committee** Baker, Abbs, Cunningham & Klepinger Inc., Birmingham, Mich., has placed two-week flight in 16 markets. Commercial promotes apple pie, cider, juice and applesauce. Campaign begins Oct. 3 and targets women, 25-54.

## Rep4Report

KSEETV Fresno, Calif.: To MMT Sales from Katz Television.

KWEL(AM) Midland, Tex.: To Lotus Reps from Savalli/Schultz.

KBLQ(AM) Salt Lake City: To Lotus Reps from Market 4.

WKDA(AM)-WKDF(FM) Nashville: To Blair Radio from Torbet Radio.

KFGO(AM) Fargo, N.D.; WDBO(AM)-KLYV(FM) Dubuque, Iowa; KATE(AM)-KCPI(FM) Albert Lea, Minn.: To Blair Radio from McGavren-Guild.

#### RADIO AND TV

**All Brand Importers Inc.** Moosehead Canadian beer begins this week on TV in Miami and on radio in Dallas; Baltimore; Houston; Denver; New Orleans; Detroit; Los Angeles; San Francisco; Philadelphia; Kansas City, Mo.; Providence, R.I., and Portland, Ore. Flights will air through October and resume in December. Target: men, 18-34. Agency: Mathieu, Gerfen, & Bresner Inc., New York.

#### American Dairy Association

CreatiCom Advertising Inc., Madison, Wis., will handle campaign for milk in several Wisconsin markets; Chicago; Minneapolis-St. Paul, Duluth and Superior, all Minnesota, and Waterloo and Cedar Rapids, both Iowa. Six-week flight begins Sept. 27 and features Olympic speed skater Beth Heiden. TV placement is in daytime, early fringe, late fringe, prime and prime access times. Radio spots air during morning, midday and afternoon. Target: men and women, 18-49.

**Servistar** Hardware stores have scheduled three-week flight in over 50 TV markets and 30 radio markets. Campaign begins Sept. 22 and airs in morning, midday and evening times. Agency is W.B. Doner and Co., Southfield, Mich. Target: men, 25-54.

# HOW TO BUY A RADIO STATION

ONE-DAY SEMINAR  
MONTEREY, CALIFORNIA  
OCTOBER 15



If you're in the market to buy, sell or invest in a radio station, come to Paul Kagan's unique role-playing conference with 8 leading broadcast and financial executives. Kagan, a station appraiser and publisher of the **BROADCAST INVESTOR** newsletter, has analyzed over 2,000 radio deals since 1975. You've seen him quoted in *Barron's*, *Time Magazine*, *The Wall Street Journal* and many other publications. Here's the complete lineup of speakers for October 15:

- **John Bayliss**, Charter Broadcasting, President, *group owner*
- **Bill Collatos**, T.A. Associates, *investment banker*
- **John Detz**, *station owner*
- **Bill Exline**, *station broker*
- **Roy Rowan**, *station broker*
- **Frank Kalil**, *station broker*
- **Jason Shrinsky**, *Washington attorney*
- **Bob Williams**, *station owner*

These experienced entrepreneurs will actually negotiate station sales on the spot and allow you to join in. Stay at Monterey's Doubletree Inn; Seminar at the adjacent Monterey Conference Center; Friday, October 15, 9 a.m.-5 p.m.

To: **PK Services Corp.**  
26386 Carmel Rancho Lane  
Carmel, Ca. 93923  
(408) 624-1536

I am coming to Paul Kagan's October 15 Seminar in Monterey.\* Enclosed is my check for \$325. (Additional members of the same company: \$275 each). Fee includes continental breakfast, cocktails, luncheon and radio station pricing statistics.

Name & Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

\*You'll love October in Monterey... So Does Everyone Else...  
Make Reservations Early. Mention "The Paul Kagan Seminar" when calling the Doubletree Inn—(408) 649-4511

# In the July 4th regatta to help fight cancer, everyone came out ahead.



When WKBW Radio held its "Third Annual Yegatta Regatta" on the Niagara River, contestants won prizes for everything from the ugliest raft to the most original.

But the real winner was the American Cancer Society.

Over \$13,000 was raised that day, bringing our three-year total to more than \$30,000.

We're proud of the hundreds who came to participate in the regatta and the thousands of spectators who watched and

lent their support to help keep this worthy cause afloat.

As Buffalo's leading radio station\*, we feel it's important to reach out and get involved in many of the issues we and our listeners care about. From events like the regatta to our Bowl-A-Thon for the Children's Hospital to our Halloween "Haunted House" for the Multiple Sclerosis Society.

Because when we all join together to show our concern, everyone comes out ahead.

## WKBW-AM BUFFALO

One of the Stations of  
**CAPITAL CITIES COMMUNICATIONS**

\*Based on Spring 1982 Arbitron, metro survey area cumulative audience, and subject to the qualifications of that survey.

A broadcast advertising commentary from Richard E. McDonald, McDonald Davis & Associates, Milwaukee.

## The health care industry discovers broadcasting

Like the caveman who just discovered fire, hospitals across the country have only recently discovered broadcasting as a means to ignite "sales" in an increasingly competitive health care climate.

And they're looking beyond traditional public service messages. Hospitals today are purchasing significant blocks of commercial time to guarantee that their messages are in the right place, at the right time, to reach the right audience.

It's an evolving phenomenon that began slowly about five years ago but is accelerating rapidly. Faced with declining occupancy and new patterns of health care delivery, hospitals have begun using the business world's marketing techniques to insure their survival. This move signals a dramatic change in attitude of hospital administrations and boards, which heretofore have looked upon paid advertising as unneeded, unprofessional or unethical for the health care field.

Today, hospitals are acknowledging that they are big businesses and must comport themselves that way. They are now seeing strategic planning, marketing and promotion as a way not only to inform consumers about health care choices, but also to influence their selection of health care alternatives.

Gone are the days when hospitals could afford to wait for business, relying on physicians to steer customers their way. Hospitals today are selling directly to consumers. They're fighting to maintain business or increase market share in an era of declining sales. The impetus for this dramatic change comes from declining patient income: Consumers are more attuned to physical fitness and health maintenance; physicians are finding new ways to treat patients other than through hospitalization, and pressures are mounting to reduce health care costs and avoid unnecessary medical usage.

Health care professionals estimate that competitive pressures will force 20% of the nation's hospitals out of business during the 1980's. For many hospitals, it's a matter of survival. So they've become increasingly consumer-oriented. They're developing new products, such as homey surroundings for maternity departments, wellness programs, day surgery programs, and satellite "urgent care" centers where consumers can see a doctor day or night without an appointment. They're adopting new pricing structures, such as packaged prices for maternity care, and rebates if a patient isn't seen within a specified time in the emergency room. And they're using print, broadcast, direct mail and other pro-



Richard E. McDonald is president of McDonald Davis & Associates Inc., Milwaukee, an agency he co-founded in 1963. His firm provides advertising, public relations and health care marketing services. Several years ago he developed a series of television, radio and newspaper commentaries on communications which were syndicated throughout the midwest. He also has served as co-host of a half-hour information program on WISN-TV Milwaukee. His firm has been involved in health care marketing about 14 years.

motional techniques to reach consumers—the ultimate users of their facilities.

Why the increasing use of broadcast? Because hospitals realize broadcasting provides strong audio and/or visual impact for the hospital story. Radio and television permit creation of dramatic emphasis for what otherwise could be a dull message. They provide flexibility in targeting demographic audiences and in building repetitive impressions through a multimedia mix.

As they turn to multimedia programs to accomplish their objectives, most hospitals begin with newspaper ads, then expand into radio and television. Some of the more innovative institutions are committing primarily to broadcast, because they understand its pervasive attributes and see it working for other consumer industries.

Through segmentation, hospitals are using drive time to inform suburban commuters about special medical programs near their work place, are using women's programming to sell maternity services, are using sports programming to promote sports medicine clinics, and are using rock stations to inform teen-agers about drug

abuse treatment and teen-age pregnancy centers.

A dramatic example of advertising effectiveness is seen in a campaign by Family Hospital in Milwaukee. It launched an intense, three-week media blitz to mobilize public opposition to a regulatory agency's proposal that the hospital close. Newspaper ads were supported by 16 different radio spots that ran 464 times on eight stations. Over 52,000 people responded, registering their support by mail and appearing at public hearings. The strong public outcry forced closure proponents to reverse their direction, and the hospital was saved.

Good Samaritan Medical Center, also in Milwaukee, became exclusive sponsor of a year-round syndicated television series on health care. During the year, the series included 104 two-minute segments on evening newscasts, plus weekly half-hour programs and two one-hour specials during prime time. Besides sponsorship billboards, the hospital used commercial time in the programing to air nine spots highlighting unique hospital services. Thirty-second spots were aired a total of 324 times during the year, 60-second spots 160 times and 15-second spots 156 times. The hospital switchboard was deluged with calls following weekly program airings, and hospital occupancy increased 15% in the first year of the campaign.

So far, due to the relatively localized nature of hospital marketing, broadcast buying usually has been limited to one or two ADI's. Yet, the growth of multihospital systems and hospital chains could well move media buying to the regional or even network level.

As this phenomenon grows, more and more hospitals will be calling on professionals in the marketing, advertising and broadcasting fields to help them plot their course. The stakes are too high to relegate these decisions to in-house amateurs.

Smart broadcasters who recognize this trend and the potential it holds for their stations will take the initiative in cultivating the health care market. They'll develop innovative programing, special pricing packages, and a sales approach keyed to the medical service industry. They'll realize that hospitals represent a stable—and potentially substantial—source of revenue not affected by fluctuations in the economy. They'll realize that hospitals represent a source of revenue that's not seasonal, but is steady year-around income.

The health care industry, the nation's second largest industry behind agriculture, has been a sleeping giant that is just now beginning to awaken to the impact of broadcasting in the consumer marketplace. And it's a giant whose appetite may be enormous.

# When a news team from WJR put a bankruptcy court out of business, the ABA awarded them a Silver Gavel.



A WJR news team uncovered serious evidence of corruption in the U.S. District Bankruptcy Court in Detroit.

They reported their findings in a 23-part series, "Newsfile: A Bankrupt Court," which led to a grand jury investigation. To date, one judge has been forced to resign. The chief clerk of the court was indicted and convicted. Felony indictments have been issued against an attorney and an assignment clerk. And a major restructuring of court practice has taken place.

For outstanding work in investigating and reporting this

story, WJR earned a Silver Gavel Award from the American Bar Association.

In addition, the series won the 1982 Peabody Award for journalistic excellence and was selected for the first award ever presented to a radio station by the Investigative Reporters and Editors headquartered at the University of Missouri School of Journalism. The series also received a Distinguished Service Award from the Society of Professional Journalists, Sigma Delta Chi.



**WJR-AM DETROIT**  
One of the Stations of  
**CAPITAL CITIES COMMUNICATIONS**

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



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

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

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

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

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

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

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

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

An aerial photograph of a historic stone building complex, possibly a castle or monastery, built into a hillside. The buildings feature multiple levels, arched windows, and a prominent tower with a crenellated top. The surrounding area is dark and appears to be a forest or a steep, rocky slope.

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



**STORER**  
BROADCASTING COMPANY

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

# Open Mike

## ST

EDITOR: I have often told young people coming into the communications field to start reading BROADCASTING, as soon as possible, because of its comprehensive grasp. Sol Taishoff, through all these young people, will live forever.—*Paul Kagan, Paul Kagan Associates Inc., Carmel, Calif.*

EDITOR: Although we frequently disagreed on matters of policy, ST's view usually prevailed and I respected him immensely.—*Joseph Fogarty, member Federal Communications Commission, Washington.*

EDITOR: He defended our industry as did none other, and taught two generations of broadcasters how to think and search for the right answer.—*Lucille S. Salhany, vice president, television and cable programming, Taft Broadcasting Co., Boston.*

EDITOR: Although I never met him, I always had the feeling of knowing him rather well through correspondence, and I particularly admired the fact that he answered every letter, even though he obviously disagreed with many of the points I advanced to him. He was a thoughtful, considerate and even-handed man. I am afraid that we will not see his like for a while.—*Michael Botein, Communications Media Center, New York Law School, New York.*

EDITOR: I first met him at the 1946 National Association of Broadcasters convention in Atlantic City. He remained a true friend through his last letter to me just a month ago.—*Bill Maschmeier, chairman, ABC-TV board of affiliates (1960), WKKO(AM) Cocoa, Fla.*

EDITOR: Needless to say, he will be missed. But he will never be forgotten.—*Charles Larsen, president, NATPE International, New York.*

EDITOR: What a job he did!—*Paul Block, The Blade, Toledo, Ohio.*

EDITOR: There is no question but that [he] was the single most important man that this broadcasting business has known. The time will never be right for another Sol Taishoff. This is very fortunate because there will never be another one.—*Robert Wells, Garden City, Kan.*

## AM stereo advice

EDITOR: Beware. The goose that's laying the golden egg may end up in intensive care. Like a bad experience at a restaurant, the public may never return to AM stereo stations if their initial impression is less than enthusiastic. Excessive publicity by

broadcasters looking for a quick fix may disillusion a public still unable to receive AM stereo the way it was intended. After all, this time a little patience wouldn't hurt.—*Randall T. Odeneal, executive vice president, Sconnix Group Broadcasting, Charleston, S.C.*

## Beautiful music methodology

EDITOR: Your Aug. 23 issue's article on the state of beautiful music was both timely and on target. I appreciate being quoted as a resource for this piece, but please allow me to clarify one item in my comments.

Arbitron has for over 15 years been using the diary technique to measure radio listening. How my first quote should have read is that for the first time in years ARB is (in metros where there is a significant ethnic population) actually sending diaries to blacks—thus assuring a different measure of ethnic listening than the previous telephone retrieval method. This is the first time in over 10 years that blacks in these high-density markets have gotten to fill in their own diaries.—*Jhan W. Hiber, president, Hiber & Hart Ltd., Pebble Beach, Calif.*

## Financial offering

EDITOR: In reference to Pete Gonigam's Aug. 9 "Open Mike" on the lack of business reporting, not only are 116 radio stations in North and South Carolina, Tennessee, Georgia and Virginia learning about the economic issues, they are also getting a lesson in the reasons for this economic climate.

Since June 1, 1980, the North Carolina Agricultural Extension Service has provided these stations with a weekly report, *The Economic Perspective*, that keeps listeners informed about today's economic issues. And the stations receive the programs free.—*Reese Edwards, radio editor, North Carolina Agricultural Extension Service, Raleigh, N.C.*

## Dehumanizing dilemma

EDITOR: Bravo for publishing "How to dehumanize the radio business" ["Monday Memo," Aug. 30]. Larry Shushan's commentary rocketed my sales-psych to an all-time high.

The term, CPP [for cost-per-rating point], should be changed to Careless Planning Procedures.—*Donald Marion Jr., Midwest manager, Lotus Reps, Chicago.*

**Editor's note.** Author Shushan deplored the abandonment of personal evaluation in the buying of radio advertising by the numbers.

## BROADCASTING PUBLICATIONS INC.

Lawrence B. Taishoff, president.  
Irving C. Miller, vice president-treasurer.  
Donald V. West, vice president.  
David N. Whitcombe, vice president.  
Jerome H. Heckman, secretary.

# Broadcasting

The Newsweekly of the Fifth Estate

INCORPORATING

# TELEVISION

AND

# Cablecasting

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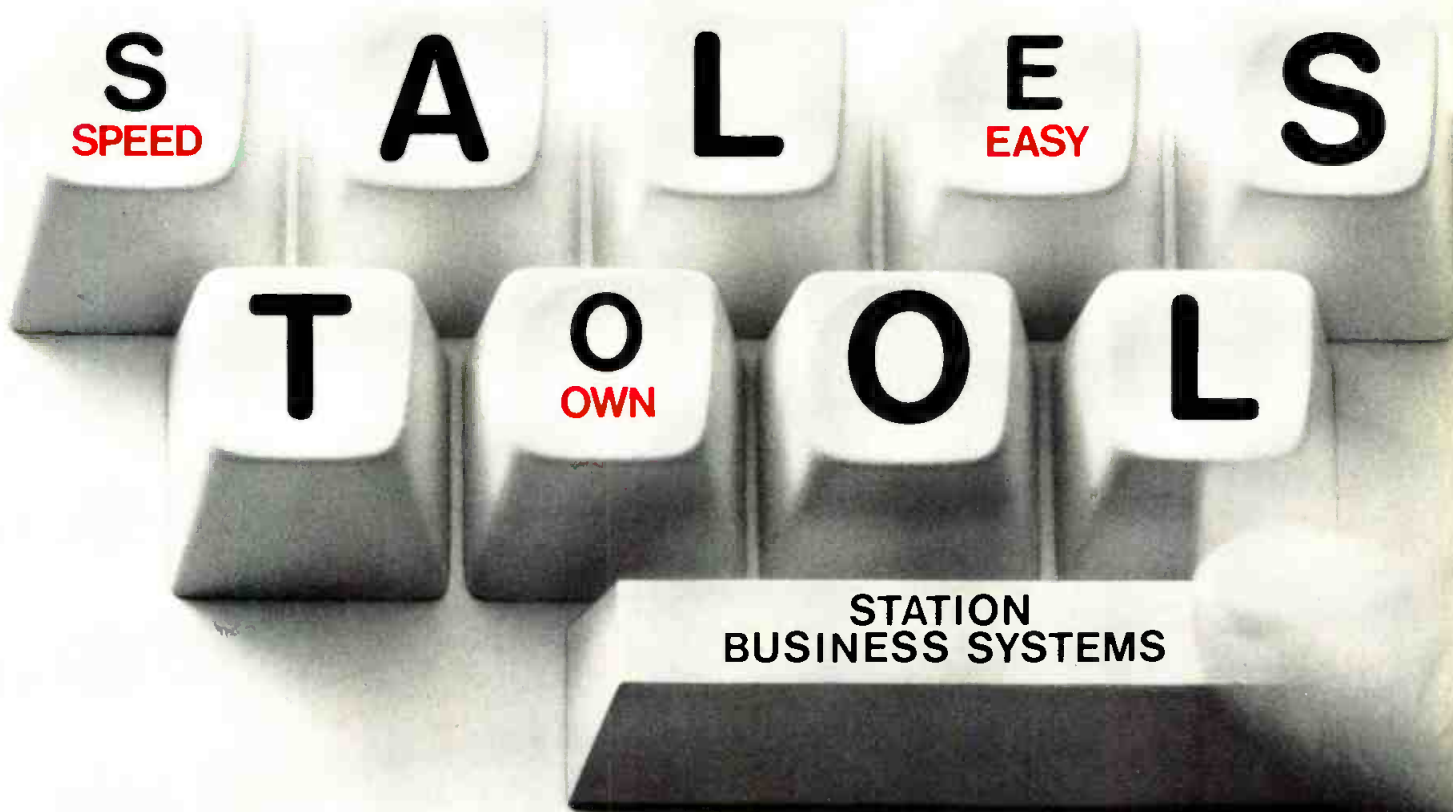
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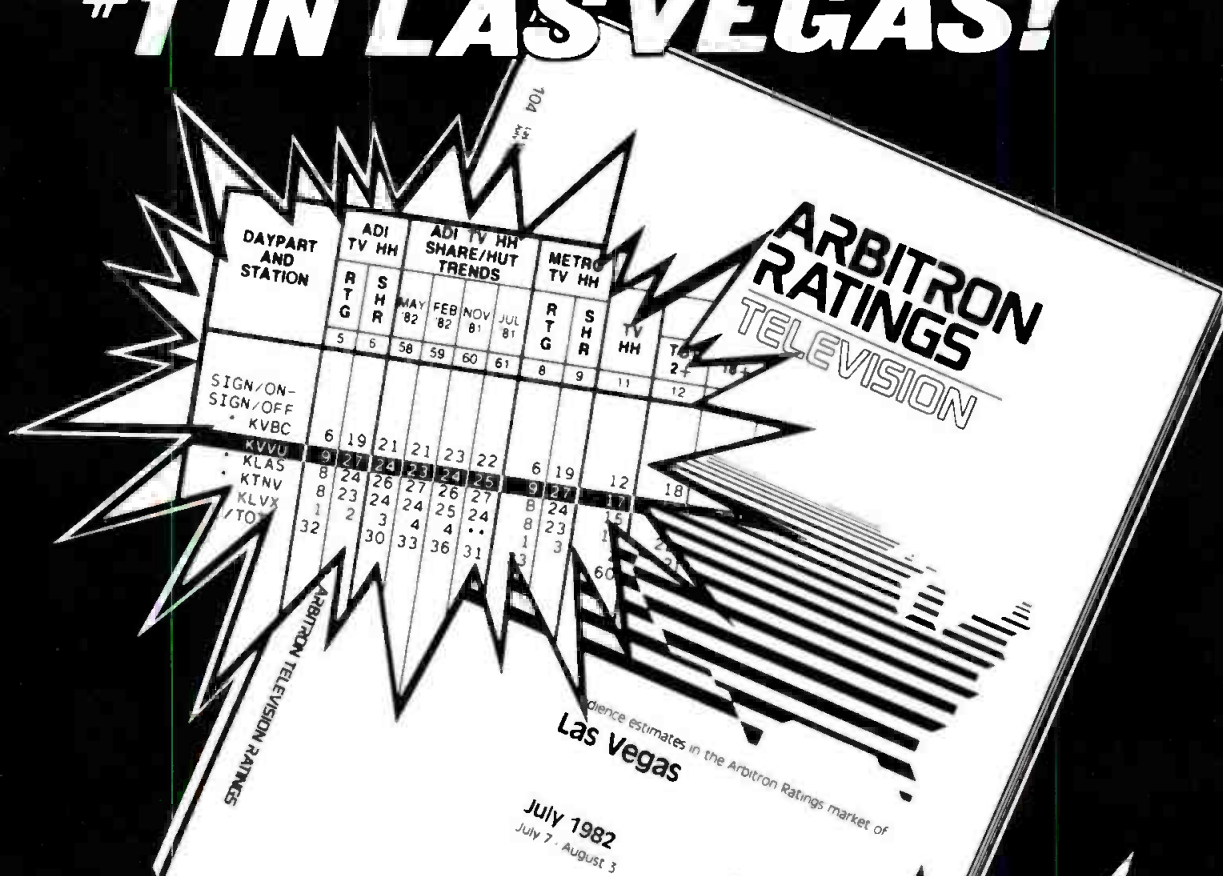
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# Broadcasting Sep 20

Vol. 103 □ No. 12

TOP OF THE WEEK

## Sifting through the fallout of CBS Cable, Disney

**Analysts, cablecasters and broadcasters search for signs of a shakeout among cable services after recent casualties**

CBS Cable is dead. The Disney Channel partnership is sundered. Late last month, the Movie Channel's talks with film producers fell apart. Those developments, coming in a few short weeks, beg the question, "Is the shakeout here"—that long predicted realignment of the cable programming industry that is to clear out the presumed surplus in the 40-odd cable services now up and running, and the 30 or more on various drawing boards?

What, for example, do the barrels of red ink that CBS is burying along with CBS Cable say about the health of cable and cable advertising? Do the collapsing joint venture arrangements give hints of other failed hopes?

Putting together the pieces of the two most recent disturbances in the conduct of cable business, the answers seem to be "no." Although the CBS Cable and the Disney Channel stories each tell something about the companies involved in them, and may speak to the difficulties of joint-venturing, observers in the cable industry and financial community don't see them portending either doom or gloom for cable.

When CBS killed CBS Cable last Monday (Sept. 13), or at least had Broadcast Group Executive Vice President Thomas Leahy pronounce sentence of death upon it, the official word was that "while our cable service received virtually unanimous praise for the quality of its programming, met its cost targets and attained good subscriber growth, advertising revenues were well below expectations." "Prudent business judgment" taken "in the light of the present and projected marketplace conditions" dictated the decision to cease service within 90 days, Leahy continued.

Certainly, CBS is not the only one disappointed by the decision—virtually everyone consulted last week said it was "sad" and "unfortunate" that the decision to cancel a quality service had to be made.

Nor did anyone argue that CBS Cable, in its soon-to-disappear configuration, should not be terminated before it further bled the company. At CBS's analysts meeting last Tuesday (see page 59), Broadcast Group President Gene

Jankowski conceded that \$30 million was close to the figure CBS Cable would lose this year, coming on top of \$30 million spent for development the year earlier. And in the words of one cable programmer, "their problem is not that they lost \$30 million or \$40 million, it's that they had no prospect of turning that around in the foreseeable future."

But to place the blame, as CBS seemed to, on the advertising community or even the economy's adverse effect on cable advertising, is scoffed at outside the company. Dennis Leibowitz, security analyst with Drexel Burnham Lambert, went so far as to say "the only thing wrong with CBS Cable was that it was enormously overbudgeted." He maintained that CBS's claim to have been within budget simply demonstrates, given the magnitude of the dollars it had spent on the service, that the budget was unrealistically high to begin with. In his analysis, it reflects a



basic misconception of the nature of the cable industry today, and what cable would be able to absorb in the way of specialized programming. Said Leibowitz, "They just don't know how to do things small," citing as an additional example the theatrical films unit CBS started last year, which he estimated will lose \$15 million this year.

He also suggested that CBS made a separate miscalculation about the revenues it would be able to realize for CBS Cable's heavy commitment to original programming from ancillary markets such as cassette and foreign distribution. "Nobody could have thought the costs of their product could be amortized on basic cable distribution," said a producer, who assumes CBS had its eye on the European television market. According to this theory, CBS neglected to take into account European governments' limitations on program imports, and those networks' preference to allocate American product quotas to Ko-

*jak- or Charlie's Angels-type series.*

Perhaps the most serious question raised by the foundering of CBS Cable is why CBS seemingly ignored opportunities to change course and save the ship. Cable is seen by many as still fertile ground for experimentation, a medium in which different strategies can be tested and tried. Yet, the \$30 million estimate for CBS Cable's 1982 operating loss was a figure analysts derived by annualizing first-quarter losses revealed in a restatement of earnings. That means that nine months into a year of poor economic conditions and weak cable advertising, CBS Cable had done little or nothing to diminish the rate of loss sustained in the first three months.

There were, of course, talks about sharing those losses. CBS tried, and failed, to roll CBS Cable into its joint venture with 20th Century-Fox, and only days before killing the channel it announced that discussions with Cablevision about a joint arrangement with that company's cultural pay cable service, Bravo, had terminated. But CBS Cable President Dick Cox told BROADCASTING neither the Bravo talks, nor those with several other firms ever reached "mutually satisfactory conclusions."

Leahy told the analysts last week that one reason for killing and not altering the service was to preserve in cable operators' minds the image of quality CBS had developed, with CBS Cable in anticipation of a return to the marketplace with other product. But unanswered remains the question of why CBS did not attempt to change the operation to a pay service.

CBS's Leahy says the initial reason for not taking the pay service was a hardware consideration—that without widespread addressability, CBS felt a specialty pay service wouldn't have been justifiable. And to have gone pay now, even as addressability spreads, would have required too great an additional investment in programming to reduce the repeat mix for paying customers, to have been economical.

What the final damage to the CBS balance sheet will be awaits disposition of efforts to sell off CBS Cable product. And that, said Jankowski, takes second place to trying to "settle the people's questions." CBS said it would attempt to relocate CBS Cable employees in other areas of CBS. But for a company that just laid off over 300 people in its troubled Records Group



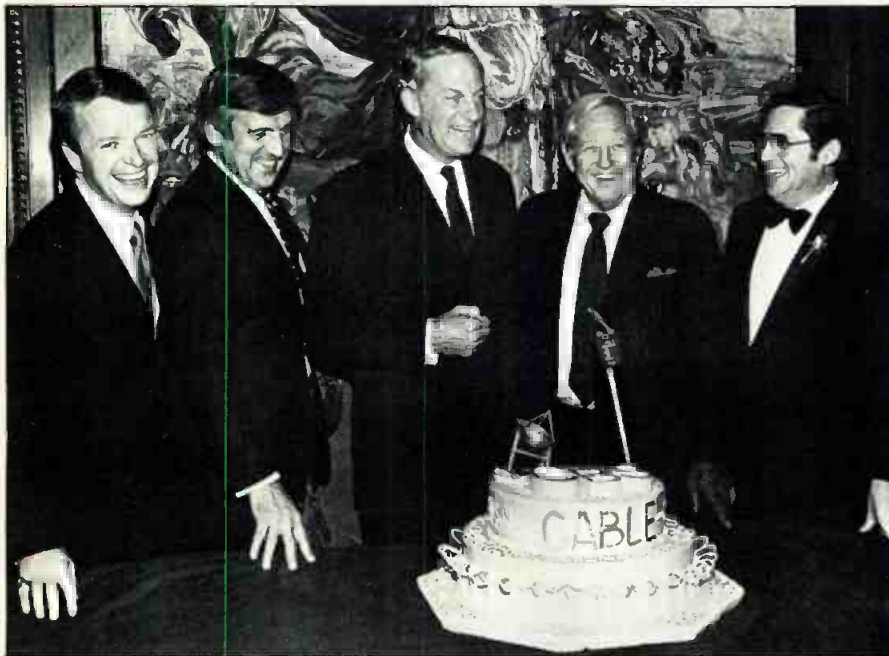
On the Queen Mary



At the Los Angeles museum



In the desert at NCTA



At the New York Public Library

and whose Broadcast Group (as Jankowski told the analysts at another point) has maintained a constant personnel level over the last three years, where it will find room for the 125 CBS Cable staffers is a good question indeed.

The Disney Channel situation is seen as having even less significance as a reading of the health of the cable industry. If anything, it is evident this represents a conflict between two business partners over control of a product both consider salable. Indeed, according to Walt Disney Telecommunications President, Jim Jimirro, since Disney and Group W Satellite Communications parted ways just before the start of the Eastern Cable Show, with Disney assuming full ownership of the service, he's had calls from three major companies interested in joining as equity partners with Disney. Jimirro has told them no.

Last week's news was that even the effort to negotiate a GWSC sales and distribution role for a Disney-owned Disney Channel had broken down. (GWSC said it had "declined to pursue" the relationship.) At press time, the possibility of Disney carriage on a GWSC transponder remained, but Jimirro said discussions with others were under way as well.

Jimirro says the matter was one of "programming and creative control" over a channel "with our name on it" and a heavy reliance on Disney product. "As we started down the road, we realized the concept of the service was partially taken out of our

**A ship going nowhere, dollars buried in the sand.**

Hindsight is perfect vision, but looking back on the lavish parties thrown in CBS Cable's honor, some ironic images emerge. The Queen Mary, a memory of former elegance rusting in a dockside cradle, her boilers gone, never to sail again; she hosted the first of four extravagant entertainments that were said to symbolize the high taste and culture CBS Cable would bring to cable television. Parties at the Los Angeles Fine Arts Museum and the New York Public Library were to continue a tradition that awed some cable operators, yet angered others who charged they epitomized CBS's desire to "buy its way into cable." The final blowout, at this year's NCTA, was the party in the desert that drew 1,200 guests to an Arabian bazaar. Some looking back now see those parties as the embodiment of what went wrong with CBS Cable: whose corporate overseers were familiar with a broadcast network environment where such entertainment spending might be justified by the advertising commitments it helps perpetuate. One observer noted: "You have to sell a lot of \$900 30 second spots" to justify the quarter to half million dollars each of those events probably cost. But then, CBS Cable once spent \$10,000 to paint a woodgrain pattern on a studio floor it used for just three months. Born on a luxury liner, instead of seeing its ship come in, CBS Cable's has just been scuttled.

hands. That would be inefficient, inhibiting to the creative process... We felt we'd have to assume control."

Where some at Group W say they may have been "naive," one at Disney said "certain unsaid presumptions were perhaps misunderstood."

Jimirro admits the Disney decision to go it alone represents a change of philosophy—that even before lining up GWSC as a partner, Disney had talked with other cable program distributors about such an arrangement.

Now, however, Disney has no interest in having partners, "equity or otherwise."

But there's no question in Jimirro's mind that Disney will easily replace the \$50 million that Group W was to contribute toward original programming. Disney's new Epcot center opens Oct. 1 and its turnstiles are generally being looked upon as Disney cash machines. Disney Chairman E. Cardon Walker dispatched a Mailgram to cable operators assuring them that Disney intends a spring 1983 launch for the channel and that the development of "family audience programming" is well on its way.

Some answers about the future of The Disney Channel surfaced as well last week. President Alan Wagner told BROADCASTING he will be staying on ("I'm a rabid Disneyite," he said), with headquarters remaining in New York, although the service "will have a large operation in California." Wagner said he doesn't see the absence of GWSC's sales and marketing help as "a loss in the long run," saying Disney proved its marketing capabilities as it "moved rapidly into videocassettes." Wagner will, however, lose the services of the first person he hired for the channel, Laurence Caso, who served as vice president, programs.

Certain similarities could be drawn between Group W's pulling out of this deal, and its \$75 million sale back to Viacom of the half interest it held in Showtime. In the latter instance, Group W said it sold because it couldn't gain control; in the present case, it seemingly found its partner moving to exert control. Group W Television President William Baker (who's also GWSC chairman), conceding the accuracy of that analysis, said, "Whenever we do something, we're not interested in being a passive partner."

Conversation with Baker, who speaks of Group W's view of The Disney Channel as a "children's service" (in contrast to the Disney talk of a "family" network), is a reminder of Home Theater Network, the combination G/GP movie and travel program channel Group W acquired within the last year. Group W has the potential to develop this "family" service, as its partnership with Disney fades into memory.

And for the future, Baker said: "We're very excited about the software side of the business"... that as a company, "we tend to put more on our plate" and are "talking to several people even now." □

## Green light for cable copyright

**Everyone involved says an agreement will be signed; NAB, NCTA call it a fair shake**

Negotiators working on a cable copyright compromise last week struck a deal that is expected to lead to a new copyright legislation, at least in the House, before Congress adjourns this year. Negotiations drew to a close late last week on the proposed cable copyright bill (H.R. 5949) as the parties involved looked at a draft of proposed new amendments.

All parties involved said they agreed in principal and will formalize the agreement today. Negotiations on the bill have been going on for months, hitting several snags along the way. Now, however, the two principal parties that had difficulty reaching a compromise, the National Association of Broadcasters and the National Cable Television Association, say they are satisfied.

John Summers, NAB executive vice president and general manager, said the draft looks "pretty good" and "reflects what we have agreed to so far." Summers said he expected no more problems to develop.

James Mooney, NCTA executive vice president, said there is "no doubt" an agreement had been struck. Mooney said he did not know of any disputes over language in this draft. He called the deal a "fair compromise."

Tom Rogers, counsel for the Telecommunications Subcommittee, said he was "optimistic" and that a subcommittee markup is tentatively slated for Tuesday. Rogers has been leading negotiations among the NAB, NCTA, Motion Picture Association of America, National Religious Broadcasters and the National Association of Public Television Stations.

Those parties were having trouble reaching a compromise on proposed amendments sought by religious stations to require their carriage by local cable systems. Some religious broadcasters, under an original draft of the bill, would have lost must-carry status because of an inability to show they were "significantly viewed" off the air in their own markets.

An amendment to increase the number of local broadcast signals cable operators with 20 channels or more must carry was offered by the Telecommunications Subcommittee staff to satisfy the religious broadcasters. NCTA accepted it in exchange for an amendment that would reverse a recent appeals court decision requiring cable systems to carry teletext programming offered by broadcasters in the vertical blanking interval and for an agreement by the NAB to terminate rate adjustment proceedings under way before the Copyright Royalty Tribunal.

Both the NAB and MPAA rejected the NCTA's conditions, and negotiations came to a stop (BROADCASTING, Aug. 30). Since

then there had been speculation on whether the bill would ever get anywhere. Earlier last week, NCTA President Thomas Wheeler was threatening to challenge the validity of the FCC's must-carry rules if the copyright legislation that would supersede them failed to become law.

The new amendments in the agreement reached last week would not require cable systems with 36 or fewer activated channels to carry any duplicate affiliate located more than 55 miles from the system or to carry more than two stations with the same network affiliation, wherever located.

Those proposals were in line with an earlier compromise offered by Rodney Joyce, minority counsel on the Telecommunications Subcommittee ("Closed Circuit," Sept. 13). Joyce suggested a 75-mile limit.

An agreement also puts off any confrontation at this point over the protection of teletext programming in must-carry legislation.

The copyright bill as passed by the Judiciary Committee exempts cable operators from having to carry VHF drop-ins, low-power stations, direct broadcast satellite services, multipoint distribution services, "or any other radio communication service intended for direct reception by members of the public."

NCTA maintained that it understood the exemptions to include teletext signals. But a Judiciary Committee report interpreted the exemptions as "not intending to preclude the FCC from adopting regulations which would require cable systems to carry teletext material transmitted as part of the vertical blanking interval by stations, where there are no technical impediments to carriage of such signals."

That issue bogged down negotiations. NCTA President Thomas Wheeler sent a letter to House Commerce Committee Chairman John Dingell (D-Mich.) expressing NCTA's dissatisfaction with the report. (Dingell's committee must make the final markup on the bill.) Wheeler said that "unless the commercial networks are able to take some reasonable and consistent position with respect to these issues, however, we fear that despite the best efforts of the committees and the other parties involved, we might not accomplish our goal of finally resolving the cable copyright controversy this year."

Last week Robert Kastenmeier (D-Wis.), chairman of the Judiciary subcommittee on copyright, deferred to House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) on the teletext matter. In a letter he told Wirth: "With regard to the communications issues associated with the carriage by cable systems of teletext material transmitted as part of the vertical blanking interval by broadcasters, we recognize that this is a

matter of communications policy and, on this issue, defer entirely to your committee's jurisdiction, interpretations and actions." No interpretation will be added by Wirth's committee. Thus the decision of whether teletext is included or not will be left up to the FCC or the courts.

Another minor provision also was added in the new compromise. It would protect cable systems from copyright penalty fees after the system has made an unintentional error that is corrected before a

copyright infringement suit is filed. This was also endorsed by Kastenmeier.

MPAA, according to a spokesman, has accepted that provision. There was one proposal afoot that would have placed the burden of proof on copyright owners in copyright infringement cases. That, the MPAA spokesman said, was "totally unacceptable."

After the subcommittee markup, the bill goes to the full committee. Dingell has indicated that there will be lit-

tle resistance to it. Prospects are that H.R. 5949 can go to the House floor before the House adjourns. If there is a lame-duck session after the election, as requested by the President last week, the bill's passage in the House is all that certain.

There are no companion measures in the Senate, where sports organizations that tried unsuccessfully in the House to restrict cable retransmissions of sports events are expected to revive their agitation for this wanted version of legislation.

## Turner takes his new network plan to the producers

**About 14 firms attend Hollywood off-the-record discussion; most are interested, but say more financial specifics are needed**

The consensus emerging from Ted Turner's off-the-record meeting with about 30 top Hollywood television producers in Beverly Hills last Tuesday (Sept. 15) is that the cable entrepreneur needs to provide more specific financial information and advertising guarantees before the production community is likely to warm up to Turner's proposed fourth network.

The proposal for an alternate broadcast network "needs some fine-tuning before you can analyze it in any critical manner," said Ron Kayo, senior vice president for business and legal affairs at Walt Disney Productions. Kayo attended the 90-minute meeting at a Beverly Hills hotel conference room with Ron Miller, the company's president and chief operating officer.

Kayo characterized the producers' response as "tentative," but only because there wasn't more precise information provided. "At this point we felt we could neither embrace nor discount the proposal. At this point," said Kayo, "Turner needs more financial input."

Although no list of participants was provided by Turner Broadcasting, which described the session as "confidential," BROADCASTING was able to confirm that Disney, 20th Century-Fox, Telepictures, Columbia Pictures Television and Embassy Communications sent representatives. Reliable sources attending the meeting said that officials from MGM/United Artists, MCA/Universal Television, Para-

mount, Warner Brothers, and Lorimar also were there. The Turner spokesman said that "virtually all major studios and independent production companies were represented," at least 14 firms altogether. It was reported by one source attending that Aaron Spelling Productions, which has an exclusive arrangement with ABC-TV, was invited and did not attend, although this could not be confirmed.

It was reported, but also unconfirmed, that Turner met separately with MCA representatives after the first meeting. According to the Turner spokesman, those attending the sessions were promised that their participation would be kept confidential.

Kayo said he and others attending the Tuesday session were invited to reconvene with Turner "within 45 to 60 days" to discuss the outcome of meetings Turner expects to have in the interim with potential fourth network advertisers. Initial plans for the network call for individual studios and production companies to program their own time slots in return for a large percentage of the network's advertising revenue.

Another producer present at the meeting, who asked to remain anonymous, declared: "I'd think it was nonsense unless it was coming from Ted Turner. In concept, there's something to be said about his ideas."

Dick Robertson, senior vice president of sales for Telepictures, also present at the meeting, acknowledged the fourth network "is a real far-fetched idea" and that some of those attending considered it too "far out and off-the-wall" to work. "I

think most of the established studio people there didn't take the meeting too seriously," Robertson continued, suggesting that their involvement may be directed at pressuring the three existing networks to take their financial demands more seriously.

"It's a chicken and egg situation," Kayo explained. "He needs quality programming to attract advertisers, but he also needs a reservoir of quality producers." It's not yet clear, Kayo said, how much Turner would be willing to provide producers to finance pilot production, although Turner indicated last week that some up-front financing would be available. It's also not clear how much producers will be guaranteed if ad revenues fall short of expectations and how actively Turner's network would be in promotion of its shows. Some critics of the plan have asked for clarification on how promotion would be paid for and what compensation there would be for proposed distribution via other Turner outlets, such as WTBS Atlanta, the superstation.

"He's talking about a range of programming," said Kayo, "including series, feature films, news, soap operas and programs for the housewife in the afternoon." Most if not all of the programming would be original. □

## NCTA board puts cable deregulation at top of '83 list

**It will press for passage of S. 2172 and for legislation spelling out AT&T parameters**

The board of directors of the National Cable Television Association, meeting in Washington last Monday and Tuesday (Sept. 13-14), adopted a set of goals and objectives for 1983, including passage of federal legislation to lighten cable's regulatory burden and to limit the ability of telephone companies to compete with cable.

NCTA President Tom Wheeler, who along with NCTA Chairman John Saeman, vice chairman and chief executive officer, Daniels & Associates, briefed reporters following the meeting, said the

**Dynamite.** Ted Turner's playing with TNT. At least that's what Bob Wussler, Turner Broadcasting System executive vice president, says is the likely name of Turner's fourth broadcast network, if it ever gets off the ground—Turner National Television.

According to Wussler, "the ball is back in our court" and TBS executives are now setting out to fashion a business plan based on their Hollywood conversations. The Turner people left the West Coast without any firm commitments ("We weren't asking for that," Wussler said) but "encouraged" and convinced the producers to think it worth TBS's time to put together a concrete proposal).

Wussler conceded there are problems—that producers are concerned about a system that doesn't deliver up-front the dollar commitments the three commercial networks make when ordering a series, that promotion arrangements and funding mechanisms would have to be clarified, and perhaps most important, that producers are concerned about Turner's desire to have them sign over to him the future syndication rights to series developed for TNT. On the last score, Wussler said: "Nobody jumped up and down and called it a dealbreaker." He estimated start-up costs to be about \$35 million.

deregulatory bill NCTA had in mind was S. 2172, now pending in the Senate, or something similar. S. 2172, for which cable operators rallied in Washington last week (see story, page 54), would weaken the regulatory grip of states and local municipalities on cable.

Although Wheeler said NCTA was happy with the settlement of the Justice Department's antitrust suit against AT&T, it still feels it is important to push for legislation that would spell out exactly what AT&T and the local Bell operating companies can and cannot do. NCTA would like a law that would transform the seven-year ban of AT&T's providing information service into a permanent ban if it becomes evident that AT&T will maintain its stranglehold on the long-distance telephone business. The NCTA will also work for a statute that would prohibit AT&T from offering conventional television services and codify the FCC's ban on telephone companies' operating cable systems in their telephone service areas.

A nonpublic policy objective, Wheeler said, will be to help cable meet the challenge of alternative pay media—SMATV, MDS and STV—by providing consumer research, informing consumers of the benefits of cable and convincing the financial community that cable is still a good business despite the competition.

The board also adopted a series of management goals, Wheeler said, dealing with the autonomy of department heads, retention of staff and the greater use of computers.

With the goals of the association for the upcoming year firmly established, Wheeler said, the staff can prepare a budget for presentation at the next board meeting scheduled for Palm Desert, Calif., Dec. 12-14. According to Wheeler, the budget will call for expenditures of about \$5 million, excluding "extraordinary items," up around 10% from this year's budget of \$4.5 million.

The increases, reflecting mostly inflationary pressures, Saeman said, will be offset in part by additional revenues from members' dues, which are tied to the rapidly increasing revenues of the member companies.

Expenditures have risen significantly in the past two years due to the association's move into larger and more expensive quarters and the expansion of the staff. However, there should be a "topping off" in 1983 in such administrative costs, Saeman said. The headquarters and staff of about 70 are set, he said.

It is NCTA's intention to maintain a "lean, function-oriented staff," Wheeler said. Instead of having a "huge standing army" ready for every contingency, he said, NCTA will have a "rapidly deployable force" able to assemble expertise on a myriad of topics when the needs arise.

As an example, Wheeler said, NCTA would seek the best outside counsel money could buy to represent it in its negotiations with the American Society of Composers, Authors and Publishers;

Broadcast Music Inc., and SESAC. The music licensing organizations, Wheeler explained, have demanded that cable operators pay royalties for all music transmitted on cable from sources other than broadcast signals.

The board also decided not to grant full membership status to operators of satellite-fed master antenna television (SMATV) systems. The action was precipitated by membership applications from two SMATV operators.

The current rules say that full membership is open to any company "engaged in the business of providing television reception ... to subscribers via a cable television system. ..." According to Saeman, the NCTA staff has been instructed to rewrite the rules to deny full membership to companies engaged exclusively in the SMATV business. Presumably, that means inserting language limiting full membership to companies operating cable systems under municipal franchises. SMATV systems, built on private property, can be operated without the benefits (and detriments) of a franchise.

Saeman said the exclusion of SMATV operators is "not a big deal," noting that they formed their own trade association. (That association is the Chicago-based National Satellite Cable Association.) The board's action was taken, he said, in recognition that the interests of the SMATV operators and cable operators are sometimes at odds.

SMATV operators are welcome as patron members of NCTA, Saeman added. As such, he said, they can enjoy many of the benefits of NCTA but cannot be represented on the board or have a say in making NCTA policy.

Saeman attributed the near perfect attendance at the meeting—only Monroe Rifkin was absent—on the other cable goings-on in Washington last week: the rally in support of the Senate's cable deregulation bill (S. 2172) and C-SPAN's party celebrating its expansion to 24 hours a day. □

## Question marks hover above the football field

**Federal judge says NCAA contracts with networks are illegal; NFL players set to strike tomorrow**

The prospects for nationally televised football ranged from chaotic to potentially nonexistent last week. College football was threatened by a federal judge's ruling that the National Collegiate Athletic Association's network and cable TV contracts are illegal. Pro football was threatened by a player's strike set to start tomorrow (Sept. 21) against the National Football League club owners.

The immediate outlook was not quite as bleak as the bare facts sounded, however.

There was the possibility of respites, if not solutions, in both the collegiate and the pro situations.

■ NCAA said it would appeal the judge's decision immediately and seek a stay of its impact. NCAA officials were not sure these pleadings could even be filed before kickoff times for the past weekend's games, but the TV networks holding NCAA contracts—ABC, CBS and Turner Broadcasting's WTBS-TV Atlanta cable network—said they would carry the games already scheduled for the weekend, regardless of the courtroom maneuverings. They could do this, network sources said, because it is common practice among networks to sign contracts with the colleges involved in each game, in addition to the overall NCAA contracts. This is the way the judge said it should be done—each school signing its own contract, and keeping the NCAA out of it—and apparently the schools scheduled to play over the past weekend had been signed. So, too, may some of those scheduled to play in the weeks ahead, although in most cases scheduling is done on a week-to-week basis.

■ The NFL Players Association, which has been threatening to strike in its off-and-on negotiations with the club owners, set a strike date for the first time—tomorrow, meaning after tonight's *Monday Night Football* game on ABC. But the players left the way open to call it off if contract negotiations go well in the meantime. A new negotiating session with the owners was set for last Friday, with the players' executive committee then to meet again on the strike question Monday afternoon (see "In Brief," this issue).

In the NCAA case, Judge Juan Burciaga ruled in Albuquerque, N.M., that the NCAA's practice of regulating the TV appearance of its members—a practice dating back some 30 years—violates antitrust laws. Each college must be free to negotiate its own TV contracts, he said, as is the case in the NCAA's regular-season basketball games. (What, if anything, his decision might mean for NCAA-awarded rights to the NCAA basketball playoffs was not immediately clear.)

Approximately \$281.1 million in TV rights payments are at stake in the judge's decision, if it is upheld on appeal. Both CBS and ABC are entering the first year of a four-year contract that calls for them to pay \$131.75 million each (\$29.5 million each in 1982 and escalating through 1985). Turner Broadcasting has a two-year contract totaling \$17.6 million.

Judge Burciaga's ruling was in a suit brought by the University of Oklahoma and the University of Georgia in an effort to free NCAA members from the association's control over football TV participation. The suit was tied in with a long-standing intra-NCAA dispute in which the plaintiff schools and nearly 60 others, virtually all regarded as football powers, formed the College Football Association and struck a deal last winter with NBC-TV for coverage. □

# The three networks line up at the starting gate

**With the 'official' start date a week off, ABC, CBS, NBC are all jumping the gun on the new fall television season**

The official start of the 1982-83 prime time television season is still a week away but neither ABC, nor CBS, nor NBC is waiting for Sept. 27 to begin launching its shows.

Of the 74 programs (including five movie blocks) on the networks' fall schedules, only about half actually will debut or return during the Sept. 27

through Oct. 3 "premiere week."

One show from each network premiered last week: ABC's *NFL Monday Night Football*; CBS's *60 Minutes*, and NBC's new fall entry, *The Powers of Matthew Star*.

And this week more than a dozen more will begin their runs, including competing premieres opening Wednesday evening: ABC's *Tales of the Gold Monkey*, CBS's *Seven Brides for Seven Brothers* and NBC's *Real People*.

Advance "previews" also are being offered, with CBS already having

scheduled a 90-minute *Seven Brides* special last Sunday and going with a 60-minute *Bring 'Em Back Alive* episode this Friday before that show moves into its regular Tuesday slot. NBC has two hours of *Knight Rider* this Sunday before it takes its regular place on the following Friday.

While the early starts and premiere week telecasts will give viewers a substantial taste of the new season (BROADCASTING, Aug. 30), the full portion won't be served up until the latter part of October.

About 20 shows will hit the schedule after the official "premiere week"—some such as ABC's *Fantasy Island*, CBS's *Alice*, and NBC's *CHiPs* only a week later, but others such as ABC's *Dynasty* and CBS's *M\*A\*S\*H* will premiere in late October.

NBC will launch its new *Gavilan* and *St. Elsewhere* either Oct. 19 or 26 depending on the length of the World Series. Similarly, ABC will debut its new *It Takes Two* either Oct. 7 or 14 and return *Fantasy Island* either Oct. 9 or 16 depending on the playoffs.

Baseball has affected all three networks' scheduling plans. ABC's carriage of the playoffs begins Oct. 5 and NBC's of the World Series could run through Oct. 20. The networks in many cases have shied away from either launching a series against baseball competition or premiering one only to preempt it in the early going of the season.

In addition to series, a good number of specials as usual will help bring in the new season.

On last week's ABC schedule was *Charles & Diana: A Royal Love Story* (Sept. 17), and on CBS today Sept. 20) *The Royal Romance of Charles and Diana*. □

This is a composite of the ABC, CBS and NBC prime time schedules for the fall. Included are the premiere dates, most formally announced and some based on current information available from the networks last week. Shown here are the network series and movies in their regular time slots. In many cases, premieres have been expanded beyond the normal episode length. The networks are offering 24 new series (or 25 if *Taxi*'s move from ABC to NBC is counted). In addition, four series have joined the schedules after earlier limited-run tests. Ten returning shows have new time periods. As now planned, the network premieres stretch over seven weeks.

\* indicates new show, \*\* new time period, previous limited run

## Sunday

|       | ABC                                    | CBS                              | NBC                                  |
|-------|----------------------------------------|----------------------------------|--------------------------------------|
| 7:00  | Ripley's Believe It or Not* (Sept. 26) | 60 Minutes (Sept. 19)            | Voyagers* (Oct. 3)                   |
| 7:30  |                                        |                                  |                                      |
| 8:00  |                                        | Archie Bunker's Place (Sept. 26) |                                      |
| 8:30  | Matt Houston* (Sept. 26)               | Gloria* (Sept. 26)               | CHiPs (Oct. 10)                      |
| 9:00  |                                        | The Jeffersons** (Sept. 26)      |                                      |
| 9:30  |                                        | One Day At A Time** (Sept. 26)   |                                      |
| 10:00 | Sunday Night Movies (Oct. 3)           |                                  | Sunday Night at the Movies (Oct. 10) |
| 10:30 |                                        | Trapper John M.D. (Sept. 26)     |                                      |
| 11:00 |                                        |                                  |                                      |

## Monday

|       | ABC                                  | CBS                           | NBC                                                     |
|-------|--------------------------------------|-------------------------------|---------------------------------------------------------|
| 8:00  |                                      | Square Pegs* (Sept. 27)       | Little House on the Prairie: A New Beginning (Sept. 27) |
| 8:30  | That's Incredible (Sept. 27)         | Private Benjamin** (Sept. 27) |                                                         |
| 9:00  |                                      | M*A*S*H (Oct. 25)             |                                                         |
| 9:30  |                                      | Newhart* (Oct. 25)            | Monday Night at the Movies (Sept. 27)                   |
| 10:00 | NFL Monday Night Football (Sept. 13) |                               |                                                         |
| 10:30 |                                      | Cagney & Lacey** (Oct. 25)    |                                                         |
| 11:00 |                                      |                               |                                                         |

## Tuesday

|       | ABC                          | CBS                              | NBC                            |
|-------|------------------------------|----------------------------------|--------------------------------|
| 8:00  | Happy Days (Sept. 28)        |                                  |                                |
| 8:30  | Laverne & Shirley (Sept. 28) | Bring 'em Back Alive* (Sept. 28) | Father Murphy (Sept. 28)       |
| 9:00  | Three's Company (Sept. 28)   |                                  |                                |
| 9:30  | 9-5 + (Sept. 28)             | Tuesday Night Movies (Sept. 28)  | Gavilan* (Oct. 19 or 26)       |
| 10:00 |                              |                                  |                                |
| 10:30 | Hart to Hart (Sept. 28)      |                                  | St. Elsewhere* (Oct. 19 or 26) |
| 11:00 |                              |                                  |                                |

## Wednesday

|       | ABC                                  | CBS                                         | NBC                      |
|-------|--------------------------------------|---------------------------------------------|--------------------------|
| 8:00  |                                      |                                             |                          |
| 8:30  | Tales of The Gold Monkey* (Sept. 22) | Seven Brides for Seven Brothers* (Sept. 22) | Real People (Sept. 22)   |
| 9:00  |                                      | Alice** (Oct. 6)                            | Facts of Life (Sept. 29) |
| 9:30  | The Fall Guy (Oct. 27)               | Filthy Rich + (Oct. 6)                      | Family Ties* (Sept. 22)  |
| 10:00 |                                      |                                             |                          |
| 10:30 | Dynasty (Oct. 27)                    | Tucker's Witch* (Oct. 6)                    | Quincy (Sept. 29)        |
| 11:00 |                                      |                                             |                          |

# Westmoreland's latest volley against CBS

**He files \$120-million libel suit over 'Uncounted Enemy,' naming Sauter, Crile, Wallace, Adams**

Contending that there was no way left for me "to clear my name, my honor and the honor of the military," retired U.S. Army General William Westmoreland last week filed a \$120-million suit against CBS, alleging that *The Uncounted Enemy: A Vietnam Deception* had libeled him.

In the suit filed last Monday (Sept. 13), in U.S. District Court in Greenville, S.C., Westmoreland charged that ads for the 90-minute documentary had been intended to injure his "personal and professional reputation" and that the special report itself had been "replete" with allegations of wrongdoing that CBS and the show's producers knew were "false, unfair, inaccurate and defamatory."

At a Washington press conference to announce the suit, Westmoreland said that he had asked CBS to apologize and give a "public explanation of how and why they had gone wrong," but CBS refused his request. "The question before the American people . . . is not whether the war in Vietnam was right or wrong, but whether in our land a television network can rob an honorable man of his reputation," Westmoreland said. "The only question is whether CBS had an obligation to be accurate in its facts before it attempted to destroy a man's character—the work of his lifetime. I trust the American judicial system and an American jury will fairly evaluate what I and those in positions of responsibility said and did, and I am pleased to put my reputation and honor in

their custody," Westmoreland said.

Westmoreland also said he wasn't seeking monetary gain. If he wins the suit, Westmoreland said, he will donate the award to charities.

Named as defendants along with CBS were Van Gordon Sauter, CBS News president; George Crile, producer of the documentary; Mike Wallace, correspondent, and Sam Adams, who served as a consultant for the production.

At the press conference, Dan Burt, president of Capital Legal Foundation, the Washington public interest law firm that is representing Westmoreland at no charge, said that as a public figure, Westmoreland would have to demonstrate not only that the defendants' allegations were false but also that they were made with "actual malice"—that is, with knowledge that the charges were false or with "reckless disregard" for their truth or falsity. Burt said the foundation had researched the case thoroughly and thought it could demonstrate that there had been actual malice.

Burt also said that although CBS had offered Westmoreland 15 minutes of unedited air time to respond to the documentary's charges—a response that would have led off CBS's planned, but postponed, one-hour panel discussion of issues stemming from the documentary (BROADCASTING, Sept. 13)—Westmoreland had declined that opportunity.

According to Burt, who was fielding questions for Westmoreland at the conference, the 15 minutes wouldn't have been enough time to clear up the "misimpression" that had been created in the nine months since the documentary originally aired.

Among the specific allegations in the documentary that the suit takes issue with were:

■ That there was a "conspiracy" by Westmoreland and other senior military

officers to suppress and alter critical intelligence on the enemy in the year that led up to the Tet Offensive.

■ That in 1967 Westmoreland "knowingly and intentionally" gave then-President Lyndon Johnson a "false and misleading" report on the number of Viet Cong troops in Vietnam.

■ That Westmoreland knowingly withheld "important intelligence data" from Congress.

■ That Westmoreland and others had faked and suppressed enemy troop-strength estimates.

In an official response, Sauter said CBS would mount a "vigorous" defense to the lawsuit, "not only because we see this suit totally devoid of merit but because it constitutes a serious threat to independent journalism in our society."

Sauter also said CBS regretted that Westmoreland had declined the 15-minute opportunity to take his case "directly to the American people." Such a presentation, "followed by a balanced and unedited discussion of the issues would well serve the public's interest in this matter," Sauter said. "Such a broadcast would be more effective in serving the general's stated goals than the course of action he initiated today," Sauter said.

Nonetheless, Sauter said, *The Uncounted Enemy: A Vietnam Deception* was a "valid journalistic broadcast about an important issue in the Vietnam War." Sauter also said CBS continued to "stand by the broadcast."

At the press conference, Westmoreland noted that he had asked CBS to retract its documentary in a letter Aug. 10. In that letter, Westmoreland had advised CBS that he would seek "redress through the courts" if CBS didn't agree to publish a complete apology, "approved in advance by me in the same manner and in the same media in which you advertised the program." □

## Thursday

|       | ABC                                | CBS                      | NBC                          |
|-------|------------------------------------|--------------------------|------------------------------|
| 8:00  | Joanie Loves Chachi + (Sept. 30)   | Magnum P.I. (Sept. 30)   | Fame (Sept. 30)              |
| 8:30  | Star of the Family* (Sept. 30)     |                          |                              |
| 9:00  | Too Close For Comfort** (Sept. 30) | Simon & Simon (Oct. 7)   | Cheers* (Sept. 30)           |
| 9:30  | It Takes Two* (TBA)                |                          | Taxi* (Sept. 30)             |
| 10:00 |                                    |                          |                              |
| 10:30 | 20/20 (Sept. 30)                   | Knots Landing (Sept. 30) | Hill Street Blues (Sept. 30) |
| 11:00 |                                    |                          |                              |

## Friday

|       | ABC                                          | CBS                         | NBC                                |
|-------|----------------------------------------------|-----------------------------|------------------------------------|
| 8:00  | Benson (Mid-late Oct.)                       | Dukes of Hazzard (Sept. 24) | Powers of Matthew Star* (Sept. 17) |
| 8:30  | The New Odd Couple* (Mid-late Oct.)          |                             |                                    |
| 9:00  | The Greatest American Hero** (Mid-late Oct.) | Dallas (Oct. 1)             | Knight Rider* (Oct. 1)             |
| 9:30  |                                              |                             |                                    |
| 10:00 |                                              |                             |                                    |
| 10:30 | The Quest* (Mid-late Oct.)                   | Falcon Crest (Oct. 1)       | Remington Steele* (Oct. 1)         |
| 11:00 |                                              |                             |                                    |

## Saturday

|       | ABC                     | CBS                            | NBC                             |
|-------|-------------------------|--------------------------------|---------------------------------|
| 8:00  |                         |                                | Different Strokes** (Oct. 2)    |
| 8:30  | T.J. Hooker (Sept. 25)  | Walt Disney (Sept. 25)         | Silver Spoons* (Sept. 25)       |
| 9:00  |                         |                                | Gimme a Break** (Oct. 2)        |
| 9:30  | The Love Boat (Oct. 2)  | Saturday Night Movies (Oct. 2) | Love Sidney** (Oct. 2)          |
| 10:00 |                         |                                |                                 |
| 10:30 | Fantasy Island (Oct. 9) |                                | The Devlin Connection* (Oct. 2) |
| 11:00 |                         |                                |                                 |

## Hot fourth quarter in the works

**TV networks see strong sales in all dayparts, with gains expected to hit 17%-18%**

Television networks are headed for a smashing fourth quarter, sparked by outstanding up-front prime time sales, a strong scatter market and accelerated sales in all other dayparts.

Network officials said the prime up-front volume, estimated at \$2 billion, 20% over last year, created demand for scatter, pushing prices up by 10% at the outset and rising gradually over the past month.

Though network executives were reluctant to project the 1982 fourth-quarter increase over 1981, the jump is expected to be in the 17% to 18% range for all dayparts. Total network spending in the fourth quarter of 1981 was more than \$1.77 billion, according to Broadcast Advertisers Report.

Robert Blackmore, vice president, sales, NBC-TV, said the substantial boost in advertising resulted from a number of factors, including new-to-network television advertisers, of which NBC has about 25. He also cited the introduction of new brands, particularly in the beer, soft drink and video games and electronic categories.

Blackmore noted that as prime time prices increased, some advertisers placed at least part of their budgets in other program sectors, including daytime and late night, bolstering sales in these areas.

Blackmore said that up-front accounted for about 70% of NBC's total, with about 30% earmarked for scatter. He estimated that 10% of NBC's prime time inventory is still available.

H. Weller (Jake) Keever, vice president, TV network sales, ABC-TV, said the robust up-front market has spread to scatter and other daypart areas.

The demand created by the vigorous selling pushed prices for prime time scatter to \$6.50 C-P-M from \$5.75 for up-front, Keever reported. Included in the long list of scatter advertisers for the fourth quarter, he said, are American Express Co., Charles of the Ritz, Ideal Toy, Lipton tea, Miller beer, Proctor & Gamble and Polaroid.

Keever said ABC-TV had retained 20% of its prime time inventory for scatter and estimated there was still about 6% available for sale. He said last Friday (Sept. 17) that the network was announcing a slight increase in prices for scatter because of the strong demand.

"The intense advertising demand for time is a reflection of the power of network television," he said. "It's still the cheapest way for many advertisers to market their products. The unit cost may be high but network television delivers an effective C-P-M."

Paul Isacson, vice president, sales, CBS-TV, predicted a record year for 1982,

pointing out that brisk up-front sales are being followed by a substantial scatter market and accelerated sales in other parts of the schedule. He said the substantial advertiser investment bodes well for the general economy.

"Recovery is coming," he remarked. "The lower interest rates, I believe, have persuaded some advertisers to spend more."

He characterized scatter selling as "excellent," priced at the outset at about 10% over up-front. He added that several price hikes have been introduced since the start of scatter selling. Isacson noted that CBS-TV had held back on up-front to commit more of its inventory to scatter and thereby obtain higher rates. He estimated that CBS-TV still has about 20% of its fourth quarter inventory to sell. □

## Small: UPI's big man

**Former NBC News head named president/CEO of news service**

William J. Small, long-time newsman and former president of NBC News, was named president and chief operating officer of UPI last week as the news service's new owners continued their efforts to strengthen it.

Their choice of Small, whose 30 years in news have been spent entirely on the broadcast side, did nothing to discourage speculation that they intend to take their broadcast operations out of the shadow of their newspaper service as they prepare to expand into newer technologies.

Small was given operating responsibility



for "all aspects of UPI's worldwide news operations." These include a staff put at 2,000 employees serving some 445 TV stations, more than 3,200 radio stations, 1,000 or more radio affiliates of the UPI Audio network, 600 cable systems through UPI Cable News and more than 1,000 newspapers.

Small will report to Douglas Ruhe, UPI managing director and chief executive. He succeeds Roderick W. Beaton, who retired effective Sept. 1 (BROADCASTING, Aug. 23). The appointment was effective immediately, but Small was said to be taking this week off before settling into the job.

Ruhe, announcing the appointment,

saluted Small as "one of the news industry's true leaders, a first-class newsman and a news executive of scope and imagination who brings with him strong organizational and managerial skills."

Small, 56 years old today (Sept. 20), is known as a tough, aggressive newsman and executive. He resigned the NBC News presidency late last February, attributing the move to "differences in management style." This was popularly supposed to mean differences with NBC President Robert Mulholland, with overtones suggesting morale problems within the news division, which he had headed since September 1979 (BROADCASTING, March 1).

Since resigning the NBC post, Small has kept an office there (his contract was said to run through September) and has been reported considering offers of teaching jobs. Friends insisted, however, that he wasn't interested, wanting instead to remain in active journalism. He signed on a few weeks ago as a consultant to the Hill & Knowlton public relations firm, but minimized that appointment as being on an "occasional" basis, mostly for some of H&K's overseas clients.

One report circulating last week was that UPI had first offered the presidency to CBS News Special Correspondent Walter Cronkite, once a prominent member of the news agency's staff. A UPI spokesman said he was "not aware" of any such offer. He speculated that the report may have arisen because Cronkite recently visited UPI's New York bureau, "as he does occasionally," to see old friends. The spokesman emphasized, however, that "many people were interviewed" in the search for a president.

There was some speculation, too, that Small may acquire some ownership interest in Media News Corp., the privately held company that bought UPI in June (BROADCASTING, June 7). This talk was also discounted by the UPI spokesman. Media News, which bought the agency from the E.W. Scripps Co. after Scripps failed to stem financial losses running into the millions, is owned by Ruhe and three partners: Len Small, an Illinois editor with family connections in radio, who is UPI chairman (and no relation to the new president); William Geissler, who is associated with Ruhe in Focus Communications, a company with TV interests, and Cordell J. Overgaard, a Chicago lawyer with cable interests.

Before joining NBC, Small was Washington vice president for CBS Inc. Except for a year in that job he has been in broadcast news since getting his master's degree at the University of Chicago in 1951. He started at WLS(AM) Chicago, moved to WHAS-AM-TV Louisville, Ky., and after six years as news director there joined CBS News, starting as Washington bureau chief and rising to senior vice president and director of news. He was president of the Radio-Television News Directors Association in 1960-61 and of the Society of Professional Journalists, Sigma Delta Chi in 1974-75. □

# Writers who make television more rewarding deserve to be rewarded themselves.



Every so often a television program motivates us to take a clear, objective look at ourselves and the world around us; a program which makes us think about our values, our morals and the way we live.

These programs are created by writers who reveal to us not only our human side, but our unlimited potential as well. Yet the writers who make the most significant contributions to outstanding television have never fully received recognition for their work.

This was the impetus behind the establishment of the Humanitas Prize, which is awarded by the Human Family Institute for television writing that most effectively enriches and uplifts the human spirit. Since its inception in 1975, the Humanitas Prize has been awarded to dozens of writers for their creation of television plays, episodes, specials and documentaries that have helped us discover who we are and what it is that makes our lives more rewarding.

## **This year's winners of the Humanitas Prize are:**

- Linda Elstad and Donald Wrye for the ABC-TV drama, "Divorce Wars"
- Gene Reynolds for the "Hunger" episode of CBS-TV's "Lou Grant"
- David Pollock and Elias Davis for the "Where There's a Will There's a War" episode of CBS-TV's "MASH"
- Lloyd Dobyns for the NBC White Paper, "America Works When America Works"



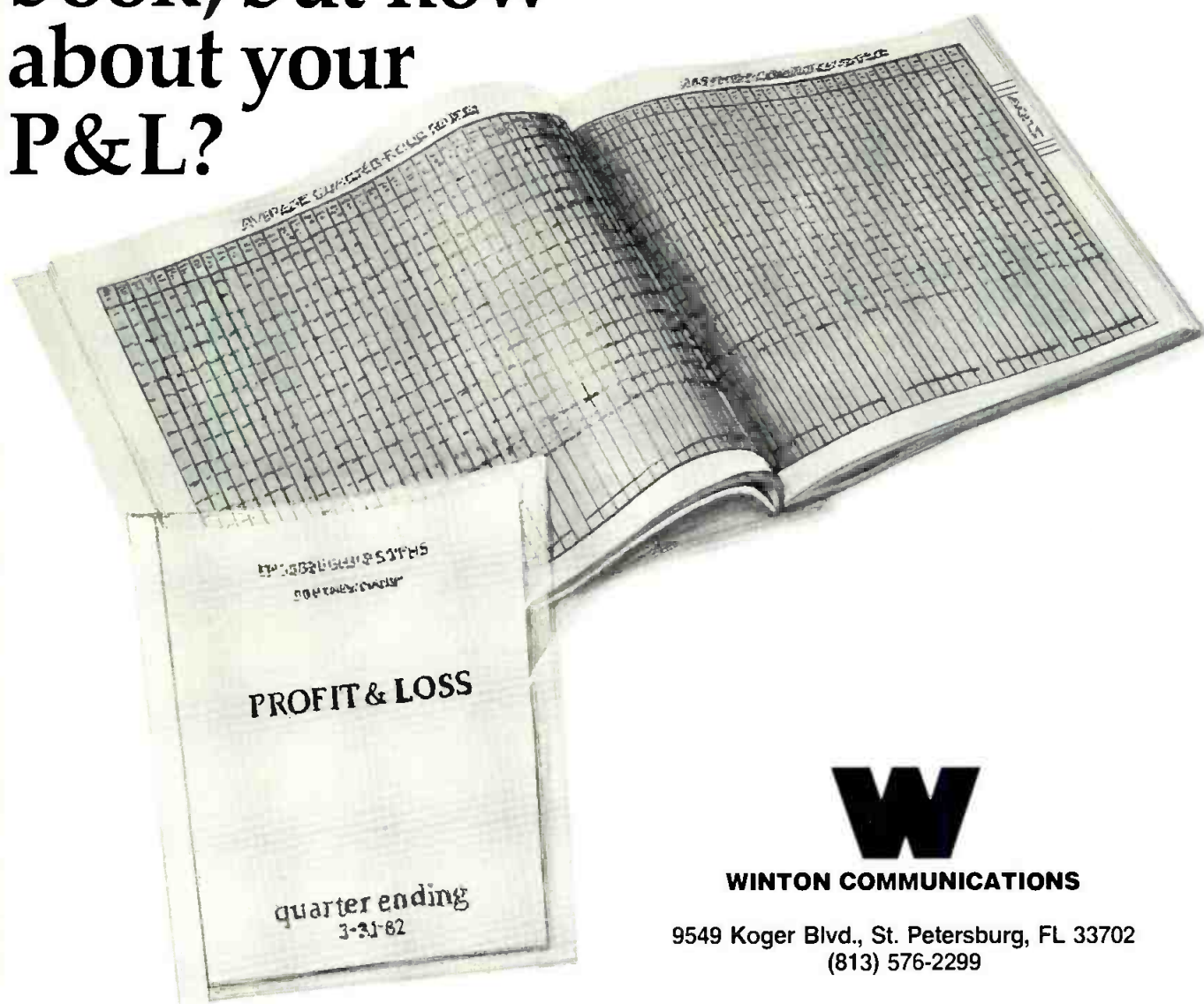
To ensure the continued success of the prizes, a coalition of broadcasters has formed the Humanitas Prize Endowment Fund with a goal of raising \$1 million to provide a perpetual source of income for the Human Family Institute. To date, \$785,000 has been raised towards this goal. Those joining in this endeavor include:

Capital Cities Communications  
Corinthian Broadcasting  
Cox Communications  
Field Communications  
Gannett  
Philip L. Graham Fund  
Group W/Westinghouse  
Hearst Corporation  
Hobby Foundation  
Hubbard Broadcasting  
LIN Broadcasting  
McGraw-Hill Broadcasting  
Meredith Broadcasting  
Metromedia  
Multimedia, Inc.  
Outlet Company  
RKO General, Inc.  
Scripps-Howard Broadcasting  
Storer Communications  
Taft Broadcasting  
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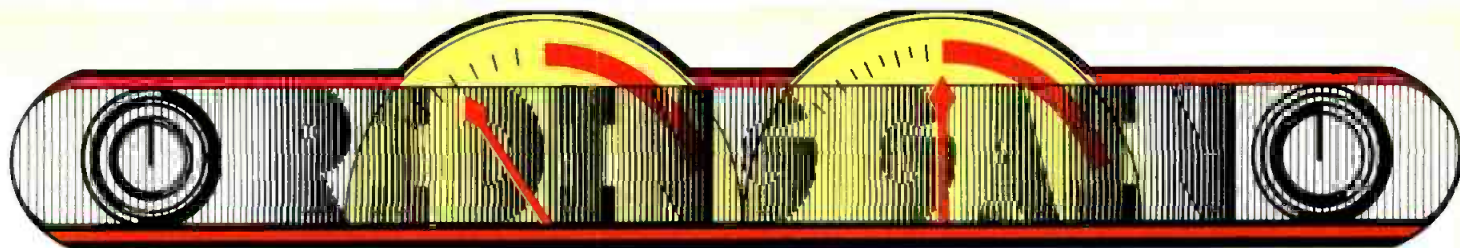
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## • RIDING • GAIN •

### A NEW DEPARTMENT ABOUT RADIO

#### Togetherness

Interep, holding company of McGavren Guild-related radio representative firms, reports that three of its subsidiaries—Major Market Radio, Bernard Howard & Co. and Hillier-Newmark-Wechsler—have joined forces to create No. 3 Representative Radio Network. (McGavren Guild Radio, fourth Interep subsidiary, will continue to operate its own radio rep network.) The three independently operated rep firms represent about 200 radio stations. Tony Miraglia, vice president/director of network for Major Market Radio, will coordinate sales of the newly formed network. He said an advantage of the new network is that stations will function with fewer sales, one order and one bill. Major Market Radio has been acquired by Interep and key executives of MMR and definitive agreement is expected to be signed shortly.

#### United update

"Our satellite network is definitely going to happen; it's just a question of timing." That's how television and radio personality Dick Clark summed up the status of plans by the United Stations, in which he is partner, to launch a satellite-delivered program service, which had been scheduled for start-up last June. Clark told BROADCASTING, last week the company was initially stymied by technical problems and is now waiting

for the satellite network industry to sort itself out before going ahead. He did not specify a date, but insisted that the move is inevitable for United Stations as well as other long-form program distributors.

In the meantime, United Stations expects to announce availability of two new series to be introduced next year. The first program, scheduled for a January debut, is targeted at "the older end of the demographic spectrum" and consists of a weekend nostalgia-oriented entertainment series "that can be promoted all week long." United claims to have five national sponsors already committed to the program, which will be announced in early October. The second series, directed at the teen-age audience, will be announced later.

#### Beautiful music switch

WEAZ(FM) Philadelphia, which a month ago surprised broadcasters in its market and others by announcing it would drop its winning Bonneville Broadcasting System format to pick up programming from Schulke Radio Productions, has secured an agreement to keep running Bonneville's programming through the end of this year. "We're going with Schulke," said Jerry Lee, station president, who agreed to pick up Schulke after another station in Philadelphia, WWSH(FM), announced it would drop it Oct. 1 to adopt a "soft hits" format.

Lee said the agreement with Bonneville

#### Two-medium maneuver

*Here's a new twist on the old simulcast strategy—the pay cable network, Showtime, and NBC's radio network, The Source, are teaming up to put the Rick Springfield concert carried nationally by the cable program in November into the country's top 50 radio markets. But it won't be the first mix of media for the Australian-born rocker—Springfield is also a daytime drama heartthrob on General Hospital.*

allows him to "keep [his] options open" and was made after it became obvious that Schulke—which is revamping its entire library with the help of extensive surveying by The Research Group of San Luis Obispo, Calif.—would not be ready with its new format as soon as it expected. As of Oct. 1, WEAZ will be paying both Bonneville and Schulke for programming. Lee said the contract with Schulke is for four or five years.

Although spokesmen for Schulke said the format is being readied and will be on WEAZ in the next few months, knowledgeable industry sources say no contract has yet been signed with The Research Group and that there is no certainty that there will ever be a revamped Schulke beautiful music format.

#### SMN satellite discount

Satellite Music Network plans to begin offering its affiliates discount leases on satellite receiving dishes, according to company president, Ivan Braiker. The network now charges \$1,000 per month plus two 60-second spots per hour for each of its three, 24-hour, live program services and will arrange for the discount purchase of a dish at a price of about \$7,600. It will begin offering its programming plus a dish at a cost of \$1,250 per month plus the same number of spots, said Braiker, who said the cost of leasing a dish generally runs from \$300 to \$500 per month.

At a meeting in Lake Tahoe, Nev., Sept. 13, the five partners of Satellite Music Network postponed an expected decision to launch a fourth network until agreement can be reached on its format. There is "strong sentiment" among some partners for a contemporary hits format, targeted primarily at major markets, said Braiker, but the network is also exploring the possibility of offering a soft rock format, "Timeless Rock," to be introduced this week on KFOG(AM) San Francisco by Lee Abrams, a partner in the consulting firm of Burkhart/Abrams/Michaels/Douglas & Associates,



**Positively good reception.** Senator Strom Thurmond (R-S.C.) and Rand V. Araskog, of ITT, joined in saluting last week Dr. Norman Vicent Peale and his syndicated radio program, *The American Character*, which is underwritten by ITT. Peale, a clergyman and lecturer, is also the author of "The Power of Positive Thinking." "Nothing fosters good so much as good example," Senator Thurmond said in welcoming Peale to Washington in the Caucus Room of the Russell Senate Office Building, "for helping to cultivate traditional American values." Heard on more than 375 stations, *The American Character* attempts to counter the flow of "negative news in the mass media" by reporting special acts of heroism, good will and courage demonstrated by ordinary Americans. Peale was accompanied by one of his real life heroes, Peter R. Vallas of Hackensack, N.J., who as a volunteer fireman has saved the lives of over 36 people and who was featured on Peale's 1,000th broadcast. *The American Character* has been funded by ITT since its inception in 1978 and is produced and distributed by Infocom Broadcast Services Inc., New York and Hawley, Pa.



**Classical bash.** On the 10th anniversary of Jerry Lyman's general managership of WGMS-AM-FM Washington, co-workers and friends threw a surprise party for him at Washington's Four Seasons hotel. Among those attending (l-r): Mike Ferrel, general sales manager, WGMS; Paul Teare, program director, WGMS; Jerald Brady, president, West & Brady Advertising, Washington; Bernard Goodrich, director of public relations-Washington, ITT; Henry Fogel, executive director, National Symphony; Jerry Lyman, vice president-general manager, WGMS, and vice president, government affairs, of parent, RKO General Broadcasting; Martin Feinstein, general director, Washington Opera; "Chick" Leyh, chief engineer, WGMS; Rick Leverrier, account executive, local sales, WGMS, and Martin Conn, former WGMS general sales manager.

Atlanta. Braiker said SMN hopes to decide on a format for the fourth network by the end of this year or early next. Partners in Satellite Music Network, which now has over 180 affiliates, are Burkhart/Abrams/Michaels/Douglas and Associates; Midwest Communications Inc., Minneapolis; John Tyler & Associates, Dallas; United Video Inc. Tulsa, Okla. and Ivan Braiker & Associates, Dallas.

### Pay radio

More details came to light last week at a press conference held in New York by National Public Radio and CODART concerning their pay-per-program audio service to be field tested in San Francisco next month ("Riding Gain," Sept. 13). The encoders to be used in the trial are manufactured by ITAC, a Santa Clara, Calif.-based firm, and

will cost \$99.50 each. Ray Gates, president of Panasonic, which will manufacture the CODART units for U.S. subscribers, said his company will use the San Francisco test to "determine the product needs and demands of consumers" subscribing to the service (i.e., whether to build encoders into audio recorders to be sold as one unit, or whether to manufacture encoders that subscribers can hook up to their existing recorders, such as the ITAC models). Prices for the Panasonic models, said Gates, will be determined at a later time.

In addition to NPR programming, CODART will continue to make deals with various recording artists and publishers for software packages that subscribers may choose from. The first monthly catalogue will contain 60 music albums, about 40 jazz and 20 classical. Informational programs will focus on such topics as business, sports, news and psychology, some of which will simply be audio versions of printed material. Searle Communications Inc., a Winnipeg, Canada-based company, has acquired exclusive rights to develop the CODART technology for a similar service in Canada. Searle hopes to test its service in Toronto in late 1983.

### NPR action

Louis Harris, leading pollster and public opinion analyst, has joined NPR's *Morning Edition* as a "regular commentator." Harris will provide commentary and analysis on public opinion regarding Social Security, defense spending and election trends. Harris's opinion research firm has offices in New York, Washington, Paris and London.

NPR also announced it will present a 15-part drama series, *A Canticle For Leibowitz*, based on a science fiction novel set 600 years after a thermo-nuclear war.

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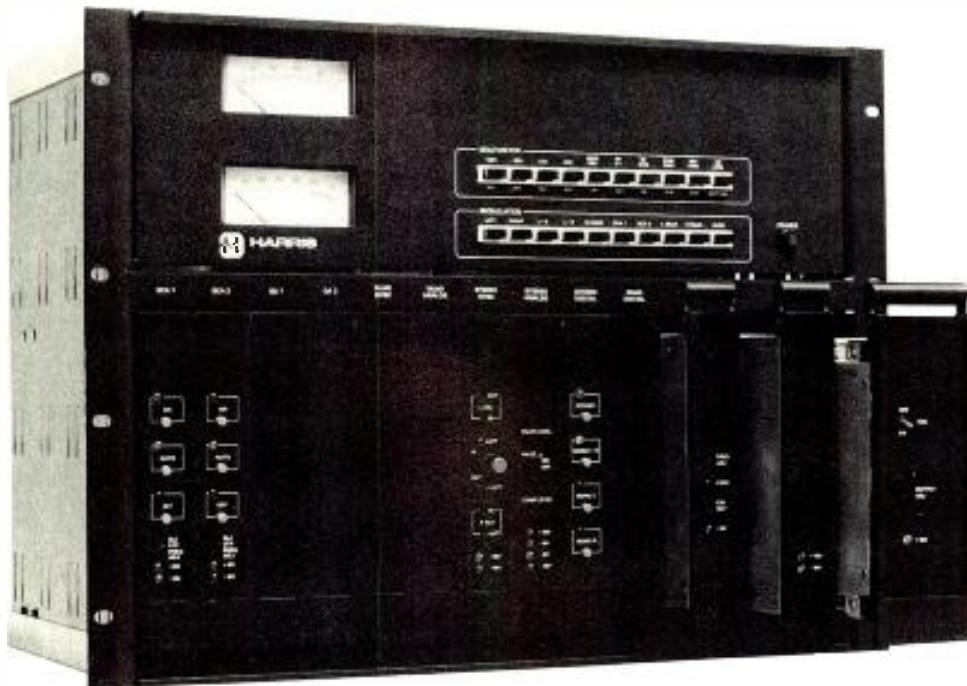
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**Mutually Irish.** After 15 years of broadcasting University of Notre Dame football, the Mutual Broadcasting System wants more. It signed a five-year contract with the South Bend, Ind., school, for a reported \$2.5 million to offer play-by-play coverage that will be uplinked directly from South Bend to Westar IV and beamed to the network's 250 affiliates. The contract, which runs through 1987, was signed by Gene Corrigan, Notre Dame athletic director (l), and Martin Rubenstein, Mutual president.

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# HARRIS

## NRBA convention hits the jackpot in Reno

**Annual gathering is big success with record attendance, satisfied vendors, endorsement from Fowler, taped message from Reagan**

The National Radio Broadcasters Association drew a record-breaking 4,500 people to its annual convention last Sunday through Wednesday (Sept. 12-15) at the MGM Grand hotel in Reno. Not only did the association score a victory in unprecedented industry participation in its event, but it received an important endorsement, from FCC Chairman Mark S. Fowler, who in a keynote address commended the NRBA for its advancement of a controversial proposal for deregulation in exchange for spectrum fees.

The day before the convention opened, the NRBA board of directors elected Harriet ("Sis") Kaplan, president, WAYS(AM)-WROQ(FM) Charlotte, N.C., to serve a fourth one-year term as the association's president. Kaplan, who had expressed reservations prior to the election about perpetuating her reign for too long, informed the board she would like to be succeeded next year. The board also elected Bill Clark, president, KABL-AM-FM San

Francisco, to serve a second term as the association's chairman.

The clear success of this year's NRBA convention came as a surprise to some of its participants, particularly vendors, who had found last year's convention in Miami Beach disappointingly small. "This was a make or break year for the NRBA," said a major program syndicator, who said he had come to this year's convention thinking it might be the last NRBA would be able to hold.

It was anything but that. Some attributed the success of the convention to its relatively convenient location. Others to careful planning and organization by NRBA staffers and directors which made for an event that ran like clockwork and workshops that were obviously well-coordinated and, according to many attendees, very informative. Still others said this year's high level of participation may in part have been a reaction to disarray in the National Association of Broadcasters over the recent and highly controversial election of Edward O. Fritts as its new president. "Whether they like to admit it or not," said one executive, "there is tension between networks and stations and Fritts'

election is seen by some radio broadcasters as a heavy-handed move by the networks."

This year's attendance outpaced the previous record set by the 1980 convention in Los Angeles, which drew 4,300 people. Of the 4,500 who travelled to Reno, 3,100 were full-time registrants, a considerable increase over the 2,800 NRBA said attended last year's convention in Miami, and the 2,000 that were said to have registered in Los Angeles.

In addition to three general sessions and 45 workshops, many of which drew overflow crowds, there were 78 companies exhibiting their products in the hotel's grand ballroom and 72 hospitality suites. Vendors populating the exhibit hall and hosting the suites appeared almost universally pleased with the convention's turnout and reported a broad mix of small- and large-market station operators.

In endorsing the NRBA's deregulation proposal, Fowler reiterated opinions he had expressed in a recent *Texas Law Review* article, in which he called spectrum fees a reasonable compromise for broadcasters seeking regulatory relief and a viable means to support the future of public broadcasting. The proposal,

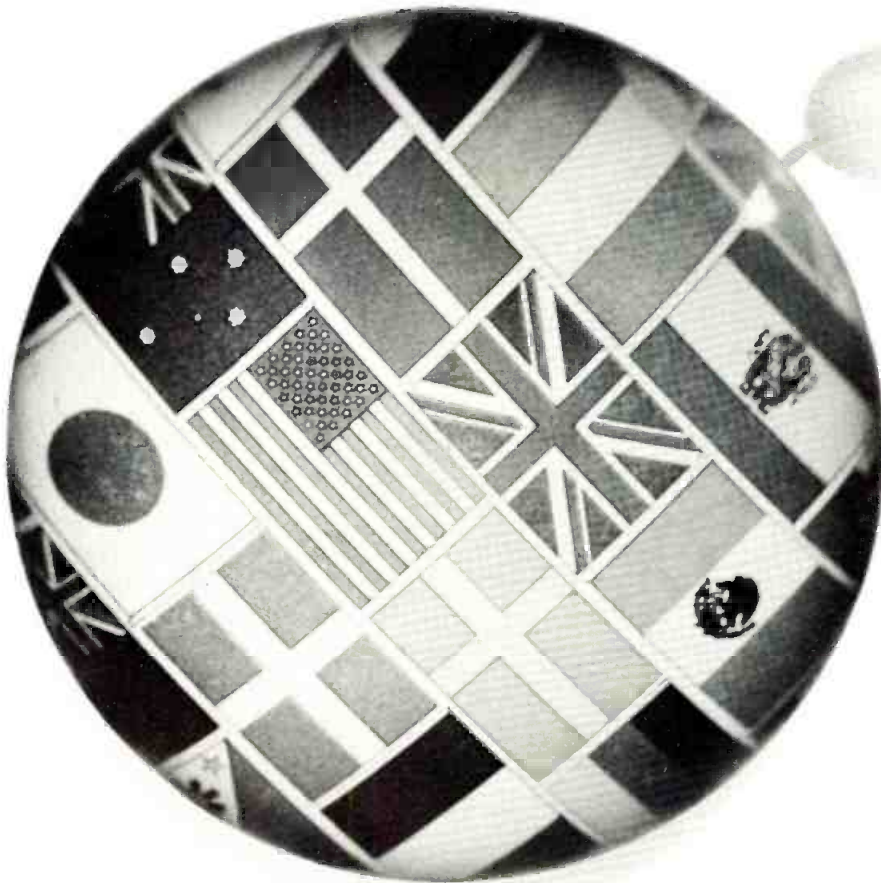


**NRBA's new board of directors.** Front row (l-r): Lisa Friede, Dick Korsen (region one director and executive committee member), Jim Wychor (midwest VP and executive committee member), Bob Duffy (western VP and executive committee member), Bill Clark (board chairman), Sis Kaplan, NRBA president, Ted Dorf (treasurer and executive committee member), Larry Keene (secretary and executive committee member), Bob Herpe (regional director and assistant treasurer) and Abe Voron (executive VP/government relations).

Second row (l-r): Lynn Christian, Nick Verbitsky, Gary Grossman, Joe Costello, Fred Hildebrand, Gary Worth, Don Berndt, Tom Worden, Jack Christian, Peter Casella, Jack Gennaro and Tom Shatfield.

Back row (l-r): Dave Raven, Jim Bocock, Thurman Worthington, Norman Wain, Ron Kempff, Steve Hicks, Gary Edens, Art Ortega, Ragan Henry, Ray Livesay, Stephen Trivers, Bob Fuller and Don Sharp. Not present was Bernie Mann, eastern VP and executive committee member.

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which also has the strong support of National Public Radio, would permit substantial deregulation of the radio industry, except for elimination of the fairness doctrine, equal time provisions and other political broadcasting rules, in exchange for a spectrum fee of one to two percent of a station's annual revenues. Instead of being licensed, a station operator would enter a 50-year contract with the government that would guarantee the spectrum fee would remain the same.

Fowler also called on broadcasters to support his efforts to get rid of all content regulations on broadcasting, including the political broadcasting rules, and outlined his agency's efforts to clear away the "underbrush" of minor broadcast regulations that have been added to the FCC's books over many years. Fowler's speech, which opened the convention, drew a standing ovation from more than 500 broadcasters present (see story, page 42).

Other highlights of the convention included a luncheon address by ABC Radio commentator Paul Harvey, who received the NRBA's Golden Radio Award this year and a videotaped address from President Ronald Reagan. Herb Cohen, author of "You Can Negotiate Anything," addressed another luncheon session at which

Bob Herpe, president, General Communicorp, Altamonte Springs, Fla., and immediate past chairman of the NRBA, received the association's Jim Gabbert Award for outstanding service to his industry. Gabbert, who was the first president of NRBA and is now president of KTZO(TV) San Francisco, presented the award to Herpe.

In keeping with the convention's theme, "Win Big," workshops offered pointers on sharpening sales and management skills in today's recessionary economy and highly competitive radio industry. There was also heavy emphasis on new and changing technologies, with workshops on new profit opportunities in cable and subsidiary carriers and on satellite programing. There was also an update on AM stereo in an all-afternoon workshop featuring representatives of four major receiver manufacturers and General Motors' Delco division and spokesmen from the five proponents of AM stereo systems.

In addition to re-electing Kaplan and Clark, the NRBA board elected five other officers. Bernie Mann, president, Mann Media, High Point, N.C., was re-elected vice president of the Eastern division, and Bob Duffy, president, The Christal Co./

Duffy Broadcasting, New York, was re-elected vice president, West. Jim Wychor, vice president, KWIA-AM-FM Worthington, Minn., was elected vice president, Midwest, replacing Joseph Costello, president, Gulf South Broadcasters, Metairie, La. Elected secretary was Larry Keene, president, WWOC(FM) Avalon, N.J., replacing Steven Trivers, president, Fairfield Broadcasting, Kalamazoo, Mich. Ted Dorf, vice president, general manager, WGAY-AM-FM Washington, was re-elected to the post of treasurer.

The directors also voted unanimously to continue their association's efforts to win radio deregulation from Congress. The NRBA will continue to advance its spectrum fee proposal, said Kaplan, but it is not wedded by any means to that idea alone. The board also voted to endorse a proposal by the FCC to look into extending the broadcast hours of daytime-only stations.

On internal matters, the NRBA board voted to strengthen its relationship with state broadcaster associations around the country and considered a proposal to start reimbursing themselves for travel expenses when on NRBA business. That proposal, said Kaplan, "was voted down unanimously." □

## Fowler hails fee proposal

**Chairman says NRBA plan to swap deregulation for limited spectrum fee deserves consideration**

A proposal to exchange broadcast deregulation for modest spectrum fees deserves "a close look by anyone concerned with deregulating broadcasting," said FCC Chairman Mark S. Fowler last Monday (Sept. 13) in the keynote address to the NRBA convention. Along with endorsing consideration of the controversial fee proposal, which has been advanced on Capitol Hill by the NRBA and National Public Radio, Fowler outlined his continuing program, now about to enter its second full year, of shifting regulation of the broadcast industry from the FCC to the marketplace.

Spectrum fees would satisfy the demands of policymakers who believe the government should receive something from broadcasters in return for exclusive rights to use the spectrum, said Fowler, who had previously expressed his views on spectrum fees in a recent *Texas Law Review* article. "As we look for a way out of the morass of outdated trustee-like obligations that have been part and parcel of broadcast regulation," he said, "a spectrum fee is one that is clear cut, and one that many feel is the fair alternative."

Revenues from the fees could be used to support FCC licensing and enforcement, said Fowler, as well as nonprofit spectrum activity, such as that of public radio and TV stations. "Whether it's educational children's programing or long-form radio news programs, there's a job for public broadcasting to do in a deregul-

ated environment," he said. "A viable public broadcasting system would fill in gaps left by the commercial system as those gaps develop." Spectrum fees, said Fowler, are "certainly one solution to the financial plight of public radio and public TV that ought to be looked at."

Any fees instituted "should apply to all spectrum users, not just broadcasters," said Fowler. "This way, all users, from cable TV's microwave hops to holders of industrial frequencies, would share the risks and rewards of spectrum usage and the fee from any one user would be much smaller."

Regulators would have to "remember that a spectrum fee approach can be abused," said Fowler. "Excessive fees, or fees not related to revenues, can discourage marketplace activity rather than encourage it" and "this would contradict the whole purpose behind the marketplace approach and the institution of a fee," he said. "But a fee carefully tailored to the realities of the broadcasting business is certainly manageable and affordable."

When it proposed spectrum fees to the Congress, the NRBA "took a bold step, one that summoned courage and candor," said Fowler. "Some believe the broadcast industry never gives an inch in the battle and comes to the table with both fists clenched," he said. "NRBA has shown that compromise is possible."

The FCC has made some progress toward deregulating broadcasting during the past year, said Fowler, but it has a long way to go before marketplace regulation is in place. On the First Amendment front, "the battle is heating up," he said. "In the



Fowler

last year we've shifted the burden to those who continue to want to regulate you to justify their position."

"I think we can get the job done," he said, "but I'll need your help and I have not gotten your help so far."

Along with its proposal to eliminate political broadcasting rules and other far-reaching proposals, such as relaxation of ownership restrictions and elimination of the three-year "antitrafficking rule," the FCC is working to get rid of a mass of minor regulations that have little relation to the realities of today's broadcast marketplace, said Fowler. Among these are restrictions on station promotional activities during rating periods, a prohibition against playing the same record repeatedly to the exclusion of others for an extended time and FCC rules against fraudulent billing.

"The commission over the years has gotten itself involved in matters that don't

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have much to do with service to the public," and "there are other ways those who may be hurt by broadcaster misconduct can get their problems solved," said Fowler. "They don't need the FCC to solve them."

The NRBA "has been in the forefront in the halls of Congress, facing up to the long-term prospects of a marketplace free of unnecessary regulation," he said. Although the FCC has moved to deregulate radio, its order "remains a commission decision, not a law passed by Congress," he said. "Now it's up to the industries we regulate to assume the responsibility that a marketplace approach imposes, to share in its challenges and redeem its First Amendment rights." □

## Harvey hits on 'Manhattan myopia'

**Veteran radio commentator, in accepting NRBA's Golden Radio Award, criticizes media for unbalanced reporting**

Paul Harvey, whose weekday *Paul Harvey News* is carried by more than 1,000 ABC Radio network affiliates, received the 1982 Golden Radio Award at an NRBA convention luncheon and challenged broadcasters in his acceptance speech to take the offensive in revitalizing the public's interest in radio.

"Don't play dead for TV," Harvey advised. "Don't play jukebox again." He warned that television could wind up setting radio's goals as a medium, and begin "beating us at our own game." Radio, Harvey continued, must stress its unique abilities in highlighting "people and personalities" while remaining flexible enough to meet challenges from new competitors.

At the same time, the veteran commentator criticized the electronic media for "competitive excesses which I find worrisome." Too often, according to Harvey, news organizations get caught up in "an intramural contest" to see who can be first with material that may be of dubious public interest. Harvey attributes many of the news media's excesses to "Manhattan myopia," a tendency to not look beyond the Appalachian mountains for news.



Harvey

"The news media elite" in Washington and New York "just do not think as the American majority does," Harvey contended. "Personally, [such reporters] are not representatives of us, the American people."

Rural news media, on the other hand, tend to give a more balanced and objective view of the world, Harvey believes. The United States, he said, "has no truly big problems these days," and as a result "between crises, we have to swat flies."

Harvey advised broadcasters to exercise self-regulation, noting that "a few corner cutters can bring on the regulators" again.

"You have unprecedented autonomy," he declared. "You are being allowed a very loose leash," and must take care to avoid inviting government censorship or control.

In a brief news conference after Monday's luncheon, Harvey told reporters he would like to see the fairness doctrine and equal time law repealed, maintaining that "they have been misused too often."

Harvey said there are some stories, such as those involving national security, he does not feel the news media have an obligation to report. He urged broadcast journalists to weigh the pros and cons involved in reporting sensitive stories. As an example, Harvey said he is "not sure cameras in the courtroom are in the best interests of constructive jurisprudence." □

### **Radio stations advised to pursue opportunities provided by cable, SCA's and other technologies as potential sources of revenue**

By the end of the decade, both AM and FM radio stations could be deriving significant portions of their revenue from ancillary services that take advantage of technical aspects of the FCC's deregulation proceedings and new markets that are only beginning to be noticed by potential competitors. More than 100 broadcasters heard that prediction from panelists at a Tuesday afternoon (Sept. 14) programing session on the profit potential of cable, SCA (subsidiary communications authorization) and other technologies.

Two stations represented on the panel demonstrated their early incursions into cable and challenged more radio station managers to do the same.

Chuck Cooper, president and general manager of WKOR(AM) Meridian, Miss., explained how his daytime, beautiful music station introduced nighttime service to area cable system subscribers in the summer of 1980 (BROADCASTING, July 28, 1980). Even though the cable operator was importing three distant-signal beautiful music stations at the time, "the number of FM subscribers tripled after we were added to the system."

Cooper's company leased the entire upper end of the FM band on the cable system and has subsequently added the Satellite Music Network's country and adult contemporary formats. The original beautiful music format continues on cable, while the AM station has switched to the syndicated "Music of Your Life" format (also fed over cable).

"Our biggest problem has been in sell-

ing regional [advertising agencies] on the services," Cooper said. "They just don't understand what cable radio is all about." Nevertheless, WKOR(AM) has picked up substantial advertising for the combined formats, some directed at the specific cable-only services. In the future, he said, sports and other locally originated programming may be added to the cable channels.

"In most cases, cable operators are simply not interested in audio services. My advice is to get in before it's locked up," Cooper concluded.

Waters predicted such alliances could become commonplace, since many local radio stations are better equipped than cable operators to provide news and sales services.

"There may be more return [for radio stations] through investment in new ventures than in traditional business," Waters posited.

Greg Skall, an attorney with the Washington-based law firm of Blum & Nash, told the broadcasters there are some legal roadblocks preventing development of SCA services by FM stations, but predicted the FCC will soon relieve them of the requirement that SCA be used only for broadcasting-like or broadcasting-related purposes. Skall called for regulatory revamp that would put SCA in "a truly hybrid classification with obligations of neither broadcasting nor common carriage." The FCC, he said, is considering doing just that, which would open SCA up for applications that might include high-speed data transmission, electronic publishing, paging, credit service updating, and even electronic greeting card distribution. Skall illustrated the potential uses of SCA with a videotape representation describing the new joint venture between National Public Radio and the Information Network Corp. involving data transmission using NPR's satellite and public radio's broadcasting network.

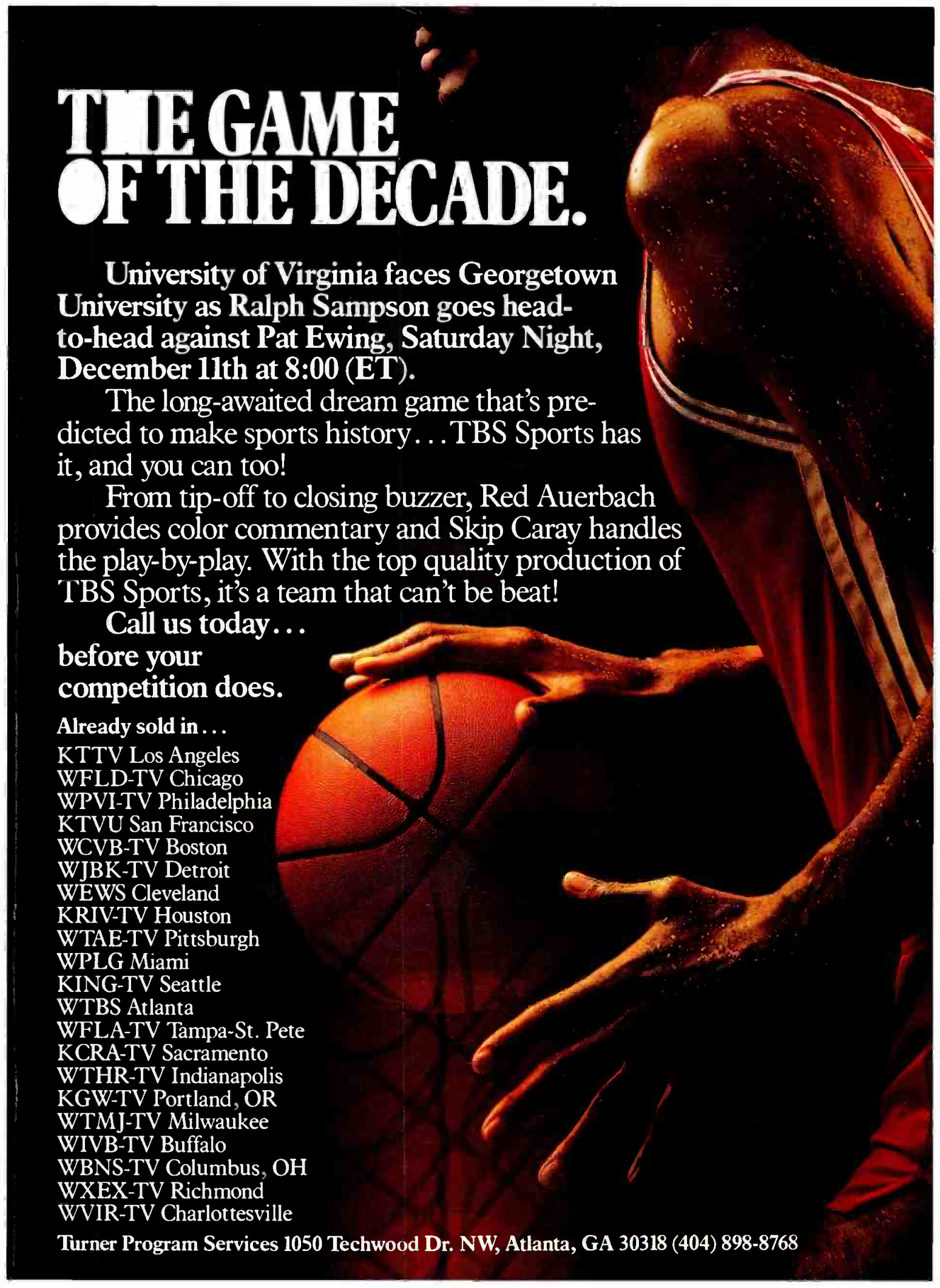
"SCA is underutilized today," Skall contended, citing an FCC study that found that only 27% of the more than 3,500 stations with SCA capacity were using that technology at all.

The panel's final presenter, attorney Peter Tannenwald of the Washington law firm of Arent, Fox, Kinter, Plotkin & Kahn, described two potential applications of AM signals that represent "a chance for AM to cash in very big" on the boom in ancillary services. "AM has the advantage of a very reliable groundwave," Tannenwald explained, and it is very cheap. Receivers are inexpensive and they are everywhere."

One use of the AM carrier, which Tannenwald claimed would cost stations no money or loss of signal strength, is for low-speed data transmission. This can be used for remote control of appliances and mechanical devices, and is already used by some AM operators for transmitter adjustments.

A second application, involving phase-shift of the AM carrier, may become popular with utilities, Tannenwald said. Utility load management, as the concept is

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known, would typically consist of electric companies using AM carriers as a means of turning on and off home air conditioners for short periods of time during peak demand periods as a means of lowering electricity consumption.

"It raises all kinds of questions about Big Brother, but the utilities would make the technique voluntary and offer consumers a discount of, say, 10% off their utility bills as an incentive," according to Tannenwald. "You'd be surprised about how fast those fears about Big Brother disappear with incentives like that." The ultimate goal of the system would be to reduce the peak demand for the power companies, thus reducing their construction budgets.

One unresolved aspect of the SCA issue touched upon by Tannenwald concerns the question of whether a cable operator is free to remove or replace an ancillary service when a broadcast signal is redistributed via cable. A court case involving that question, *WGN v. United Video*, is now being heard. Tannenwald predicted the matter may ultimately be decided by Congress, and urged broadcasters to make known their interest in controlling such services as soon as possible.

During a Wednesday morning (Sept. 15) panel session entitled "FM Carriers: A Whole New Ball Game," several engineers familiar with the FCC's proposed SCA deregulation expressed conditional support for those proceedings, urging broadcasters to take an active role in advising the commission on technical standards for expanded SCA usage.

The FCC's decision to let the marketplace set a technical standard for AM stereo is proving to be a "fiasco," declared Lou Dorren, president of Quadracast Systems and the self-described "inventor of quadraphonic broadcasting." According to Dorren, the marketplace is ill-equipped to determine the best technical standards for SCA services and he urged station representatives to "make sure [the FCC members] don't do another marketplace nonaction." Instead, Dorren favors an FCC rulemaking that would incorporate sophisticated technical data submitted by broadcasters.

Arno Meyer, president of Belar Electronic Laboratory, echoed Dorren's opinion, suggesting that a "type approval" approach to SCA deregulation would be time-consuming. He said that whatever standards are adopted, they should "maintain present levels of protection to prevent degradation of the main FM signal by SCA use."

National Public Radio senior engineer John Kean presented results of a test of a two-channel SCA system over WETA(FM), Washington and research by the NHK in Japan. The studies showed some interference resulting from expanded SCA applications, which Kean contended is controllable and "not a very troublesome problem." Receiver design improvements and masking by program information usually compensates for such interference, he said. □

## How to sell big at radio stations with small numbers

More than 100 NRBA convention-goers were assured that "there is no quick fix" in the ongoing battle to increase station advertising revenues with relatively small, slow-growing audiences.

Panel members in a Monday morning sales workshop on earning "big bucks with small numbers" agreed that a station must have a good understanding of its own product and image in the community, backed up by a well-trained staff and selling vehicles.

Norman Epstein, general sales manager of KMPC(AM) Los Angeles, said clients are sold on the notion that his is "basically two radio stations: a sports station and another radio station." He estimated that nearly four million listeners tune in KMPC for at least one sports broadcast during times of the year when the station is heavily involved in play-by-play. Many advertisers, however, rely on audience measurements taken for other time periods during months when the audience may be much smaller. Epstein's staff deals with the problem by cross-promoting during sports and nonsports time periods and drawing new advertisers in on the strength of sports program ratings.

Another technique reported by Epstein is KMPC's use of 20-second spots, sold at a considerable discount to those advertisers with relatively simple messages and the need for multiple impressions. "We try to generate action," he explained. "Radio can't survive merely by reacting" when advertisers initiate calls. KMPC decided to sell shorter spots to increase frequency for many advertisers who could not make sufficient impact with fewer than three impressions. The technique has improved co-op billings, which Epstein estimated are about \$2 million a year for the station.

Another station in the Los Angeles market, KFAC-AM-FM, relies heavily on its public image as a well-accepted commercial concert music station to generate and sustain advertiser interest. General Sales Manager Ed Argow confessed he has no use for Arbitron reports. Since KFAC's format has not changed substantially in 45

years. Instead, the station relies on surveys of audience characteristics that tend to support his characterization of the KFAC listener as "an exclusive elusive" who is generally not served by other radio stations or television.

Argow recommended investment in a slide presentation describing a station's virtues to potential advertisers, provided no format changes are imminent. He said a 12 1/2-minute slide show prepared by KFAC five years ago at a cost of \$10,000 has more than paid for itself in new business. The station is planning an updated, six-projector show at a cost of \$30,000.

David W. Small, president and general manager of KMGC-FM Dallas, stressed the need to carefully train station sales personnel, noting his commitment to updated instruction every three months. The station uses outside sales training consultants as well as its own in-house materials.

"Our industry is very poorly trained when it comes to sales," Small insisted. "We need to get in control of our own businesses. However there is no quick fix, and it has to start with the general manager."

Small tells his salespersons what to expect when they start their jobs with KMGC, including the fact that "five of every six calls will probably result in rejection . . . They've got to understand how tough it is to do sales."

Small said that 14 of 15 account executives at his station are women. He noted a high level of motivation among women entering the labor force and their commitment to sales-oriented goals.

Another advocate of better sales training on the panel, Jim Bocock, general manager of WSIX-AM-FM Nashville, emphasized the importance of a sales training program in place at a station before an individual is brought on board. Based on his own experience, Bocock said he feels "it is perhaps better to train people with no radio experience" since the station has better control over performance.

"Sometimes it is better to get the perception of an outsider in evaluating the perceptions of your station within your market," Bocock continued. "You might ask a friend from another station not



**Big bucks.** L-R: Moderator Lynn Christian, Epstein, Small, Bocock, Argow.

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known in your area to make some calls for you. You may be surprised at how your station is viewed." Even if public and advertiser perceptions are not consistent with what the station is actually doing, Bocock pointed out, they are important tools for sales departments.

Both Bocock and Argow agreed that radio stations too often price themselves too low, and are inclined to give discounts in situations where "80% of the advertisers would probably eventually agree to pay the nondiscounted price," said Bocock. "The ad rates are too low on 80% to 90% of stations . . . It takes guts, but you would do well to stick with your rate card and not be afraid to raise rates when they become too low." □

### **AM programmers witness to help from above; redemption in the form of satellite delivery**

Several enthusiastic supporters of radio's new satellite-delivered program services sang praises to their new formats at a session on "Satellite Fever," with one happy station manager declaring satellite programming "can be the savior for the AM broadcaster."

Bob Glassburn, vice president and general manager of KROW(AM) Reno, said that since his station switched to an adult contemporary format delivered by the Satellite Music Network its ratings and income have risen significantly and on-air talent costs have dropped 30%. He predicted such services "will help small-market AM market broadcasters survive."

"I'm a reborn broadcaster," Glassburn told the audience. "I believe that satellite broadcasting is the most exciting breakthrough—technologically—since television."

Another testimonial was provided by John Lodge, operations director for KSPZ-AM-FM Colorado Springs, who confessed he was "extremely concerned about moving into satellite programming when the possibility was first raised" at his stations. His major fears were that satellite-delivered material would displace staff and eliminate the stations' ability to localize.

"Jobs have not been eliminated, but some of our job descriptions have changed," Lodge explained. The station now spends more time on production, for instance, and now has two people working full-time in that capacity. The flexibility of the satellite services' formats has allowed KSPZ to continue its local news, weather and public service programming through inserts. The two stations obtain programming from four satellite sources: ABC Talkradio, ABC Information Radio Network, CNN Headline Network (formerly CNN2) and Transtar.

In Eugene, Ore., station owner Rob Skinner of KBDF(AM) switched to CNN2 last April after oldies and top 40 formats failed to generate sufficient station cash flow. Skinner said he has some reservations about aspects of the all-news service he's programming but stressed the willingness of network officials in Atlanta to im-

plement many of his suggestions.

Like Glassburn, Skinner maintained that "from an economic standpoint, satellite [programming] will be a savior of AM radio."

Skinner plans to affiliate with ABC Talkradio for part of his programming later in the year and ventured that "there doesn't seem to be any satellite network that's delivering bad programming."

He noted that his format switch was accomplished with minimal investment ("about \$2,000"), resulted in a major reduction in payments to ASCAP and BMI and has improved advertiser acceptance (the station is often sold in combination with a co-owned AOR FM station in the same market). "Our growth has been in the 35-plus demographics, and we're reaching the younger demos with our FM," Skinner pointed out.

A fourth panelist, Diane Sutter, vice president and general manager of WTKN(AM)-WWSW(FM) Pittsburgh, expressed satisfaction with the ABC Talkradio format, adopted by the AM station earlier this year.

"Satellites offer no magic," she cautioned, "only more flexibility."

Sutter shared a slide presentation outlining the basic configuration of a satellite delivery system and estimated that the average station can expect to pay about \$10,400 for a satellite receiving system, plus about \$2,000 to \$3,000 for installation.

"By the end of 1984," Sutter believes, "satellites will probably be the only way you will be able to get [any] network programming."

The final speaker, Rob Edwards, stressed the need to assure on-air personnel that the move to satellite-delivered programming need not threaten them. Edwards is director of programming for Bonneville's KBIG(FM) Los Angeles and KOIT(FM) San Francisco.

"There's a way to work with the system. It's flexible. We must convince talent that they need not be intimidated by these changes," he said.

The two easy-listening stations receive

**Fee fan.** National Public Radio president Frank Mankiewicz, in remarks during the NRBA's Monday awards luncheon (Sept. 13), reiterated his support for imposition of a spectrum use fee as one means of alleviating public radio's dependence on government funding. Mankiewicz termed the NRBA's fee proposal "a promising legislative initiative" and promised NPR "will work closely with the NRBA on that proposal" and possibly others in the future. He predicted "a bright and cooperative future" for NPR in its relationship with the NRBA and its member stations. As one example of cooperation, Mankiewicz mentioned the proposed deregulation of FM subcarrier use, which would clear the way for NPR member stations as well as others to derive a profit from SCA leasing.

their music programming via Satcom IIIIR from a distribution center in Illinois. One advantage of the approach, said Edwards, is the ability to insert new musical selections "within a matter of a few days." Another impact of the satellite-delivered service is the requirement that "announcements be written and produced exactly to time," Edwards noted. "You have to be exact—not one or two seconds off." □

### **Improving the relationship between rep and station**

To win in the 1980's, a station must forge a much better relationship with its national representative than it has now. It also, according to the officers of seven major rep firms who shared the podium at a session on national sales, will have to demand much more qualitative buying—instead of buying based simply on cost-per-thousand—than is being done at most advertising agencies today.

"National sales is image building," said Lou Faust, president, Selcom Radio, New York, and to get the most out of its rep firm, a station must keep its image and position in the market constantly in the rep's mind. A well-done station brochure, a monthly newsletter, periodic sales and research information and sales presentations by a station's general manager can help achieve this, he said. At the same time, a station should treat its national rep the same way it treats its local sales staff—with awards and commendations for outstanding work. "Write a letter to a rep's boss to let him know about an unusual sale," he said. "and carbon everyone at the rep firm."

It is extremely important in today's radio marketplace for a station general manager to market his product to his rep firm through personal presentations, said Warner Rush, president, Major Market Radio, New York. Presentations should be brief, carefully planned and enthusiastic, he said. A general manager should use visual aides whenever possible, should leave materials behind with the rep firm and, while there, should check his station's file to make sure it is up to date.

It is essential in the 1980's that a rep believe in his product, said Tony Durpetti, executive vice president, central division, McGavren-Guild Radio, New York. A station should involve its rep in drawing up annual sales plans, it should consult him on pricing decisions and get together with the rep for quarterly performance reviews, he said.

Stations must not only improve their presentations to their rep firms in the 1980's, said Bob Lobdell, senior vice president, Blair Radio, but also make sure their reps are serving their needs. "There's a new game in town," he said, and it involves reps passing over their own clients, many of them leading stations in their markets, for lower rated stations that have lower costs-per-thousand. "Enforce your contract with your rep and rewrite it if necessary when it is time to renew," he said. Katz Radio President Ken Swetz went a step further, urging stations to "check

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up" on their rep firms when they suspect their interests are not being served by checking with other stations in similar market positions to see if they missed out on a sale they should have gotten.

Radio operators must exercise discipline in the coming years, said Swetz, if their medium is to break out of its present role as a cheap advertising buy. "Buying by the ratings points is not invalid," he said, "but ratings should not be the only criterion for a buy." A station should price its spots according to demand, inventory management, sell-out patterns, market size and demographic strengths, he said. A broadcaster may lose once in a while, he said. "If you do, go back and pre-sell for the next buy and if you can't get it on your own terms, pass it up altogether."

A rep should be willing to help a station collect on an account if payment is late, said Faust, but, according to Lobdell, a station should not wait until an account is 90 days past due to speak up. Most billing discrepancies arise from mistakes rather than intentional delays, said Durpetti, but a rep needs time to get to the bottom of a problem. □

### The high-stakes battle over adopting an AM stereo system

The marketplace has a way to go before deciding on a system for broadcasting AM in stereo, and even though the Delco Electronic Division of General Motors Corp. is expected to choose a system within the next three months, there is no agreement that the broadcasters will concur in its decision. That appeared to be the bottom line of an afternoon devoted to AM stereo, in which representatives of the leading receiver manufacturers and system proponents shared their perspectives.

Receiver manufacturers "have not found an overwhelming enthusiasm for the marketing prospects of AM stereo," said Almon Clegg, assistant general manager, Panasonic Co., Secaucus, N.J. Because Panasonic is "relatively convinced" that consumers are not willing to pay more than \$10 or \$15 more for an AM stereo receiver, manufacturers will have to keep their costs down, he said, and that means a single system must be chosen. The differences among all five of the proposed systems "are marginal" and all five systems are "acceptable," he said. "It would be difficult to choose which one should be the standard."

Bart Locanthi, vice president for development, Pioneer North America Inc., Pasadena, Calif., said there is "a lot of confusion in the marketplace at the moment, even among broadcasters, as to which system is best." Because of this, his company, he said, "will monitor the market and when a consensus emerges, we'll go ahead with that system."

Bob McMillan, director of engineers for Delco, said his company has completed testing the Magnavox and Motorola systems and will begin about three weeks of tests on the Harris system this week. F.T. Fisher & Sons has told Delco it may have a system for testing, he said, and if it



Magnavox's AM stereo booth

does, that system will be tested after the work on Harris's system has been completed. After all tests have been completed, Delco will need another "two or three weeks" to put together its final recommendation to GM, said McMillan. And GM could then market an AM receiver in its 1984 model cars.

Three of the system proponents present at the session said they believe Delco's decision will set the standard for the industry, but two others argued that it's the broadcasters, some of whom are testing systems on their own, who will ultimately decide. Chris Payne, a former engineer for the National Association of Broadcasters and now a representative for Motorola Communications & Electronics Inc., Schaumburg, Ill., said he is "impressed" with Delco's testing methods, having performed similar tests while at NAB. Leonard Kahn, president, Kahn Communications, Garden City, N.J., said Delco's tests are "very artificial" and do not address the needs of broadcasters in an AM stereo system. Payne countered that WIRE(AM) Indianapolis, which is participating in the Delco tests, actually has control over much of the equipment being tested. "Broadcasters should have full confidence the tests are being conducted well," he said.

Belar Electronics Laboratory, Devon, Pa., is not participating in the Delco tests because the company does not believe it should have to supply Delco with the necessary receiving components. According to company president Arno Meyer, Belar "is neutral" on the question of which system is best and once a system is chosen, it will manufacture compatible components.

Kahn has "not yet decided whether to participate in Delco's testing," although it has been advised against doing so by its lawyers, who see antitrust implications, and by broadcasters who support the Kahn system, said Kahn. The company will inform broadcasters by direct mail or advertising if it ultimately decides not to participate, he said.

Both Kahn and Harris Corp., of Quincy, Ill., which also has a proposed system,

maintain that broadcasters should assert their preference in the question of which system is best. Harris, whose system is heard on WQXI(AM) Atlanta, WNOE(AM) New Orleans, and KROW(AM) Reno, now has orders for its system from 120 stations, said David Hershberger, Harris associate principal engineer. Receiver manufacturers have told Harris that if any system gains a big lead over the others in orders, they will consider that a consensus, said Hershberger. And because Harris has twice as many orders as all the other systems combined, it believes it is close to winning the race.

Kahn, whose system has been installed in 13 stations including WLS and WGN Chicago, WBZ Boston, KSL Salt Lake City, WNBC New York, KFRC San Francisco and WFIL Philadelphia, disagreed and so did Payne. Receiver manufacturers will look at which stations are adopting a particular system, not how many are doing so, said Kahn, and they are interested in big stations. According to Payne, any figures on orders received or systems installed are misleading because many larger stations are buying several or even all of the systems and testing them themselves. The Motorola and Magnavox systems expect to receive type acceptance from the FCC in early October.

Although Kahn told broadcasters at the session they shouldn't let Delco "sell them into the ground," Payne urged broadcasters with limited budgets to hold off on buying equipment for broadcasting in stereo. "Just hang on for two months or so," he said. "By then we should see something emerge." □

### AM's answer is innovation, not format duplication

The solution to AM radio's performance problems lies not in following fads, imitating FM or even introducing stereo, but in innovative thinking and understanding of the competitive marketplace. That consensus, reached by four panelists in an NRBA session on "Programing Your AM Station for Success," was offset by stated predictions that AM radio will remain strong in the face of FM's inroads.

Panel moderator Rick Sklar, vice president of programing for ABC Radio Enterprises, insisted that there are many people, especially those under 18 and over 35, who can best be reached by AM. In many cases, he said, these listeners have no loyalty to FM and have no history of listening to it.

Sklar's theme was picked up by Robert Balon, president of Balon & Associates, who advised that "if you program and market your station carefully, you can succeed with AM." Balon urged managers to be innovative, but also aware of the unique characteristics of radio that attract listeners to begin with: "providing entertainment, companionship and warm fuzzies. That's what the studies show. Good jocks continue to get good numbers and there's a reason for that."

Balon predicted that as the "baby

boom" generation ages, the most sought-after demographics will continue to rise, which is one reason why the nostalgia formats have become so successful.

"Let's not forget those under 18, though. We need to have new listeners coming up through the ranks or we'll some day run out of people over 45," he cautioned.

"We've been turning off people in AM radio for 10 years. It's time to turn them on again. We are plagued with 'safe' radio in this country," Balon declared. "It's hard to be safe and innovative."

Although promotion of an individual station will continue to be important, according to Balon, "radio exposure to most people is accidental and incidental. It's very rare that people pre-program for radio, unlike television." For that reason, AM stations must be consistent and image-conscious.

Bob Welch, program and music director for KEYV(AM) Dubuque, Iowa, told the audience "the first step [in improving AM performance] is to determine your image in the market and what the image of your competition is." Research, he maintained, is the key.

"I'm not touting research to be a bible," Welch explained, but as "an effective way to illuminate the marketplace." Even simple in-house research that is directed at isolating positive and negative images of a station and its competitors allows an operator to "eliminate his or her negatives and take advantage of the perceived negatives of the other stations. Through promotions, you can also reinforce the positive images."

Welch warned against imitating FM formats, pointing out that successful approaches do not always survive the transition from one medium to another.

Bill Parris III, a programming strategist for the United Stations, New York, echoed Welch's sentiment, adding that radio should "not be television without pictures" either. "I'm worried about the trend toward mindless duplication and away from innovation and creativity." He cited the "Q-100" format, disco, country and AM stereo as examples of trends he feels too many stations have relied on too heavily to delivery audiences.

"There is no Santa Claus," he insisted. "Perhaps we've been giving away our audience to the FM stations." Parris downplayed the significance of AM stereo, referring to a survey which found that only 60% of all FM receivers receive stereo. Stereo capability is not what took listeners away from AM, he said, but rather AM broadcasters' lack of imagination.

Parris suggested that the FCC's decision in the early 1970's to order AM-FM combinations to program separately was a great boon to FM operators, who were forced to specialize and carve out segments of the audience.

"We can't out-FM and out-image FM stations," Parris argued. "We should use the differences between AM and FM to our advantage." As an example, he noted that FM listeners tend to listen to stations

for longer blocks of time than do AM listeners, and are conditioned to expect fewer nonentertainment elements in programming.

The fourth panel member, WXKS(AM) Medford, Mass., Station Manager Arnie Ginsburg, reported on his success with Al Ham's "Music of Your Life" nostalgia format. Ginsburg is pleased with the syndicated format, which WXKS(AM) adopted on New Year's Eve, 1979, becoming the fourth station in the country to adopt it. The station had tried easy listening and disco formats before the switch and started off with basement ratings. "Response has been 100% favorable to the change," said Ginsburg.

Asked why WABC(AM) New York lost its

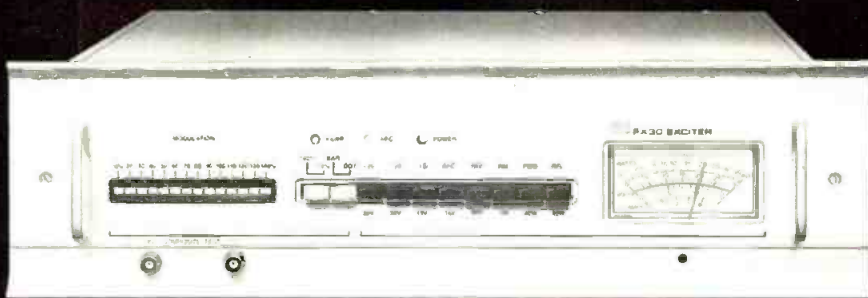
strength and ultimately switched to a talk format, Sklar, formerly WABC's program director, attributed it to audience fragmentation. "Blacks went to disco, sophisticated teens went to AOR and so on," said Sklar. "The audience had been made up of a coalition of groups of listeners, and they began to go elsewhere." He suggested that AM stations must accept the reality of a fragmented marketplace and concentrate on listeners not served by other stations.

Sklar also stressed the need for AM operators to lobby AM receiver manufacturers to improve the quality of AM radios. "We need decent AM receivers so that listeners can appreciate the full fidelity that many AM stations are capable of broadcasting in." □

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## FCC wraps it all up

**Harris becomes chief of new Mass Media Bureau; Baumann and Johnson named deputies**

As expected, the FCC, meeting in closed session last week, agreed to expand the Broadcast Bureau's authority and give it a new name (BROADCASTING, Sept. 13). Assuming congressional approval, the bureau will be known as the Mass Media Bureau ("Electronic Media Bureau" fell by the wayside.) The former Broadcast and Cable Television Bureaus will be folded together into one.

Under the reorganization, the Broadcast Bureau's six divisions and the Cable Television Bureau's five divisions are being collapsed into four divisions in the new bureau. William Johnson, chief of the Cable Television Bureau, will be deputy chief of the Mass Media Bureau and will report to Larry Harris, Mass Media Bureau chief. Henry (Jeff) Baumann, deputy chief of the Broadcast Bureau, will remain a deputy chief under the reorganization.

Chief of the new audio services division will be Larry Eads, chief of the former broadcast facilities division. The audio services division will consist of three branches—AM, auxiliary services and FM—and contain the data management staff and the public reference room. The



Harris



Baumann



Johnson

new division will process applications for new AM and FM services, modifications of existing stations and renewal and transfer requests, and applications for FM translators, studio transmitter links, inter-city relays and remote pickups.

The data management staff will establish and maintain computer data bases for all electronic media services containing technical data necessary for processing applications.

The chief of the new video services division will be Roy Stewart, chief of the former renewal and transfer division. The video services division will consist of four branches—cable, distribution services, low-power television and TV—and will contain the ownership staff. This division will process applications for new TV services and for modifications of existing sta-

tions. It also will process applications for services authorized in the Instructional Television Fixed Service and direct broadcast satellite frequencies, low-power TV applications and cable antenna relay systems. The ownership staff will be responsible for examining ownership documents for all services under the bureau's authority.

The chief of the new enforcement division will be Charles Kelly, chief of the former hearing division. The new division will consist of a complaints branch, an equal employment opportunity branch, a fairness/political broadcast branch, a hearing branch, an investigations branch and a control staff. The complaints branch will handle all rule inquiries, complaints and written investigations of rule violations (except for EEO) for all services under the

**Channel selector.** If you're searching for a vacant VHF frequency in a top market for a commercial television station, you're wasting your time, according to a study on TV channel use released by the FCC last week. For according to the study, as of June 30, there weren't any commercial VHF channels vacant in the top 200 markets. In fact, the only three commercial VHF frequencies in the whole 212 ADI's were in Helena, Miles

City and Glendive, all Montana. Also according to the study, commercial UHF channels weren't quite as tight. Out of the 521 channels allocated for commercial UHF in the top 200 markets, 99 were still vacant, and 14 of the 203 UHF's allocated for commercial television in the top 50 markets were still vacant. The chart below summarizes findings of the Broadcast Bureau's policy analysis branch.

Market designations <sup>1</sup>

| Channel Status                   | 1-50 |     | 51-100 |     | Total 1-100 |     | 101-150 |    | 151-200 |    | Total 101-200 |     | Total 1-200 |     | 201-632 |     | Total <sup>2</sup> U.S. |     |
|----------------------------------|------|-----|--------|-----|-------------|-----|---------|----|---------|----|---------------|-----|-------------|-----|---------|-----|-------------------------|-----|
|                                  | V    | U   | V      | U   | V           | U   | V       | U  | V       | U  | V             | U   | V           | U   | V       | U   | V                       | U   |
| Commercial channels              |      |     |        |     |             |     |         |    |         |    |               |     |             |     |         |     |                         |     |
| Total allocated <sup>3</sup>     | 159  | 203 | 110    | 146 | 269         | 349 | 113     | 94 | 64      | 78 | 177           | 172 | 446         | 521 | 139     | 163 | 585                     | 684 |
| Licensed <sup>4</sup>            | 157  | 107 | 108    | 67  | 265         | 174 | 112     | 41 | 58      | 26 | 170           | 67  | 435         | 241 | 75      | 31  | 510                     | 272 |
| Construction permit <sup>5</sup> | —    | 39  | —      | 22  | —           | 61  | —       | 19 | 3       | 14 | 3             | 33  | 3           | 94  | 7       | 31  | 10                      | 125 |
| Application                      | 2    | 43  | 2      | 28  | 4           | 71  | 1       | 13 | 3       | 3  | 4             | 16  | 8           | 87  | 7       | 27  | 15                      | 114 |
| Vacant                           | —    | 14  | —      | 29  | —           | 43  | —       | 21 | —       | 35 | —             | 56  | —           | 99  | 50      | 74  | 50                      | 173 |
| Noncommercial channels           |      |     |        |     |             |     |         |    |         |    |               |     |             |     |         |     |                         |     |
| Total allocated <sup>5</sup>     | 30   | 97  | 17     | 78  | 47          | 175 | 23      | 56 | 16      | 46 | 39            | 102 | 86          | 277 | 51      | 296 | 137                     | 573 |
| Licensed <sup>4</sup>            | 26   | 56  | 17     | 38  | 43          | 94  | 19      | 22 | 10      | 12 | 29            | 34  | 72          | 128 | 36      | 51  | 108                     | 179 |
| Construction permit <sup>5</sup> | 2    | 2   | —      | 2   | 2           | 4   | 3       | 3  | 1       | 1  | 4             | 4   | 6           | 8   | 2       | 6   | 8                       | 14  |
| Application                      | 1    | 6   | —      | 2   | 1           | 8   | —       | 1  | —       | 1  | —             | 2   | 1           | 10  | —       | 3   | 1                       | 13  |
| Vacant                           | 1    | 33  | —      | 36  | 1           | 69  | 1       | 30 | 5       | 32 | 6             | 62  | 7           | 131 | 13      | 236 | 20                      | 367 |

1. The market designations are those used in the FCC industry market reports of television broadcast financial data. Markets 1-212 are in approximate Arbitron rank by ADI television households, 1978. Markets 213-630 are listed alphabetically by states; the markets in Alaska and Hawaii are included in this group.

2. Excludes 23 UHF channels assigned for land mobile use and not available until further FCC action.

3. VHF and UHF channels allocated for commercial use but used by noncommercial educational stations are included with noncommercial channels. UHF channels assigned for land mobile use and not available until further action by the commission are excluded.

4. May include stations licensed but not on the air.

5. May include stations not licensed but on the air with program test authority.

bureau's authority. The investigations branch will handle on-site investigations and combine the functions of the Broadcast Bureau compliance branch and cable compliance division that aren't absorbed by the new complaints branch.

The political/fairness branch combines the Broadcast and Cable Bureau functions in this area into one. The EEO branch combines Broadcast and Cable Bureau EEO review functions. And the control staff will be responsible for the mail.

Roderick Porter, chief of the Broadcast Bureau's policy and rules division, will be chief of the Mass Media Bureau division with the same name. Under the reorganization, the policy and rules division will comprise an allocations branch, a legal branch, a policy analysis branch and a technical and international branch. As it did under the Broadcast Bureau, the division will provide legal, technical and economic advice on bureau matters. The new allocations branch will handle rulemakings to amend the FM and TV assignment tables.

Marilyn McDermott, assistant chief for management and personnel, will head the new administration and management staff, which an FCC press release said will "conduct and coordinate studies of operating systems in the bureau to determine methods to increase efficiency and effectiveness."

The Broadcast Bureau program planning and evaluation staff will be eliminated.

According to an FCC source, the commission hopes to determine whether to include jurisdiction over the multipoint distribution service in the new Mass Media Bureau within two months. □

## FCC's FM plan criticized

**NAB, Westinghouse, ABC, others say new engineering reports point up problems with proposal to drop in FM stations**

Three recent technical studies included in the record of the FCC's proceeding to create more commercial FM stations further highlight flaws in the commission's proposals, according to broadcasters commenting at the FCC last week.

The FCC rulemaking proposes to add two new classes of stations. It also proposes to amend FCC rules to permit existing classes to operate in areas where they are now restricted (BROADCASTING, March 3, 1980).

In response to a request by the subgroup on technical matters of the Advisory Committee on Radio Broadcasting (BROADCASTING, July 19), the Broadcast Bureau reopened the proceeding to permit three reports—"Report to the National Radio Systems Committee from the FM Subcommittee Task Force," "FM Broadcasting Receiver Characteristics and Protection Criteria," by the technical subgroup, and "Report on Allocation Policies," by the subgroup on radio spectrum allocations—to be included in the rulemaking record.

In its comments, the National Association of Broadcasters said it was in "total agreement" with the observations and conclusions of the three reports. "These

reports, not unlike several other documents already submitted, identify a number of areas where the commission's ... proposals are suspect, in terms of both engineering and comprehensive communications policy development," NAB said. "The Advisory Committee on Radio Broadcasting is now engaged in the preparation of yet additional reports that should shed further light on the various proposals embodied in this proceeding," NAB said. "The commission should take no final action in [this proceeding] until it and the public have had an opportunity to assess this additional information," NAB said.

Westinghouse Broadcasting and Cable Inc. said the studies provided "concrete evidence" that the commission's proposed rules didn't satisfy its public interest obligations "to balance the potential increases in new stations against the full range of existing service costs resulting to the public and the FM industry." According to Group W, the commission should take no action and adopt no final rules in the proceeding "unless and until it can assure itself on the basis of reliable technical data that its action will not result in the degradation of present FM services."

ABC said the reports provided "important insights and information which warranted careful consideration." According to ABC, those reports—and an A.D. Ring & Associates engineering study already on the record—demonstrated that the pro-

## Washington Watch

**Slim win.** Senator Howard Cannon (D-Nev.), ranking member of the Commerce Committee, which sets communications policy in Senate, faced tough challenge last week from Representative James Santini (D-Nev.) in Democratic senatorial primary (Santini, frequent supporter of Reagan policy, gave up his seat in Congress to challenge Cannon.) Cannon won by slim margin: 54,162 to 48,979 votes. Cannon now faces Republican challenger, former state senator, Chic Hecht, in November election. Because of bitter primary battle, Hecht's chances against Cannon are said to be improved.

Representative Tim Wirth (D-Colo.) and Al Swift (D-Wash.) ran unopposed in their state primaries. Wirth is chairman of House Telecommunications Subcommittee, of which Swift is member. Robert Kastenmeier (D-Wis.) also ran unopposed in Wisconsin primary. He is chairman of House Judiciary Subcommittee which drafted cable copyright legislation and is holding videocassette copyright hearings. □

**Smooth sailing.** Senate Commerce Committee held confirmation hearing last week on nomination of millionaire Justin Dart to Communications Satellite Corp. board. Dart, who is chairman of executive committee, Dart & Kraft Industries, and close friend of President Reagan, received hearty welcome. Several senators who are not Commerce Committee members sent introductory statements supporting his nomination. They were Senators Harry F. Byrd Jr. (I-Va.), David Boren, (D-Okla.) and Sam Nunn (D-Ga.). Senator Barry Goldwater (R-Ariz.), who chaired meeting and was only committee member present, also spoke highly of Dart. Question and answer session was brief (15 minutes) and light. Dart is expected to win Senate approval soon. □

**Slipshod uplinking.** Contending that "careless" uplink operation has led to increase of interference to other earth station operators, American Satellite Co. has asked FCC to launch rulemaking to adopt new rules "that specify the procedures to be followed and conditions to be met by earth station licensees for uplink operators." ASC also recommended that FCC adopt procedures that would require earth station licensee to coordinate initiation of uplink operations with Network Operations Control Center of satellite on which earth station is operating.

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posed reductions in FM mileage separations and protected FM service areas should not be pursued "given the limited potential for new assignments and serious interference losses resulting from short-spaced drop-in assignments." Those studies also demonstrated that the creation of B1 and C1 facilities would not prove beneficial "in terms of service to the public," ABC said. "Accordingly, ABC urges that the commission proceed in a manner consistent with these conclusions and recommendations by rejecting or reassessing the modification of the FM broadcast station rules proposed in this docket."

Cox Broadcasting Corp. and Multimedia Inc., in joint comments, said the studies provided "persuasive new arguments" supporting their contention that the FCC should retain its current system of FM allocations. The drop-in proposal, the two said, "would result in less efficient use of the FM spectrum and would cause substantial interference to existing stations."

The National Association of Black Owned Broadcasters, however, urged the commission to "end the inordinate delay which has prevented action in this docket." The commission "has recognized that it has an adequate record to issue an order in this proceeding," NABOB said. "There is a strong public interest in moving forward to authorize the new class of service proposed in this proceeding, and no adequate justification has been shown for not adopting the proposed rule changes. NABOB therefore urges the commission to move this proceeding forward expeditiously and to make these new ownership opportunities available at the earliest possible date." □

## Cable troops fight for S. 2172

### Industry takes its case to Capitol Hill for some last minute lobbying

More than 300 cable operators, representing all 50 states, went to Washington last week during the final days of the Senate's legislative session to let their Senators know how important passage of S. 2172 is to their industry.

The cable operators were there as part of a two-day legislative conference sponsored by the National Cable Television Association. With less than a month left before the Senate is scheduled to adjourn, the cable industry is working furiously for passage of the bill.

The bill, which was adopted by the Senate Commerce Committee (BROADCASTING, July 26), has not yet been scheduled for a vote. Because of its controversial nature and the shortage of time, there is some doubt whether it will be scheduled. The House has not addressed the bill and is not expected to this year.

It has become a controversial bill because it would limit cities' and states' regulatory authority over cable TV.

The cable operators gathered for a Tuesday morning briefing before going to lobby their senators. That afternoon they rallied on the west steps of the Capitol, where they heard Senator Bob Packwood (R-Ore.), chairman of the Commerce Committee, give a rousing speech in favor of the bill.

Packwood lashed out against lobbying tactics used by the National League of

Cities which opposes the bill. He noted that the opposition is strong and time is short, but that the cable operators' "cause is right and just." He accused the league of putting out "misinformation," that is "scaring mayors to death."

Therefore, he said, cable operators must lobby twice as hard. He reminded the group they have lost to the NLC before, but he maintained, "It won't happen again."

Packwood told the cable delegates that it is "unjust" for cities to expect to fund their municipal activities from franchise fees charged to cable TV.

He stressed the importance again of lobbying. The bill is not a broad grass roots issue, Packwood said, therefore senators must be informed of "your interests."

Debate over the bill between the NLC and NCTA concerns a key provision that would limit the regulatory authority of local governments over cable.

An NCTA spokesman estimated that the delegates had reached about 80 senators. Numerous meetings with various staffs were also held, the spokesman said. During the two-day conference NCTA also held a large reception for the senators and their staffs.

While cable delegates flooded the Senate halls, NLC mayors were also showing up in Senate offices. The NLC maintained, however, that its appearance was part of an already ongoing lobbying effort against S. 2172. "We didn't feel a need to respond to their numbers," said NLC leg-



Chairman Fowler, the FCC's sultan of swat



Wiley, Rivera, Buchanan and Brenner

**September classic.** The annual Broadcasters vs. Regulators softball game sponsored by the Washington chapter of American Women in Radio and Television was held Saturday, Sept. 11, with the broadcasters coming out on top 8-4. The regulators team featured such FCC luminaries as Chairman Mark Fowler, Commissioner Henry Rivera, General Counsel Stephen Sharp and Peter Pitsch, chief of the Office of Plans, and Policy. The Washington broadcasters were led by Mike Buchanan of WQVM-TV (who shared the game's most valuable player award with Commissioner Rivera), Ann Berk, station manager, WRC-TV and team captain, Richard Wiley, former FCC chairman, now senior partner, Kirkland & Ellis. Sharing the play-by-play duties were Dan Brenner, local comedian, as well as legal assistant to Chairman Fowler, and veteran broadcaster Gene King, vice president, broadcasting and public affairs, Better Busi-

ness Bureaus Inc., and one-time voice of *The Shadow* on radio.

Although showing themselves a stronger team than the one that took an 18-3 shellacking last year, the regulators were outpowered once again despite displaying some firepower of their own, most notably a home run by Bob Foosaner, deputy chief of the Private Radio Bureau.

The festivities were marred by a fourth-inning accident. Holly Berland, an attorney with the Broadcast Bureau, was struck by a foul ball and had to be rushed to George Washington hospital. She underwent surgery on Tuesday (Sept. 14) to repair several broken bones in her face.

The over \$1,000 raised at the game will go toward providing entertainment and educational tapes and audio and video equipment for Washington's Hospital for Sick Children and Georgetown University hospital medical center department of pediatrics.



NCTA's Hill showing



Packwood

islative counsel Cynthia Pols. In addition to the lobbying, she said, a letter from a coalition of state and county government associations in opposition to the bill was circulated late last week throughout the Senate.

Pols doubts the bill will ever be scheduled for a floor vote. "And the cable people know that," she said. She claimed that the bill's controversial nature and the shortage of time would kill it.

In a letter sent to senators on S. 2172 two weeks ago, the NLC attacked the bill's proposal to codify the FCC's authority to set a ceiling on franchise fees. "In no other area does the federal government limit state or local taxing authority. States and localities have the right to negotiate franchise fees or impose utility taxes on all other businesses that are constructed in and operate in the public rights-of-way [e.g., telephone companies]."

The NLC complained that while "states and localities would be responsible for the awarding of franchises, they would have little authority to insure that cable operators fulfilled their promises and provided consumers with services on a fair and equitable basis."

Despite the NLC's confidence, NCTA Executive Vice President James Mooney claimed NCTA has gained support for the bill and argued that if the bill doesn't get to the Senate floor "it is only putting off the inevitable." □

## Lawyers at odds over financial interest, network syndication rules

### Panels at FCBA meeting disagree over propriety of letting networks into syndication

While the FCC has launched a proceeding to determine whether it should repeal its financial interest and network syndication rules (BROADCASTING, June 28)—which prohibit television networks from acquiring a financial interest in any program not produced entirely by the network and bar them from domestic syndication—the jury still seems to be out on whether getting rid of those rules is such a great idea. That would seem to be the obvious conclusion of panel presentations at the Federal Communications Bar Association convention in Washington, anyway.

Judging from other panels at the convention, juries also are still out on whether the commission should eliminate its prime time access rule—and on whether, or how much, the commission should move toward relaxing its ownership rules.

Stan Besen, former co-director of the FCC's network inquiry staff and currently senior economist for the Rand Corp. in Washington, said the financial interest and network syndication rules should be, as the network inquiry staff recommended, abolished. "At best, the rules simply shift profits from the networks to the program suppliers," Besen said.

Howard Monderer, NBC vice president for law, Washington, agreed that the rules should be repealed. According to Mon-

derer, the rules, adopted in part to increase diversity, had, in fact, the effect of decreasing diversity—at least in the number of prime time program suppliers. If the networks could get a share in a producer's future profits, the market for programing would be stimulated, he said, because the networks would be able to back "risky" series and other programs by smaller producers.

Monderer also said that even if the rules had been warranted when they were adopted—when the three networks were really the only game in town—the rules no longer had a leg to stand on. According to Monderer, for example, the networks were now competing with about 35 national program distributors. And since the networks' competitors weren't hindered by the rules, they could afford to pay more money up front for programs than the networks. "This is unfair; it's anticompetitive, and there's certainly no public interest" reason for retaining the rules, Monderer said.

Fritz Attaway, vice president and counsel for the Motion Picture Association of America, however, urged that the rules be retained. According to Attaway, Besen, who he said had not spent a "single day in the snakepit" of the syndication and production marketplace, was the one whose theories should be disregarded.

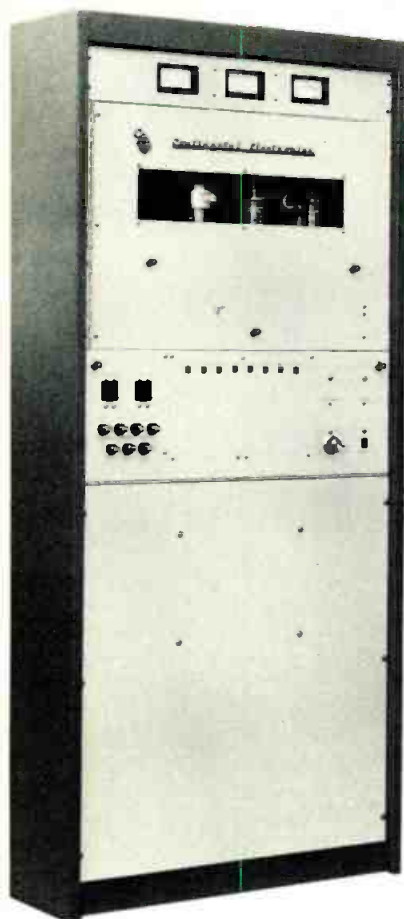
If the rules were deleted, the networks would gain "absolute control" of off-network programing, Attaway said, and the

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independent stations, the networks' "only real competitors" would suffer. Without the rules, the networks would be able to siphon off revenues now going to the independents, increase their control over the programming marketplace and increase their power over the new technologies, Attaway said. "The best argument for retention is the fact that no one has offered up a public interest objective for deleting these rules ... nothing can be gained by deleting them," Attaway said.

Opinion on whether the FCC should move to delete PTAR seemed similarly divided. While moderator Peter Pitsch, chief of the FCC's Office of Plans and Policy, said he didn't think PTAR "was in the public interest," his opinion wasn't seconded by everyone.

Kenneth Cox, senior vice president for MCI Telecommunications Corp. and former FCC commissioner, said he thought that the rule should be retained and strengthened.

According to Cox, who said he had voted for the PTAR while he was serving on the commission, the rule had been successful in limiting the networks' control over the prime broadcast hours, in increasing the number of program sources and in giving licensees a period in which to fulfill their responsibilities to serve local needs—all of the things the rule was set up to do.

Alan Pearce, an independent consultant and former economist for the FCC, disagreed. "PTAR was and is a failure; I don't think anything can be done to cure it," Pearce said. "It should be repealed."

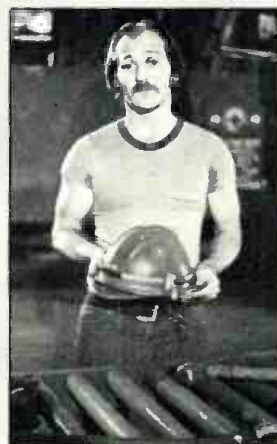
One shortcoming of the rule, Pearce said, was that its list of exceptions—for such things as documentaries, children's programming, and network news—had thrust the FCC "heavily" into the business of making program content decisions.

Richard Metzger, former member of the FCC's network inquiry staff and currently an attorney with Wald, Harkrader & Ross, also was opposed to the rule. According to Metzger, the rule raised First Amendment problems in that under it "certain programs are objectionable simply because of their source."

In still another panel, Chris Coursen, assistant communications counsel to the Senate Commerce Committee, said subcommittee Republicans were of the opinion that no restrictions should be placed on ownership of telecommunications properties. According to Coursen, limitations on ownership infringed upon an entity's First Amendment rights.

Tom Cohen, minority staff counsel for the Commerce Committee, however, said the minority members didn't share that attitude. According to Cohen, the minority thought that the First Amendment implied that the public's right to know must be guarded and that there be diversity of ownership. Cohen also said he didn't think that retaining ownership limits was antithetical to deregulation.

Chuck Jackson, with the Washington law firm of Shooshan & Jackson, said that even if one believed that ownership rules should be retained, current rules were "poorly designed." □



**Fall is in the air.** Trumpeting the theme, "It isn't fair, it's Republican," the Democratic National Committee unveiled in Washington last week its new television and radio advertising campaign to begin immediately in over 25 markets in 17 states. Advertising includes six, 30-second TV spots and various radio announcements.

The spots, which cost about \$75,000, were produced by David Sawyer & Associates, New York; First Tuesday Inc., Phoenix, and the DNC. As of last week, the DNC said it had bought \$1 million worth of air time and hopes to raise enough money to buy another \$1 million before the elections.

The spot series does not propose Democratic policy alternatives, but instead hits hard at Republican budget and tax cuts and its effect on employment and the economy. In a spot produced by the DNC, Baltimore factory worker James Willders, said he was paid two years ago to appear in a Republican campaign commercial criticizing Democrats. "Millions of Americans are without jobs and we got to do something," Willders says, standing in a factory and dressed in identical clothes in which he appeared in a Republican commercial two years ago. "I'm a Democrat but I voted Republican once—and it's a mistake I'll never make again. And I didn't get paid to say this." Another spot shows hand-held scissors snipping away at a Social Security card as a voice-over asks: "When are they [the Republicans] going to stop? Not until it hurts."

## Russian tie to Pope shooting alleged by NBC

**'White Paper' claims KGB link with Bulgarian secret service and Turkish mafia in shooting last year in St. Peter's Square**

NBC News last week made headlines by presenting evidence suggesting that the attempted assassination of Pope John Paul II last May was plotted with the knowledge and perhaps assistance of the Soviet KGB, the Bulgarian secret service and the Turkish mafia.

The results of a nine-month NBC News investigation are scheduled for airing tomorrow (Sept. 21) in the prime time *NBC White Paper: The Man Who Shot the Pope—A Study in Terrorism*. Last week in advance of the broadcast, NBC publicized its findings.

Within the documentary, correspondent Marvin Kalb reported that NBC News "has accumulated a great deal of evidence, some of it, to be sure, circumstantial, linking the attempted murder here in St. Peter's Square to the political and diplomatic needs of Red Square. A Soviet connection is strongly suggested but it cannot be proved. In the high-risk world of international terrorism, deniability is crucial and expected, and responsibility is always carefully laundered."

Correspondents for the broadcast were Kalb and Bill McLaughlin. Anthony Potter was executive producer.

The broadcast reported the belief on several fronts that the Pope was targeted for assassination because of his ties to the Polish Solidarity movement.

The documentary "disclosed for the first time" that the Pope in early August last year had sent an envoy to Soviet President Leonid Brezhnev with a handwritten letter warning Russia not to send troops into Poland. According to Kalb, "it said that though the Pope was head of a universal church, he was still a Pole and deeply affected by developments in Poland. And if the Russians moved against Poland, he would lay down the crown of St. Peter and return to his homeland to stand shoulder to shoulder with his people."

Kalb said that the envoy shuttled between Moscow and Warsaw and Warsaw and Rome and was able to convince the Soviets, at least temporarily, on coexistence with Solidarity. Kalb reported that "Western intelligence experts now believe ... in the late summer of 1980, that the plot was hatched. Brezhnev, exasperated by the Pope, might have uttered the Russian equivalent of, 'Will no one rid me of

this meddlesome priest.'"

The broadcast attempts to piece together the steps of Mehmet Ali Agca, convicted of the assassination attempt, and the "unbroken line" connecting the Turkish Mafia, the Bulgarian secret service and the Soviet KGB. It said that the Turkish Mafia seemed to be involved with Agca throughout and that the Turkish Mafia is connected to the Bulgarian intelligence agency. And, according to a KGB defector interviewed on the broadcast, "Soviet KGB must know, and they do, what the Bulgarian secret service does at all times."

Kalb in his summation reported that evidence from Vatican, American, European and Turkish intelligence sources "suggests the possibility that the Russians hatched the plot against the Pope, or at a minimum, knew about the plot and did nothing to stop it—believing at a moment of desperate illusion that without the Pope's unique support, the running rebellion in Poland could soon be contained."

Xerox Corp. was the full sponsor of the broadcast. □

## League sets debate schedule

**Congressional candidates will be presented on Oct. 5 and 19**

The League of Women Voters last week announced details of its first "Congressional Leadership" debate scheduled for Oct. 5. Ted Koppel, ABC News' *Nightline* anchor will moderate the national debate on TV and radio.

Few details of the second debate slated for Oct. 19 in Washington were announced. League President Dorothy Ridings, said that CBS news correspondent Marlene Sanders will moderate that debate, scheduled to take place in the Russell Senate Caucus room. That debate will focus on the economy and will be broadcast nationally. There will be no panel of questioners, Koppel and Sanders will direct the discussion.

Ridings said during a Washington press conference that the first debate will take place at 8 p.m. in the Cannon House Caucus Room. She said it will focus on national security and defense spending and will feature Senators John Tower (R-Tex.) and Sam Nunn (D-Ga.) and Representatives Thomas Foley (D-Wash.) and Jack Edwards (R-Ala.).

The debates, Ridings said, will be "issue-oriented" rather than focusing on a particular congressional race. "These issue-oriented debates offer voters a unique opportunity to hear congressional

leaders articulate their party's positions and philosophies on major national issues," she said.

Ridings noted that the league has commitments from the Public Broadcasting Service, National Public Radio, C-SPAN and AP Radio to air the debates. In addition, she said, the league will approach the commercial networks and the Cable News Network to ask them to carry the debates.

She also reported that following the Oct. 19 debate, noncommercial WETA-TV Washington in conjunction with Warner Amex Cable Communications and the league, will offer a half-hour analysis program using Warner's Qube interactive polling system. That show will be broadcast nationally on PBS and Warner systems.

The debate, Ridings stated are the first of their kind in a nonpresidential election year. They are designed, she added, to focus attention on the role of the party in Congress in shaping legislation. Ridings said she hoped that they will help viewers "understand that their votes for individual members of Congress have national significance." □

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# Stock Index

| Exchange and Company | Closing Wed. Sep 15 | Closing Wed. Sep 8 | Net Change in Week | Percent Change in Week | P/E Ratio | Market Capitalization (000,000) |
|----------------------|---------------------|--------------------|--------------------|------------------------|-----------|---------------------------------|
| <b>BROADCASTING</b>  |                     |                    |                    |                        |           |                                 |
| N ABC                | 46 3/4              | 47 5/8             | - 7/8              | - 1.83                 | 8         | 1,345                           |
| N Capital Cities     | 87 1/4              | 87 1/8             | + 1/8              | + .14                  | 14        | 1,136                           |
| N CBS                | 48                  | 47 5/8             | + 3/8              | + .78                  | 7         | 1,341                           |
| N Cox                | 35 3/4              | 32 5/8             | +3 1/8             | + 9.57                 | 17        | 1,012                           |
| A Gross Telecasting  | 24 3/4              | 25                 | - 1/4              | - 1.00                 | 6         | 19                              |
| O LIN                | 24 3/4              | 24                 | + 3/4              | + 3.12                 | 15        | 254                             |
| N Metromedia         | 251                 | 242                | +9                 | + 3.71                 | 17        | 996                             |
| O Mooney             | 4 1/4               | 4 1/4              |                    |                        | 5         | 3                               |
| O Scripps-Howard     | 17 3/4              | 18                 | - 1/4              | - 1.38                 | 10        | 183                             |
| N Storer             | 24 3/8              | 24 1/2             | - 1/8              | - .51                  | 13        | 390                             |
| N Taft               | 35 1/4              | 33 3/4             | +1 1/2             | + 4.44                 | 9         | 337                             |
| O United Television  | 8 3/8               | 8 5/8              | - 1/4              | - 2.89                 | 13        | 100                             |

## BROADCASTING WITH OTHER MAJOR INTERESTS

|                      |        |        |        |        |    |       |
|----------------------|--------|--------|--------|--------|----|-------|
| A Adams-Russell      | 22 1/4 | 19 7/8 | +2 3/8 | +11.94 | 16 | 88    |
| A Affiliated Pubs.   | 26 3/4 | 26 5/8 | + 1/8  | + .46  | 10 | 138   |
| O A.H. Belo          | 22 5/8 | 22 3/8 | + 1/4  | + 1.11 | 10 | 212   |
| N American Family    | 11 3/4 | 11 1/4 | + 1/2  | + 4.44 | 11 | 158   |
| O Associated Commun. | 13 1/2 | 13 1/4 | + 1/4  | + 1.88 |    | 32    |
| N John Blair         | 39 3/4 | 38     | +1 3/4 | + 4.60 | 10 | 151   |
| N Charter Co.        | 10 7/8 | 11 3/4 | - 7/8  | - 7.44 | 13 | 238   |
| N Chris-Craft        | 43 1/8 | 41 1/4 | +1 7/8 | + 4.54 | 11 | 96    |
| N Cowles             | 39 1/2 | 39     | + 1/2  | + 1.28 | 24 | 156   |
| N Dun & Bradstreet   | 85     | 79 3/4 | +5 1/4 | + 6.58 | 19 | 2,302 |
| N Fairchild Ind.     | 17 3/4 | 16 5/8 | +1 1/8 | + 6.76 | 6  | 231   |
| N Gannett Co.        | 42 3/8 | 40 3/4 | +1 5/8 | + 3.98 | 13 | 2,247 |
| N General Tire       | 25 1/8 | 25 1/4 | - 1/8  | - .49  | 10 | 591   |
| O Gray Commun.       | 35 1/2 | 34 1/2 | +1     | + 2.89 | 9  | 17    |
| N Gulf United        | 22 7/8 | 22 3/4 | + 1/8  | + .54  | 8  | 613   |
| N Harte-Hanks        | 30 3/4 | 31 1/4 | - 1/2  | - 1.60 | 12 | 301   |
| N Insilco Corp.      | 15 1/8 | 15 1/2 | - 3/8  | - 2.41 | 7  | 227   |
| N Jefferson-Pilot    | 28 1/8 | 27     | +1 1/8 | + 4.16 | 6  | 605   |
| O Josephson Intl.    | 9 1/2  | 9 3/8  | + 1/8  | + 1.33 | 8  | 36    |
| N Knight-Ridder      | 38     | 35 1/8 | +2 7/8 | + 8.18 | 13 | 1,226 |
| N Lee Enterprises    | 27 1/8 | 27 1/8 |        |        | 10 | 187   |
| N Liberty            | 15 1/2 | 12 5/8 | +2 7/8 | +22.77 | 9  | 197   |
| N McGraw-Hill        | 59 1/8 | 57 1/4 | +1 7/8 | + 3.27 | 15 | 1,470 |
| A Media General      | 39     | 39 3/8 | - 3/8  | - .95  | 9  | 270   |
| N Meredith           | 67     | 66     | +1     | + 1.51 | 8  | 207   |
| O Multimedia         | 37 1/4 | 36     | +1 1/4 | + 3.47 | 14 | 378   |
| A New York Times Co. | 44 1/4 | 42     | +2 1/4 | + 5.35 | 10 | 553   |
| N Outlet Co.         | 33 7/8 | 33 7/8 |        |        | 45 | 90    |
| A Post Corp.         | 34 1/2 | 30 7/8 | +3 5/8 | +11.74 | 18 | 62    |
| N Rollins            | 13     | 13 1/2 | - 1/2  | - 3.70 | 7  | 345   |
| N Schering-Plough    | 37 3/4 | 35 5/8 | +2 1/8 | + 5.96 | 12 | 2,007 |
| N Signal Cos.        | 20 1/4 | 19     | +1 1/4 | + 6.57 | 7  | 1,464 |
| O Stauffer Commun.   | 43     | 43     |        |        | 10 | 43    |
| A Tech Operations    | 16 5/8 | 17 7/8 | -1 1/4 | - 6.99 | 7  | 15    |
| N Times Mirror Co.   | 49 1/8 | 48     | +1 1/8 | + 2.34 | 12 | 1,677 |
| O Turner Bcstg.      | 13     | 13     |        |        | 21 | 265   |
| A Washington Post    | 39 5/8 | 39     | + 5/8  | + 1.60 | 15 | 557   |
| N Wometco            | 28 3/4 | 27 1/2 | +1 1/4 | + 4.54 | 16 | 391   |

## CABLE

|                       |        |        |       |        |    |       |
|-----------------------|--------|--------|-------|--------|----|-------|
| A Acton Corp.         | 5 1/2  | 5 1/4  | + 1/4 | + 4.76 | 46 | 26    |
| N American Express    | 49 5/8 | 48 7/8 | + 3/4 | + 1.53 | 9  | 4,615 |
| O Burnup & Sims       | 11 3/4 | 12 3/8 | - 5/8 | - 5.05 | 12 | 102   |
| O Comcast             | 19 3/4 | 18 3/4 | +1    | + 5.33 | 17 | 88    |
| N General Instrument  | 39 3/8 | 39 1/4 | + 1/8 | + .31  | 13 | 1,214 |
| N Heritage Commun.    | 7 7/8  | 8 1/4  | - 3/8 | - 4.54 | 25 | 57    |
| O Rogers Cablesystems | 6 3/8  | 6 5/8  | - 1/4 | - 3.77 | 27 | 140   |
| O Tele-Communications | 21 1/8 | 21 3/8 | - 1/4 | - 1.16 | 46 | 446   |
| N Time Inc.           | 37 5/8 | 36 3/4 | + 7/8 | + 2.38 | 13 | 1,872 |
| O Tocom               | 8 3/4  | 9      | - 1/4 | - 2.77 | 9  | 43    |
| N United Cable TV     | 23 3/8 | 23 1/8 | + 1/4 | + 1.08 | 17 | 255   |
| N Viacom              | 25 1/8 | 25     | + 1/8 | + .50  | 17 | 284   |

| Exchange and Company   | Closing Wed. Sep 15 | Closing Wed. Sep 8 | Net Change in Week | Percent Change in Week | P/E Ratio | Market Capitalization (000,000) |
|------------------------|---------------------|--------------------|--------------------|------------------------|-----------|---------------------------------|
| <b>PROGRAMING</b>      |                     |                    |                    |                        |           |                                 |
| O Barris Intl.         | 2                   | 1 7/8              | + 1/8              | + 6.66                 | 20        | 11                              |
| N Columbia Pictures    | 72                  | 72                 |                    |                        | 14        | 704                             |
| N Disney               | 54 1/4              | 54 1/2             | - 1/4              | - .45                  | 17        | 1,808                           |
| N Dow Jones & Co.      | 47 1/8              | 47 1/8             |                    |                        | 17        | 1,479                           |
| O Four Star            | 2 1/2               | 2 1/2              |                    |                        | 14        | 1                               |
| N Getty Oil Corp.      | 49 5/8              | 50 5/8             | -1                 | - 1.97                 | 5         | 4,026                           |
| N Gulf + Western       | 14 1/2              | 14 7/8             | - 3/8              | - 2.52                 | 4         | 1,071                           |
| N MCA                  | 68 1/2              | 69 3/4             | -1 1/4             | - 1.79                 | 18        | 1,634                           |
| N MGM/UA               | 6 1/4               | 6 1/2              | - 1/4              | - 3.84                 | 13        | 310                             |
| N Orion                | 8 7/8               | 9                  | - 1/8              | - 1.38                 | 2         | 51                              |
| O Reeves Commun.       | 27 1/4              | 25 1/4             | +2                 | + 7.92                 | 10        | 221                             |
| O Telepictures         | 9 1/8               | 8 3/4              | + 3/8              | + 4.28                 | 31        | 44                              |
| O Video Corp. of Amer. | 4 5/8               | 4 3/4              | - 1/8              | - 2.63                 | 24        | 7                               |
| N Warner               | 39 1/2              | 39 3/4             | - 1/4              | - .62                  | 10        | 2,525                           |
| A Wrather              | 21 1/4              | 20 1/2             | + 3/4              | + 3.65                 | 24        | 47                              |

## SERVICE

|                        |        |        |        |        |    |       |
|------------------------|--------|--------|--------|--------|----|-------|
| O BBDO Inc.            | 52 3/4 | 52 1/2 | + 1/4  | + .47  | 10 | 153   |
| O Compact Video        | 3 1/8  | 2 7/8  | + 1/4  | + 8.69 | 3  | 10    |
| N Comsat               | 68 5/8 | 64 1/2 | +4 1/8 | + 6.39 | 18 | 549   |
| O Doyle Dane Bernbach  | 17     | 17 1/2 | - 1/2  | - 2.85 | 9  | 93    |
| N Foote Cone & Belding | 32 3/4 | 32 5/8 | + 1/8  | + .38  | 8  | 88    |
| O Grey Advertising     | 65     | 63     | +2     | + 3.17 | 6  | 37    |
| N Interpublic Group    | 37     | 35 3/4 | +1 1/4 | + 3.49 | 10 | 171   |
| N JWT Group            | 18 7/8 | 18 1/2 | + 3/8  | + 2.02 | 15 | 98    |
| O MCI Comm***          | 24 1/8 | 20 1/4 | +3 7/8 | +19.13 | 27 | 2,319 |
| A Movielab             | 2 5/8  | 2 3/4  | - 1/8  | - 4.54 | 4  | 4     |
| O A.C. Nielsen         | 58 1/8 | 56 3/8 | +1 3/4 | + 3.10 | 16 | 652   |
| O Ogilvy & Mather      | 36 1/2 | 34 3/4 | +1 3/4 | + 5.03 | 10 | 154   |
| O Telemation           | 3      | 3      |        |        | 8  | 3     |
| O TPC Communications   | 3      | 3 1/4  | - 1/4  | - 7.69 | 2  | 2     |
| O Unitel Video         | 6 3/4  | 6 3/4  |        |        | 11 | 8     |
| N Western Union        | 37 3/4 | 34 1/2 | +3 1/4 | + 9.42 | 11 | 643   |

## ELECTRONICS/MANUFACTURING

|                         |        |        |        |        |    |        |
|-------------------------|--------|--------|--------|--------|----|--------|
| O AEL                   | 13 3/4 | 13 3/4 |        |        | 5  | 26     |
| N Arvin Industries      | 14 1/2 | 14 1/8 | + 3/8  | + 2.65 | 10 | 99     |
| O C-Cor Electronics     | 24 3/4 | 23 1/4 | +1 1/2 | + 6.45 | 26 | 74     |
| O Cable TV Industries   | 3 3/4  | 3 3/4  |        |        | 5  | 11     |
| A Cetec                 | 4 1/2  | 4 1/2  |        |        | 5  | 9      |
| O Chyron                | 21 3/4 | 22     | - 1/4  | - 1.13 | 17 | 59     |
| A Cohu                  | 5 1/8  | 4 7/8  | + 1/4  | + 5.12 | 8  | 8      |
| N Conrac                | 26     | 26 1/4 | - 1/4  | - .95  | 10 | 56     |
| N Eastman Kodak         | 85 1/4 | 84 1/4 | +1     | + 1.18 | 12 | 13,851 |
| O Elec Missile & Comm.  | 18 1/2 | 14 1/4 | +4 1/4 | +29.82 | 69 | 51     |
| N General Electric      | 76 1/2 | 75 5/8 | + 7/8  | + 1.15 | 10 | 17,423 |
| N Harris Corp.          | 31 1/8 | 31 1/8 |        |        | 11 | 973    |
| O Microdyne             | 9 5/8  | 10     | - 3/8  | - 3.75 | 12 | 43     |
| N M/A Com. Inc.         | 17 7/8 | 18     | - 1/8  | - .69  | 16 | 695    |
| N 3M                    | 63 7/8 | 62 1/2 | +1 3/8 | + 2.20 | 11 | 7,503  |
| N Motorola              | 79 3/4 | 77     | +2 3/4 | + 3.57 | 15 | 2,859  |
| O Nippon Electric       | 79 1/4 | 81 1/2 | -2 1/4 | - 2.76 | 29 | 3,071  |
| N N. American Phillips  | 43     | 42 3/4 | + 1/4  | + .58  | 6  | 588    |
| N Oak Industries        | 17     | 16 3/8 | + 5/8  | + 3.81 | 8  | 276    |
| A Orrox Corp.           | 6 5/8  | 6 7/8  | - 1/4  | - 3.63 | 14 | 14     |
| N RCA                   | 23     | 21 1/4 | +1 3/4 | + 8.23 | 11 | 1,735  |
| N Rockwell Intl.        | 39 5/8 | 38 1/2 | +1 1/8 | + 2.92 | 10 | 3,023  |
| A RSC Industries        | 4 7/8  | 4 5/8  | + 1/4  | + 5.40 | 44 | 15     |
| N Scientific-Atlanta    | 14 1/4 | 14 3/8 | - 1/8  | - .86  | 14 | 332    |
| N Sony Corp.            | 12 3/4 | 13 3/8 | - 5/8  | - 4.67 | 10 | 2,940  |
| N Tektronix             | 42 1/8 | 41 3/4 | + 3/8  | + .89  | 10 | 790    |
| O Telemet (Geotel Inc.) | 1 1/2  | 1 1/2  |        |        |    | 4      |
| A Texscan               | 13 7/8 | 13 1/4 | + 5/8  | + 4.71 | 22 | 80     |
| N Varian Associates     | 45 3/4 | 44     | +1 3/4 | + 3.97 | 20 | 368    |
| N Westinghouse          | 32 1/2 | 32 3/8 | + 1/8  | + .38  | 6  | 2,771  |
| N Zenith                | 11 5/8 | 11 1/8 | + 1/2  | + 4.49 | 30 | 219    |

## Standard & Poor's 400

Industrial Average 138.16 137.41 + .75

**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. \*\*\* MCI stock split 2 for 1. + Stock traded at less than 12.5 cents. \*\*\*\* Stock inactive due to limited bidding.

## CBS sees poor quarter, good year ahead

**At analysts meeting, costs of shutting down CBS Cable and soft economy are said to depress third quarter; Jankowski bullish over sales prospects for 1983**

According to Gene Jankowski, "1983 will be a bright year of improved profitability." That word from the president of the CBS Broadcast Group was delivered to analysts last week at the company's fifth annual review of the progress and prospects of its broadcast operation and the cable, theatrical films and development areas included within it. While CBS Cable's demise drew a good share of attention, just as high on the analysts' agendas were such traditional broadcast issues as advertising revenue growth versus cost growth, what CBS's sellout level was in the up-front market and how scatter prices are holding up. (At a broadcast meeting, corporate questions are generally discouraged, although Jankowski did field one about CBS chairman William Paley's planned retirement next year.)

Asked what effect Paley's departure might have on CBS broadcasting, Jankowski said: "He established principles" that will be followed "whether he's here or not."

Looking at 1983, Jankowski affirmed in response to a question that if there is economic strength next year, he thinks broadcast revenue percentage gains will be in the high teens. Jankowski said the cost side of the equation couldn't be pegged with accuracy, as CBS units are still putting together their budgets, but he had CBS Entertainment President Bud Grant explain that he's targeting his division (which accounts for the bulk of broadcast group spending) for 10% to 10.5% cost growth in 1983. And that would mean margin expansion for the group next year.

Jankowski also reviewed a CBS presentation that predicts the three networks' revenues will grow to \$15.4 billion by 1990, based on 12.5% compound annual growth. Asked how, in an era of presumed disinflation, revenues could grow by that figure, Jankowski said broadcast revenue growth wasn't simply tied to inflation (or its converse) but rather to pressure on inventory "as more and more advertisers come to realize that network television is the only efficient buy" for their products.

But while next year should be a good one, based on what the CBS executive said last Tuesday, the third quarter of this year is another story. Three-network revenues for the quarter are up only 6%, Jankowski said, conceding that the network's original estimates had called for double digit revenue growth in the period.

Against that soft sales outlook, costs are up significantly, Jankowski said, as CBS starts to record (on a game-by-game basis)

the expenses for its new NCAA college football contract and the first year of the renegotiated NFL contract and gets ready to charge whatever costs accrue to shutting down CBS Cable in this quarter.

Those CBS Cable costs do, however, get pulled out of the Broadcast Group operating line on the financial statement and dropped down to a discontinued operations line. Jankowski, asked to quantify the cable hit to earnings, said that in the worst case it would run \$10 million to \$12 million, but only if none of the CBS Cable product could be sold to others; in the best case, the charge could drop to zero, he maintained.

Another charge that CBS faces will be write-offs for the product of its theatrical films division, which began life last year as a wholly separate group and now is part of the Broadcast Group, reporting to Bud Grant. Faced with two flops so far, "Back Roads" and "The Challenge" (the challenge of which, Jankowski joked, was finding it in a theater), Grant told an inquiring analyst there will be "some" write-off for films this year "but not a great deal." "Back Roads," Jankowski, noted, now seems to be edging into the

## Cohen picked to head ABC's HVN

As one new media service, CBS Cable, folded last week (see "Top of the Week"), ABC was taking a major step in the start-up of its next venture—naming Arthur I. Cohen president of Home View Network (HVN). HVN, slated for an early 1983 start, is the delivery system that would broadcast scrambled signals of movies and other product to subscribing videocassette recorder owners during the night.

Cohen comes to HVN from Lansdowne Advertising, a J. Walter Thompson, USA unit that he headed as director. He had earlier served as vice president of marketing at the New York retailer, Bloomingdale's, and in marketing positions at General Foods. The new HVN president will "have overall responsibility for all aspects of the Home View Network." He will report to ABC Video Enterprises President Herb Granath.

ABC is to handle programing and marketing for HVN. ABC affiliates will carry the signals, and get to participate in the HVN revenues. Sony Corp., developer of the scrambling and decoder hardware, will sell the hardware to ABC. The service is seen, in Granath's words, as being "able to enter, relatively quickly, many markets not presently served by pay cable, STV or MDS."



Cohen

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That all translates into sharply lower third-quarter profit for the company, particularly when the weakened condition of CBS Records, which recently laid off some 300 staffers, is factored into the totals.

Some of the bad news for the third quarter is of the company's own making, the executive said. The low 6% revenue growth figure reflects in part a weakening scatter market in the quarter, but also, according to James Rosenfield, Broadcast Group executive vice president, a deliberate effort to place make-goods in the third quarter, preserving fourth-quarter inventory. That, Rosenfield said, was part of CBS's overall sales strategy this year, holding up even on up front selling for the coming season, to reap the benefits CBS believes will come from an economic upturn in the form of increased demand for commercial inventory in the scatter market. Rosenfield wouldn't quantify the sellout level of CBS, other than to deny one rumor that CBS had sold only 50% of inventory in the up front market. "We're over 50%," he maintained. (For more on the three-network selling season, see "Top of the Week.")

Something else the CBS network brass expect to see happen in this fourth-quarter is a three-network ratings rise over last season, as opposed to the erosion they've lately experienced. The chief reason cited is the return to a "normal" fall season start and the absence of the strikes that had plagued the networks for the last two years. CBS expects more "audience excitement" this time around. Baseball also will be a major factor, CBS predicts. World Series interest was down last year because of the baseball strike, the argument runs, and last year the World Series games preempted ABC programming that had higher ratings, depressing the three-network total. With the games on NBC this year, the net effect, according to CBS, will be positive.

Among highlights of Jankowski's review of the Broadcast Group's "report card" for the year, he noted the rise in CBS's late-night share, year to year from 33% to 36%; the launch of the daytime drama, *Capitol*, which he called "the most successful" daytime launch in history; a strong new season, with CBS returning the

six shows it had in last season's top-10 ranking and a specials lineup that includes *Blue and the Gray*—one of "the most ambitious undertakings we have ever been involved with" and the two-hour final episode of *M\*A\*S\*H* (Jankowski will take side bets that it will outdraw the "Who Shot J.R.?" episode of *Dallas*.)

Jankowski also touched on the addition of seven new affiliates; progress on the news front, including an 11% improvement of the Dan Rather news position relative to ABC over last year, and the pending start of *Night Watch*. CBS-owned stations, according to Jankowski, are logging record revenues "despite the economy," and they're not, contrary to what some might believe, less efficient than their competitors, he added. □

## BFM's Las Vegas getaway

**Annual convention looks at ways to stay financially sound in poor economy, elects new officers**

The 950 persons gathered last week at the Riviera hotel in Las Vegas for the 22d annual conference of the Broadcast Financial Management Association had the opportunity to learn more about the economy, the broadcasting business and themselves in four days of addresses and workshops that ranged from perspectives on 1990 to collecting yesterday's debts.

The number of BFM members attending, 560, was down slightly from the year earlier, a fact attributed largely to the state of the economy.

A view of the effect of new technologies on the future of radio and television was provided in the opening conference session by Katz Communications vice president and treasurer, Michael Packman, and the company's director of corporate relations, Lucille Luongo.

Laying a heavy emphasis on the need for long range financial planning, Packman also told the financial managers they should look on programming as an investment in the future.

Local radio and television have a boom-

ing future, according to the Katz figures, which project a 350% 1980 to 1990 increase in local television spot dollars. But competition for those dollars will be tough and television faces the same fractionalization in the future that radio has met in the past. Packman called on stations to recognize localism as their way to survive in a day of competing technologies, saying "localism transcends delivery." Luongo also advised investments in promotion, "to distinguish your station from the pack."

"The function of management is to sustain profitability," Packman said, adding "adjust your station's economies so that whatever possible reduction occurs in your broadcast audience, your stations' profitability can still be maintained."

Just what the competition has up its sleeves, and the prospects for the programming future, were the subjects of a conference panel that brought together Frank Biondi, executive vice president, planning and administration, Home Box Office; Jack Healy, vice president, product development and acquisition, ABC Video Enterprises, and Derk Zimmerman, senior vice president, programming planning and research, Group W Satellite Communications.

Zimmerman discussed cable's potential for providing new outlets for creativity, while saying it's unrealistic to expect cable to solve overnight the "creativity vacuum" it creates with its channel capacity. Biondi, citing figures showing pay cable in single pay markets approaching broadcast network ratings, and garnering much higher total ratings in multipay markets, predicted the development of new kinds of partnerships among cable operators, local stations and producers. And Healy, although conceding cable has a long way to go before being able to sell its services to many advertisers, suggested that by 1990, there will be so much programming in the marketplace "TV Guide will look like the Yellow Pages."

Other major sessions included "Computer Decision Analysis" with Coopers & Lybrand's David Brezinski; "Cash Management" with Treasury Strategies' Cathy L. Rollins; "Management and Motivation" with management consultant Clifford Woodbury, and both a session on personal productivity and a luncheon address by Meredith Corp.'s manager of management and organizational development, Kenneth Mishoe.

The conference also saw the election of BFM officers—president Robert Steinberg, Meredith's vice president, finance and administration; vice president, Willard Hoyt, treasurer-vice president, Nationwide Communications; secretary, Hugh Del Regno, controller, CBS Entertainment Division, and treasurer, James MacDermott, station manager, KOA-AM-FM-TV Denver. William J. Key, assistant controller, RKO General, will serve an additional term as chairman; outgoing president, Betty Robertson, vice president, administration, Cosmos Broadcasting who would traditionally move into the chairmanship, is planning to leave the broadcast field. □

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## Programming in London

**First London MultiMedia Market gets good reviews from exhibitors**

The premier London MultiMedia Market (LMMM) kicked off Sept. 13 with over 1,400 individuals in attendance representing some 450 companies from 47 countries. Approximately 130 companies had suites at the Tower hotel situated on the banks of the Thames River near Tower Bridge.

Lord Delfont, president of the London Screen Market Association, Dr. Gerard Vaughan, trade minister, actor Jeremy Irons, and Karol Kulik, LMMM director, all gave brief speeches before cutting the tape and formally opening the week.

Vaughan expressed the need for such a market in London, citing the \$15 million growth in Britain's prerecorded video exports since 1980. The LMMM is organized and promoted by the London Screen Market Association, created solely for that purpose.

Unlike the specialized VIDCOM and MIFED, the LMMM is designed to provide a market for buyers and sellers in all areas of the entertainment industry: film, home video, broadcast TV, cable and satellite. The majority of exhibitors, however, were involved in TV and video with very little film representation.

Some of the 57 American firms holding suites at the hotel were ABC Pictures International, ABC Video Enterprises, CBS Broadcast International, CBS Cable, Columbia Pictures Television, Comworld International, Embassy Telecommunications, Filmtel Inc., Group W, MCA-TV international, NBC International, Telepic-



**Scissor time.** Dr. Gerard Vaughn, minister of consumer affairs, cuts videotape officially opening the London MultiMedia Market, assisted by Lord Delfont, president of the London Screen Market Association, actor Jeremy Irons and Karol Kulik, market director.

tures Corp., Viacom International and Western World Television.

The market had suites only, no convention floor show—a "business only" atmosphere.

Most of those renting suites were pleased with the organization of the market. Mike Perez of NBC International said, "We have all praise for the LMMM people."

Suite prices ranged from \$1,350 to \$2,350 for the five-day period. Most felt the market a success, mainly as a place to refresh relationships with clients and make new contacts. Michael J. Solomon, chairman and chief executive officer of Telepictures Corp., said, "I think the market is very worthwhile and definitely has a future. I see an advantage in the multi-venue approach as Telepictures handles all departments under one roof." He said he

hoped the market will replace VIDCOM and MIFED. Telepictures was the first American company to register for LMMM.

Jack Elliot of Filmtel International said, "We have seen a lot of activity, equal to

**The unmaking of 'M\*A\*S\*H'.** Production began Sept. 7 on the 11th and final season of *M\*A\*S\*H*, the highly rated situation comedy series produced by 20th Century-Fox Television and aired on CBS-TV. But already, according to a series spokesman, the program's producers have been "deluged" with requests for interviews, news segments and memorabilia, as well as details concerning the show's climactic episode.

"The exact date of the last episode's broadcast has not been set," Fox spokesman Jerry Greenberg told BROADCASTING, "but it will definitely be on a Sunday night, probably during the latter part of February."

In a separate interview, executive producer Burt Metcalfe said the finale will be a "two-hour segment in which the war ends and everybody goes home." Metcalfe said all members of the *M\*A\*S\*H* writing team, including series star Alan Alda, will contribute to the final program and that none of the members of the cast who have departed will be reunited for the special: "In terms of Korea, those people are long gone. Our story deals with those still at *M\*A\*S\*H*."

Metcalfe traveled to Washington recently to discuss Korean war experiences with several journalists who were in South Korea at the time of the ceasefire, including Robert Pierpoint, George Herman and Lou Cioffi. "Their reminiscences," said Metcalfe, "were invaluable as background for our script."

Greenberg said that CBS officials have yet to work out the details of the show's promotion for this season, but the network has already hung a record \$450,000-per-minute price tag on 30-second spots during the program's finale ("Closed Circuit," Aug. 23).

"We've even heard from the Smithsonian Institution," Greenberg noted. "They want most of the *M\*A\*S\*H* set."

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or exceeding our expectations." Joe DiCerto, director of communications for CBS Broadcast International, felt the show would have to do better to grow, but in general showed promise.

Ron Brown of Embassy Telecommunications expects sales of up to \$250,000 from the market. He noted a strong interest from Middle Eastern markets. "The advantage here is that this show is the first after the new network schedules are announced." □

## Nielsen sees bright future for audience measurement

**In talk to security analysts, he sees TV viewers' options growing along with need for various research services**

In 1967, the A.C. Nielsen Co. offered 32 research-related services in 16 countries. This year, the company is offering 110 such services in 25 countries. Most of those services pertain to market research of retail products. And with world population expected to grow by 1.5 million by the year 2000, with a 3% average annual increase in the standard of living up to that time, Arthur C. Nielsen Jr. told a gather-

ing of analysts in New York last week, the prospects for his company couldn't look brighter.

As the general population rises more and more above subsistence level, Nielsen explained, more dollars will be available to buy more products, especially retail packaged items. The makers of those products, in their efforts to tap those expanded markets, will rely on the research services of companies like Nielsen to assist them in their marketing strategies.

Nielsen noted that the company has had increases in sales each year during the past 49 years, with estimated revenues for fiscal 1982 (ended Aug. 31) to total \$641 million.

With more television and cable viewing choices than ever, Nielsen was also optimistic about the future of the company's ratings and audience-measurement businesses. He noted that in 1960 the average television household could receive 5.7 television stations and that in 1982 that figure had grown to 9.2. If cable is taken into account, he added, the average television household has 10.6 channels of video programming to choose from. The number of Nielsen television-research buyers, he said, has increased from 866 in 1977 to 1,230 in 1981, or 42%.

Nielsen said that metered research is more accurate than diaries and perhaps even telephone surveys, but there is one problem: "Kits cost more. I don't know how many markets can support it," other than the handful that are currently measured that way, including Los Angeles,

Boston, Chicago, New York and Detroit. He said the company was attempting to develop a cheaper method of providing metered services.

What about the use of addressable cable systems to measure audience viewership? Nielsen is exploring that, he said, noting that there are "some possibilities." The big problem there, he said, is "persuading a true cross section to cooperate." □

## Ratings Roundup

CBS-TV won prime time honors from Sept. 6 through 12—a week loaded with specials and sports.

The week's top scorer was NBC-TV's *Miss America Pageant*, earning a 23.3 rating and 45 share on Saturday. But even with that ratings boost, NBC still finished third overall.

CBS was first with a 15.3/27 for the week, followed by ABC-TV's 14.2/25 and NBC's 13.0/23.

Joining *Miss America* in the top 10 list were two three-hour episodes of CBS's *Scraples*. CBS devoted all of Tuesday and Wednesday prime time to the mini-series repeat, scoring an 18.8/30 and 19.6/33 respectively.

The networks offered football, baseball and tennis in prime time. With the first network telecast of an NCAA game on Monday, ABC earned a 15.1/28 from a Clemson vs. Georgia football game. CBS had an NCAA football special on Thursday, scoring a 13.3/25 with North Carolina vs. Pittsburgh.

NBC had baseball on Tuesday, averaging a 13.0/21 with Baltimore vs. New York Yankees and Los Angeles vs. Cincinnati. And early on Sunday evening, a CBS U.S. Open tennis runover (14.8/31) competed with an NBC Miami vs. New York Jets football runover (13.4/28).

### The First 20

|     |                                           |     |         |
|-----|-------------------------------------------|-----|---------|
| 1.  | <i>Miss America Pageant</i>               | NBC | 23.3/45 |
| 2.  | <i>Too Close For Comfort</i>              | ABC | 21.3/33 |
| 3.  | <i>Three's Company</i>                    | ABC | 21.0/32 |
| 4.  | <i>60 Minutes</i>                         | CBS | 20.8/38 |
| 5.  | <i>Scraples, part 2</i>                   | CBS | 19.6/33 |
| 6.  | <i>Archie Bunker's Place</i>              | CBS | 19.5/33 |
| 7.  | <i>Jeffersons</i>                         | CBS | 19.3/31 |
| 8.  | <i>"The Fog"</i>                          | ABC | 19.1/32 |
| 9.  | <i>Scraples</i>                           | CBS | 18.8/30 |
| 10. | <i>M*A*S*H</i>                            | CBS | 18.5/34 |
| 11. | <i>Hart to Hart</i>                       | ABC | 18.2/30 |
| 12. | <i>Laverne &amp; Shirley</i>              | ABC | 17.3/27 |
| 13. | <i>Happy Days</i>                         | ABC | 16.4/28 |
| 14. | <i>Hill Street Blues</i>                  | NBC | 16.3/29 |
| 15. | <i>One Day At A Time</i>                  | CBS | 16.0/27 |
| 16. | <i>20/20</i>                              | ABC | 15.9/28 |
| 17. | <i>Love Boat</i>                          | ABC | 15.8/28 |
| 18. | <i>Madame X</i>                           | NBC | 15.7/26 |
| 19. | <i>NCAA Football: Clemson vs. Georgia</i> | ABC | 15.1/28 |
| 20. | <i>Real People</i>                        | NBC | 14.9/25 |

### The Final Five

|     |                                        |     |        |
|-----|----------------------------------------|-----|--------|
| 58. | <i>Magnum, P.I.</i>                    | CBS | 9.6/18 |
| 59. | <i>Walt Disney</i>                     | CBS | 8.9/17 |
| 60. | <i>ABC News Closeup: The Monastery</i> | ABC | 7.6/14 |
| 61. | <i>Catalina C-Lab</i>                  | NBC | 6.9/13 |
| 62. | <i>CHiPs</i>                           | NBC | 6.5/13 |

*This announcement appears as a matter of record only.*

September, 1982

# \$1,750,000

## Broadcast Associates, Inc.

### Subordinated Secured Loan Due 1992

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## A ratings infant makes marked progress

**Tom Birch's four-year-old company may never surpass its giant competitor, Arbitron, but it is on its way to finding a media niche**

The Birch Report is here to stay, according to observers at all levels of the broadcasting industry. However, the rapidly-growing radio rating service's ultimate role—programming aid or agency buying tool—is said to be far less certain.

Presently, the four-year-old Birch Report is just shy of reaching a company goal of serving all of the top 50 markets, according to company President Tom Birch, and is being used in 75% of the top 100 markets. It has subscribers in over 150 markets overall. The Birch Report can survive indefinitely as a programming tool, according to many broadcasters and ratings experts, but what many broadcasters and media buyers say they would like from Birch is the development of a second national force and a complement to the now dominant Arbitron in advertising time buying. The Birch Report will never be another Arbitron, say many broadcasters, but its role as a secondary source for timebuyers is more secure than that of any of the ratings services that have tried to challenge Arbitron's dominance in the past decade.

Acceptance by major advertising agencies is the next milestone to be passed, said Birch.

To reach that goal, the 30-year-old former radio program director is following a heavy travel schedule these days, telling the story of his company to broadcasters and agency officials. At a presentation before media buyers and broadcasters in Hollywood nearly two weeks ago, Birch fielded questions from what he said was one of the toughest audiences he has ever faced.

At the presentation, held at the Hollywood Holiday Inn on Friday (Sept. 10) and organized with the help of the Southern California Broadcasters Association, Birch outlined for over 100 broadcasters and media buyers how his company develops its ratings reports. In an interview with *BROADCASTING* afterward, he described how his company got to where it is today and some of its goals.

Based in Coral Springs, Fla., the Birch Report took a giant step toward becoming a significant force in radio ratings when it absorbed the Silver Spring, Md.-based Mediastat and Mediatrend in March of this year. In the first six months of 1982, the company quadrupled its staff and opened branch offices in Los Angeles and more recently—Dallas, and it has plans for additional offices in New York

and Chicago. In April, the company adopted a laser printing process and redesigned its reports to make them easier to read. It also has invested \$100,000 this year in upgrading its computer operations.

So far, D'Arcy-McManus & Masius, New York, is the only major advertising agency to use the Birch Report on a regular basis for national timebuying. Young & Rubicam, New York, is evaluating the service for use as a secondary source, according to a spokesman.

Arbitron and the Birch Report use many of the same sampling techniques and mathematical formulas to arrive at their market-by-market measurements of radio listening, according to Birch. The major differences between the two services, he said, are that Birch surveys listeners through a series of daily telephone inter-



Birch

views while Arbitron does so with written, seven-day diaries. Another major difference is that Birch surveys only one person in each home it reaches during a survey period, while Arbitron seeks to determine the listening habits of an entire household.

Birch's telephone survey technique gets a more accurate record of radio usage, especially among people with active life styles, said Birch, because it asks respondents to recall the listening they have done for that day only. Arbitron's seven-day diary permits more immediate recording of a listener's habits, but only if the respondent carries the diary around all day, filling it out as listening occurs, he said. More often, Arbitron's diaries also are filled out by recall, but unlike the Birch method, which requires a daily report over the telephone, Arbitron's diary can be left alone for days or an entire week, with respondents sometimes filling them out all at once. By surveying only one person per household, according to

Birch, The Birch Report avoids the possibility that one person will fill out diaries for other people or that family members will be influenced by others diaries.

Telephone surveying also eliminates a bias toward literacy, said Birch. For a person who has trouble reading and writing, filling out a diary can be a tremendous burden, he said, "but anyone who can talk can participate in a telephone survey."

The Birch Report offers 12 monthly "Standard Reports," each supplying data from that month's telephone survey and comparing it with the previous month's report. It's essential for a buyer to be able to evaluate trends, said Birch. A station can change its position in the market very quickly, affecting the positions of many of its competitors, he said.

For example, Doubleday Broadcasting's WAPP(AM) New York had a .8 share and ranked 38th out of 39 stations in its market as of mid-June, said Birch, but by the end of July, according to a special Birch Capsule Report, it had captured an 8.2 share and ranked first overall.

Most stations change their rates only twice a year, said Birch. "A smart buyer

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can get listeners for free if he is aware of major changes in listenership as soon as they happen."

Also available from The Birch Report are "Quarterly Summary" reports, which contain, in addition to ratings, 11 categories of qualitative information, such as product usage, for stations in the market. Buyers can use product usage information to be sure they are reaching the greatest number of potential users of their clients' products as possible in a market, said Birch.

Prices for the Birch Report start at about \$950 per month for single-station subscribers and \$1,250 per month for AM-FM combinations in the top 10 markets, with prices decreasing as a station's market size gets smaller. Major-market rates are between one-tenth and one-twentieth of those charged by Arbitron, according to Birch, who said his growth-minded company makes "a fair profit" with its rates and has no need to "charge an arm and a leg" for its service.

Media buyers in the audience took issue with the quarterly report's product usage section, saying its data led to such conclusions as a finding that only 6% of the listeners of news-talk leader KABC(AM) Los Angeles own their own homes. "It may simply be something wrong with the mathematics" used to derive such data, said one buyer, but at this point, "the product usage section is largely unusable." Birch said the company is working to improve the methods used to obtain the

figures in the product usage section, as well as to expand the number of product categories examined.

The Birch Report is working on ways to improve its product, including a formula for computing weekly cumulative listening estimates from daily listening data and a more sophisticated random-digit dialing method to reach listeners currently being left out.

The Birch Report "has grown very rapidly in the past year," said Birch. "We've straightened out many of our software problems and are continuing to

work out others."

Broadcasters surveyed informally at last week's National Radio Broadcasters Association convention in Reno appeared to believe The Birch Report is a highly viable service, but that it will take some time for it to gain prominence as a national tool for media buyers.

Since 1979, The Birch Report has at least doubled its gross revenues every year from \$250,000 that year to \$650,000 the following and \$1.3 million in 1981. The company, said Birch, has always operated in the black. □

## Changing Hands

### PROPOSED

**KBUC-AM-FM San Antonio, KTON-AM-FM Belton, KRYS(AM)-KBCB(FM) Corpus Christi and KXOL(AM) Fort Worth, all Texas** □ Sold by Sigmor Corp. to Tetco Inc. for estimated \$9.75 million ("In Brief," Sept. 13). **Seller** is publicly traded San Antonio-based diversified company that is 55.46% owned by Tom and Mary Turner. Sigmor, which is principally engaged in oil refining and shipping business as well as owning about 550 gasoline stations and convenience stores throughout Southwest, will merge into Diamond Shamrock Corp., Dallas-based conglomerate with interests in petroleum, agriculture, nutrition and

animal health products. Stations will be spun off along with additional assets of trucking company, warehouse business and real estate for total price of \$44.9 million. **Buyer** is wholly owned by Tom and Mary Turner. KBUC is 5 kw daytimer on 1310 khz. KBUC-FM is on 107.5 mhz with 100 kw and antenna 285 feet above average terrain. KTON is 1 kw daytimer on 940 khz. KTON-FM is on 106.3 mhz with 950 w and antenna 490 feet above average terrain. KRYS is on 1360 khz with 1 kw full time. KBCB is on 99.1 mhz with 100 kw and antenna 1,049 feet above average terrain. KXOL is on 1360 khz with 5 kw and 1 kw night.

**WCRT(AM)-WQEZ(FM) Birmingham, Ala.**

□ Sold by Magic City Communications Inc. to Capitol Broadcasting Corp. for \$3,381,000. **Seller** is headed by Blanche Fredericks, president, who has no other broadcast interests. Stations were bought in 1973 for \$675,000 (BROADCASTING, Jan. 8, 1973). **Buyer** is Mobile, Ala.-based group of three AM's and three FM's principally owned by Kenneth Johnson, president. WCRT is 5 kw daytimer on 1260 khz. WQEZ is on 96.5 mhz with 100 kw and antenna 892 feet above average terrain. **Broker: Blackburn & Co.**

**WNJY(FM) Riviera Beach-West Palm Beach, Fla.** □ Sold by Patten Communications Corp. to Lappin Communications Florida Inc. for \$1,615,000. **Seller**,

Southfield, Mich.-based group of three AM's and two FM's headed by Myron P. Patten, chairman, last year sold WDOQ(FM) Daytona Beach, Fla., for \$2,836,000 (BROADCASTING, Nov. 9, 1981), WMAD(FM) Sun Prairie, Wis., for \$1,275,000 (BROADCASTING, Oct. 12, 1981) and WMPX(AM) Midland, Mich., for \$900,000 (BROADCASTING, Aug. 24, 1981). Patten bought WJNY three years ago for \$995,000 (BROADCASTING, July 16, 1979). **Buyer** is owned by W. Robert Lappin and wife, Dorothy, who own WMAS-AM-FM Springfield, Mass. WJNY is on 94.3 mhz with 1.26 kw and antenna 480 feet above average terrain. **Broker: Blackburn & Co.**

**WZZC(FM) East Moline, Ill.** □ Sold by BJM Broadcasting Inc. to Sconnix Group Broadcasting Inc. for \$1,080,000. **Seller** is

## Palmer Communications, Incorporated

has acquired

**WTNT/WLVW-FM**

Tallahassee, Florida

for

**\$2,600,000**

from

**Robert E. Ingstad**

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9/20/82

owned by Bill Myers, who bought WZZC in 1978 for \$400,000 (BROADCASTING, Sept. 11, 1978) and has no other broadcast interests. **Buyer** is Laconia, N.H.-based group owner of three AM's and four FM's headed by Scott McQueen, president. Sconnix earlier this summer sold WDON(AM)-WSRK(FM) Oneonta, N.Y., for \$1.3 million (BROADCASTING, June 28). WZZC is on 101.3 mhz with 50 kw and antenna 500 feet above average terrain. *Broker: Blackburn & Co.*

**KTRF(AM)-KOSN(FM) Thief River Falls, Minn.** ☐ Sold by KTRF Radio Corp. to KTRF Inc. for \$700,000. **Seller** is owned by Donald L. Olson and Orion D. Beich (40% each) and Robert A. Wurst (20%), who have no other broadcast interests. **Buyer** is owned by Theodore S. Storck (95%) and Joel A. Swanson (5%). Storck owns KRBQ(FM) Red Bluff, and 70% of KUKI(AM)-KIAH(FM) Ukiah, both California. Swanson is general manager of KDMA(AM) Montevideo, Minn. KTRF is on 1230 khz with 1 kw day and 250 w night. KOSN is on 99.3 mhz with 3 kw and antenna 175 feet above average terrain. *Broker: William A. Exline.*

**WSYD(AM) Mount Airy, N.C.** ☐ Sold by Erastus F. Poore to Reidsville Printing Inc. for \$700,000. **Seller** has no other broadcast interests. **Buyer** is owned by William M. Oliver Jr. and family. Oliver is former owner of WWMO-AM-FM Reidsville, N.C. WSYD is on 1300 khz with 5 kw day and 1 kw night.

**WSWW-AM-FM Platteville, Wis.** ☐ Sold by Robert Bodden to Edward Kramer for \$660,000. **Seller** has no other broadcast interests. **Buyer** owns WPDR(AM)-WDDC(FM) Portage, Wis. WSWW is on 1590 khz with 1 kw day, 500 w night. WSWW-FM is on 107.1 mhz with 3 kw and antenna 235 feet above average terrain.

**KRRR(AM)-KBVD(FM) [CP] Ruidoso, N.M.** ☐ Sold by Sierra Blanca Broadcasting Inc. to Walton Stations New Mexico Inc. for \$475,000 plus \$49,500 for FM CP. **Seller** is owned by Edward D. Hyman, who has no other broadcast interests. **Buyer** is owned by John Walton, who owns four AM's and three FM's and last bought KYSN(AM) Colorado Springs for \$1.3 million (BROADCASTING, July 19) and co-located KKCS-FM for \$1,020,000 (BROADCASTING, Aug. 16). KRRR is 5 kw daytimer on 1360 khz. KBVD is on 93.5 mhz with 3 kw and antenna 191 feet above average terrain.

**KBUH-AM-FM Brigham City, Utah** ☐ Sold by Brigham City Broadcasting Inc. to First National Broadcasting Corp. for \$450,000. **Seller** is owned by Gary Yantes and family, who have no other broadcast interests. **Buyer** is owned by Brent Larson, who owns KAIN(AM) Nampa, Idaho; 89% of KSVK(AM)-KKWZ(FM) Richfield, Utah; 51% of KCKO(AM) Spokane, Wash.; 40% of KSIT(FM) Rock Springs, Wyo., and 17.5% of KXA(AM)-KYYX(FM) Seattle. KBUH is

500 w daytimer on 800 khz. KBUH-FM is on 107.1 mhz with 3 kw and antenna 590 feet above average terrain.

**KPNC(FM) Ponca City, Okla.** ☐ Sold by Montez Radio Inc. to First Radio Corp. for \$425,000. **Seller** is principally owned by Lewis Coleman and Greg Brown, who have no other broadcast interests. **Buyer** is controlled by Ronald Bryant, president. He owns 51% of KTMC(AM) McAlester and 40% of KASX(FM) Ada, both Oklahoma, and is applicant for new FM at Rifle, Colo. (BROADCASTING, June 7). KPNC is on 100.9 mhz with 3 kw and antenna 363 feet above average terrain.

**WYAN(FM) Upper Sandusky, Ohio** ☐ Sold by T.P. Communications Inc. to Wyandot Radio Corp. for \$310,000. **Seller** is owned by Charles Earl (50.1%), Nona Cash (29.9%), Clyde Schroeder and Charles Earl's father, Ervin Earl (10% each). Except Cash, they are principal owners of WPNM(FM) Ottawa, Ohio. **Buyer** is principally owned by David Smith, who is engineer at WOHO(AM) Toledo, Ohio. WYAN is on 95.5 mhz with 3 kw and antenna 300 feet above average terrain.

☐ Other proposed station sales include: WHSP(FM) Fairhope, Ala.; KTVH(TV) Hutchinson (Wichita), Kan. (BROADCASTING, Aug. 9); WLWL(FM) Minneapolis-St. Paul (BROADCASTING, Sept. 6); KKKA(FM) [CP] St. James, Minn.; WBFN(AM)-WYKK(FM) Quitman, Miss.; WDNT(AM)-

WNFM(FM) Dayton, Tenn.; and WEZF(TV) Burlington, Vt. (BROADCASTING, Aug. 23). (see "For the Record," page 74).

#### APPROVED

**WMFR-AM-FM High Point, N.C.** ☐ Sold by Radio Station WMFR Inc. to Voyager Communications Inc. for \$1.8 million plus \$500,000 for noncompete agreement. **Seller** is owned by Frank S. Lambeth Sr. (61.44%), sister, Molly L. Johnson (32.89%), and son, Craig O. Lambeth (1.89%), who have no other broadcast interests. **Buyer** is owned by Jack P. McCarthy and wife, Mary Ellen (50% jointly), and Carl V. Venters Jr. (50%). McCarthy is former vice president and general manager of Cox Broadcasting's WPXI(TV) Pittsburgh. Venters is former president of Durham Life Broadcasting, licensee of WPTF-AM-TV-WQDR(FM) Raleigh, N.C., and owns 2.4% of WGHM(AM)-WRQR(FM) Farmville, N.C. WMFR is on 1230 khz with 1 kw day and 250 w night. WMFR-FM is on 99.5 mhz with 10 kw and antenna 350 feet above average terrain.

☐ Other approved station sales include: KTRT(AM) Truckee, Calif.; WWWN(AM) Vienna, Ga.; KHAI(TV) (CP) Honolulu; KLER-AM-FM Orofino, Idaho; WMCS(AM)-WALZ(FM) Machias, Me.; WVMO(FM) Monroe, Mich.; and WGMF(AM) Watkins Glen and WXXY(FM) Montour Falls, both New York (see "For the Record," page 75).

August 20, 1982

## WFFT-TV, Inc.

has completed the sale of the assets of  
its television station

WFFT-TV  
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Great Trails Broadcasting Corporation

The undersigned initiated this transaction  
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### Results of AP videotext test due soon

**Report on two-year experiment will be issued next week, but one initial finding is that 'it isn't as easy as it sounds'**

The Associated Press is putting the final touches on a report to be released next week addressing the findings and conclusions of a two-year videotext experiment conducted by AP, CompuServe and 10 major newspapers, including the *New York Times*, *Washington Post* and *Los Angeles Times*. Initial reports find that electronic newspapering still has some bugs to be worked out.

The project, known as the Newspaper Information Provider experiment (NIP), ran from July 1, 1980 to June 30, 1982. During that time, the 10 newspapers (all AP wire service members) and AP provided CompuServe's subscriber base with various electronic versions of their news services. CompuServe is a Columbus, Ohio-based firm that currently provides some 30,000 subscribers with access to a number of computer-based informational services. In some cases the electronic editions were verbatim reproductions of printed editions. In other cases they were tailored specifically to the CompuServe subscribers, with an emphasis on stories concerning computers and high technology.

"The initial impetus" for the project, said Laurence Blasko, director of information technology for AP, was fear among AP members, and perhaps at AP itself, that "the wolf is at the door... Is this new medium a threat to existing ones or an opportunity, and if so how?"

Early in the project, AP decided to employ the services of RMH Research, Fairlawn, N.J., to analyze data that was obtained by monitoring some of the subscribers who accessed the news services. About 100 users were given free terminals and asked to complete diaries on the information they accessed. Other subscribers agreed to allow CompuServe to monitor their use of the electronic newspapers. How, when, why and what information subscribers actually used, service pricing and the advertising ramifications will be addressed in the final report.

One thing that was learned, said Blasko, was that "it's not as easy as it sounds" to put out an electronic newspaper. "There are a lot of bugs to be worked out." One example noted by Blasko, was the peak load problem—when thousands of subscribers want access to the same information at the same time.

Blasko described the users of the electronic newspapers during the experiment as "very upscale" (although the same might be said of CompuServe subscribers generally), evenly distributed nationally, and "heavy media users all the way around, media junkies who will pay a premium price" for such services.

The total cost of the experiment was more than \$2.4 million, with each participant putting in \$200,000 or more.

**Source upgrades.** The Source, a three-year-old information data base, will unveil a new computer center today, enabling the service to handle upwards of 250,000 subscribers. At present the Source counts 22,218. The new 6,100-square foot facility will include nine Prime 750 computers and electronic mail and message posting capabilities, a satellite dish to receive UPI news, incoming lines for multiple public networks, and over 100 direct dial and WATS telephone lines. The Source's electronic newsroom, which sends its 24-hour news and information service to private customers, corporate clients and cable television systems, also will be in the new Source center in McLean, Va. The Source is carried by Telenet and Tymnet networks to over 360 metropolitan areas. The service reports signing an average of 1,000 new subscribers each month.

### Medical network created

**AMA and GTE Telenet announce plans for four electronic information data bases to be launched Oct. 1**

The American Medical Association and GTE Corp. last week unveiled the nation's first electronic medical data base network. The GTE Telenet Medical Information Network will be commercially available Oct. 1 to physicians, hospitals, clinics and other users, providing four data bases that may be tapped.

The AMA will provide the information for the data bases; GTE will market and operate the system.

The data bases will include drug information, disease information, medical procedure coding and nomenclature, and socio-economic bibliographic information. Plans for future data bases on drug alerts, laboratory data, poison control, therapy and clinical literature index and abstracts are in the works. The service will also feature electronic mail.

GTE, one of the larger data communications companies, will lease terrestrial land lines from AT&T to deliver the service. GTE digital microprocessors are compatible with nearly all home computers on the market, GTE says, and subscribers can get information on the screens of home terminals or on paper through line printers. Most subscribers will be able to access the network through a local telephone number.

Cost of the service will be \$25-\$27 per hour for the data bases and \$7 to \$16 per hour for the electronic mail service. A basic, one-time subscription fee of \$100 is charged.

GTE, located in the Washington suburb of Vienna, Va., has been field testing the service in Chicago, Los Angeles and Houston, in addition to its home area. The data bases will be housed in GTE's Vienna headquarters.

Thomas A. Vanderslice, president and chief operating officer of GTE, said the network, when completed, "will be the largest and most extensive of its kind."

Several regional medical information networks are now in existence, according to the AMA, but this service will be the first to stretch nationwide. AMA's executive vice president, James H. Sammons, called the inauguration "a historic journey in medical-health telecommunications... of immense importance to the future of medicine and health care. The recent growth of new medical knowledge and techniques has sorely tried the ability of physicians to stay up to date," he said. Sammons called the move a "logical and inevitable step for the AMA."

### Captex unveiled

**Manassas, Va., will be site of Continental Telephone videotext experiment, Washington's first**

The nation's capital will see its first videotext experiment when Continental Telephone goes on line next week with a 100-terminal test in the Washington suburb of Manassas, Va.

The experiment is Continental Telephone's first, and will be handled by its ConTelVision subsidiary. Initially subscribers can call up information from a data base of 3,000 pages, which will expand to 10,000 by December.

The first phase of the test will last six months and will be offered free to both subscribers and information providers. Data will include national wire services, local news from two papers, weather, stock and sports information. Also included will be an entertainment and dining guide, a travel and transportation section, including airport information, a classified advertising listing,

a community information calendar and consumer information drawn from federal and private sources.

Phase two will go out to 500 homes and include home shopping and banking. Fees will be charged for the second phase but no price has been set. Project director John McQueen said Continental will test three pricing schemes: tiered payment, per page payment and one flat fee.

Continental is installing two types of videotext receive systems. One is a complete terminal, the other an adapter that is hooked into the television set. For the latter a keypad is used to access the information through local phone lines.

Continental has 76 companies lined up to provide information for its teletext and has the gateway capability to tap into four other major data bases.

McQueen said Continental chose Manassas for its up-scale demographics that videotext experimenters find attractive. McQueen reported that more than 500 residents have said they would pay for the second phase of the service, but Continental will narrow the market to those most likely to subscribe to videotext.

## Midwest bank brings videotext to America's heartland

**Agricultural-based system is going out to 200 area farmers and ranchers**

The sparsely populated flatlands surrounding Fargo, N.D., best known for their prodigious production of wheat, sugar beets and

potatoes, would seem an unlikely place to try out an advanced telecommunications service. Nonetheless, First Bank System Inc., a Minneapolis-based bank, has been offering a comprehensive videotext service to about 200 farmers and ranchers in the area for the past five months. Based on the French Teletel technology, the FBS videotext service, or Firsthand, as it is marketed, gives its users access to a vast database, heavy on agricultural information, and permits them to enjoy the conveniences of electronic banking, shopping and mail.

Most of the database's agricultural information is being provided by a Milwaukee-based publisher. It's providing agricultural news, weather reports, market prices and advice on development of short-range and long-range farm marketing strategies. The North Dakota State University is contributing advice on farm production and running the household. Three newspapers within the service area—*The Fargo Forum*, *The Valley City Times-Record* and *The Wahpeton Daily News*—are supplying local news and classified advertising.

From their home videotext terminals, which FBS is providing free of charge, users are able to "browse" through the merchandise of Dayton's, a major regional retail chain, J.C. Penney, B. Dalton Bookseller's and about 30 local merchants. When the electronic banking service comes on-line later this fall, users will be able to transfer funds, check their balances and pay bills. A "Smart" card, essentially a plastic credit card with an embedded computer chip that can be slipped into the videotext terminal, will provide the necessary security. Because the terminals have a full typewriter keyboard, users can use the system to send messages electronically to other users and to information providers.

In addition to the 200 terminals installed in private homes, FBS has placed units at local FBS branches and at feed stores, farm equipment showrooms and other places where the area's residents congregate so that all can sample Firsthand firsthand. □



**In the heat of battle.** Gannett's *USA Today* premiere edition last Wednesday, Sept. 15, was loaded with late breaking news on the deaths of Princess Grace and the new president of Lebanon; late-breaking enough to cause substantial alterations to pages already made up. Left: John C. Quinn, Gannett senior vice president and chief news executive and president of Gannett News Service, confers with *USA Today* Editor John J. Curley. Upper right: A view of the main newsroom. Lower right: Gannett Chairman and President Allen Neuarth personally sees to the front page makeup last Tuesday evening at *USA Today* headquarters in Rosslyn, Va.

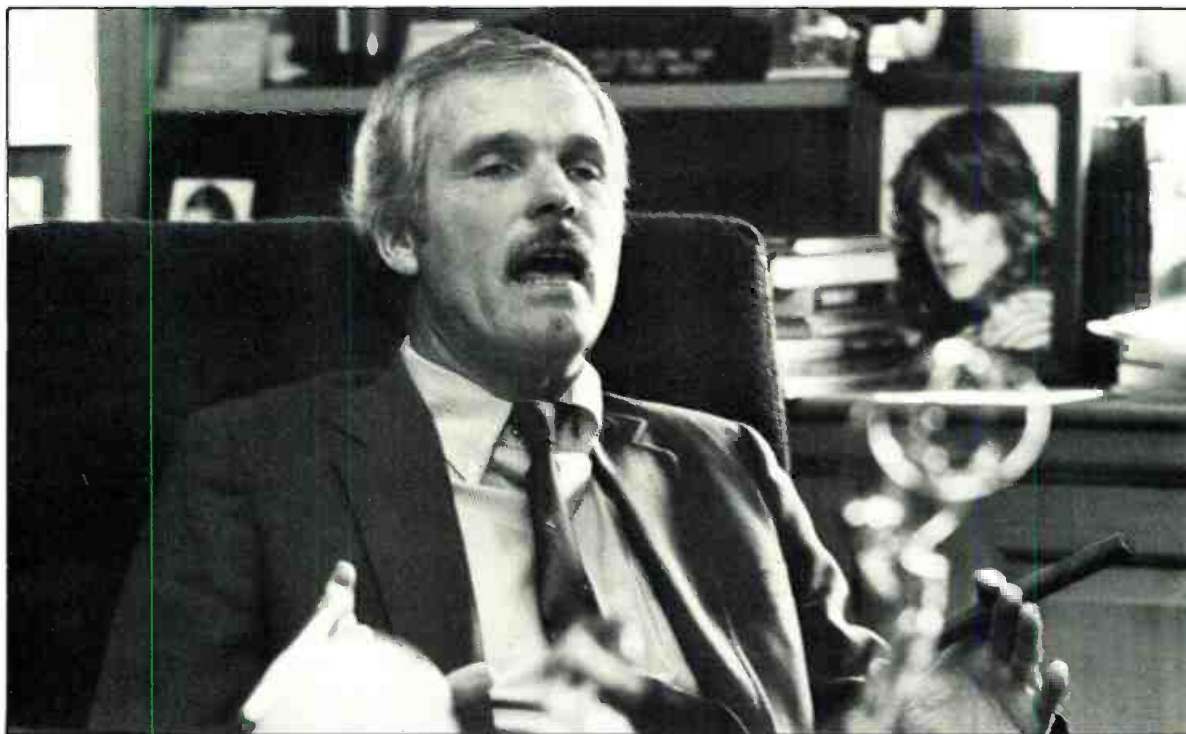
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Ted Turner in his Atlanta office. The young lady in the picture is his daughter, Laura Lee.

*"This guy [Ted Turner] is a true visionary and a great salesman," said one of BROADCASTING's sources last week after the head of Turner Broadcasting had laid plans for his "Fourth Network" on the Hollywood creative community. More and more these days, people are taking Ted Turner seriously. He still has the biggest mouth in the business, but he backs it up with his money, his energy and his almost fatalistic commitment to bring down the existing broadcast establishment and erect a new one modeled on his idea of a better way. The week before last, in Atlanta, BROADCASTING editors took him on for still another in the long list of exchanges that have enlivened our news pages as we have tried to keep up with his comet. The results below.*

## "From now on, the difficult to us is easy"

### What's your next frontier to conquer?

The next frontier? Well, first of all, we've got a lot of mopping up to do with this campaign [the CNN campaign]. Although I think we've won the battle.

We're still not close to the share of business that we ought to be doing, but we're making tremendous progress. *Advertising Age's* ranking of the top 100 media companies showed us popping on the list for the first time. I think we were in the 82d position last year, and we had something like 95% growth in sales, which I think led all media companies as far as growth is concerned. And this year I estimate it will jump 25 places.

### But you're still not making any money.

We're making some. Over all. We've been in the black the last two months. We don't have the August figures yet, but we made a

couple of hundred thousand in June, and \$450,000 in July. And we're projecting a small profit for August, as well.

### Are you talking Turner Broadcasting System now?

Yes. The whole company.

### How about CNN? Is CNN at break-even by itself?

No. In fact, it looks to me now as though CNN Headline News will be in the black before CNN is. Mainly because it's broadcast. We're up to 109 television stations.

### It seems almost that you're forgetting about that as a cable service, that it's a broadcast service...

No, not true at all. It's just that we package it together; you have to buy the cable service to get the broadcast service. Of course, the advertisers—and the agencies particularly—understand

broadcast very easily. It can be the same program and the same rating, but it's easier for them to understand if it's broadcast rather than cable. And it's a tremendous, tremendous asset to us because it allows us to sell both broadcasting and cable together.

Plus, this is just the beginning of our over-the-air network. We have a distribution system in place via satellite, and we're going to feed out a great deal of programming. You know that we're going to try to start up a full-blown fourth television network.

#### **Building on CNN Headline?**

Well, yes; that's the start. Actually, the fourth network probably would be an entirely separate operation. And we'd do another set of newscasts, we'd do a *Today Show* type program from 6 to 9 in the morning, and either a half-hour or hour of network news, and furnish daytime programming, as well as prime time and late night programming.

That's the concept. Whether or not—or how—the creative community is going to go along with it we don't know. We haven't really met with them yet. [Editor's note: This interview was recorded on Sept. 9. Turner met with Hollywood producers last Wednesday (Sept. 15). See "Top of the Week."] We've just talked to two companies so far. One is very interested and the other—well, as I mentioned, the guys at MCA say that it would be very difficult.

And, you know, I mean—Christ, very difficult? We've already done the impossible! From now on, "difficult" to us is easy.

**Your famous editorial on CNN—the sex and violence editorial [primarily about the movie "Taxi Driver"; BROADCASTING, June 7]. I mean, that's Hollywood product, and here for the fourth network you're offering Hollywood...**

Oh, Hollywood is capable. Hollywood just did "E.T.," and I don't think there's ever been a more uplifting kind of better program. What I want to do is encourage Hollywood to do its best, not its worst. I mean, they can do tremendous programming.

You have to remember, we use a lot of Hollywood product at TBS—*Andy Griffith* was produced in Hollywood, *Gomer Pyle*, *Carol Burnett*, *Bob Newhart*, *The Brady Bunch* from Paramount. The same people that brought you "The Warriors" also brought you *The Brady Bunch*. The same company that produced "The Deer Hunter" that caused 30 young boys to blow their brains out, is the same company that brought you "E.T."

Columbia Pictures made "Taxi Driver." It also made "Close Encounters of the Third Kind." And those shows are tremendous. I mean, they do good and they do bad. What I want them to do is more good. And that's the kind of programming I'm going to encourage them to do on our network if we get going, and also those are the types of programs that are syndicatable.

**What kind of a relationship are you looking for with them? Partners or just program...**

We can't have them be partners in the Premiere sense of the word, because there would be antitrust. They can't all gang together and hold shares, all the major studios and the network. So my plan is to be a more efficient distributor, and return a higher percentage of the revenues by operating a very lean network instead of a very fat network.

Basically, we would be like a discount house distributor versus a retail store, and we'd operate on 25% rather than 50%, and split the other 25% among the affiliates in the form of higher availabilities—double the current availabilities—by daypart, and give Hollywood 50% more than it's currently getting from its network programming.

**Is it going to cost you a lot of money to do that?**

I don't know. It would cost mega-millions. But we're projected to be nicely in the black next year, so, you know, it doesn't take us long to throw buildings up. CNN2 is proof of that. We build another little building over here, and have the network send us the programs, and we run them.

**What's your long-term debt?**

Oh, about \$50 million.

**That's what it's been for some time.**

That's right. It's not going up significantly.

**Does this mean you plan to bring production to Atlanta? Is that a long-term goal?**

We will produce programming for the fourth network, as well as Hollywood. We probably will take three hours of prime time and program that ourselves—probably with *The Week In Review*, which is a program that we've done.

**Are you a cablecaster or are you a broadcaster?**

I'm a programmer. I'm primarily a cable programmer because up until now, the only way we could distribute our programming was via cable. ABC says it's primarily a broadcaster, but they're also a programmer, and they're programming for cable now. So they're competing with me in the cable arena—highly unsuccessfully. CBS has already tossed in the towel. And you can look for the Entertainment Channel to be canceled relatively soon, too, because that's a hooter. And RCA, of course—they chose not to put it in NBC—NBC has enough troubles—but RCA, the parent company, is a 50% partner in that operation.

So, I would say that primarily, we're programmers for cable. But we need to make money, and since we're producing the programming, and a lot of it is excellent, we're paying huge rights for certain things like that Georgetown/Virginia game—there's no possible way that we could come out on that, we'd lose a massive amount if it were just a cable program. So we're going to feed it to broadcast, too. And we're clearing like crazy for that game.

And the same is true of the NFL games, the strike games. We're going to carry those, and we're setting up an affiliate system there, and once we got the news programming produced, I mean, the big myth of the networks—the only thing that the networks do themselves is the news programming. I mean, they buy the rights to the sporting events—any dummy can do that—and hire a couple of announcers and throw some cameras around the stadium.

**Or anybody who owns a team, right?**

Well, that's true. I mean, it's not that difficult to do, I mean, to do it right. But we've got tremendous expertise because we do more live sporting events each year by far than ABC, NBC or CBS—probably two to one.

And all their entertainment programming they buy from Hollywood—and they don't pay Hollywood a fair price.

**Well, you sort of do a fourth network now, and what you're suggesting is...**

Well, we've got a lot of networks. We have three cable networks, a radio network and a television network. So we've got five networks now.

**You're suggesting that you're going to rob TBS to...**

No. I'm not suggesting we rob TBS at all. Not in any way, shape or form will we rob TBS. This network will be very helpful to TBS. Since I'm not going to make hardly anything from the entertainment programming, I want the first option for rerun rights to programming that's developed on the fourth network. That will give me exclusive programming five years from now to run in the 5 p.m. to 8 p.m. time period. You know, decent, family programming—the modern equivalent of *The Andy Griffith Show*, *Carol Burnett*, *Bob Newhart* stuff.

**What about the 'how deep are your pockets' issue?**

We've never been in better financial shape. All you have to do is take a look at BROADCASTING magazine.

**Are you talking about the stock index?**

Yes. I think we're up to \$265 million. It's not too shabby. It's exactly equal with Viacom, and they just paid \$75 million for half of the Movie Channel. We owe \$50 million and have a stock value of \$265 million. That's less than one-fifth—our debt is one-fifth of our market capitalization. That's a very healthy position to be

in. There are companies on this list that owe over half of their market capitalization.

**Do you own something like 85% of that?**

Eighty-seven percent of that.

**Will you be able to hold on to that?**

Yes. At one time I was down to about 45%. And years ago, right after we merged with Rice Broadcasting in 1970—and I think we had approximately six tender offers during a five-year period—four, five, six tender offers—when each time we offered about double what the stock was selling for, and people sold. But it kept pushing the price up. My broker told me that our stock, counting splits and everything, in the last six or seven years has gone up 100 for one. So if you put \$10,000 in our stock seven years ago, you'd have a million—not too bad. No other company in America—none—has shown that kind of growth. Karl Eller [who recently announced his resignation as president, Columbia Pictures Communications unit, to start his own financial management and consulting firm] just went on our board.

**What are you going to buy now, with him?**

The world!

**Does that mean a newspaper now?**

No, I'm not going to buy any newspapers.

**You filed applications at the FCC with everybody else for low-**

American automobile industry. Fortunately, I'm an American. The money won't be leaving the United States; it'll be creating employment right here.

**What about getting a great big broadcast station in the sky—a high-powered direct broadcast satellite transponder?**

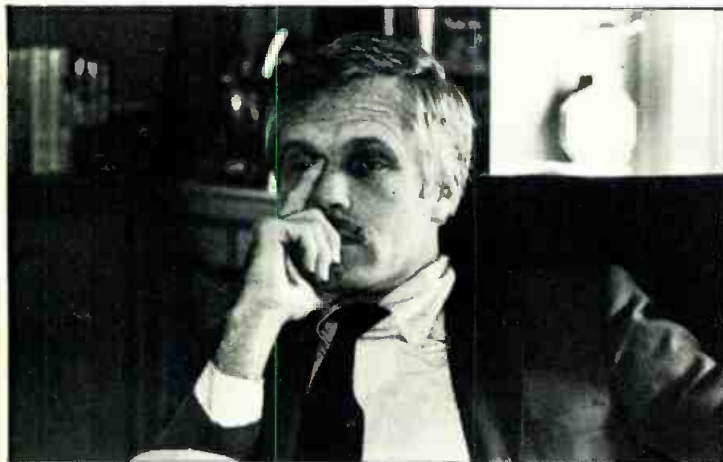
I don't think so. I really think all DBS is going to do is fill in the blanks.

**Stanley Hubbard [United States Satellite Broadcasting] is talking about a fourth network, too, using DBS.**

I know. Hubbard can talk all he wants to. I mean, CBS talked about a cable network. I have tremendous respect for the Hubbards, and the more people in the game, the merrier, as far as I'm concerned. The American people are better served by as many alternatives as possible, and then let's see who is successful. But Hubbard hasn't done a network yet and we have. We've done five of them.

**When do you think the shakeout is going to come on basic cable services?**

CBS Cable has called it quits already. Basically they stopped several months ago; they stopped all program acquisition. They're just in a holding pattern. And they'll be the first. The market obviously can't absorb this many networks in such a short amount of time so there will probably be some other failures as well.



**power television. Do you have any interest in owning broadcast stations, cable stations, cable systems?**

I'd love to own cable systems; I would love to be a cable owner. But I made the decision years ago that if I was going to be a supplier . . . if you're a cable owner, then you've got to compete with the other cable systems for franchises and things like that. And I felt that it'd be best to be an independent programmer—and not be competing with my customers. I think that's given us a tremendous advantage over Westinghouse. Because, for instance, Time Inc. and TCI and the other big MSOs—Storer and Cox—competing with Westinghouse. And they don't want to be building up Westinghouse's image because they're a competitor.

**How about broadcasting?**

I have been expanding so rapidly in the programming area. If you're generating capital and you're trying to expand, you can't go into everything. I would rather concentrate, at this point in time, on building, putting all our available resources into programming and distribution of that programming rather than owning facilities. Now that situation could change. I've said many times, if my fourth network plan doesn't work—if my fourth network plan works, it will be havoc for the three networks, because as I said yesterday [at a TBS seminar for advertisers and their agencies], they are not competitive with one another. They're a coy little cartel and I'll break that cartel; I'll blow it wide open just the way Toyota did the

**Who is most likely to fail?**

I don't know. I'm not looking over my shoulder. I am fully aware of who the main players in the cable arena are. And some of them I respect; others I don't. I spend my time concentrating on ABC, CBS and NBC.

**What about your position versus HBO?**

HBO is playing a different game than we are. You've got to remember that the cable industry would not exist today . . . HBO could not have wired America by itself. They needed us, they needed WTBS to get the cable industry rolling, and we've been very close, very close to them. Gerald Levin of HBO is one of the people that I respect tremendously, and Dick Munro [president of Time Inc.], and we've been very close to them all through the years, as we have been, too, with the people at Viacom. They're one of our biggest program suppliers.

**Your pitch yesterday seemed to be that if you don't come in with us, five years down the line everything is going to be pay TV.**

Not everything. But pay TV has the potential to make advertiser-supported television a second-class citizen. In fact, I'm afraid it's going that way. I don't see anything to reverse it; it's just a question of how second class advertiser-supported television becomes.

**But you're sort of guilty of that, too. You've got a hot game here, you've got Virginia and Georgetown and you're putting it on STV.**

No. We're going broadcast with it—advertiser-supported broadcast.

**Everywhere?**

Right.

**How about in Washington?**

In Washington, we're going to get a station too.

**Over the air?**

Yes. We're planning to. We may not have cleared Washington yet. We just started working on it the other day. I think we cleared about 20 markets for it already. We're planning to clear the country.

**What is the best case scenario for CNN? How big can you be? Are you going to knock Westinghouse off?**

That's the scenario on these cable networks. It's just a question of how much money the people that are running them are prepared to lose. I mean, ESPN continues to make no progress on the bottom line. They're going to lose just as much this year as they did last year according to our sources—between \$35 and \$40 million.

Now Getty Oil—with all their billions—decided they couldn't go it alone. And they took ABC in because they only wanted to halve the losses. The same was true with Westinghouse and ABC

ble company now, an immensely valuable company. And it's not me talking. Karl Eller said he had no problem with the \$500 million or \$600 million evaluation on our company, possibly more—which is double. You know, most of the broadcast companies were selling for half of what their sales values were worth before this latest stock market surge. And we were similar.

**What about the cable industry as a whole? Do you think that that's going to—that the wired nation will indeed come?**

There is no question in my mind about it—none whatsoever. And we are going to be a big part of making that happen.

**Why are you creating a broadcast network?**

To make money.

**Even though it's all going to be cable in the next couple of years?**

Well, I don't think it will *all* be cable—but cable will be the dominant delivery service, certainly by 1990. It will hit 50% of the homes in the country by 1985 and where it goes from there, we'll just have to wait and see.

**Can you project at all where the electronic media universe will be, who the big players will be? Will you have supplanted one or more of the three major networks by 1990?**

I certainly intend to. I intend to be number one in volume and



and Satellite News Channels. CBS is going off because they couldn't find anybody that would—not even Marvin Davis [Denver oil magnate and owner of 20th Century-Fox], who according to *Forbes* magazine is one of the top four or five richest men in America—would go in and stand those losses. As long as they can find another sucker to come in on the deal with them and split it up, because it takes an awful lot of courage, it takes a lot of courage to admit you're wrong and then go ahead and cancel something—particularly for these big companies there's a tremendous ego.

**Have you ever admitted you were wrong, Ted?**

Sure. I was in the boat-building business and I got out of that. I lost money. And it was something I decided I didn't want to be in. The company kept growing, and the more it grew the more it lost. When we were a real small company, the losses were sustainable. This was back in the sixties.

I didn't exactly make a smash success in radio. I lost the America's Cup twice, the trials. Not everything we've done has worked out. Now, fortunately, in the television business, we haven't made any major mistakes. All we had to do was make one major mistake and we'd have been done.

**Can you sustain a major mistake now?**

Much better than we could, because we've got a very, very valua-

profits as soon as I can—and I don't have a timetable.

I would certainly hope that it will occur long before 1990. And if I have to acquire one of the three networks to do it, I'll do it that way. I'm going to do it as quickly as I can. As fast as I can, I'm going to run 90 miles an hour until I achieve it.

**Do you think you'll ever be taken over by a CBS or anyone of that caliber?**

Well, we've reached the point now where if we were to merge with one of these large companies, I'd be the largest stockholder in it. For instance, if we were to merge with CBS and they gave us a \$500 million or \$600 million evaluation on our company—and there I've got a billion one or a billion two now—I'd own 30% or 35% of the stock in the company, and Paley only owns 6%. So if you own 35% of one of those companies, you own six or seven or eight times as much as anybody else. John Kluge [Metromedia chairman]—I don't know what his percentage of Metromedia is but it's probably around 10%.

So if I merged, I'd effectively gain control of any one of these largest broadcast companies in America right now. I'm not planning to do that. We're growing so much faster than anyone else. Why merge with somebody and give up that growth? If CBS is growing at 15% or 20%, and we're growing at 85%, that's the amount we'll be up this year over last, and last year we were up

95%. Now that's compounded, too. Why would we want to merge with anyone? It's just crazy.

**I was wondering if that were to happen, what would you do with those companies?**

There would have to be some reason. I would have to see some reason for doing it. I intend to be the total leader in this field, and I intend to be that very soon. Our slogan is "the leader in telecommunications," and I think we are. I think we've already achieved news leadership among our viewed homes. We're moving so fast now that nobody can believe it, I mean, to get CNN2 on in 120 days from the decision, and have a service—I figured it would take us six months to have a service that was syndicable. And when I went over to my plantation and watched CNN2, the first week it was launched, I said, 'Hell, we're ready to go right now,' and we had our first meeting of the broadcasters. I think we called them together in late February or early March. It was 90 days after we started, and 60 days after I had seen the service the first time.

**News is something that can be produced on a regular, continuous basis.**

That's right. And it's live all the time, too. It's never a rerun, right?

**I'm intrigued by the historical accident of our doing this interview today, when Bill Paley announced yesterday that he was retiring as chairman of CBS. Do you see ...**

Any significance to that?

**Well, not significance, but an interesting historical perspective. Are you the next Bill Paley?**

Hell, I hope I'm a lot better than Bill Paley. I mean, Bill Paley as far as I'm concerned was a failure.

Oh?

And I'll tell you why. Bill Paley let *The Dukes of Hazzard* on. He let his network be turned into a cheap warehouse as far as programming is concerned. This is what their philosophy was. Asked to explain the basis for Paley's qualitative judgments, [former CBS programming vice president, Mike] Dann said quickly, high ratings. He often said there was no such thing as a good president with low ratings or a bad president with high ratings. Well, that is *wrong*. Programming comes first; ratings come second.

I know [Paley] had ideals when he was younger. CBS had the *Ed Sullivan Show* and *Groucho Marx* and *Andy Griffith*. They had a lot of good programming, and it was taken over by the sleaze artists and he was in control. He let it happen. He at one time said that they ought to at least give one night to quality programming. Remember?

Right.

And he said he talked to people at NBC and ABC, because he wanted them all to agree to do the same thing. And because they wouldn't do it, he didn't do it. He should have gone ahead and done it anyway. It doesn't matter what the competition does, if you know something is right, you go ahead and do it—regardless of the consequences.\*

**Still, but even up to a fairly recent point—a lot of the wss pro-**

**duct is CBS off-network programs.**

Right, that's exactly right. It wasn't produced by CBS, it was produced by the film companies. CBS happened to run it.

At one time, in the early days of television, it was OK. We all know how the programming has become antisocial in the last 10 years. That's been reported not only by me, but by the ministers and everybody else.

**Is your company, however, likely to get so large that you can't run it the same way that Bill Paley's company got so big that he couldn't run it single-handedly?**

Nothing that I've ever done has gotten so big that—as long as my name is on it and I'm the chief executive officer of it, it'll be run the way I *want* it run.

**But can you spread yourself that thin? At what point do you start building a company that will survive you?**

Well, I think this company could survive me now. I think this company can survive me now.

**But where will the energy come from?**

We've got a lot of good people around here. We couldn't have done as well as we've done if we didn't have a lot of key executives that were making a lot of decisions.

**But what about a [Reese] Schonfeld?**

What about him?

**You threw him out, essentially.**

That's right.

**There was a strong executive.**

That's all right, that's all right. How about Bob Wussler? How about Terry McGuirk? How about Jerry Hogan?

**Well, what did happen with Schonfeld?**

That's water over the dam, and we made a release on it, and no more is going to be said. We meet with him weekly, he's consulting for us and doing a super job. We're very close friends. We had some differences of opinion—that's what happened. Just as was said. He's a close friend of mine and I have tremendous respect for him, and it was strictly a disagreement over several things. Not too many, but enough.

**Are you familiar with the Gary Deeb column?**

Which one? He's written several.

**Deeb talked about your bargain basement taste and the fact that you were getting "carried away," imposing your own vision on your company, or at least on the programming side of it. The "Taxi Driver" editorial, cutting off Dan Schorr ...**

I didn't cut Daniel Schorr off; I didn't even know he'd done a commercial. I mean, an editorial. I didn't find out about it until the next day; I didn't make that decision. And he wasn't cut off—it just didn't run.

**Well, it usually runs three times and it only ran once.**

That was the decision made by the producer. I don't even know the guy's name.

**Well, is there anything at all to that point of view?**

To what point of view?

**That you're the big mouth of the South and an egomaniac?**

I don't feel like I'm an egomaniac.

**How much power do you wield on programming?**

Wait. What is an egomaniac? A "maniac" is somebody that's crazy. When I started out, like everybody—I had doubts about my decisions and everything, but over the years, there are so many people that agree with me that I've gotten now more confident. You know, you should be more confident that you're a good writer than when you wrote your first story, right? If you don't, you're going the wrong way. You're headed for alcoholism.

\* William S. Paley, chairman of the board of CBS Inc., speaks more generously of Ted Turner. In an interview with BROADCASTING later in the same day, after being advised of Turner's calling him a "failure," and being asked what he thought of Turner, Paley said: "I don't know him at all. I think he's done a pretty good job, myself. I've always given him a better chance to turn the corner, so to speak, than most people have. I think on the whole his product is good, his service is good, he's got a lot of courage. He must have some good people working for him or he has a lot of talent himself because what he's doing, considering the space of time and the monetary backing that he has to rely on, he's done a good job."



Turner with BROADCASTING editors Jessell, Herrling and West.

**Let me ask a few questions about the basic cable service. We're talking about the shakeup. Can you see a consolidation as opposed to a shakeout, and do you think you might participate in consolidating some of those services? Are there any of them that you'd like or that you feel might fit into what you might be doing in the future?**

I'm open to anything. I'm not closing out any alternatives. My mind is totally open; we're not in conversation with anyone at the current time. I don't have any plans or any designs along that line. We have by far and away the most watched basic cable service and I think we have the second most viable network in CNN.

**Well, what about CBS Cable? Do you think that was a mistake?**  
Absolutely.

**Why? It seems to me that Bill Paley and company were trying to do the quality that you say they should have been doing, and they lost with it.**

But their whole approach was wrong.

**How?**

They spent way too much money.

**You once said that if they hadn't done it, that was going to be the next thing from Turner Broadcasting.**

I really did and do feel like there is room in the cable industry for one cultural network. But there's a question in my mind whether it could ever make it as an advertiser-supported service. I don't think it ever could. So it would have to be a pay service.

And whether or not enough people would subscribe to it to make it viable as a pay service is questionable too.

**Is that something you'd like to have a shot at?**

I don't plan to. You still have several players in the field. You have ABC and Bravo in there and quite a bit of programming which is timeless—operas and symphonies. I don't know how many times I've seen *La Bohème*, but it's been three times at least. And they're not writing any new ones to speak of, you know, its Beethoven and Bach and so forth...

**You're not ruling out pay as part of your future media universe, then.**

No, not necessarily. I certainly don't have any plans to go into the movie business, but we're talking right now.

**I've got two questions—one on the counterattack. A big staple of your product has been, in addition to old movies and the *Braves*, off-network series that were very popular, and their network run has continued—that's been one of the staples of the increase of independent viewing that we see on other stations, *M\*A\*S\*H* episodes and reruns.**

**And one could set up a theory that what's happened is that the**

**networks have lost the ability to program.**

I'd say that's for sure.

**But what if they get it back again?**

Things are happening to them that never were there before. There are alternatives there. CNN is an alternative, the *Braves* games are an alternative, the old movies are an alternative. The pay services are a tremendous alternative.

They are doing smashing shares. All you have to do is look at HBO's Nielsen numbers: they're doing an 18 share. And the networks' cozy little cartel is broken. And it's never going to be the same. It will never be the same.

Their sleazy programs just don't stack up. Theatrical motion pictures have production values that no one can afford to put into an advertiser-supported television series. And the quality—Grant Tinker said a year ago when he took over: "I come into this presidency of NBC at a time when the cream of the market is being siphoned off by cable." And he said, "Rather than the quality of network television getting better, I fear that it'll get worse." It was in your magazine! And that is happening.

Yesterday, they talked about maybe the networks will be stripping game shows in a couple of years because they can't afford to hold up. I think this last round of network rate increases is the last hurrah. The advertisers have to pay it. Were you at my speech yesterday? [before the Eastern Cable Show] Did you see how many ad people raised their hands in support of the networks? Not one. They had no friends.

**But only about a third said it was unjustified when you asked the follow-up questions.**

They're paying it. How can they raise their hands and say it's unjustified?

**What's the big story at Turner Broadcasting?**

We're in the black. There is absolutely no question about our survival and up until recently everybody was saying, "Well, he's not going to make it," right?

And we've knocked the ball into the other guy's court. SNC, because of their financial power, their payola to the cable operators and their payoff to get people to carry them, posed a terrible threat to CNN which in actuality has turned out to be nothing—because the majority of the industry has rejected it.

Their program is poor.

**Yeah, but it did turn out to be something. It kicked you up into another gear, and you've come out with a broadcast headline service as a result of it.**

That's right. I am stronger as a result of it. I've come out of it stronger than before.

# For the Record

As compiled by BROADCASTING, Sept. 7 through Sept. 10, 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

■ Bozeman, Mont.—Medallion Broadcasting Co. seeks 95.1 mhz, 98 kw, HAAT: 186 ft. Address: P.O. Box 122, Bozeman 59715. Principals: Milt Vandeventer (general partner) and five limited partners. Vandeventer is vice president and 20% owner of KEYR(AM) Terrytown, Neb. Filed Aug. 24.

■ Ashland, Ore.—Pacific Metrocom seeks 105.1 mhz, 100 kw, HAAT: 1,477 ft. Address: 16930 Walnut, S.W., Prior Lake, Minn. 55372. Principals: John Russo (75%) and A. Michael Siegel (25%), who have no other broadcast interests. Filed Aug. 25.

■ Bend, Ore.—Frederic W. Constant seeks 105.7 mhz, 100 kw, HAAT: 591 ft. Address: 107 Burham Road, Lake Oswego, Ore. 97034. Filed Aug. 25.

■ Bend, Ore.—Mary Fairbanks seeks 97.5 mhz, 100 kw, HAAT: 591 ft. Address: 4181 Jefferson Parkway, Lake Oswego, Ore. 97034. Principal: Fairbanks has no other broadcast interests. Filed Aug. 25.

### TV applications

■ Honolulu, Hawaii—Allen Broadcasting Corp. seeks ch. 32; ERP: 146 kw vis., 14.6 kw aur., HAAT: 4 ft.; ant. height above ground: 410 ft. Address: 1750 Kalakaua Avenue, Honolulu 96826. Legal counsel: Pellegri & Levine, Washington. Consulting engineer: Comsearch Inc., Falls Church, Va. Principal: Allen Broadcasting is owned by Century Center Communications Corp., subsidiary of Hawaiian Microwave Corp.,

applicant for common carrier point-to-point microwave facilities. Century Communications is engaged in resale of TV and stereo equipment, video studio and location production. SMATV construction and operation. Filed Sept. 1.

■ Norwell, Mass.—Midshore Resources Inc. seeks ch. 46; ERP: 841.8 kw vis., 168.3 kw aur., HAAT: 432.5 ft.; ant. height above ground: 372 ft. Address: 249 Forest Street, South Weymouth, Mass. 02190. Principals: Midshores Resources Inc. (46%), Cronus Resources Trust (20%), Donald F. Brinkmann (14%), Denis P. Cronin (12%) and seven others. Mid Shore Resources is owned by Mid Shore Communications, which is principally owned by Denis Cronin and Donald Brinkmann. Mid Shore Communications also is applicant for new AM at Weymouth, Mass.

■ International Falls, Minn.—John W. Boler seeks ch. 11; ERP: 57.28 kw vis., 8.57 kw aur., HAAT: 369 ft.; ant. height above ground: 344 ft. Address: 4001 13 Avenue South, Fargo, N.D. 58103. Principal: Boler operates LPTV station at Bemidji, Minn. Filed Aug. 27.

■ Toledo, Ohio—Lake Erie Communications Inc. seeks ch. 24; ERP: 4,370 kw vis., 437 kw aur., HAAT: 1,390 ft.; ant. height above ground: 1,372 ft. Address: 406 Madison Ave., Toledo 43604. Principals: Edward H. Lamb and sister, Priscilla L. Guyton (40% each) and three others. Lamb family is principal owner of Lamb Enterprises, which through subsidiaries owns four TV's. Filed Sept. 1.

■ Johnstown, Pa.—Johnstown Family Television Ltd. seeks ch. 8; ERP: 316 kw vis., 63.2 kw aur., HAAT: 1,153 ft.; ant. height above ground: 235 ft. Address: 3545 Edgewood Circle, Cleveland, Tenn. 37311. Principals: Valerie Starr Dixon (90%) and Bonita Hawkins and Alfonso E. Arreola (5% each), who have no other broadcast interests. Filed Aug. 30.

■ Charleston, W.Va.—Channel 11 Broadcasting Corp. seeks ch. 11; ERP: 53.1 kw vis., 5.3 kw aur., HAAT: 1,732 ft.; ant. height above ground: 1,525 ft. Address: One Valley Square, Charleston 25321. Principals: William C. Forsythe and wife, Deborah S. (37% jointly), Richard M. Venable (8%), Sherwood E. Patek (9%), Brenda S. Thayer, president (6%), Charles Byrd and Charlene Byrd (5% jointly), Ruth R. Peyton (4.8%), and Angus E. Peyton (3.2%). William Forsythe is former vice president and general manager of KWKI(FM) Kansas City, Mo. Lucia James is member of advisory council of noncommercial WPBY-TV Huntington, W.Va. Angus Peyton owns 3.33% of WATR-TV, Waterbury, Conn. Filed Aug. 27.

■ Charleston, W.Va.—Charleston Broadcasting Corp. seeks ch. 11; ERP: 158 kw vis., 23.7 kw aur., HAAT: 1,226 ft.; ant. height above ground: 974 ft. Address: 285 Sierra Grande Drive, Bishop, Calif. 93514. Principals: John E. Dailey (51%), Michael Jackson (25%) and Marie Burleigh (24%). Dailey owns 30% of

KIBS(AM) Bishop, Calif. Filed Sept. 1.

■ Charleston, W.Va.—Gemini Broadcasting Co. of West Virginia Inc. seeks ch. 11; ERP: 1,219 kw vis., 984 kw aur., HAAT: 1,219 ft.; ant. height above ground: 984 ft. Address: 106 Rumson Road, N.E. Atlanta, Ga. 30305. Legal counsel: Stuart B. Mitchell & Associates, Falls Church, Va. Consulting engineer: Robert L. Purcell, Washington. Principal: Catherine F. Kupris (100%), whose father, Anthony C. Kupris, owns WMBB(TV) Panama City, Fla. Filed Aug. 31.

■ Charleston, W.Va.—Greater Kanawha Valley Broadcasting Ltd. seeks ch. 11; ERP: 15.8 kw aur., HAAT: 1,227 ft.; ant. height above ground: 984 ft. Address: P.O. Box 10832, Knoxville, Tenn. 37919. Principals: Mike V. Carver (33.33%), Lewis F. Cosby, Earl R. Taylor, Sue C. Walker (16.67% each) and Donald K. Bagwell (16.66%). Except Carver, they are applicants for new TV at Knoxville, Tenn. Filed Sept. 1.

■ Charleston, W.Va.—Hightower Partnership seeks ch. 11; ERP: 102.6 kw vis., 10.26 kw aur., HAAT: 1,216 ft.; ant. height above ground: 1,026 ft. Address: Route 3, Box 172, Robertsdale, Ala. 36567. Principals: Roy L. Hess (80%) and Milton de Reyna (20%), who own WPMI(TV) Mobile, Ala., and also are applicants for new TV at Biloxi, Miss. Filed Sept. 1.

■ South Charleston, W.Va.—Long Broadcasting Systems Inc. seeks ch. 11; ERP: 53 kw vis., 8.5 kw aur., HAAT: 1,710 ft.; ant. height above ground: 1,514 ft. Address: 140 East 81 Street, New York 10028. Legal counsel: Lovett, Hennessey, Stambler & Siebert, Washington. Consulting engineer: Jansky & Bailey, Alexandria, Va. Principal: Russell H. Long (100%), who has no other broadcast interests. Filed Sept. 1.

■ "South Charleston, W.Va.—West Virginia Educational Broadcasting Authority seeks ch. 11; ERP: 162 kw vis., 16.2 kw aur., HAAT: 1,230 ft.; ant. height above ground: 2,045 ft. Address: Suite B-424, State Building 6, Charleston 25305. Estimated construction cost: \$1,460,000; first-year operating cost: \$295,000. Legal counsel: Cohn & Marks, Washington. Consulting engineer: Moffet, Larson & Johnson, Arlington, Va. Principal: Applicant is licensee of two TV's and six FM's. C. Bosworth Johnson is chairman and Presley D. Holmes is executive secretary.

### AM action

■ Casa Grande, Ariz.—Grand Broadcasting Co. of Arizona Inc. granted 1460 khz, 2.5 kw-D, 1 kw-N. Address: 4718 Edgewood Drive, Rapid City, S.D. 57701. Estimated construction costs: \$93,000; first-quarter operating cost: \$28,200; first-quarter revenue: \$60,000. Principals: Darrel E. Brunson (50%), Dewey M. Ray and Morris McCarty (25% each). Brunson is general manager and 30% owner of KSIT(FM) Rock Springs, Wyo. Ray is vice president of Bilings, Mont., and Rapid City, S.D. petroleum marketing firm. McCarty is Meeteetse, Wyo. rancher. Except Brunson, they have no other broadcast interests. (BP-811203AC). Action July 2.

### FM action

■ Crockett, Tex.—Amanda Steed Kelton granted 93.5 mhz, 3 kw, HAAT: 300 ft. Address: 604 East Houston, Crockett 75835. Estimated construction costs: \$79,000; first-quarter operating cost: \$21,000; first-quarter revenue: \$36,000. Principal: Kelton owns commercial offset printing business and has no other broadcast interests. (BPH-811103AB). Action Aug. 24.

## Ownership changes

### Applications

■ WHSP(FM) Fairhope, Ala., (92.1 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Christ for the World Foundation Inc. to Shores Broadcasting Co. for about \$200,000. Seller: Nonprofit, religious licensee headed by John Vautrin. Buyer: R. E. Oppenheimer, president (28.33%), and six others. Oppenheimer headed group that this year bought KHEM(AM)-KFNE(FM) Big Springs, Tex., for \$650,000 (BROADCASTING, July 5) and last year

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bought KEAM(AM) Nederland, Tex., for \$245,000 (BROADCASTING, June 22, 1981). In addition, Oppenheimer is principal in one AM and three FM's.

■ KTVH(TV) Hutchinson (Wichita), Kan. (CBS, ch. 12, 316 kw vis., 63.1 kw aur., HAAT: 1,522 ft.)—Seeks assignment of license from Wichita-Hutchinson Inc. to Kansas Broadcasting System Inc. for \$11.5 million (BROADCASTING, Aug. 9). Seller is Minneapolis-based publisher of *Minneapolis Star-Tribune*, *Rapid City (S.D.) Journal*, *Great Falls (Mont.) Tribune* and *Burley, Idaho, South Idaho Press*, plus *Sentinel* weekly newspapers serving Denver area. Cowles Media Co. also owns WDRB(TV) Louisville, Ky., and cable system serving Buffalo, N.Y. John Cowles Jr. is president. Cowles Media bought KTVH in 1955 for \$1 million (BROADCASTING, Oct. 24, 1955). Buyer is principally owned by Ross Beach and Robert E. Schmidt, who own KAYS-AM-TV Hays and KLOE-AM-TV Goodland, both Kansas; KFEQ(AM) St. Joseph, Mo.; KVOI(AM)-KATX(FM) Plainview, Tex.; KCOW(AM) Alliance, Neb., and recently KAILI(AM)-KELN(FM) North Platte, Neb., for \$810,000 (BROADCASTING, July 12). Filed Sept. 2.

■ WLOL(FM) Minneapolis-St. Paul (99.5 mhz, 100 kw, HAAT: 880 ft.)—Seeks assignment of license from Metrocom Ltd. to Emmis Broadcasting Corp. of Minnesota for \$4,355 million plus \$1.5 million consultant agreement (BROADCASTING, Sept. 6). Seller is owned two-thirds by Robert G. Liggett and one-third by N. L. Benson. Liggett is principal owner of WFMK(FM) East Lansing, WZZR(FM) Grand Rapids, WHNN(FM) Bay City, all Michigan, and WCAY(AM)-WZLD(FM) Cayce, S.C., plus cable systems in Michigan. Benson is president and one-third owner of Midcontinent Broadcasting Co., which owns two AM's, three FM's and three TV's, plus cable systems in South Dakota and Nebraska. Buyer is principally owned by Jeffrey H. Smulyan and Michael S. Maurer, who also are principal owners of WENS(FM) Shelbyville, Ind. Filed Aug. 30.

■ KKKA(FM) [CP] St. James, Minn. (104.9 mhz, 3 kw, HAAT: 279 ft.)—Seeks assignment of construction permit from Watonwan County Broadcasting Co. to Watonwan Communications for \$5,600 plus 20% interest in buyer. Seller: Richard T. Rogers (55%) and wife Lorraine T. (20%) and Bruce A. Braun (25%). They received CP grant Sept. 2, 1981 (BROADCASTING, Sept. 28, 1981). Buyer Terrence P. Montgomery, John V. Montgomery (40% each), and Richard Rogers (15%) and Lorraine Rogers (5%). Terrence Montgomery owns WQPM-AM-FM Princeton, Minn., and 50% of WYRQ(FM) Little Falls, Minn., latter which John Montgomery also owns 50%. Filed Aug. 31.

■ WBFN(AM)-WYKK(FM) Quitman, Miss. (AM: 1500 khz, 1 kw-D; FM: 102.3 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Clarke County Broadcasting System Inc. to A. C. Elliott Jr. for \$207,000. Seller: Lamar Williamson (98%) and wife, Betty (2%), who own WFHK(AM) Pell City, Ala. Buyer has no other broadcast interests. Filed Aug. 30.

■ KRRR(AM)-KBVD(FM) [CP] Ruidoso, N.M. (AM: 1360 khz, 5 kw-D; FM: 93.5 mhz, 3 kw, HAAT: 191 ft.)—Seeks assignment of license from Sierra Blanca Broadcasting Inc. to Walton Stations New Mexico Inc. for \$475,000 plus \$49,500 for FM CP. Seller: Edward D. Hyman (100%), who recently bought KBVD(FM) [CP] for \$49,500 (BROADCASTING, Aug. 30). Buyer: John B. Walton Jr. (100%), who is awaiting closing for his purchase of KYSN(AM)-KKCS(FM) Colorado Springs, for total of 2.32 million (BROADCASTING, July 19 and Aug. 16). He also owns KIDD(AM) Monterey, Calif.; KIKX(AM) Tucson, Ariz.; KDJW(AM)-KBUY(FM) Amarillo, Tex., and KLRB(FM) Carmel, Calif., last which he acquired full control last year for \$550,000 (BROADCASTING, Nov. 30, 1981). Filed Sept. 1.

■ WYAN(FM) Upper Sandusky, Ohio (95.9 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from T. P. Communications Inc. to Wyandot Radio Corp. for \$310,000. Seller: Charles R. Earl (50.1%); Nona Cash (29.9%); Clyde A. Schroeder and Charles Earl's father, Ervin Earl (10% each). Except Cash, they are principal owners of WPNM(FM) Ottawa, Ohio. Buyer: David L. Smith (60%) and wife, Annette (40%). David Smith is engineer at WOHO(AM) Toledo, Ohio. Filed Aug. 30.

■ KPNC(FM) Ponca City, Okla. (100.9 mhz, 3 kw, HAAT: 363 ft.)—Seeks assignment of license from Montez Radio Inc. to First Radio Corp. for \$425,000. Seller is principally owned by Lewis Coleman and Greg Brown, who have no other broadcast interests. Buyer: Ronald L. Bryant, president (51%), Ed Montray, Marc McLean (4.9%), Kenneth R. Greenwood (9.8%) and seven others. Montay owns 51% of KTMC(AM)

McAlester, Okla. and 40% of KASX(FM) Ada, Okla. Greenwood owns 12% of KYOU(AM)-KGRE(FM) Greeley, Colo. McLean owns 7.4% of Greeley stations. Bryant also is applicant for new FM at Rifle, Colo. Filed Aug. 30.

■ WDNT(AM)-WNFM(FM) Dayton, Tenn. (AM: 1280 khz, 1 kw-D; FM: 104.9 mhz, 3 kw, HAAT: 200 ft.)—Seeks assignment of license from WDNT Broadcasting Inc. to Eaton P. Govan III for \$425,000. (BROADCASTING, Sept. 13.) Seller: Estate of Norman A. Thomas, which also owns WJSO(AM) Jonesboro, Tenn. Buyer: owns 50% of WEPG(AM) South Petersburg, Tenn. Filed Sept. 1.

■ KBUC-AM-FM San Antonio, KTON-AM-FM, Belton, KRYS(AM)-KBCB(FM) Corpus Christi and KXOL(AM) Fort Worth, all Texas [KBUC(AM): 1310 khz, 5 kw-D; FM: 107.5 mhz, 100 kw, HAAT: 285 ft.; KTON(AM): 940 khz, 1 kw-D; FM: 106.3, 950 w. HAAT: 490 ft.; KRYS: 1360 khz, 1 kw-U; KBCB: 99.1 mhz, 100 kw, HAAT: 1,049 ft.; KXOL: 1360 khz, 5 kw-D, 1 kw-N]—Seeks assignment of license from Sigmor Corp. to Telco Inc. for \$44,904,208. Seller is publicly owned company of which 55.46% is owned by Tom E. Turner and wife, Mary. Sigmor entered into agreement with Diamond Shamrock Corp. where former will merge and become wholly owned subsidiary of Diamond Shamrock. Sigmor at same time will spin off above stations to Telco, wholly owned by Turners. Deal includes additional Sigmor assets of trucking company, warehousing business and real estate. Filed Sept. 2.

■ KBUH-AM-FM Brigham City, Utah (AM: 800 khz, 500 w-D, FM: 107.1 mhz, 3 kw, HAAT: 590 ft.)—Seeks assignment of license from Brigham City Broadcasting Inc. to First National Broadcasting Corp. for \$450,000. Seller: Gary S. Yantes (51%) and family, who have no other broadcast interests. Buyer: Brent T. Larson (100%), who owns KAIN(AM) Nampa, Idaho; 17.5% of KXA(AM)-KYYX(FM) Seattle, Wash.; 51% of KCKO(AM) Spokane, Wash.; 89% of KSVC(AM)-KKWZ(FM) Richfield, Utah; 40% of KSIT(FM) Rock Springs, Wyo. Filed Aug. 31.

■ WEZF(TV) Burlington, Vt. (ABC, ch. 22, 1,000 kw vis., 100 kw aur., HAAT: 2,753 ft.)—Seeks assignment of license from International Television Corp. to Champlain Communications Corp. for \$4.5 million (BROADCASTING, Aug. 23). Seller is principally owned by Donald G. Martin, who also is principal owner of co-located WEZK-FM and WIOS(AM)-WDRM(FM) Decatur, Ala. Buyer is principally owned by Philip J. Lombardo, who has announced intention to resign as president of Corinthian Broadcasting, New York-based group owner of six TV's. Lombardo will be joined by Hartstone & Dickstein Inc., Hartford, Conn.-based investment banking firm headed by Barry Dickstein, president. Filed Sept. 2.

■ WSWW-AM-FM Platteville, Wis. (AM: 1590 khz, 1 kw-D, 500 w-D; FM: 107.1 mhz, 3 kw, HAAT: 235 ft.)—Seeks transfer of control of Southwest Wisconsin Co. from Robert J. Bodden (100% before; none after) to Edward A. Kramer (none before; 100% after). Consideration: \$660,000. Principals: Seller has no other broadcast interests. Buyer owns WPDR(AM)-WDCC(FM) Portage, Wis. Filed Sept. 2.

#### Actions

■ KTRT(AM) Truckee, Calif. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Trans-Sierra Broadcasters Inc. to The December Group for \$200,000. Seller is owned by Mira Shea, who bought KTRT in 1978 for \$160,000 (BROADCASTING, May 1, 1978). Buyer is principally owned by Thomas Quinn and Paul Almond, who also are principal owners of KEZC(FM) Carnelian Bay, Calif., which was bought earlier this year for \$635,000 (BROADCASTING, Jan. 25). They also are principals in KBCR(AM)-KBST(FM) Steamboat Springs, Colo. (BAL-820720-FW). Action Aug. 31.

■ WWN(AM) Vienna, Ga. (1550 khz, 1 kw-D)—Granted assignment of license from Dooly-Crisp Communications Corp. to Nelcom Inc. for assumption of liabilities not to exceed \$208,000. Seller: Principally owned by Jack A. Powers, who has no other broadcast interests. Buyer: Closely held group of eight stockholders headed by Rodney Taylor, president and 15% owner. He is program director at WENK(AM) Union City, Tenn. (BAL-820702FW). Action Aug. 31.

■ KHAI(TV) [CP] Honolulu (ch. 20, 284 kw vis., 28.4 kw aur., ant.: minus 74.5 ft.)—Granted assignment of construction permit from Sunset Communications Corp. to Media Central Inc. for \$27,975.95. Seller: Martin F. Connelly and Arthur E. Muth (27.5% each) and others. They each own 40% of WPTY-TV

Memphis, Tenn. Buyer: Morton J. Kent is president and 64.72% owner, and also is partner in WOAC(TV) Canton, Ohio. (BAPCT-820527EV). Action July 20.

■ KLER-AM-FM Orofino, Idaho (AM: 950 khz, 1 kw-D, 500 w-N; FM: 95.3 mhz, 100 kw, HAAT: 750 ft.)—Granted assignment of license from 4-K Radio Inc. to Arthur R. Hunt for \$100,000 for stations plus \$10,000 for real estate. Seller: Eugene A. Hamblin (86.67%) and Michael R. Ripley (13.33%), who also own KORT-AM-FM Grangeville and KOZE-AM-FM Lewiston, both Idaho. They also bought KORD(AM) Pasco and KZZK(FM) Richland, both Washington, for \$870,000. Buyer: Arthur R. Hunt (100%), who is station manager at KLER-AM-FM and has no other broadcast interests. (BAL-11-820721GPO). Action Aug. 31.

■ WMCS(AM)-WALZ(FM) Machias, Me. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 95.3 mhz, 3 kw, HAAT: 220 ft.)—Granted assignment of license from Washington County Broadcasting Inc. to Radio Four Broadcasting Inc. for \$121,000. Seller is subsidiary of SLC Enterprises Inc., which is owned by Stephen L. Cochran (100%), who has no other broadcast interests. Buyer: Robert Newsham and wife, Lucille (25% jointly); Henry Chausse and wife, Rosemary Chausse (25% jointly) and Edward Carey and wife, Mary Carey (23.5%). Newsham is manager at WQK(AM) St. Matthews, S.C., of which others are stockholders. (BAL-11-820716FM,N). Action Aug. 31.

■ WVMO(FM) Monroe, Mich. (98.3 mhz, 3 kw, HAAT: 300 ft.)—Granted transfer of control of Monroe Broadcasting Co. from John W. Koehn (100% before; none after) to Lesnick Communications Inc. (none before; 100% after). Consideration: \$570,000. Principals: Seller also owns WLEN(FM) Adrian, Mich. Buyers are Bruce R. Lesnick (70%) and mother, Betty A. Lesnick (30%). Bruce Lesnick is former account executive at WCXI(AM) Detroit, and has no other broadcast interests. (BTC-11-8206091IV). Action July 21.

■ WGMF(AM) Watkins Glen and WXXY(FM) Montour Falls, N.Y. (AM: 1500 khz, 250 w-D; FM: 104.8 mhz, 1.1 kw, HAAT: 168 ft.)—Granted assignment of license from Watkins Glen-Montour Falls Broadcasting Corp. to Twin Tiers Communications

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Corp. for \$350,000. Seller: Subsidiary of TW&P Corp. which is owned by Louis G. Timolat (57.1%), David F. Ward (21.1%) and Louis Timolat's brother, Paul F. Timolat (21.8%), who have no other broadcast interests. Buyer: Thomas B. Haight and wife, Marian (50% each). Thomas Haight is Florida real estate broker who has no other broadcast interests. (BAL.H-820716FR). Action Aug. 31.

■ WMFR-AM-FM High Point, N.C. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 99.5 mhz, 10 kw, HAAT: 350 ft.)—Granted assignment of license from Radio Station WFMR Inc. to Voyager Communications Inc. for \$1.8 million plus \$500,000 for noncompete agreement. Seller: Frank S. Lambeth Sr. (61.44%), sister, Molly L. Johnson (32.89%) and son, Craig O. Lambeth (1.89%), who have no other broadcast interests. Buyer: Jack P. McCarthy and wife, Mary Ellen (50% jointly) and Carl V. Venters Jr. (50% each). McCarthy is former vice president and general manager of Cox Broadcasting's WPIX(TV) Pittsburgh, Pa. Venters is former president of Durham Life Broadcasting, licensee of WPTF-AM-TV and WQDR(FM) Raleigh, N.C., and owns 2.4% of WGHB(AM)-WRQR(FM) Farmville, N.C. (BAL.H-820720FZ,GA). Action Aug. 31.

## Facilities changes

### AM applications

#### Tendered

- WCNX (1150 khz) Middletown, Conn.—Seeks CP to change power to 2.5 kw. Ann. Sept. 1.
- WAPR (1390 khz) Avon Park, Fla.—Seeks CP to increase power to 5 kw. Ann. Sept. 7.
- WKJR (1520 khz) Muskegon Heights, Mich.—

Seeks CP to increase N power to 1 kw. Ann. Sept. 2.

- KTLE (990 khz) Tooele, Utah—Seeks CP to change frequency to 1010 khz and increase power to 50 kw-2.5 kw (CH). Request for waiver section 73.24(G) of rules. Ann. Sept. 2.

#### Accepted

- WFHK (1430 khz) Pell City, Ala.—Seeks MP (BP-10014) to increase power from 1 to 5 kw. Ann. Sept. 1.

### FM applications

#### Tendered

- KFEX (92.3 mhz) Pine Bluff, Ark.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 404 ft. and make changes in ant. sys. Ann. Sept. 1.
- WZZQ (107.5 mhz) Terre Haute, Ind.—Seeks CP to change TL; change ERP to 25 kw; change HAAT to 670 ft. and make changes in ant. sys. Ann. Aug. 30.
- \*WPTG (90.3 mhz) Lancaster, Pa.—Seeks CP to change TL; change ERP to 3 kw; change HAAT to 167 ft.; change type trans., transmission line, TPO and make change in ant. sys. Ann. Sept. 1.
- WPUB-FM (94.3 mhz) Camden, S.C.—Seeks CP to change TL; change ERP to 3 kw and make changes in ant. sys. Ann. Sept. 1.
- KIXK (106.1 mhz) Denton, Tex.—Seeks CP to change TL; change HAAT to 1,585 ft. and make changes in ant. sys. Ann. Sept. 3.

#### Accepted

- KPEN (97.7 mhz) Los Altos, Calif.—Seeks modification of CP (BPH-790719A), as mod.) to change TL; decrease ERP to 2 kw; increase HAAT to 353 ft. and change TPO. Ann. Sept. 1.
- KMFE-FM (101.7 mhz) Emmett, Idaho—Seeks CP

to change TL; change ERP to 89.1 w (H); increase HAAT to 507 ft. (H) and change TPO. Ann. Sept. 1.

- WOMR (91.9 mhz) Provincetown, Mass.—Seeks modification of CP (BPED-2531, as mod) to decrease ERP to 442 w; change SL and change TPO. Ann. Sept. 1.

- KTWN-FM (107.9 mhz) Anoka, Minn.—Seeks modification of CP (BPH-811002AM) to decrease HAAT to 100 ft. Ann. Aug. 30.

- \*WHPH (90.5 mhz) Hanover, N.J.—Seeks CP to change type trans.; change type ant.; increase ERP to 124 w; increase HAAT to 17 ft. Ann. Sept. 1.

- \*WJSV (90.5 mhz) Morristown, N.J.—Seeks CP to change type trans.; change type ant.; increase ERP to 124 w; increase HAAT to 17 ft. Ann. Sept. 1.

- WGLD-FM (100.3 mhz) High Point, N.C.—Seeks CP to increase HAAT to 404 ft. and change TPO. Ann. Sept. 1.

- WHYW-FM (96.9 mhz) Braddock, Pa.—Seeks CP to decrease ERP to 16 kw; increase HAAT to 1,007 ft. and change TPO. Ann. Sept. 1.

- \*WMBW (88.9 mhz) Chattanooga, Tenn.—Seeks modification of CP (BPED-810513AG) to change type trans.; change type ant.; increase HAAT to 1,505 ft. and change TPO. Ann. Sept. 1.

- WQLS (100.7 mhz) Cleveland, Tenn.—Seeks CP to install aux. ant. at main TL to be operated on ERP of 50 kw; change HAAT to 720 ft. and change TPO. Ann. Sept. 1.

- WGSQ (94.3 mhz) Cookeville, Tenn.—Seeks CP to change TL; change type trans.; change type ant.; decrease ERP to 1 kw; increase HAAT to 482 ft. and change TPO. Ann. Sept. 1.

- WCVR-FM (102.3 mhz) Randolph, Va.—Seeks modification of CP (BPH-810710A1) to change TL. Ann. Sept. 2.

- WEZR (106.7 mhz) Manassas, Va.—Seeks CP to change TL; decrease ERP to 22.4 kw; increase HAAT to 730 ft. and change TPO. Ann. Sept. 1.

### TV application

#### Accepted

- WBMG (ch. 42) Birmingham, Ala.—Seeks CP to change ERP to 2,163 kw vis., 216.3 kw aur.; change HAAT to 1,380.9 ft. and increase tower height. Ann. Sept. 3.

### AM actions

- WWIC (1050 khz) Scottsboro, Ala.—Granted CP to increase power to 1 kw, ND-D. Action Aug. 23.

- KSIR (1470 khz) Estes Park, Colo.—Granted CP to move TL. Action Aug. 31.

- KHAK (1360 khz) Des Moines, Iowa—Granted modification of CP (BP-790406AL) to modify D standard augmented pattern. Action Aug. 19.

- KDEF (1150 khz) Albuquerque, N.M.—Granted CP to change TL. Action Aug. 26.

- KXXL (1440 khz) Grand Forks, N.D.—Granted MP of CP (BP-10105) to increase tower height. Action Aug. 23.

- KWIP (1460 khz) The Dalles, Ore.—Granted construction permit to change hours of operation to U by adding 1 kw-N; change frequency from 1460 to 880 khz and make changes in ant. sys. Action Aug. 20.

- KIXI (880 khz) Seattle, Wash.—Granted CP to change frequency to 880 khz; increase power to 50 kw; change transmitter and delete remote control authority. Action Aug. 20.

- KJET (1590 khz) Seattle, Wash.—Granted CP to change augmented stand. pattern. Action Aug. 31.

### FM actions

- KNAC (105.5 mhz) Long Beach, Calif.—Granted CP to change TL, SL and RC; change type trans.; change type ant.; increase ERP to 3 kw; decrease HAAT to 300 ft. and change TPO. Action Aug. 24.

- KHTN (92.1 mhz) Placerville, Calif.—Granted modification of CP (BPH-780831AJ), as mod.) to change SL. Action Aug. 24.

- WWDC-FM (101.1 mhz) Washington—Granted CP to decrease ERP to 23.5 kw; increase HAAT to 750 ft.; and change TPO. Action Aug. 24.

- WWUS (93.5 mhz) Big Pine Key, Fla.—Granted proposed operation on frequency of 104.7 mhz; change ERP to 100 kw; change HAAT to 145 ft. and change TPO. Action Aug. 18.

# Professional Cards (continued)

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makers  
\*1982 Readership Survey showing 5.2  
readers per copy

■ WDOQ (101.9 mhz) Daytona Beach, Fla.—Granted CP to change TL; change ERP to 100 kw; change HAAT to 581 ft. Action Aug. 26.

■ WXCW (95.3 mhz) Homosassa Springs, Fla.—Granted modification of CP (BPH-800129AG) to decrease HAAT to 259 ft. Action Aug. 24.

■ \*WBGL (91.7 mhz) Champaign, Ill.—Granted modification of CP (BPED-790223AH, as mod.) to change TL; change type trans.; change type ant.; increase HAAT to 451 ft. and change TPO. Action Aug. 24.

■ WLJE (105.5 mhz) Valparaiso, Ind.—Granted CP to change TL; change type ant.; change ERP to 860 w; increase HAAT to 513 ft. and change TPO. Action Aug. 24.

■ \*KTCC (91.9 mhz) Colby, Kan.—Granted modification of CP (BPED-79122680) to increase HAAT to 99.75 ft. Action Aug. 24.

■ WFEX (92.7 mhz) Clinton, La.—Granted modification of CP (BPH-791001AD) to increase HAAT to 300 ft. Action Aug. 24.

■ WLTT (94.7 mhz) Bethesda, Md.—Granted CP to increase ERP to 22.4 kw; decrease HAAT to 744 ft. and change TPO. Action Aug. 24.

■ KTWN-FM (107.9 mhz) Anoka, Minn.—Granted modification of CP (BPH-811002AM) to decrease HAAT to 100 ft. Action Aug. 24.

■ KSID-FM (95.3 mhz) Sidney, Neb.—Granted application showing proposed operation on frequency of 98.7 mhz; change TL; change type ant.; increase ERP to 61.33 kw; increase HAAT to 406 ft. and change TPO. Action Aug. 18.

■ WNBR (100.7 mhz) Wildwood, N.J.—Granted CP to change ERP to 330 ft. Action Aug. 27.

■ WALK-FM (97.5 mhz) Patchogue, N.Y.—Granted modification of CP (BPH-811022AH) to decrease HAAT to 530 ft. Action Aug. 24.

■ WXTY (103.9 mhz) Ticonderoga, N.Y.—Granted modification of CP (BPH-810217AA) to change TL; change SL and RC; decrease ERP to 1.54 kw; increase HAAT to 383 ft. and change TPO. Action Aug. 24.

■ WQMG (97.1 mhz) Greensboro, N.C.—Granted CP to change type ant.; change ERP to 100 kw (H) and 76.2 kw (V) and change TPO. Action Aug. 24.

■ WBNS-FM (97.1 mhz) Columbus, Ohio—Granted modification of CP (BPH-800507AH, as mod.) to change TL; increase ERP to 16.2 kw; decrease HAAT to 783 ft. and change TPO. Action Aug. 24.

■ WLWQ (96.3 mhz) Columbus, Ohio—Granted CP to change TL; decrease ERP to 17.8 kw; increase HAAT to 753 ft., utilize existing trans. as aux. and change TPO. Action Aug. 24.

■ KMJK (106.7 mhz) Lake Oswego, Ore.—Granted CP to install aux. ant. at main TL; to be operated on ERP 25 kw; change HAAT to 811 ft. and change TPO. Action Aug. 27.

■ WTPM (92.9 mhz) Aguadilla, P.R.—Granted modification of CP (BPH-810202AP) to make changes in ant. sys.; change type trans.; change type ant.; increase HAAT to 989 ft. and change TPO. Action Aug. 27.

■ KQRK (98.3 mhz) Bandera, Tex.—Granted modification of CP (BPH-800703AA, as mod.) to decrease ERP to 2 kw; decrease HAAT to 264 ft. and change TPO. Action Aug. 24.

■ \*KOIR (88.5 mhz) Edinburg, Tex.—Granted modification of CP (BPH-800702AB) to make changes in ant. sys.; change type trans.; change type ant.; increase HAAT to 287 ft. and change TPO. Action Aug. 24.

■ KSET-FM (94.7 mhz) El Paso, Tex.—Granted CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; increase HAAT to 981 ft. and change TPO. Action Aug. 24.

■ KOSY-FM (102.5 mhz) Texarkana, Tex.—Granted CP to increase ERP to 70.22 kw; decrease HAAT to 235 ft. and change TPO. Action Aug. 24.

## TV actions

■ WBQC-TV (ch. 16) Salisbury, MD.—Granted MP (BPCT-820223KH) to change vis. and aur. ERP to 4,070 kw vis., 407 kw aur. Action Aug. 16.

■ KOMC-TV (ch. 8) McCook, Neb.—Granted CP to change ERP to 297.2 kw vis., 59.4 kw aur. Action Aug. 20.

## In contest

### Procedural rulings

■ Boulder and Broomfield, both Colorado **TV proceeding** (Family Television Inc. et al) — ALJ Joseph P. Gonzales accepted amendment by Boulder Telecasting Corp. reflecting substitution of engineering proposal of C.S.T.V. Inc., for its proposal, and granted petition by applicants and approved agreement, authorized reimbursements by Boulder in amounts of \$16,000 to Family Television Inc., \$50,000 to Rocky Mountain 14 Inc. and \$100,000 to C.S.T.V. Inc., dismissed with prejudice applications; granted Boulder's application for a construction permit for new TV on ch. 14 at Boulder and terminated proceeding (BC Doc. 82-90-93). Action Sept. 1.

### FCC Actions

■ On Aug. 5, FCC voted to allow KZAN-FM and KDAB-FM Ogden, Utah, to continue broadcasting, pending resolution for related rulemaking proceeding, despite objections by licenses of two Salt Lake City radio stations. Commissioners Rivera and Jones dissented on item. Action Aug. 24.

■ FCC renewed licenses for six California TV stations: KTZO-TV, KRON-TV, KBHK-TV and KGO-TV, San Francisco; KTVU-TV, Oakland and KICU-TV, San Jose. In so doing, FCC denied petition by Ralph C. Wilson Industries Inc., licensee of KICU-TV, which sought denial of other stations' renewals. Wilson opposed renewals after those stations opposed Wilson's request for waiver of territorial exclusivity rules, which allow stations to secure exclusive local exhibition rights for some syndicated non-network programming. Action Aug. 26.

■ ALJ John M. Frysiaik granted Ronald Smith con-

struction permit for new FM at Cape Charles, Va., and denied competing application of HLD & M Communications for same frequency. ALJ said that Smith's proposal for 100% integration of ownership and management was superior to HLD & M's 45% proposal. Action Sept. 2.

■ ALJ Joseph Stirmer granted Mary Ellen Burns construction permit for new FM at Mount Zion, Ill., while denying competing application of Town and Country Broadcasting Inc. for same frequency at Decatur, Ill. ALJ said that although applicants applied for different communities, there would be substantial overlap in listening audience. ALJ pointed out that Mt. Zion has no broadcast facilities while Decatur has two AM's and two FM's assigned to it, and therefore deserved merit. Action Sept. 3.

■ ALJ John H. Conlin denied license renewal WWCT(FM) Peoria, Ill., licensed to Peoria Community Broadcasting Inc., and granted competing application of Central Illinois Broadcasting Co. for new FM at Peoria. Conlin said Peoria Community Broadcasting was not qualified to remain licensee because its minority stockholders assumed positive control of corporation without FCC authorization and "repeatedly and deliberately misled" FCC about those issues. Action Sept. 1.

## Call letters

### Applications

| Call                 | Sought by                                           |
|----------------------|-----------------------------------------------------|
| <b>New AM</b>        |                                                     |
| WAOB                 | Special Deliverys Inc., Winamac, Ind.               |
| <b>New FM's</b>      |                                                     |
| KIOS-FM              | Willows Broadcasting, Willows, Calif.               |
| WMCG                 | Tel-Dodge Broadcasting Co., Milan, Ga.              |
| KALG-FM              | Audrey Anderson, La Luz, N.M.                       |
| WSNC                 | Winston-Salem State University, Winston-Salem, N.C. |
| KCKR                 | Amanda Steed Kelton, Crockett, Tex.                 |
| <b>New TV</b>        |                                                     |
| WXTX                 | Columbus Family Television Inc., Columbus, Ga.      |
| <b>Existing AM's</b> |                                                     |
| WXAG                 | WCCD Athens, Ga.                                    |
| WQBQ                 | WSEW Selinsgrove, Pa.                               |
| WDIX                 | WIZX Orangeburg, S.C.                               |
| KAYO                 | KBKW Aberdeen, Wash.                                |
| <b>Existing FM's</b> |                                                     |
| KMGG                 | KWST Los Angeles                                    |
| WCRX                 | WUIC-FM Chicago                                     |
| KNYN                 | KSNM Santa Fe, N.M.                                 |
| WMAG                 | WMFR-FM High Point, N.C.                            |
| KRNB                 | KWAM-FM Memphis, Tenn.                              |
| KORD-FM              | KZZK-FM Richland, Wash.                             |

### Grants

| Call                 | Assigned to                                      |
|----------------------|--------------------------------------------------|
| <b>New AM</b>        |                                                  |
| WGMA                 | Moonglow Broadcasting Co., Spindale, N.C.        |
| <b>New FM's</b>      |                                                  |
| WMTZ                 | Columbine County Broadcasters, Martinez, Ga.     |
| KXEI                 | Hi-Line Radio Fellowship Inc., Havre, Mont.      |
| <b>New TV</b>        |                                                  |
| KSBI                 | Satellite Broadcasting Co., Oklahoma City, Okla. |
| <b>Existing AM</b>   |                                                  |
| WYUS                 | WAFB Milford, Del.                               |
| WKCW                 | WKXZ North Charleston, S.C.                      |
| <b>Existing FM's</b> |                                                  |
| KDBQ                 | KMRJ Pittsburg, Kan.                             |
| KGBM-FM              | KCWR Oakdale, La.                                |
| KKCK                 | KMHL-FM Marshall, Minn.                          |
| WOKW                 | WNOZ Cortland, N.Y.                              |
| WPBE                 | WPVG Huntingdon, Tenn.                           |
| WTFM                 | WKPT-FM Kingsport, Tenn.                         |
| KWKI                 | KFNE Big Spring, Tex.                            |
| KTAW                 | WTAW-FM Bryan, Tex.                              |
| <b>Existing TV</b>   |                                                  |
| KSNK                 | KOMC McCook, Neb.                                |

## 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

# Classified Advertising

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.

**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 Charnellton St., Eugene, OR 97401. 503-344-1457. EOE

**Director of Radio** broadcasting (Station Manager). Grand Valley State Colleges seeks an individual to supervise the growth and development of a new 150-watt noncommercial station. Position requires teaching broadcasting one-half time over a fiscal year and management of an all-student staff. Station closely associated with highly successful public television station serving 38th market. Master's degree in Broadcasting or related field required, doctorate preferred. Should also have at least five years of experience in management, news and public affairs. Salary range: \$21,900 to \$33,800. Send resume to Dr. George Lott, c/o Personnel Office, Grand Valley State Colleges, Allendale, MI 49401. Deadline for application: October 15, 1982. Employment date: December 1, 1982. An Affirmative Action/Equal Opportunity Employer.

**Broadcast accounting department head.** Medium-sized, network affiliated station seeking qualified person to head accounting department. Must have degree in accounting from accredited school plus at least three years current broadcast accounting experience, with thorough knowledge of broadcast accounting and fund accounting procedures and practices. Person responsible for accounting activity of one commercial television station and two public radio stations. Position offers outstanding fringe benefits. \$22,000 minimum salary, based upon training and experience. Only qualified persons need apply. Send current, complete resume to Bob Mulhall, General Manager, WOI AM-FM-TV, WOI-Building, Ames, IA 50011. A.A.E./E.E.O.

**Comptroller.** Immediate opening. Accounting background. Experience on IBM 32, or 34, with Columbine system preferred. Salary based on credentials. Send resume to R. Goodrich, 2517 E. Mt. Hope, Lansing, MI 48910. E.O.E./A.A.

**Radio/TV Management.** The California Public Broadcasting Commission is offering one-year fellowships at California public radio and TV stations, including prof. mgt. training. Minorities are especially encouraged to apply. Positions available: Training Dir. for Fresno bilingual radio station. Plan and implement news/public affairs training for volunteers and staff. Radio prod. exp., fluent in Sp. and Eng. \$10,200. Development Dir. for Nevada City radio station to handle proposal writing, fundraising, underwriting. \$11,000. Training Dir. for Salinas bilingual radio station. News/public affairs prod. exp., good verbal/written skills, admin. and training exp., bilingual Sp./Eng. pref. \$13,200. Development officer for So. Cal. radio/TV station to handle underwriting and PR. Good written & verbal skills. \$21,175. Write for application: CPBC, 915 Capitol Mall, Suite 235, Sacramento, CA 95814, or call 916-324-0137. Deadline for applications is Oct. 11.

**Sales Manager** to recruit, train, motivate sales team, and sell. ARB No. 2. Write Chris Livingston, WSCL/WRDO, 1 Memorial Circle, Augusta, ME 04330.

**Sconnix Broadcasting** needs Station Manager for New England resort AM/FM. Brand new facility, spectacular area. Very successful, operating with 25 employees. GM or SM experience required. Good opportunity with growing group. Good bucks, good incentive. Send track record, resume to Scott McQueen, President, Parade Road, Laconia, NH 03246.

**Station Manager:** University of Tulsa seeks station manager for KWGS-FM, a National Public Radio affiliate. Responsibilities include supervision of professional and student staff, program supervision, budget, long range planning and development. Candidate should have prior managerial experience, preferably with an NPR station. 12-month staff position, salary negotiable. Deadline for applications is October 31st. Send resume to Dr. Huber Ellingsworth, Chairman, Faculty of Communication, University of Tulsa, 600 S. College, Tulsa, OK 74104. 918-592-6000, ext. 2541. The University of Tulsa has an equal opportunity/affirmative action program for students and employees.

**Community relations director.** The University of Houston system is seeking a Community Relations Director for KUHF-FM Radio. The position is responsible for creating and developing broadcast and non-broadcast fund-raising projects, and public subscription operations for the station; as well as writing and administering KUHF grant applications and requests, and developing strategies for publicity and promotional activities. Qualification requirements include a Bachelor's degree and demonstrated experience in the creation, execution and dissemination of publicity, public relations activities, and in fund-raising. Send resume to Judy Jankowski, General Manager, KUHF-FM Radio, University of Houston System, 4600 Gulf Freeway, Suite 500, Houston, TX 77023. Equal Opportunity Employer.

### 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. E.O.E.

**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.

**WMJY 107FM** is seeking an aggressive account representative. To qualify, you must have superior listening and communication skills, plus be a self-starter with exceptional track record in sales. The person selected will find doors open for an attractive income and stimulating career in an energetic, fast-moving and rapidly growing organization. Respond in writing with background and resume to: Jon Hoffman, WMJY, 156 Broadway, Long Branch, NJ 07740. All inquiries will be held in strictest confidence. EOE.

**Looking for sales person** on the way up. If you are tired of small market radio and you are committed to radio as a career, send resume and references to: Sales Manager, KESY-FM 104, P.O. Box 31037, Omaha, NE 68131. No phone calls, please.

**Do you have dual ability?** Can you sell and run a good board shift? If so, let's talk. Small market. Good commission, base, and fringe. Send resume and phone number to KDHN, P.O. Box 608, Dimmitt, TX 79027.

**Immediate opening** for a sales person with hustle. Sales experience a must. Salary, commissions, good company fringes. Send resume to PO Box 426, Carthage, MO 64836. EOE, M/F.

**Looking for experienced, energetic sales person** to join our sales team. Must be interested in making money. Send track record and resume to Darrel Clark, WTSR Radio, Box 1400, Lebanon, NH 03766.

**Experienced salespeople** needed to sell fast growing country station. Write Chris Livingston, WSCL/WRDO, 1 Memorial Circle, Augusta, ME 04330.

**Looking for creative, aggressive salesperson** with track record for Pittsburgh's only all talk radio station. Growth opportunities and unique compensation package available for the right person. All inquiries in confidence. WTKN, Pittsburgh, PA. 15212. E.O.E.

**General Sales Manager**, 30,000 watt FM. Modern country, Ohio. Strong on sales, administration, motivation and leadership. High earning potential, salary, override, box G-80.

**Ithaca, N.Y.**—new class B FM station. Two positions available. Send full details to Kimmanager Communications, P.O. Box 155, Canandaigua, N.Y. 14424.

**WSAY-ABC talk affiliate** in Rochester-needs aggressive, experienced sales manager. Send resumes to Bill Neiderman, 2965 Pickle Rd., Toledo, OH 43616.

### HELP WANTED ANNOUNCERS

**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.

**Opening for evening shift announcer.** Experience a must, as well as good production. Dave Madl, KWHW, Box 577, Altus, OK 73521. EOE.

**Top rated FM** now looking for talented person for overnites. AC or modern country experience required. Very good technical facilities and compensation. Tapes and complete resumes to: Mike Murphy, WMUS FM/AM, Box 5260, Muskegon, MI 49445. EOE.

**Country AM-FM** serving large portion of southwestern Oklahoma now accepting tapes and resumes from good professional air personalities with good production. Send complete presentation including salary requirements to Carl Drake, KRPT, Box K-104, Anadarko, OK 73005.

**Big Band D.J..** On-air/Music Director position. WVGO-AM, Michigan's most successful Music of Your Life station. Mornings, public appearances, production duties. Salary based on experience. Send tape and resume: R. Goodrich, 2517 E. Mt. Hope, Lansing, MI 48910. E.O.E./A.A.

**The fun of great broadcasting** away from big cities without loss of pay. We offer: excellent pay, profit sharing, bonuses, complete insurance, splendid working conditions, cohesive staff, ratings dominance, people-oriented management, expanding facilities and western living. We need: A/C morning man who puts fun in radio, dedicated broadcaster, talented production person, lover of people, powerful showman, genuine entertainer. Tape and resume to Don Rhea, KQIX(FM), Box 340, Grand Junction, CO 81502 EOE.

**Need announcer.** Some experience-dependable. Morning shift. 5 KW. AM. 314-586-8577. Mgr. only.

**Country station**, serving the heart of Louisiana, needs a DJ who can communicate. Copy writing and production a must. Send resume and tape to KREH, Box 571, Oakdale, LA 71463.

**Telephone talk.** We're still looking for a host/producer with smaller market talk experience. Apply only if you can communicate with an adult audience, work well with service-oriented guests, and have solid production skills. We offer a competitive salary and excellent benefits including four weeks vacation & paid medical and dental plans. Tape, resume, references to Mike St. Peter, News Director, WEBR, 23 North Street, Buffalo, N.Y. 14202. Application without tape will not be considered. EOE.

**Wanted: host** of non-stop morning news, weather sports and features, plus daily talk show. Opportunity for operations management. Excellent position for information-oriented air talent with at least 2 years' experience. Benefits. Contact Station Manager, WAYY Radio, P.O. Box 47, Eau Claire, WI 54702. An Equal Opportunity Employer.

**Easy listening WXTZ**, Indianapolis, is seeking an experienced full-time personality. Please send tape and resume to WXTZ, P.O. Box 88456, Indianapolis, IN 46208. An equal opportunity employer.

## HELP WANTED ANNOUNCERS CONTINUED

**Looking for a change?** We are now accepting resumes and tapes for experienced and dynamic air personalities, both full and part time, for Jackson, Kemmerer and Powell, Wyoming. A minimum of two years' experience is vital. Must be assertive, dependable and reliable with both air shift and production. All shifts and music director is being looked at. Send resumes, tapes, reference letters (and they will be checked) and salary history to Harry L. Dyer, KSGT, PO Box 100, Jackson, WY 83001. EOE.

**Powerful New York City area FM.** A/C. is expanding. Looking for experienced adult personality. Great opportunity for the right talent. E.O.E. Please send tapes to Box 289, Huntington Station, NY 11746.

**WKBW Radio 15.** Afternoon Drive. WKBW Radio has an immediate opening for an afternoon air personality. This is an outstanding opportunity at one of America's premier radio stations. Experienced individuals should send tapes and resumes to Neil McGinley, P.D., WKBW Radio, 695 Delaware Avenue, Buffalo, NY 14209. WKBW is a Capital Cities Station. EOE/M/F.

**Salt Lake City** top-rated country station wants a morning man who is in the middle market and wants to move up to top 50 market. Call 801-972-3449.

**Producer/Announcer:** The University of Northern Iowa's two full-service FM public radio stations are seeking a producer/announcer to serve as program host and on-air announcer for programs featuring jazz music and news and to produce program materials. B.A. in Speech, Broadcasting or related communicative art; valid FCC permit; and 2 years of experience in radio required. Starting salary \$14,647-\$16,205. Send letter of application, resume and audition tape by September 30, 1982, to Allan Nimmer, Personnel Service, 225 Latham Hall, UNI, Cedar Falls, IA 50614. Members of protected classes may feel free to identify themselves for purposes of affirmative action.

**Mississippi is like** coming home to a good place to work—announcers, sales, management openings in medium to small markets. Send resumes to Mississippi Broadcasters Association. PO Box 4561, Jackson, MS 39216.

## 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.

**Kentucky AM/FM looking** for engineer. Some announcing. Will help train the right person. Call Jim Ballard, 606-248-5842.

**Katz Broadcasting** has an immediate opening for the position of Chief Engineer at WDBO AM/FM, Orlando, Florida. Candidates should be thoroughly familiar with troubleshooting and maintenance of AM directional and high power FM systems. Prior experience as a Chief Engineer is necessary. This is a long term position with excellent benefits. Please send a detailed resume and salary history to John Marino, Vice President of Engineering, Katz Broadcasting, Park City Plaza, Bridgeport, CT 06604. An Equal Opportunity Employer.

## HELP WANTED NEWS

**News person 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.

**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 Habadank, WJON Broadcasting, Box 220, St. Cloud, MN 56302. An Equal Opportunity Employer.

**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.

**Experienced reporter** to gather, write, and air local news on downstate New York station. EOE, M/F. Resume to Box G-87.

**Sports Director.** WOAI in San Antonio seeks an aggressive, energetic sports personality/director for Texas' leading news talk station. If you are currently on the air making sports relevant and entertaining, join our team of professionals. Send a tape of an unedited open-line sports talk show, sportscast, and play-by-play (desirable, but not necessary), plus any other materials including commentaries that reflect your sports programming philosophy to Pat Rodgers, WOAI Radio, 6222 NW Interstate 10, San Antonio, TX 78201. Score readers need not apply.

**Radio News Directors** and newpersons needed by Stuart Broadcasting operating stations in Iowa, Missouri, Nebraska, Kansas, Wyoming. Send T & R: Stuart Broadcasting, Box 80209, Lincoln, NE 68501. EOE.

**Talk host/producer.** See our ad under Announcers. WEBR

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Production/Creative Director** wanted for No. 1 A/C WVRV. New state of the art studios. Strong, smooth adult voice and ability to work with clients a must. Excellent benefits and working environment. Tapes, resume with references to: Jim Robertson, Program Director, 5904 Ridgeway Parkway, Memphis, TN 38119. EOE, M/F.

**P.D. Small market** automated station in N.E. Prefer 2-3 yrs. experience and college PD. background. Resume to Box G-105.

**Programming Savvy** and good voice to do afternoon and PD job. We're good and want to stay that way. Immediate opening. Send tape, resume and salary with first letter to Darrel Clark, WTSL Radio, Box 1400, Lebanon, NH 03766.

## SITUATIONS WANTED MANAGEMENT

**General manager** available for Midwest or Western small to medium market. Track record in all areas of radio, including five years at present position. Family man, 34. Write Box G-114.

**Sales Manager** of AM/FM combo in Northeast wishes SM/GM position in Coastal Florida area. 17 years' experience. Great track record. Reply Box G-110.

**Young, professional small market SM** seeks medium to major market sales management opportunity in New England. Degree and outstanding track record. Write Box G-72.

**Overseas or Southeastern U.S. G.M.,** excellent record in ten years management. Professional broadcast administrator, sales and promotion-oriented, knowledgeable all phases. Community active. Complete credentials. References. Box G-74.

**Bottom-line recession?** Inflate your P&L! I'll GM your team to a winner! Impeccable credentials, all aspects, single to top 50. Be particular ... I am! Box G-75.

**GM-small market** background. Bottom-line oriented. Over 20 years' experience. Presently employed. Prefer West or Midwest, but location not as important as opportunity. Reply Box G-77.

**Results are all that count!** Every company I managed brought to No. 1 less than three years! Top billing, sales, before ratings! Expert programming, promotion, leadership. Budget conscious! Don't settle for less! Box G-78.

**Desire first Program Director** challenge. Six years varied experience (announcer, production director, sales). B.A. degree, currently teaching broadcasting. Will also consider PD/sales. Reply Box G-82.

**General Manager:** Young, aggressive broadcaster seeks new challenge with quality organization. Experienced in all phases, including G.M. Creative and successful. Write Box G-85.

**Programmer with sales** experience looking for opportunity to manage small/medium station. Reply Box G-86.

**General Manager** who's been in the winner's circle for 20 years managing AM/FM. Successful, highly organized professional with all the basic management skills including in-depth knowledge for developing sales and profits. If you are an owner with a need for a quality leader, write, Box G-100.

## SITUATIONS WANTED SALES

**General Sales Manager.** With great understanding of employees and ability to motivate. Reply Box G-43.

**Trade for sales training!** Why pay cash? Now you can trade for sales training and consultation. Long term, in-house (entire) sales staff training program includes on-the-street-coaching of individuals. Will train your current staff or recruit and train new one. My graduates are sincere professionals who get their clients advertising results. Difficult assignments welcome. Top references. Twenty year background. Write or call Trade For Sales Training, Inc., 1916 74th St., Des Moines, IA 50322. 515-276-0573.

**National Sales Manager** with over six years' experience in top ten market. Professional broadcaster with B.A. in Communications, aggressive broadcast street sense, outstanding proven track record and the highest possible references. Five years experience in local and regional sales management. National rep. and network inquiries welcomed. Write Box G-71.

**Midwest—20 years** sales management & sports. Excellent credentials. Renewals are priority. If you have the product, you should be first. R. Johnson, 422 S. Sale, Ellettsville, IN 47429.

## SITUATIONS WANTED ANNOUNCERS

**Top talk host** wants to relocate. You probably know my name. Drop me a line. I'll consider all markets. Write Box G-8.

**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.

**West Coast stations:** announcer with professional attitude and mature voice. On-air experience in commercial and public radio. Degree. Adult Contemporary preferred. All considered. Paul, 707-822-3493.

**Witty film reviewer** with six years' experience now available to join arts-conscious station. Call Cary at Klose-Up Productions, anytime, 415-483-5343.

**Beginner, Elkins trained.** Ready to go. General License. Contact John Joda, 303-978-9981; 4660 South Wright Way, Morrison, CO 80465.

**I work!** Experienced jock, can also do production and news, desires your format. Dependable. Box G-70.

**Talk show host** with major market experience, including 3 years in New York. Lively, provocative interviewer, strong one-to-one communicator. 212-534-4475.

## SITUATIONS WANTED ANNOUNCERS CONTINUED

**Professional sound** and attitude. Dependable, cooperative, eager for first break. Available now. Brian Davis, 414-255-2078.

**La Salle college** graduate seeking disc jockey/announcer position in tri-state area. Contact Ed Casimir Dlugosz, 3267 Gaul St., Phila., PA 19134. 215-423-4034.

**Broadcasting school graduate** looking for first break as fulltime announcer. 1st phone. Willing to relocate. Tim, 219-322-1921.

**Career minded.** Excellent reader and voice. Some experience. Bill Hess, 11401 Arrowhead Trail, Hales Corners, WI 53130; 414-425-4924.

**Looking for mature voice?** Extensive experience, all formats. Dependable, good commercials, programming experience. Bill, 612-447-2835.

**Young talented jock** in need of a West or Southwest audience. I have a contemporary or rock station personality & love to do guest appearances. Can travel at the drop of a phone call. Home: Ed, 312-436-8790.

**Available now!** Knowledgeable new announcer who is trustworthy, capable, and dependable. Rock oldies/country whiz. Evenings, overnight. Ohio or nearby state. Doug Hendricks, 419-387-7761.

**Talk show host**—if you need a communicator/entertainer with 6 yrs' experience, call Dick, 602-978-4778. 3934 W. Glenaire, Phoenix, AZ 85023.

## SITUATIONS WANTED TECHNICAL

**12 years' experience** AM directional, FM stereo, automation, audio processing, construction. Can work with programmers. Write Box G-58.

**Experienced Chief Engineer** desires permanent position with stable organization. Write Box G-107.

**Chief Engineer**—25 years' experience. AM-FM-DA. Self-starter. Family. Best references. Florida Sun Coast. Write Box G-108.

**Chief Engineer.** 25 years' experienced, all phases AM/FM. South/Southwest. 509-826-6479.

## 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

**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.

**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.

**Looking for first break.** News, sports. Play-by-play is my goal. Write Ken Scott, 1413 169th Street, Hammond, IN 46324. Tape available.

**Hardworking reporter** with New York experience, good voice, warm, personable delivery and superb writing skills. Available now. Box G-76.

**Sports position sought**—Radio or TV. PBP/reporting. Experience includes major college—PCAA/Fullerton, Fresno, San Jose, etc.—Football, basketball and baseball. Available now. Only strong medium markets or majors need contact. Bob Harvey, 714-883-8158.

**Professional sound.** I'm seeking position as sports and play-by-play announcer! Have 14 years' experience in radio. Contact Fred Shelton, 806-795-6826, or write 3511-29th Street, Lubbock, TX 79401.

**News Director** with radio and television news background seeking top 100 market position with a solid news organization. If you are seeking an experienced, stable individual for writing, editing or reporting, please call 812-376-7583.

**Position sought in sports** or news; PBP experience; strong delivery; law degree; political experience; will relocate. Bob, 703-892-0920.

**Communication aspirant seeks** Entry level in (radio/TV) production, programming or related field. BA, Broadcast Journalism. Valeria, 212-629-0428.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**I'll get your station** more involved in the community. 15 year pro, (WZZM, WITL). Jr. Blackwood, 616-982-0593. Prefer Midwest.

**Attention: Northeast.** 20 year professional seeks quality station. Programming, production, airwork, sports. If you want enthusiasm and dedication, call Bob, after 7:00 PM., 704-293-3088.

**Don't call me** unless you want a crackerjack copywriter who can work 8 days a week. Love small markets and am good at news. Call Tony, 201-462-8467, or write Box G-69.

# TELEVISION

## HELP WANTED MANAGEMENT

**Southeast, medium market,** network affiliate seeks Promotion Manager. Assistant ready to move up. Promo producing/production experience essential. EOE. Write Box G-103.

**Director of broadcasting** and production for 6th most-watched public television station serving both western Washington and British Columbia. Qualified professional to supervise the programming, operations, production, research, and technical services activities of the station. Minimum qualifications: Bachelor's degree in Communications or a related field. Five years' experience in producing television programs and programming a TV station. At least two years' experience in PTV program and production management. Salary range: \$28,152-\$45,384, plus benefits. Deadline: October 11, 1982. Send resume to Selection Committee 82-B-10E, attn: Fujita, KCTS/9, University of Washington, 4045 Brooklyn Ave., NE, Seattle, WA 98105. AA/EOE.

**Promotion Manager** KRIV-TV, Metromedia Houston, seeks a person to head the promotion department, which includes: audience promotion, sales promotion and public relations. Supervise staff of five at Houston's No. 1 independent. Requirements: Promotion Manager or Assistant with at least three years' experience. Excellent facilities, benefits and profit sharing. Send resume & salary requirements to: Jerry Marcus, V.P./General Manager, P.O. Box 22810, Houston, TX 77227 EOE.

**General Manager** for new independent station in major market (Hartford-New Haven). Strong programming and sales background with management experience in independent station operations. Must have ability to put new station on air. Send resume, salary history and expectations in confidence to KW-TV Inc., David Katz, 4930 W. Oakton, Skokie, IL 60077.

**Asst. Manager,** KISU-PTV, Idaho State University, Pocatello. Responsible for daily station operations, personnel and liaison for system/university/local groups. Bachelor's degree with emphasis in broadcasting, 3 years' experience in broadcasting with one year as supervisor. Salary: \$24,300 to \$25,000, DOE. Letter of application, resume and 3 professional references must be received by October 10. Contact: General Manager, Idaho Educational/Public Broadcasting System, 1910 University Drive, Boise, ID 83725 208-385-3727. EOE.

**Business Manager** for major market Sunbelt television station. Three to five years' experience in broadcasting. High energy level a must; salary open and fully paid benefits, including relocation assistance; confidentiality assured. Respond to Box G-63. 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, P.O. 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.

**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.

**TV time sales.** New York base. Minimum 7 years' experience with network, local station, or rep. sales organizations. Salary, plus commission, plus fringes open. Resumes only to Box G-91.

**Looking for hardworking,** assertive self-starter in TV sales. Immediate opening and list available. Experience preferred, but not necessary. Write to: Raymond P. Maselli, P.O. Box 87, Sioux City, IA 51102. EOE, M/F

**Television sales executive** for TVB. The Television Bureau of Advertising needs experienced people who can sell television to advertisers now using other media. Successful candidates will have a record of sales success in broadcasting/advertising and a working knowledge of advertisers, agencies, TV broadcasting and competitive media. Direct experience with a broadcasting company is a plus. New York location. Send resume to Dick Severance, Television Bureau of Advertising, 485 Lexington Ave., New York, NY 10017. No phone calls.

**Local Sales Mgr.** Top ten independent in Southwest. Looking for an ambitious successful sales manager in secondary mkt. wishing to move up. Write Sheldon Turner, KNBN-TV, 3333 Harry Hines Blvd., Dallas, TX 75201.

**Account Executive**—opportunity for growth at independent television station in Louisville, KY. Television sales experience required. Send resume and references to Jack Ratterman, WDRB-TV, Independence Square, Louisville, KY 40203. EOE.

**TV syndication** sales manager. New York base. Minimum 5 years sales to stations experience required. Will consider strong rep. or agency media background. Salary, plus commission plus fringe package open. Resumes only to Box G-93.

## HELP WANTED TECHNICAL

**Chief Engineer** - KECY-TV, El Centro, CA/Yuma, AZ. All new facility - completely state of the art. Contact Bob Jameson, 714-352-9670. EOE.

**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.

**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.

**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.

**TV Engineer:** Outstanding PTV station in upstate NY seeks an engineer, preferably experienced, with FCC general or first class license. We offer a competitive salary, modern facilities, excellent benefits and stability. Send resume and letter to: WXXI Personnel Dept., P.O. Box 21, 280 State Street, Rochester, NY 14601 EOE.

**Beautiful Palm Springs** needs two qualified maintenance technicians for KMIR-TV immediately. Excellent salary with generous cash bonus end of each year. 714-568-3636 or 714-346-3330.

**CMX Editors** living in New York, Los Angeles, D.C., Chicago, Seattle or Dallas wanted to teach freelance for basic computerized editing classes. Excellent financial opportunity. All replies are confidential. Send resume to: Weynand Associates, 6273 Callicott Ave., Woodland Hills, CA 91367, or call 213-992-4481.

## HELP WANTED TECHNICAL CONTINUED

**Television maintenance engineer.** Immediate opening at UHF independent in Florida. Applicant must have previous maintenance experience in studio and/or transmitter systems. Competitive salary—send resume to: Al Binus, Director of Engineering, WKID TV/51, P.O. Box 200, Hollywood, FL 33022. EOE, M/F/H.

**Chief Technical Operations:** three years' experience supervising and maintaining television transmitter and studio. FCC first or general. KISU, Pocatello. Salary: \$20,500-\$21,750. Contact DOE, Idaho Educational/Public Broadcasting System, 1910 University, Boise, ID 83725. 208-385-3727. EOE.

**Transmitter Supervisor.** Maintain 2 UHF transmitters in southwest Iowa. FCC license and 4 years' experience in maintaining TV transmitters. Salary range: \$21,964.80-\$27,539.20. Phone 515-281-4498 for application materials. Contact: Personnel Office, Iowa Public Broadcasting Network, P.O. Box 1758, Des Moines, IA 50306. EOE, M/F.

**Maintenance engineer—experience in all phases** of studio operation, also maintenance and operation of satellite uplink system. A desire to work and grow with Catholic Television Network. Resume to Sam Arnold, Chief Engineer, Eternal Word Television Network, 5817 Old Leeds Road, Birmingham, AL 35210.

## HELP WANTED NEWS

**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.

**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.

**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.

**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.

**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.

**Sunbelt station with impressive news commitment** seeks experienced feature reporter with much imagination. Ability to bring out the human element and develop a story with a sense of humor is essential. Send letter and resume to Box G-64. EOE, M/F.

**ENG Photographer:** KTBS has an opening for an experienced news photographer/editor. Send tape and resume to John Graber, Chief Photographer, KTBS-TV, P.O. Box 44227, Shreveport, LA 71104. No beginners, please. EOE.

**Assistant News Director.** Must be able to manage people, direct daily coverage and keep newsroom moving. Top 30 market. Send resume only to Box G-99.

**KMOT-TV is looking for a full-time sports director.** Duties include anchoring the 6 and 10 P.M. sportscasts, as well as co-producing a Saturday night sports interview program. Candidates should be able to anchor, produce and shoot E.N.G. camera equipment. Send resume and tape to Steve Karsjen, News Director, KMOT-TV, Box 1120, Minot, ND 58702.

**Assignment editor** for aggressive news department of group-owned NBC affiliate. This management-track job requires ingenuity, good judgement, a college degree and at least three years' newsroom experience. Write: Mike Beecher, KTIV, Box 87, Sioux City, IA 51102. EOE.

**Reporter—beat and general assignment reporting:** 1-year experience minimum. Tapes and resumes, no phone calls, to: Jay Moore, N.D., WTVR TV News, 3301 West Broad Street, Richmond, VA 23230. EOE.

**Producer—Number one, top 50 news department** searching for producer to manage one-hour, early evening newscast. Send resume to Box G-104.

**Nationally syndicated news operation** seeks experienced broadcast professionals: reporters, field producers, directors, assignment editors, videographers, editors, and researchers. Send resume with references and salary requirements to Box G-65.

**We are looking for an experienced News Director** with a proven track record of high performance. Must be an idea person that can provide leadership and motivation. We are a medium size market in the south-eastern U.S. Send a detailed letter on news philosophy, resume and salary requirements to Box G-83. E.O.E. All replies confidential.

**Assistant news Director** to be responsible for the day-to-day operation of the newsroom. Major responsibilities will include story development, budget control, scheduling, acting as departmental liaison and special projects as assigned. Prior news supervisory experience is required with at least five years' experience in news departments of commercial television stations. Please send resume to Richard Ahles, News Director, WFSB, 3 Constitution Plaza, Hartford, CT 06115. An Equal Opportunity Employer, M-F.

**Dominant sunbelt station seeks aggressive,** experienced investigative reporter. Ability to dig out and creatively produce investigative packages essential. Send letter and resume to Box G-62. EOE/MF.

**ENG news photographer.** Good eye, good angles, good pictures. If you can deliver in a top 30 market, send resume only, no tapes, to Box G-98. Women and minorities encouraged to apply.

**Reporter—Top-rated news department** searching for reporter—possible consumer assignments. Rush tape and resume to News Director, WFMV-TV, P.O. Box TV-2, Greensboro, NC 27420.

**Weathercaster-ABC affiliate,** top 100 market, looking for a communicator to bring some personality to 6 PM and 10 PM weather. Excellent benefits and opportunity with multiple station group. Send tape and resume to Ben Strickland, P.O. Box 10297, Jackson, MS 39209. EOE.

**Weekend meteorologist.** Top twenty Sunbelt market seeking degreed meteorologist for weekend and weekday backup. Send resume to WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. No phone calls, please. Equal opportunity employer.

**Sports reporter/announcer.** Minimum 1 year's experience in sports reporting. Contact Tom O'Neal, WRBL-TV, Box 270, Columbus, GA 31994, or call 404-323-3333. M/F, EOE.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**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.

**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.

**Chief Engineer** for major Philadelphia production company. Must have 5-7 years' experience on broadcast equipment and a good working knowledge of digital electronics. Responsible for all TV equipment and engineering staff. Salary open. Send resume and salary history to Box G-94.

**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.

**Videographer/editor.** Growing public television station/telecommunications center is looking for a videographer/editor. We produce program materials for local, regional, and national distribution including documentaries and industrials. Must have at least 2 years EFP/EPP experience. Double system film experience beneficial. Excellent benefits package. Send resume and tape to Ken Barthelman, Director of Finance and Services, Kansas Public Telecommunications Service, Box 288, Wichita, KS 67201. September 30 close. EEO/AA.

**Coordinator of Communication and Resource Center.** To direct operations of a commercial quality television production center providing a wide range of educational film and television services, write proposals and negotiate grants. Applicant should have an advanced degree, substantial experience in management and educational media, full knowledge of television and film production, and a successful record of grantmanship. Application deadline: November 1, 1982, to ensure consideration. Contact: Dr. Ed Meek, Director of Public Relations and Communication and Resource Center, University of Mississippi, University, MS 38677. Equal Opportunity Employer.

**One of the Midwest's** leading television stations is looking for a director with a good commercial production background. Prefer hands-on switching experience and ability to relate to clients. Capability of handling live program and sports pick-ups highly desirable. If you want to grow with a state of the art facility, send resume to Box G-79.

**Executive producer/programming.** Seeking experienced creative producer. Must have a proven ability to write, be flexible and have organization skills. Responsibilities include research and analyzing rating books, planning and implementation of station format. Top opportunity for future PD position. Tell us about yourself by October 15th. Contact: Personnel Manager, WGHP-TV, Gulf Broadcast Group, P.O. Box 2688, High Point, NC 27260. EOE.

**Television announcer/director.** One of America's most prominent groups has an opening in a Sunbelt, growth-oriented CBS affiliate. We need a dynamic, creative self-starter with the ability to write, produce and direct commercials, news and programs. Candidate should have broadcast audio board experience and a good announcing voice, with three to five years' directing experience required. Write Box G-88. We are an equal opportunity employer and always encourage minorities and women applicants.

**WPVI-TV seeks creative,** organized professional producer with a flare 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.

**Director.** 3 years' experience. Take charge. Aggressive, creative and energetic to direct top 50 early and late news and commercial production. Write to Box G-92. EEO/MF.

**Production manager.** Major West Coast production facility seeks experienced Production Manager to establish and maintain policies and procedures for the production dept., set construction, scheduling and union personnel. A thorough knowledge of TV production stagecraft and lighting is essential. A minimum of five years experience in supervising and/or scheduling union personnel for production is preferred. Send resume in strictest confidence to: Box G-101. EOE, M/F.

**On-Air Promotion producer/director:** coordinate and produce all on-air promotion, will direct creative promotional pieces for local and national programs. Degree preferred, min. of 2 years television production experience-creativity and initiative required. Send resume to: Personnel, KERA-TV, 3000 Harry Hines Blvd., Dallas, TX 75201.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**Production Manager:** Small market station looking for a working production manager. Must be able to write, produce, switch, and manage. Write Box G-116.

**Television Producer/Director.** Seeking responsible person to plan, produce, and direct television programs; ability to plan and consult with staff and public is essential. Bachelor's degree, plus 2 years' experience in producing and directing, knowledge of television and motion picture production techniques and creative ability as demonstrated on film or video tape resume required. Degree in communications or journalism and experience in educational television broadcasting desirable. Salary range: \$15,870 to \$24,630. Application deadline is September 24, 1982. Forward resume to Samuel G. Price, Jr., Director of Production, New Hampshire Public Television, Memorial Union Building, University of New Hampshire, Durham, NH 03824. The University is an Affirmative Action/Equal Opportunity Employer.

**Wanted: Award-winning,** aggressive producer, to head top of the programming/production department of major independent production house in top Northeast market. Must have extensive field and studio production experience in broadcast and network programming. Salary open, possible equity position for right person. Send resume in confidence to Box G-95.

**We are seeking a good** production supervisor to direct and manage our 15-person production department. Responsible for commercial and program production. Midwest top 100 market. Resume to Box G-61. EOE.

## SITUATIONS WANTED MANAGEMENT

**24-year veteran**—station and sales management is seeking a position in a top 50 Sunbelt market. I guarantee to make you money. Write Box G-109.

**28 years' experience** with network—affiliated and independent stations. Efficient, bottom line, sensitive to community needs. Roll up the sleeves, no-nonsense executive. Desires general manager position in Northeast or middle Atlantic states with medium to large market. Reply Box G-112.

## SITUATIONS WANTED NEWS

**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.

**Reporter/anchor/producer.** Currently in 30's market. Looking for an operation with a total commitment to news. Write Box G-12.

**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 TV ENG** cameraman and reporter. College background. Resume and tape: A. Benger, 390 Wadsworth Avenue, NYC 10040. 212—927-6197.

**Journeyman with television,** print, some bus/fm 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).

**Top ten reporter**—ready to move! I'm a strong writer, hard worker and a team player. Experienced, attractive female who works best on deadline and under pressure. Seeking reporting position with top station; prefer Midwest or Northeast, but will move anywhere for the right opportunity. Write Box G-68.

**Anchor/reporter.** Credibility, vitality, experience. Curt Renz, 4620 Timberlane, Crystal Lake, IL 60014. 815—455-5797.

**Sports reporter/anchor,** recent college grad trained in number one station in top fifty market. Also, have strong radio background. Will relocate anywhere. Will work hard for you. Call Tim 814—367-2966.

**Experienced reporter/anchor** and news Director looking for reporting position in small or medium markets. Monique M. Lyons, 305-562-2466.

**Experienced reporter** who also edits, produces and shoots seeks small or medium market reporter position. Has won awards. Paul, 312—679-4025.

**Street Reporter.** I'm hardworking, personable, can meet your deadlines. Experienced in working desk. ENG remotes, studio production. Want to relocate to small station, preferably California. Reply Box G-81.

**Meteorologist.** 2½ years' experience as No. 1, top 100. Outstanding forecaster seeking position medium-large market. Available now. Write Box G-97.

**Anchorman, 37,** with reporter/producer skills. Extensive experience, available soon. Box G-106.

**PM Magazine/features.** Looking for magazine or light humor feature reporting. Good writer, story developer. Dick, 3934 W. Glenaire, Phoenix, AZ 85023. 602—978-4778.

**Sports expert,** eager to make move in TV, currently radio sports director, 25, solid, quick learner, TV/radio degree, PBR dedicated to excellence, hard worker. Creative writing with emphasis on local sports, good on-air look. Satisfaction guaranteed! Tape available. Reply to Box G-2.

## 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.

**Network-experienced producer**—journalist wishes to relocate. Have degree and FCC ticket. Call Dave at 703—256-3899.

**Producer/director.** 5 years experience commercial TV news, public affairs, commercials, local children's show and more. Management experience, currently Operations/Production Manager of an independent UHF station. Will re-locate. More info, call John Marshall, 314—994-0089.

**Programming/Production.** Creative and ambitious graduate. B.A. Communications, experienced. For strong resume and excellent references, write Box G-73.

**Videographer/Editor**—Two years experience in commercial production and news. Will consider any entry level position. Will relocate. Contact Michael at (914) 561-0054.

## ALLIED FIELDS

### HELP WANTED MANAGEMENT

**Marketing Manager.** Our client, a major consumer durable goods manufacturer, is currently in need of a marketing manager to direct all marketing functions for a newly acquired division. We are seeking an aggressive professional with solid credentials from the consumer durable or sporting goods industry. This is a ground floor opportunity offering outstanding growth potential. Major Midwest metropolitan location. For confidential consideration, forward resume to Careers Unlimited, 506 Madison Ave., Toledo, OH 43604. 419—241-4411.

### 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

**Instructor to teach** radio/television undergraduate courses: expertise in RTV sales, promotion and management. Terminal degree preferred. Beginning January, 1983. Application deadline: November 12, 1982. Contact Donald L. Loeffler, Department of Speech and Theatre Arts, Western Carolina University, Cullowhee, NC 28723.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM** transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723-3331.

**Western Electric amplifiers,** tubes, mixers, other products. Call 213—576-2642.

**Need used SMPTE** generators and readers for use with 3/4" tape equipment. 803—244-1616, ask for Engineering Director or Assistant.

**Complete TK 46** studio camera needed for 6 months. Rental/lease/purchase. Call 617—725-2801.

**Instant cash-highest prices** for your broadcast equipment. Urgently need towers, transmitters, antennas, transmission line, studio equipment. Call Bill Kitchen, Quality Media Corporation, 404-324-1271.

**\$1,000 Reward** for UHF transmitters—for information which leads to our purchase of a UHF TV transmitter. Call Bill Kitchen, Quality Media Corporation, 404-324-1271.

## 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.

**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.

**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.

**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/A/C 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. Audiotronics 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.

**1981 Hughes 500D helicopter,** 600 hours total time. Excellent condition, must sell. 713—777-7312.

**Color Cameras**—RCA TK76 (plumbicons) with lens and shipping case; RCA TK 630 studio cameras, lens, plumbicons with bias lights, TV-81 cable, updated. Eric Address, E.J. Steward, 215—626-6500.

## FOR SALE EQUIPMENT CONTINUED

**Moseley composite stereo** STL transmitter and receiver for sale—good condition—crystal and tuned to 948 to 949 mhz. 608—783-6425.

**3 Hitachi FP3030** and JVC 4400 portable camera/recorder sets. \$1,000 each set. 1 Hitachi GP 7 and JVC 4400 set. \$1,200. As is condition. Ask for Chief Engineer, 501—785-2400.

**Nurad 2 GHZ MW 1EA 20 QPI/90** Quad polarized horn 20LA3 low noise premap RC1L remote control 20HE2/PM1 dual rod with pedestal and pantilt head. WETA, Box 2626, Wash., DC 20013. 703—998-2666.

**(2) Chyron II character generators**, both in good condition and operating; also (2) disc drives each (floppy), (3) keyboards [(2) alpha/numeric, (1) address only, (1) with CBE], (1) colorizer model 502, (2) font and program discs. Price: Chyron II with colorizer-\$12,000; Chyron II without colorizer-\$10,000. (1) Chyron III B with: (1) disc drive (floppy), (1) colorizer keyer model 502, (1) keyboard with CBE control cables, (2) program discs, (2) font discs. In good condition and operating. \$17,000. Contact Frank Romeo, Chief Engineer, National Technical Institute for the Deaf, Rochester, NY 716—475-6436 or 716—475-6374.

**Channel 49 antenna.** RCA TFU24DM without deicers. Ideal for LPTV. Contact George Molnar, WIPB-TV, 317—285-4771.

**Ampex VPR-20 portable 1" VTR.** SMPTE, low hours, current factory updates. \$32,500. 515—472-6393, Bob.

**VTR-RCA TR70**, DOC, full cavec SS rec amps. \$12,000: firm. Call or write Andy Yacevich, WTEN-TV, 341 Northern Blvd., Albany, NY 12204 Tel: 518—436-4822.

**Quality broadcast equipment:** new and used, buy and sell! Transmission, video and audio. Formed my own company. Call Ray LaRue, 404—563-9331.

**Thirty five AM and FM** transmitters in stock, all have met FCC proofs. All powers from 1 kw to 20kw FM and 1 kw to 50 kw AM. Continental, Collins, RCA, Harris/Gates, Sparta, and CCA, Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214—630-3600.

**1 KW AM transmitter**—Harris MW1-AA very reliable transmitter. In excellent condition. Recently removed from service, station increased power. Call Tony Turner, WFSR, Harlan, KY 606—573-1470.

**Transmitters-antennas-towers**—call us for great prices on new and used. Quick delivery. Several used items in stock, best deals on new equipment. Bill Kitchen, 404—324-1271.

**Studio Equipment**—cameras, VTR's, film chains, thousands of items available. Best deals on new and used. Call Bill Kitchen, Quality Media Corporation, 404-324-1271.

**New TV Startups**—let Quality Media show you how to save a fortune when building a new TV station. Call Bill Kitchen, Quality Media Corporation, 404—324-1271.

## 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.

## 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.

## INSTRUCTION

**CMX Training & videotape operations** offered in New York, Washington, D.C., Dallas and Los Angeles area. For more information, call 213—992-4481.

**Wanted: Announcers** with perfect English! One hour cassette tape from Language Improvement Services will improve your grammar and increase your vocabulary. Results guaranteed. Send \$9.95 to LIPS, 416 West San Ysidro Blvd, Suite K-33, San Diego, CA 92073.

## CONSULTANTS

**Stringer Available** to cover Chicago sporting events. Contact Kevin. 312—889-3349.

## MISCELLANEOUS

**Don't tell mother** I read Joslin's Jazz Journal. Jazz-big band-country record collector's quarterly. Articles, discography, pictures, collector auctions. Yearly subscription \$5.00. Box 213, Parsons, KS 67357.

**SCA in Atlantic City** market available. WDVR, PO Box 826, Ocean City, NJ 08226.

## RADIO

### Help Wanted Management

#### GENERAL SALES MANAGER

Denver station, strong local sales background including management experience; aggressive, proven track record a must. Send resume to Box G-66. EOE, M/F.

## RADIO MANAGEMENT OPPORTUNITIES

New York, Denver, Schenectady, Spokane, Las Vegas, Ft. Meyers, FL. Broadcasting company seeks local residents in any of the above areas with the following qualifications: (1) Prior broadcast experience desired; (2) Record of local civic involvement; (3) Unblemished character history; (4) Women & minorities are encouraged to reply. Write Box G-96.

### Help Wanted Announcers

## WKBW Radio 15 AFTERNOON DRIVE

WKBW Radio has an immediate opening for an afternoon air personality. This is an outstanding opportunity at one of America's premier radio stations. Experienced individuals should send tapes and resumes to Neil McGinley, PD., WKBW Radio, 695 Delaware Avenue, Buffalo, NY 14209. WKBW is an Capital Cities Station. EOE/M/F.

## For Fast Action Use BROADCASTING'S Classified Advertising

### 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**

## Help Wanted Sales Continued

### **SALES MANAGER PITTSBURGH'S ONLY ALL TALK STATION**

If you are already a sales manager or ready to move upward, we have a unique opportunity to build your own sales department. An attractive compensation package available for the right person. All inquiries in confidence. WTKN, Pittsburgh, PA 15212. E.O.E.

## Help Wanted Technical

### **WANTED: RADIO TECHNICIANS**

Talk radio 68, WRKO-AM, and adult contemporary WROR-FM, Boston radio stations of RKO General Inc., need temporary radio technicians for the planned relocation of its studio facilities.

You'll be responsible for taking on duties of present staff who will be involved with construction of the new facility. Other duties will include operation of talk show and music format, production, and light routine maintenance.

Must have FCC 1st or General Radio/Telephone license. Excellent opportunity with prospective permanent employment at the conclusion of project (approximately 6 months).

Send your resume 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 News

### **WANTED! A LEGEND!!**

Our "legendary" talk show host is retiring after years of creating controversy and No. 1 ratings. This is one of those extremely rare opportunities in broadcasting at one of America's great talk stations. If you are a proven pro, who can motivate an audience through stimulating and provocative interviews and fast moving open line conversation, let us hear from you. We are looking for a "one-of-a-kind" personality. Send us your unedited open-line and interview audition tape. WOA! Radio, 6222 NW Interstate 10, San Antonio, TX 78201.

## Help Wanted Programing, Production, Others

### **CAPITOL BROADCASTING**

is expanding again and looking for talent. After taking our Louisville property to the number one position in the market, we're looking for candidates to help in our expansion. We need top flight broadcasters in programing, sales, management and technical areas. Send all resumes and tapes to: Ray Quinn, WRKA-FM, 10001 Linn Station Rd., Louisville, KY 40223, or call 502-423-9752. Capitol Broadcasting is an equal opportunity employer.

## Situations Wanted Management

### **DOLLARS AND SENSE**

Radio pro seeks first G.M. position. 13 years of successes in both sales and programing, small to major markets, management; plus, first phone, B.A. mass communications & law degree. A winner! Reply Box G-111.

## Situations Wanted Announcers

### **AM IS NOT DEAD**

But it's killing this superb morning act/PD combo, major market proven. If you're not one of those who's predestining AM's failure by doing nothing, we should talk. Money will not be an obstacle for the right opportunity, regardless of locale. Personality FM's welcome too. 609-737-1421/305-771-1962.

## TELEVISION Help Wanted Management

### **DIRECTOR OF PUBLIC INFORMATION**

One of the nation's largest and most successful cable television companies is creating an important new position in its public affairs organization.

The Director of Public Information will have primary responsibility for creating and producing corporate public information publications, slide and video presentations, speeches by senior corporate executives, and institutional advertising. The Director will manage the corporate news service, be involved in liaison with the news media and in planning special events. The person chosen should have a bachelor's degree and at least seven years successful experience as a communications professional, a strong track record as a writer/editor, and demonstrated ability to manage professional communications staff and relations with outside advertising and graphic design organizations.

In addition to attractive salary and benefits, the successful candidate will qualify for performance-based bonus program. Detailed resume and salary history required and recent written work samples (non-returnable) reflecting breadth and depth of communications skills highly desirable. All materials should be received by September 30th.

**BOX G-117**

Equal Opportunity Employer

### **ADVERTISING MANAGER**

Metromedia's WTTG is seeking a creative broadcaster with a proven track record to handle print promotion, sales promotion, and publicity. A strong background in graphics and lay-out work is also needed. Send resume to:

Mary Summerville  
Director of Personnel  
WTTG-TV

5151 Wisconsin Avenue, N.W.  
Washington, D.C. 20016

An equal opportunity employer, M/F

### **BUSINESS MANAGER**

For major market Sunbelt television station. Three to five years' experience in broadcasting. High energy level a must; salary open and fully paid benefits, including relocation assistance; confidentiality assured. Respond to Box G-67. EOE.

## 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.

### For Fast Action Use BROADCASTING's Classified Advertising

## Help Wanted Technical

# ENGINEERS

## A little ABC technology can give your career a big boost

The behind-the-scenes stars at ABC are the engineers. They work at an incomparably state of the art technical operations center through which all shows filter from the studios for broadcast all over the country.

It's only natural that ABC can offer engineers a number one career opportunity. We're number one in national audience, revenues and profits. We are currently seeking the following professionals:

### EQUIPMENT PLANNING ENGINEER

This position will be responsible for advanced development, equipment improvement, and evaluation of new equipment. The position requires E.E. Degree or equivalent with a minimum of 6 years experience in Equipment Design and familiarity with TV Broadcasting.

### RADIO/FREQUENCY SYSTEMS ENGINEER

This position will be responsible for design and upgrading of new and existing TV transmitting facilities and in the development of TV transmitting related systems, such as microwave and TV receiving and transmitting earth stations. The position requires E.E. Degree or equivalent with a minimum of 3 years experience in TV transmitting facility design.

We offer competitive salaries, liberal benefits including tuition reimbursement, some national and international travel, a stable organization, and participation in technical societies and committees.

For prompt, confidential consideration, please send a detailed resume with salary requirements to William Dixon, Department 1B, American Broadcasting Companies, Inc. 40 West 66th Street, New York, New York 10023.

**American Broadcasting Companies, Inc.**

Equal Opportunity Employer M/F/H



## Help Wanted Technical Continued

### CHIEF ENGINEER

Post-Newsweek Stations is seeking an individual to direct the technical operation of WDIV in Detroit. The ideal candidate will have an electronics degree or equivalent experience, and will have past experience in operating as well as maintaining television equipment, possibly at a production facility or remote operation. WDIV will be moving into new facilities in the fall; therefore, prior experience with facility construction, equipment installation and check-out a plus. Send resume to: Stephen P. Flanagan, Director, Engineering Development, WJXT-TV, P.O. Box 5270, Jacksonville, FL 32207. EOE, M/F

**WDIV TV 4**  
DETROIT

### CHIEF ENGINEER

Sacramento  
Stockton  
California

**13**  
KOVRTV

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

### TRANSMITTER SALES REPS

Needed for VHF, UHF & FM  
by

**NEC AMERICA INC.**

Send information to Box  
G-53.

## Help Wanted News

**wnemtv5**

### CO-ANCHOR

Michigan's top-rated TV news dept. needs top rated anchor to join established female anchor on 6 and 11 p.m. blocks. Applicants must be solid broadcast journalists with prior commercial TV anchor experience. Send video tape to Bill Avery, News Director, WNEM-TV, Box 531, Saginaw, MI 48606. Equal opportunity employer.

## Help Wanted News Continued

### NEWSWRITER/ PRODUCER

Top-rated West Coast O&O is seeking a newswriter/producer for our special projects unit. We are seeking an accomplished professional with a solid background in writing and producing in-depth investigative news features and/or documentaries. A minimum of two years' major market experience in conjunction with film and videotape is required. Send resume to Box G-90.

## MAJOR NEWS OPPORTUNITY

Successful small or medium market news producers, weekend news producers. Can you write well, fast? Can you handle control room responsibilities? If you are looking for an important opportunity to advance your career, write Box G-84.

### PRODUCER

WJXT-TV, the Post-Newsweek Station in Jacksonville, Florida, has an immediate opening for a newscast producer. We're looking for a journalist who is actively involved in the news, not someone who stacks a show by formula. Applicants must have television producing experience. A degree in journalism or communications is preferred. Send tapes, resumes and salary requirements to Rick Gevers, Executive Producer, WJXT-TV, P.O. Box 5270, Jacksonville, FL 32207. No phone calls please. An equal opportunity employer, M/F.

**WJXT-TV4**  
JACKSONVILLE

### 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 Programing, Production, Others

### Senior Producer

We are a leader in the growing cable television industry, based in the Midwest, with an exceptional opportunity available for a Senior Producer.

Reporting to the Director of Programming and Studio Operations, responsibilities encompass development of local origination programming; direction of all programming activities; and supervision of the production staff for a large metropolitan area.

The ideal candidate will have a degree in communications or equivalent work experience in TV or a related area and 5-7 years broadcast or cable experience. This experience should include proven expertise in program development; working knowledge of editing equipment; and both in-studio and field experience. A minimum of 2 years in a supervisory capacity and exceptional interpersonal and communications skills are essential.

We offer a salary/benefits package fully commensurate with level of experience. For consideration, please submit resume, including salary history, to  
**BOX G-14.**

Equal Opportunity Employer M/F

### TALENT: LIVE MAGAZINE SHOW

We are seeking a host to work along side our male co-host on our totally local, prime access week night program. Send tape to: "Week Night" Producer, WCPO TV, 500 Central Avenue, Cincinnati, OH 45242. An equal opportunity employer.

## Employment Service

### RADIO JOBS

10,000 radio jobs a year for men and women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspeople & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, \$6.00. Special bonus: six consecutive weeks, only \$14.95—you save \$21.00! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.**

### "RADIO PLACEMENT"

If you are currently employed, but thinking of improving your position, or if you are "in between and looking," NBTC can help. We specialize in placing qualified D.J.'s, news people, sports, P.D.'s, sales and management. For confidential details, including registration form, enclose \$1.00 postage and handling to: National Broadcast Talent Coordinators, Dept. B, P.O. Box 20551, Birmingham, AL 35216. 205-822-9144.

## Books For Broadcasters

**T5213 HANDBOOK OF RADIO PUBLI-CITY & PROMOTION**, by Jack MacDonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1,500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8 1/2 x 11" bound in long-life 3-ring binder. **\$34.95**

**T5819 JOURNALIST'S NOTEBOOK OF LIVE RADIO-TV NEWS**, by Phillip Keirstead, network news producer, adjunct prof., Fordham Univ. Written to provide broadcast journalists with a solid understanding of journalism concepts and techniques. Covers the techniques of gathering, processing, writing, and broadcasting live news, using the latest electronic equipment. Contains special sections on laws relating to journalism, documentaries, and editorials. 252 pp., 29 ill. **\$12.95**

**T51161 TELEVISION PRODUCTION HANDBOOK**, by Doug Wardwell, PhD. A complete guide to planning, staging and directing a TV production. For those involved in any phase of TV production, or who want to learn how the system works, this is a working guide dealing with every aspect of this art. It offers an easy-to-grasp explanation of the workings of television program production and transmission and the vital functions the management/production team must fulfill. Then, the author tells how to use cameras and related equipment, lighting, make-up, sound, visuals, graphics settings and props to achieve the desired effect and result. He also offers sound advice on direction, on-camera appearance and performance, and electronic editing of the tape recording for final refinement. It's a book designed not only to teach, but to use as a day-to-day guide, too! 304 pps., 406 illus. **\$15.95**

## BROADCASTING BOOK DIVISION

**1735 DeSales St., N.W.  
Washington, D.C.  
20036**

Please send me book(s) number(s) \_\_\_\_\_. My \_\_\_\_\_ payment is enclosed.

Name \_\_\_\_\_

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City \_\_\_\_\_

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## Miscellaneous

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## Public Notice

### CITY OF PHILADELPHIA ADVERTISEMENT FOR CABLE TV BIDDERS

The City of Philadelphia, Pennsylvania, invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request For Proposal" available Tuesday, September 7, 1982 from the undersigned.

Completed proposals must be accompanied by a non-refundable filing fee of \$10,000 and will be accepted until 2:00 p.m., EDT, Wednesday, December 22, 1982 in Room 1020 of the Municipal Services Building.

A non-refundable charge of \$25.00 for the City's preparation and handling should accompany each request for a Cable TV Request For Proposal and proposed Franchise Agreement. J.W. Brown, Commissioner, Department of Public Property, 1020 Municipal Services Building, Philadelphia, PA 19107. 215-686-4430.

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30-minute programs from the golden age of radio  
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|--------------|----------|----------|--------|
| SW Top 10    | C1.C FM  | \$8,500K | Cash   |
| FL Metro     | FM       | \$1,750K | \$500K |
| SW Metro     | AM/FM    | \$1,600K | \$525K |
| MW Medium    | AM/FM    | \$1,500K | \$500K |
| Trop. Medium | FM       | \$1,500K | \$500K |
| SE Regional  | AM/FM    | \$1,000K | \$300K |
| R. Mt. Small | Fulltime | \$775K   | \$175K |
| MW Medium    | AM/FM    | \$750K   | Terms  |
| MW Small     | AM/FM    | \$350K   | Terms  |
| MW Small     | FM       | \$325K   | \$125K |

#### CONTACT

|                  |                |
|------------------|----------------|
| Corky Cartwright | (303) 740-2224 |
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| Bill Whitley     | (214) 387-2303 |
| Jim Mackin       | (207) 623-1874 |
| Jim Mackin       | (207) 623-1874 |
| Ernie Pearce     | (615) 373-8315 |
| Greg Merrill     | (801) 753-8090 |
| Ernie Pearce     | (615) 373-8315 |
| Bill Whitley     | (214) 387-2303 |
| Bill Lochman     | (816) 254-6899 |

To receive offerings within your area of interest, or to sell, contact John Emery, General Manager, Chapman Co. Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.



### Wilkins and Associates Media Brokers

|    |       |               |      |       |
|----|-------|---------------|------|-------|
| CO | FM    | 275K          | 30K  | Small |
| AZ | AM    | 350K          | 50K  | Small |
| MO | AM/FM | 275K          | 50K  | Small |
| SD | AM    | 260K          | 22%  | Small |
| WI | AM    | 495K          | 50K  | Small |
| KS | AM    | 410K          | 50K  | Small |
| MS | AM    | 300K          | 50K  | Small |
| ND | AM/FM | 250K          | 20K  | Small |
| IL | FM    | 325K          | 20%  | Small |
| MT | FM    | 500K          | 25%  | Small |
| SD | AM    | 440K          | Cash | Small |
| VA | AM    | \$20,000 down |      |       |
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Fulltime 5 kw AM + 50 kw FM generate excellent billings and cash flow in sheltered market. FM has top adult numbers in adj. metro mkt. \$2.2 million, terms. Principals call. Gary Willson, Broker. 415-435-3159.

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## Books For Broadcasters

**T51263 HOW TO BE A DISC JOCKEY**, by Dan Ramsey. THE complete manual on what a disc jockey really is—and isn't! If you want to be successful as a disc jockey, this is the book to have. Start off with a description of what it's all about, including great advice from three jocks who "made it". Then learn ways to increase your own chances of success, including advance planning and being adaptable. There's also info on developing an on-air personality, how to develop your voice and communication skills, how to be persuasive and how to speak "naturally" on a program. You also find out how to produce a radio show, how to put together a music programming format, how to conduct a survey, and how to produce radio commercials. And since a radio station is not a one-man operation, you'll also learn how to work with engineers, sales and traffic personnel, managers and others. This book shows you what it really takes to be a DJ and how you can achieve that goal. 224 pps., 63 illus.

\$19.95

**T5798 CATV CIRCUIT ENGINEERING**, by William A. Rheinfelder. Here is a virtual treasurehouse of practical advice and techniques on CATV design. Shows how to avoid all the most common design pitfalls. Provides everything needed about CATV circuit design, including specifications: first-, second-, and third-generation design; and pricing policies for CATV equipment. A wide range of auxiliary equipment is also discussed: level monitors, combining networks, power supplies, etc. Four Appendices and a comprehensive glossary comprise a minihandbook of CATV data. 294 pps., 138 illus.

\$14.95

### BROADCASTING BOOK DIVISION

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Firm or call letters \_\_\_\_\_

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- Large market AM daytime. \$20,000 down to qualified buyer.
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**BROADCASTING'S CLASSIFIED RATES**

**Payable in advance.** Check or Money order only. (Billing charge to stations and firms: \$3.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted, or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (NO telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING. Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

**Rates:** Classified Listings (non-display) Help Wanted: 85¢ per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50¢ per word. \$7.50 weekly minimum. All other classifications; 95¢ per word. \$15.00 weekly minimum. Blind box numbers: \$3.00 per issue.

**Rates:** Classified Display: Situations Wanted (personal ads) \$40.00 per inch. All other classifications: \$70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice advertising require display space. Agency commission only on display space.

For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, Radio Programming, Miscellaneous, Consultants, For Sale Equipment, Wanted To Buy Equipment and Situations Wanted advertising require payment in advance.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

**Word Count:** Include name and address. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as one word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

# Fates & Fortunes

## Media



Schaffner

**Clair Schaffner**, general manager, WRAL(FM) Raleigh, N.C., named regional group manager, radio division, for parent Capitol Broadcasting Co.

**Kiplyn Farmer**, general manager, WHIT(TV) Ann Arbor, Mich., and IT subscription television service there named executive

VP of parent Satellite Syndicated Systems, Tulsa, Okla.

**John Dunn**, VP and general manager, WJAI(FM) Eaton, Ohio, joins WBCS-AM-FM Milwaukee in same capacity. **Carl Evans**, general sales manager, WGBF(AM) Evansville, Ind.-WHKC(FM) Henderson, Ky., succeeds Dunn.

**William Biggs Tabler**, VP, trust marketing, Citizens Fidelity Bank and Trust, Louisville, Ky., joins Times Mirror Cable Television as VP and general manager of its Louisville cable system.

**Lowell Staubitz**, from Cable Information Systems Inc., Hobbs, N.M., joins Daniels & Associates as general manager of Greeley Video Inc., Daniels's Greeley, Colo., system.

**James Edwards**, VP and station manager, WJAC-TV Johnstown, Pa., named president of WJAC Inc.

**Brian Keith**, general sales manager, KGBX(AM) Springfield, Mo., named general manager.

**Tom Davis**, manager, Storer Cable system in DeSoto, Tex., named manager of Storer's Clackamas, Ore., system. **Liz Monahan**, assistant manager, Washington county, Ore., system, named operations manager.

**E. Richard Hodgetts**, division marketing manager for AT&T's national sales force, based in Oakton, Va., joins National Public Radio, Washington, in newly created post of VP for business services, responsible for NPR's new business ventures.

**Gene Swanzy**, VP, broadcast services, Mutual Broadcasting System, Washington, named senior VP, broadcast and communications services.

**Howard Langston**, production assistant, WDHN(TV) Dothan, Ala., named operations manager.

**Dee Potter**, associate director, personnel services, and EEO manager, consumer operations division, Schering-Plough, Memphis, named director, administration, Plough Broadcasting there.

**Bruce Boyle**, manager, human resources, broadcasting, Group W, New York, named VP, human resources.

**Michael Novak**, manager of accounting, KMOX-TV St. Louis, named to newly created position of director, financial planning.

**Ken Barthelman**, director of administration, noncommercial KPTS(TV) Hutchinson, Kan., named director of restructured department of finance and services.

**W. Martin Wingren**, VP, finance and administration, Field Communications, San Francisco, resigns. **Denis Curley**, director of business affairs, Field Communications, named controller. **Janet Darling**, accounting manager, named assistant controller.

**Thomas Wyatt**, division controller, Texas Instruments, Attleboro, Mass., joins WNEV-TV Boston as controller.

**Arthur Tek**, assistant director, accounts payable, CBS Television, New York, joins KMOX-TV St. Louis as director of business affairs.

**Karen Merrell**, director of personnel, Shamrock Broadcasting Co., Los Angeles, named VP, administration.

**David Anderson**, general manager, noncommercial KWGS(FM) Tulsa, Okla., joins noncommercial WAER(FM) Syracuse, N.Y., in same capacity. **Nancy Taylor**, financial support director, noncommercial KWGS(FM) Tulsa, Okla., named acting general manager.

**Christina Ricciardi**, assistant director, WPLG(TV) Miami, joins noncommercial WPBT(TV) there as auction manager.

## Advertising

**Neil R. Austrian**, president and chief operating officer, Doyle Dane Bernbach International, New York, named president and chief executive officer. As chief executive officer, he succeeds **Joseph R. Daly**, who continues as chairman. Daly has signed contract to remain with agency through 1987.



Austrian



Moore

**Michael Moore**, senior VP and director of media management, Benton & Bowles, New York, named senior VP and group executive, responsible for media and programing, Telcom Entertainment, production subsidiary. **Phil Guarascio**, senior VP and associate director of media management, named senior VP and director of media management.

**James O'Neal**, senior VP and management supervisor, Campbell-Ewald, Warren, Mich., elected group senior VP.

**Ken Kimura**, associate creative director, Tatham, Laird & Kudner, Chicago, elected partner of firm. **Mary Whitting**, spot broadcast buyer, Foote, Cone & Belding, Chicago, joins TL&K there in same capacity.

**David Zola**, director of financial services, Needham, Harper & Steers, Chicago, elected VP. In New York office: **Robert Huff**, media supervisor, to associate media director; **Barbara Mitnick**, senior buyer, to spot supervisor, and **Catherine Winkowski**, account supervisor, Henry J. Kaufman & Associates, Washington, to account executive.

Appointments, Frankenberry, Laughlin & Constable, Milwaukee: **Lawrence Freschl**, treasurer, to VP, operations; **Michael Stephens**, account executive, to account supervisor; **Karen Niennemann** and **Robin Reynolds**, writers-producers, to associate creative directors; **Julie Wood**, media buyer, to media supervisor, and **Linda Fritsch**, assistant media buyer to media buyer.

**Thom Rhodes**, VP, account supervisor, Needham, Harper & Steers, Los Angeles, joins Earle Palmer Brown, Bethesda, Md., as VP, media.

**Sande Lohm**, senior copywriter and broadcast producer, Abramson & Associates, Washington, D.C., named VP, media.

# SHERLEE SENDS HER BEST.



When Sherlee Barish is asked to fill an executive position or a news talent opening at a television station, you can bet her candidate is the best you can find. She not only attracts the most successful candidates, she also has the greatest expertise in finding and recruiting the top person. More than 1,000 past placements prove it.

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Experts in Executive Placement

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NEW YORK CITY  
(212) 355-2672**

tion, named creative supervisor. **Cathy Myers**, media planner, named media buyer.

**David Haglund**, from Gilman Press, Madison, Wis., joins Creaticom Advertising there as staff artist.

Appointments, Katz Television Continental, New York: **Todd Siegel**, research analyst, gold team, to sales research manager for team: **Monica Lieberman**, sales assistant, gold team, to research analyst, silver team: **Phillip Stimpson**, account executive. On Cable, New York, to research analyst, olympic sales team. **Michelle Melnick**, media buyer, Compton Advertising, New York, to member of sales staff. And in Chicago: **Jim Hickey**, from WFLD-TV Chicago, to member of sales staff.

**Jane Blaney**, administrator, advertising sales, USA Cable Network, Glen Rock, N.J., named manager, sales administration.

**Key Holmen**, account executive, CBS-FM National Sales, Chicago, named sales manager of that office.

**John Powell**, creative supervisor, Ketchum Communications, San Francisco, joins Foote, Cone & Belding/Honig there as senior art director.

**Julie Ray**, writer-producer, W. B. Doner/Southwest, Houston, named director of creative services.

**Lee Lahey**, account executive, Eastman Radio, New York, named New York sales manager. **Mike Nicassio**, account executive, New York, named manager, sports division.

**Steve McGrory**, account executive CBS-owned WEEI-FM Boston, joins CBS-FM National

Sales, New York, in same capacity. **Ana Batton**, senior account executive, Selcom Radio, New York, joins CBS-FM National Sales as account executive.

**Jim Hickey**, account executive WFLD-TV Chicago, joins Katz Television Continental there as account executive.

**Karen Sanchez**, local sales manager, KMET(FM) Los Angeles, named general sales manager.

**Bill Kreutz**, account executive, KHOW(AM) Denver, named general sales manager.

**Bill Mendell**, from KCWY-TV Casper, Wyo., joins KESQ-TV Palm Springs, Calif., as local sales manager.

**Melinda Fitzgerald**, account executive, WCPQ(AM)-WMSQ(FM) Havelock, N.C., named local sales manager.

**Gregory Sullivan**, from WLUP(FM) Chicago, joins KQAK(FM) San Francisco as national sales manager.

**Paul Jacobs**, account executive, WRIF(FM) Detroit, joins KZEW(FM) Dallas as local sales manager. **Scott Fenimore**, account executive, WRBQ(FM) Tampa, Fla., joins KZEW in same capacity.

**Scott Thomas**, ABC Spot Sales manager, Detroit, joins WLS-TV Chicago as local sales manager.

**Jane Vance**, account executive, WAMZ(FM) Louisville, Ky., named local sales manager.

**Todd Siegel**, research analyst, gold team, Katz TV Continental, New York, named sales research manager.

**Tonylou Trlone**, from KSTS-TV San Jose, Calif., joins KSDO(AM) San Diego as account executive.

**Mario Stefanini**, from Katz Communications, Chicago, joins WLS-TV there as account executive.

**Dale Remy**, account executive, KKQV(FM) Wichita Falls, Tex., joins WFAA(AM) Dallas in same capacity.

**Russ Risdon**, sales manager, WTVR (now WCXI-FM) Detroit, joins WOMC(FM) there as account executive.

## Programing



Mathieu

**Jeffrey Mathieu**, director, special projects, Bonneville Broadcasting, Tenafly, N.J., named VP, New York division, responsible for all New York operations and coordination with newly formed Chicago division.

**Ronna Wallace**, director of programing, MGM/UA Home Video, named VP, programing, West Coast, and VP, programing, MGM/UA Records. Her offices will be in Los Angeles.

**Kenneth Simon**, freelance publishing and marketing consultant, New York, joins UTV Cable Network, Fair Lawn, N.J., as VP, new business development. **Hilary Schacter**, from WCBS-TV New York, joins UTV as assistant programing director.

**James Lightstone**, assistant counsel,

Cablevision, Woodbury, N.Y., assumes additional duties as director of business affairs for Rainbow Programing Services division there.

**Donna Carolan**, assistant to director of special projects, films for television and mini-series, CBS Entertainment, New York, named manager, East Coast story department.

**Mark Van Loucks**, senior VP, Entertainment Channel, New York, resigns.

**Nicolette Bret**, from Alan Landsberg Productions, Los Angeles, joins Home Box Office there in newly created position of director, original programing, West Coast.

**Edward Cervantes**, associate of variety programing, NBC, Los Angeles, joins 20th Century-Fox there as director, current programing. **J. Mark Hattendorf**, director of corporate audit, 20th Century-Fox, Los Angeles, named controller.

**Ed Russell**, director of marketing, Samuel Goldwyn Co., Los Angeles, named VP, marketing.

**Victoria Traube**, associate counsel, Home Box Office, New York, named director of business affairs, theater and sports.

**Fred Saxon**, entertainment reporter, Cable News Network, Los Angeles, has left to form own production company, Fred Saxon Productions there.

**Kathryn Peterson**, VP, administration, Home Theater Network, Portland, Me., named VP, affiliate relations and administration.

**Jane Blaney**, administrator, advertising sales, USA Cable Network, Glen Rock, N.J., named manager, sales administration.

**Fredda Rose**, West Coast director of business affairs, ABC Television Network, Los Angeles, joins The Sy Fischer Co., division of Taft Entertainment Co. there, as untitled executive with primary responsibilities in business affairs.

**Janice DeMadona**, office manager, Satori Productions, New York, named VP, administration.

**Sam Tyler**, marketing and development manager, noncommercial WGBH-TV Boston, has left to form own television programing firm, Sam Tyler Associates, Cambridge, Mass.

**Bob Tischler**, supervising producer of NBC-TV's *Saturday Night Live*, New York, named producer.

**Don Criqui**, sportscaster for NBC Sports for past three years, has signed new, long-term contract.

**Dick Stockton**, announcer with CBS Sports since 1978, has agreed to new long-term contract.

**Demp Dempsey**, production supervisor, KARK-TV Little Rock, Ark., joins Jones Television Productions there as producer-director.

**Kenneth Haines**, director of Virginia Tech Sports Network, Blacksburg, Va., and university information chief, joins Raycom Sports Network, Charlotte, N.C., as VP, network operations.

**Lucy Stutz**, manager of acquisitions, SelecTV, Marina Del Rey, Calif., named director of programing.

**Richard Lorenzo**, from Richard A. Foreman Associates, New York, joins WCBS-FM New York as music director.

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**Jeff Petrik**, director and commercial producer, KXJB-TV Fargo, N.D., joins KTHH-TV there as production manager.

**Barry Argenbright**, production manager, WOMC(FM) Detroit, named assistant program director.

**Jim O'Hara**, program director, KSTT(AM) Davenport, Iowa, named program director, WOC(AM)-KHKK(FM) there succeeding **William (Spike) T. O'Dell**, air personality at WBT(AM) Charlotte, N.C., joins KHKK(FM) in similar capacity.

**Penny Martin**, program coordinator, KCST-TV San Diego, named program director.

**James Benson**, assistant director of radio, noncommercial KWIT(FM) Sioux City, Iowa, joins noncommercial KUHF(FM) Houston as program director.

**Renee Moore**, production assistant, *Pittsburgh 2 Day*, Westinghouse Broadcasting, Pittsburgh, joins WDIV(TV) Detroit as associate producer, *Sonya* show.

**Mark Quenzel**, house director, WSBK-TV Boston, named director of hockey.

**Ivan Schwartz**, assistant sports director, WTVR-TV Richmond, Va., named sports director.

**Todd Blide**, air personality, WGVA(AM) Geneva, N.Y., named music director.

**Jay Berry**, weekend sports anchor, WLS-TV Chicago, joins WXYZ-TV Detroit in same capacity.

**Bob Ryan**, *Boston Globe* sports writer, joins WCVB-TV Boston's *NewsCenter 5* staff as sports reporter on Sept. 15, replacing **Clark Booth**, who becomes special correspondent for programs.

**Terry Lowry**, reporter and relief anchor, KGO-TV San Francisco, and **Fred LaCosse**, independent television producer and former news anchor, KRON-TV San Francisco, named co-hosts, *AM San Francisco*, KGO-TV.

## News and Public Affairs

Appointments, CBS News, New York. **Bob Reid**, executive producer, KNXT(TV) Los Angeles, to Northeast bureau manager, New York. **Suzanne Garaher**, associate producer, *CBS Evening News* weekend edition, Washington, to weekend news manager, succeeding **Al Ortiz**, named associated producer, *CBS Evening News With Dan Rather*. **Andrea Naversen**, reporter, WTAE-TV Pittsburgh, to Northeast bureau in same capacity.

**Joan Zuckerman**, editor, WBBM-TV Chicago, joins CBS News *Nightwatch*, New York, in same capacity.

**Don Belisle**, news director, WKED(AM) Frankfort, Ky., joins WINN(AM) Louisville, Ky., in same capacity. **Connie Troutman** from WKKX(AM) Paoli, Ind., and **Stratton Hammon**, from WCND(AM) Shelbyville, Ky., join WINN as reporters.

**Mike Longman**, news anchor, WGSO(AM) New Orleans, named director of news and public affairs.

**Steve Schwaid**, producer, special projects, WSOC-TV Charlotte, N.C., named executive news producer.

**Jim Wise**, news director, KWTO-AM-FM Springfield, Mo., joins KODE-TV Joplin, Mo., in same capacity.

**Faye DeHoff**, producer, Cable News Network, Atlanta, joins WOKR(TV) Rochester, N.Y., as producer, 11 p.m. *Eyewitness Tonight*.

**Chris Tortosa**, general manager for marketing, United Press International, New York, named VP, marketing services.

**Vicki Hildner**, morning assignment editor, WJLA-TV Washington, named news department's consumer/money unit producer.

**James Lee Overton**, press secretary, Representative Tom Loeffler (R-Tex.), Washington, joins ABC News there as news writer.

**Tony Pepper**, from WBZ-TV Boston, and **Janet Jeghehian**, from WBZ(AM) there, join WRKO(AM) there as co-anchors.

**Robert Witten**, news anchor, KYW(AM) Philadelphia, joins Mutual Broadcasting System, Washington, as correspondent.

**Joe Day**, reporter-chief correspondent, WCVB-TV (now WNEV-TV) Boston, named political editor, WNEV-TV.

**Andrea Zinga**, from WQAD-TV Moline, Ill., joins WOC-TV Davenport, Iowa, as news anchor.

**Sandy Hill**, reporter, CBS Sports Saturday/Sunday, joins KNXT(TV) Los Angeles, as co-anchor, *Channel 2 News Live at Five*.

**Brad Ritter**, Naples, Fla., bureau chief, WBBH-TV Fort Myers, Fla., joins WPEC(TV) West Palm Beach, Fla., as reporter-anchor.

**Cheri Williams**, from KEKA(AM) Eureka, Calif., joins KVIQ(TV) there as anchor-reporter.

**Marty Levin**, from WRC-TV Washington, joins KFMB-TV San Diego as anchor-reporter.

**Robin Groth**, general correspondent, West Coast, ABC News, Los Angeles, has signed new one-year contract.

**Howie Carr**, reporter-columnist, *Herald American*, Boston, joins WNEV-TV there as political reporter.

**Mark Tanner**, news editor, WFDF(AM) Flint, Mich., joins WNEM-TV Bay City, Mich., as reporter.

**Sandra Fowler**, from WITN-TV Greenville, N.C., and **Marguerite Bardone**, from WTHR(TV) Indianapolis, join WTVR-TV Richmond, Va., as reporters.

## Technology

**John DeLissio**, VP, international, Harris Broadcast, Quincy, Ill., joins M/A-Com, Burlington, Mass., as VP of broadcast division. Appointments, M/A Com, Burlington, Mass.: **John Puente**, group president, integrated digital communications, named president and chief executive officer of new subsidiary, M/A Com Development Corp., which will be responsible for M/A Com's investment position in future new ventures; **O. Gene Gabbard**, VP, strategic planning, will serve as executive VP of new company, and **Peter Kusek**, VP of planning and control, integrated digital communications group, becomes VP, finance and administration. **Irwin Mark Jacobs**, president and chief executive officer, M/A Com Linkabit, Inc., succeeds Puente. **Andrew Viturbi**, executive VP, Linkabit, succeeds Jacobs.

**Stanley Basara**, senior VP and general manager, Vital Industries Inc., Gainesville, Fla., joins Thomson-CSF, Stamford, Conn., as president.

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Reorganization, electronic products division, Adams-Russell, Waltham, Mass.: **Harold Leach**, head of antenna and microwave division, to additional responsibility for brazonics and microwave products divisions; **James Connolly**, president, Anzac division, to additional responsibilities for digital processing, Micro-tel and A-R semiconductor center; **Raymond Frederick**, group VP, and **Richard Finke**, president, A-R's Micro-Tel, named senior VP's.

**Donald Musson**, senior staff engineer, allocations engineering, operations and technical services, NBC, New York, named director, technical development.

**Charles Rhodes**, chief engineer, Tektronix Inc., Beaverton, Ore., joins Scientific-Atlanta Inc. as principal engineer in charge of corporate research and development.

**Ronald Heffers**, director, business planning and analysis, General Cable Co., Greenwich, Conn., named VP, administration.

**Nancy Carey**, legal assistant to FCC Commissioner Abbott Washburn, Washington, joins MCI Telecommunications Corp. there as director, regulatory liaison.

**Joe Berini**, associate news director for engineering, KRON-TV San Francisco, name chief engineer. **Don Sharp**, engineering supervisor, KRON-TV, succeeds Berini.

**Tom Courtenay**, engineer, WGSO(AM)-WQUE(FM) New Orleans, named chief engineer.

**Tom D'Agostino**, technical director, noncommercial WLII(TV) Garden City, N.Y., named engineering supervisor. **John Lombardi**, engineer, named technical director.

## Promotion and PR

**Susan Storms**, director of client services, United Stations, New York, assumes additional responsibilities as VP, creative services.

**H.A. (Bud) Tenerani**, publicist, West Coast, NBC, Los Angeles, named manager, sports information, press and publicity.

**Robert Mandell**, VP, creative services, ITC Entertainment, New York, named executive VP, creative services.

**Albert Barr**, VP, Kaufman/Public Relations, Washington, joins S.K. O'Brien & Associates, public relations firm there as executive VP.

**Mary King**, assistant director of advertising, 20th Century-Fox Film Corp., Los Angeles, joins Logomotion Inc., specialties media advertising consultants as promotion coordinator.

**George Noory**, director of news and operations, KSKD(TV) St. Louis, joins Fleishman-Hillard public relations there as director of telecommunications.

**Brad Crum**, director of creative services, KDKA-TV Pittsburgh, joins Cable Health Network, New York, as director of on-air promotion.

**Gail Sutton**, audience promotion producer, WLWT(TV) Cincinnati, joins WPHL-TV Philadelphia in same capacity.

**Richard Hill**, staff announcer, KTVH(TV) Wichita, Kan., named on-air promotion coordinator.

## Allied Fields

**Douglas Clemensen**, director of research services, Reymer & Gersin Associates, Southfield Mich.-based media research and consulting firm, named VP, research.

**A.J. (Rick) Aurichio**, executive VP, Arbitron, New York, named VP of parent, Control Data. **David Brooks**, from noncommercial WHA-TV Madison, Wis., joins Arbitron, Laurel, Md., as production specialist, television production department. **Eugene Lambert**, account executive, KOB-FM Albuquerque, N.M., joins Arbitron Southwestern radio station sales, Dallas, as client service representative. **Jamie Bower**, sales assistant, radio division, Katz Communications, Los Angeles, joins Arbitron Western radio station sales there as client service representative.

Appointments, Cabletelevision Advertising Bureau, New York: **James Boyle**, account executive, member relations, to director, member relations; **Suzette Grimm**, from director of publicity, Galavision, New York, to director of promotion, and **Lynne Nordone**, from radio systems analyst, ABC Radio, New York, to manager, media services.

**Robert Thomas**, manager, station expansion, Corporation for Public Broadcasting, Washington, joins Prince George's County (Md.) Cable Commission as executive director. Prince George's has issued franchises to Storer and Metrovision, with construction of systems to be completed within three years.

**Jill Kasle**, consultant to AT&T in recent U.S. versus AT&T case, has joined George Washington University, Washington, as associate direc-

tor of university's Center for Telecommunications Studies.

**Neal Pilson**, president, CBS Sports, named special adviser to President's Council on Physical Fitness.

**E.R. Case**, director of research and development, marketing research group, A.C. Nielsen, New York, named VP, director of trade relations, marketing research group. **F. Kip Vanderbilt**, analyst, data applications department, A. C. Nielsen, New York, named marketing coordinator, Nielsen Homevideo Index, there.

**Alexander Toogood**, professor of communications, Temple University, Philadelphia, named chairman of radio-television-film department, School of Communications and Theater.

**Ron Hull**, program manager, Nebraska Educational Television Network, Lincoln, Neb., named director of program fund, Corporation for Public Broadcasting.

Elected officers, New York Women in Communications: **Carolyn Carter**, Grey Advertising, president; **Madeline Amgott**, CBS News, president-elect; **Anne McDermott**, National Business Woman, vice president, career development; **Elizabeth Fielding**, freelance writer, vice president, communications; **Kathryn Stechert**, *Woman's Day*, vice president, finance, and **Kay Wright**, CBS Sports, vice president, membership.

## Deaths



Valenstein

**Lawrence Valenstein**, 83, who founded Grey Advertising in 1917 at age of 18, died of heart attack Sept. 10 at his home in Scarsdale, N.Y. From one-man shop, Grey grew to world-wide agency with billing amounting to more than \$1.2 billion in 1981. Valenstein served as president until 1955

when he became chairman and was chairman of executive committee from 1961 to 1965. In that year he took title of founder-chairman and continued in that role until his death. Grey is leading broadcast agency with U.S. television-radio billings of \$386.5 million last year. Valenstein is survived by his wife, Alice, and two children.

**Thomas Sheally**, 44, president and part owner, S-G Communications Engineering Inc., Jacksonville, Fla., died Sept. 6 of heart attack while on consulting job near San Juan, P.R. Before forming his own company, Sheally had been VP, engineering, for Ziff-Davis Broadcasting Co. He is survived by his wife, Margot, and two sons.

**Charles Ritchey**, 57, former manager, WKMC(AM) Roaring Spring, Pa., and air personality and weekend newscaster, WFBG-TV (now WTAJ-TV) Altoona, Pa., died of cancer Aug. 20 at Altoona Veterans Administration medical center.

**Michael Thoma**, 55, actor in numerous television series including *The Waltons*, *The Rockford Files*, and most recently, *Fame*, died of cancer Sept. 3 at Cedars-Sinai medical center, Los Angeles. He is survived by his wife, Lynn Bennett, and two children.

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## James Miller: redefining the role of the FTC

Dec. 19, 1981 was "Jimmy Miller Day" in Conyers, Ga., to honor a hometown boy who had risen to become chairman of the Federal Trade Commission. They hung a banner across Main Street welcoming him back home and held a reception at city hall.

James C. Miller III, who has been at the commission just shy of a full year (he assumed the post Oct. 5, 1981) received a somewhat lesser reception on his arrival at the FTC. Since the beginning of his term there has been speculation over just what his mission is. His critics fear he will "shut the agency down."

Miller is described in "Reagan's Ruling Class," published by the Presidential Accountability Group, an enterprise of consumer activist Ralph Nader, as having "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."

But Miller denies he is there to "kill the agency." He said he gave up an important job as administrator for information and regulatory affairs at the Office of Management and Budget to join the commission and that he "would not have given up that job to come close the place down."

He admits, however, that given the deregulatory views of the Reagan administration, some on the agency's staff thought "Atilla the Hun was coming over here."

Miller served as executive director of the Presidential Task Force on Regulatory Relief and headed the Reagan transition team for the FTC. The team produced a report that not only recommended operating the agency on a \$56.9 million budget, a 16.4% drop from the \$68 million appropriated in 1982 and a 21% drop from \$72 million appropriated in 1981 by the Carter administration, but also suggested closing all of the agency's 10 regional offices.

Also included in the report was a recommendation to eliminate the FTC's Bureau of Competition. This, however, Miller said he had no part of. "If I had been in cahoots with David Stockman to try to eliminate the Bureau of Competition, I would admit that, but it is not true." He maintained that the transition report doesn't say: Close the agency. "It said: 'do different things.'"

Miller insists that the FTC has an "important role to play." He is only trying to make the rules clearer, to tell the commission where to focus its resources, and to let consumers know what protections they have, Miller said.



James Clifford Miller III—chairman, Federal Trade Commission, Washington; b. June 25, 1942, Atlanta; BBA (1964) University of Georgia; PhD (1969) in economics, University of Virginia; professor, Georgia State University, Atlanta, 1969; senior staff economist, U.S. Department of Transportation, 1969-72; research associate, Brookings Institution and American Enterprise Institute, 1972; associate professor of economics, Texas A&M University, 1972-74; senior staff economist, U.S. Council of Economic Advisers, 1974-75; assistant director for government operations and research, U.S. Council on Wage and Price Stability, where he also served on President Ford's Domestic Council Regulatory Review Group, 1975-77; resident scholar and co-director, AEI's Center for the Study of Government Regulation, 1977-1981; administrator, information and regulatory affairs, Office of Management and Budget, and executive director, Presidential Task Force on Regulatory Relief, 1981; present position since 1981; m. Demaris Humphries, Dec. 22, 1961; children—Katrina, 12, Felix, 11, and Sabrina 9.

"There are reasons to regulate. I don't question the need for EPA, OSHA or the FTC. The question is how best to achieve those regulatory objectives," he said.

Miller began working on repairs earlier this year. During the agency's reauthorization hearings in the Senate and the House, he proposed that the commission's deceptive and unfair acts and practices standards (both of which pertain to advertising) be redefined. He had testified that the current standards were unclear and excessively broad, and he presented examples of more narrow definitions, which he said would clarify the standards. These were heartily endorsed by the advertising industry.

Miller's revised unfairness standard was included in bills adopted by both houses (BROADCASTING, May 17, Aug. 23). It is expected to remain in the final conference version of the bills that should pass some time this month.

While deception was not addressed in either bill, Miller said, the agency will continue to pursue the matter with Congress and will even develop its own protocol for

deception.

The Senate bill (S.2499), however, includes two provisions Miller considers a loss. One would permanently exempt advertising from regulation under the unfairness standard. Advertising has been temporarily exempt from the standard's jurisdiction under a provision in the FTC 1980 Improvement Acts. Miller would like to see the exemption eliminated, although he is less concerned about that than about the other Senate provisions that exempts state-regulated professional groups from FTC enforcement of antitrust and consumer protection laws (BROADCASTING, May 17).

It is the analysis of regulation that Miller is trained for and enjoys. He takes pride in being the "first economist" to chair the FTC. Not only that, he added, but he is the first nonlawyer after three decades to sit on the commission. The job "requires a lot of economic thinking to figure out the ramifications of what is going on in the economy and also what the remedies we might propose will do."

As a young man Miller fancied that some day he would be a physicist, but during his undergraduate years at the University of Georgia he became interested in economics. He pursued that interest by earning a PhD in economics from the University of Virginia in 1969.

He joined the U.S. Department of Transportation as senior staff economist in 1969, leaving in 1972 for two years of teaching at Texas A&M University. He returned to Washington in 1974 to serve as senior staff economist with the U.S. Council of Economic Advisers. He specialized in transportation, regulation and antitrust policy. It was then that he began to formulate his philosophy toward regulation. Miller became an adjunct scholar at the American Enterprise Institute, a conservative Washington think tank, during that time.

Despite the onslaught of criticism and opposition, Miller finds an intellectual challenge in being chairman of the FTC.

There are, however, disadvantages in being in the limelight. "You worry whether you're going to say exactly the right thing and you're always worried that somebody might misconstrue what you have to say."

Miller's job at the commission, he said, is not as grueling as working for his old boss David Stockman, at the OMB. The pace there, he said, was physically exhausting. If Miller had kept it up, it would have placed an "incredible burden on my family."

Miller now can spend some time with his wife and three children at their cabin in the Blue Ridge mountains and get an occasional game of tennis in. ■

# In Brief

In wake of four months of in-fighting between committee Republicans and White House over appointment, **Senate Commerce Committee** last week announced it will hold confirmation hearing for **Stephen Sharp** to be FCC commissioner this Wednesday (Sept. 22). Sharp, currently FCC general counsel, was nominated to fill Republican seat on commission last May (BROADCASTING, May 24). Term Sharp is slated to fill will expire at end of next June, thanks to legislation initiated by Commerce Committee that would cut FCC back from seven commissioners to five (BROADCASTING, Aug. 23). Hearing is slated to start at 9:30 a.m. in room 235 of Russell Senate Office Building.

See you in court. That's what ABC, joined by Major League Baseball's Television Committee, is saying to Ted Turner's Turner Broadcasting System, owner of both Atlanta Braves ball club and WTBS(TV). Atlanta superstation, whose signal is pulled off Satcom III-R by over 4,000 cable systems. ABC last week filed suit in federal district court in New York, charging that **satellite distribution of Braves games**, should the Braves go into playoffs, **violates its exclusive playoff contract** with major league baseball. ABC was joined by 10 clubs composing the television committee. The lawsuit came as no surprise (BROADCASTING, Sept. 13). TBS has been saying it will air games, and even distributed press release estimating WTBS's national audience for possible Braves playoff games. TBS position is that as home-market station, WTBS gets to carry playoff games and that "any retransmission ... by satellite common carriers ... is beyond the control of either WTBS or the Atlanta Braves."

Reorganized and revitalized **First Amendment Committee** of National Association of Broadcasters was announced Friday (Sept. 17) by its chairman, **Martin Rubenstein**, president of Mutual Broadcasting System. To serve with him: Elmer Lower, former president of ABC News; Bill Leonard, former president of CBS News; Hal Close, WKNE(AM)-WNBX(FM) Keene, N.H.; John F. Dille Jr., WTRC(AM)-WYEZ(FM) Elkhart, Ind., and Karen Maas, KIUP(AM)-KRSJ(FM) Durango, Colo. "We're out to repeal the fairness doctrine and Section 315," said NAB official of committee's goal, which is seen as following mandate of 1982 NAB convention. Committee anticipates having game plan ready for action by Thanksgiving.

"The guy's a hell of a communicator," said James Babb, CBS TV affiliates board chairman, about National Association of Broadcaster's president-elect, **Edward O. Fritts**. Fritts met with **CBS-TV affiliates board last week** in New York. It is all part of **effort to allay fears Fritts's election would divide association** (BROADCASTING, Sept. 6). Babb, who is executive vice president, WBTB(TV) Charlotte, N.C., characterized Fritts's presentation to group as "super." He said board was "pleasantly surprised" to find Fritts articulate on matters affecting TV as well as radio. After making rounds in New York, Fritts joined members of National Association of Black Owned Broadcasters in Washington at their annual conference. He speaks to Washington State Association of Broadcasters Sept. 20, meets with members of Ad Council in New York, Sept. 23 and will address Minnesota Broadcasters Association on Sept. 27.

Acquisition of 212,000 shares of **Burnup & Sims Inc.** by Miami Beach financier Victor Posner Sept. 8 triggered last week **mass resignations** by BSI executives, including President and Chief Executive Officer Nick A. Caporella, and left Fort Lauderdale, Fla.-based firm in state of disarray by week's end. When news that Posner's Sharon Steel Corp. had increased its ownership of BSI to 30.8% with purchase of additional shares, Caporella tendered resignation. "I view my departure with deep and mixed feelings," Caporella said in prepared statement, "but Mr. Posner's latest purchase of stock has snuffed out the entrepreneurial spirit at Burnup & Sims. I have always said I wouldn't work for Victor Posner and that if he got more than 29% of the stock I'd quit. He did, so I did." When executive

committee met last Thursday to accept "with deep regret" Caporella's resignation, 17 additional resignations from presidents and officers of BSI and its subsidiaries were tendered. In statement released last Friday, Sharon Steel suggested that Caporella's resignation was due in part to lawsuit filed by New York stockholder Harvey Greenfield, alleging that Caporella and other top officers profited from purchase of Capscan Cable Co. and its subsequent resale to corporation. Suit also criticized Caporella's "golden parachute agreement" whereby he would be given \$4 million if Posner acquired 29% or more of company or if he was "voluntarily or involuntarily terminated without just cause." Greenfield, who holds 900 shares of BSI, said he has no connection with Posner.

Although there has been lots of talk about equal employment opportunity, "things aren't moving as fast as they should," FCC Commissioner **Anne Jones** said last week at conference of National Association of Black Owned Broadcasters in Washington. As result, she said she was no longer of opinion that EEO matters should be handled exclusively by Equal Employment Opportunity Commission. While she said she still had "some problems" with current FCC EEO rules—and thought they should be "streamlined"—she also thought **FCC and other agencies should "do everything they can to advance EEO."** At conference, Commissioner James Quello cited commission's action overruling Review Board in granting minority application for new FM station in Hart, Mich. (BROADCASTING, Aug. 2) as evidence that commission was still concerned about minorities. Commissioner Henry Rivera noted that he was "deeply committed" to EEO, especially within commission.

All three commercial **television networks defended their minority hiring and programing practices** last week during four days of hearings conducted by Los Angeles Human Relations Committee. City-sponsored inquiry heard testimony on how minorities are treated in entertainment industry.



Hearst/ABC's **Daytime** channel had exclusive going for it last week: **interview with Princess Grace** of Monaco taped by Pierre Salinger (and Transatlantic Productions crew) on July 22 for network's *A Conversation With ...* series that features women who might be role models. Hour and 10 minute segment aired on *Daytime* at 4 p.m. last Wednesday (Sept. 15), and will be repeated on Sept. 28. Portions of interview were used on various ABC-TV network newscasts after princess's death last Tuesday. In interview she talked about family life, her children and how she wanted to be remembered: "as a kind person" and as mother. Asked how she would want to come back if there were such a thing as reincarnation, she said: "As one of my dogs. They have the most wonderful life of us all."

**Conservative group** in Washington is planning television campaign aimed at helping elect conservative Republicans to Congress in fall. Fund for a Conservative Majority plans to spend up to \$2 million on two-pronged campaign. Four commercials constitute "Repeal O'Neill" effort, one that attacks Speaker Thomas P. O'Neill (D-Mass.) and appeals to voters to elect Republican majority in House and thus replace him with Republican. Three others carry picture of President Reagan and excerpts from his speeches, and call for election of Republicans who will support President's policies. Fund for a Conservative Majority plans to run spots in seven markets—New York, Los Angeles, Boston, Washington, D.C., Dallas-Fort Worth, Seattle and Raleigh-Durham, N.C. Paul Dietrich, group's president, said money for campaign will be raised by end of October.

**Emerson Stone, CBS News vice president**, radio news, has been chosen for ombudsman post CBS News promised in its report on controversy surrounding documentary, *The Uncounted Enemy: A Vietnam Deception* (BROADCASTING, July 19). Appointment of Stone, 30-year CBS News veteran, is to be announced today Sept. 20 as division's vice president, news practices. CBS News had acknowledged, after investigation, that some of its own standards were violated in production of *Deception*—whose broadcast also led to \$120-million libel suit against CBS (see page 33). Stone will report to CBS News President Van Gordon Sauter.

**Iowa's senators**, Roger Jepsen and Charles E. Grassley, both Republicans, made another effort last week to make sure administration does not pick 1040 khz, frequency on which WHO(AM) Des Moines, Iowa, operates, for Radio Marti, assuming Congress eventually authorizes establishment of station to broadcast to Cuba. They wrote letter to Senate Foreign Relations Committee to express their understanding of administration-proposed amendment of Radio Marti bill (H.R. 5427); understanding that, if accepted by committee as part of bill's legislative history, would virtually rule out 1040 khz, as well as 1160 khz and 590 khz. Administration had originally proposed 1040 khz for Radio Marti. But amendment at issue requires National Telecommunications and Information Administration to make new frequency search and, in process, to consider interference potential of actual or potential Cuban stations. Cuba has proposed 500 kw stations on 1040 khz and 1160 khz, and 150 kw operation on 590 khz. As result, senators said in letter, committee would not expect NTIA to select those frequencies. Letter also said "committee believes it may well be more efficient" to use shortwave frequency, which would be more difficult to jam than AM station. Letter caused considerable concern among administration officials, who felt it would foreclose options. Observers expect debate on floor, when bill comes up for vote, over whether senators' version of legislative intent is accurate. Mention of 590 khz is seen as acknowledgement of concern of Senator Edward Zorinsky (D-Neb.), committee member, who has talked of interference Cubans are already causing WOW(AM) Omaha, which operates on that frequency.

**President Reagan** last week signed omnibus communications bill (H.R. 3239) passed by Congress last month (BROADCASTING, Aug. 23). Bill included new guidelines for use of lottery by FCC to choose among competing license applicants, permission for FCC to establish minimum performance standards for radio and TV set manufacturers to reduce interference from citizen band and other private radio operators and authorization of 1983 spending levels for National Telecommunications and Information Administration.

Second in series of National Association of Broadcasters' Com/tech Reports—"Business Opportunities for Broadcasters in MDS Pay Television"—concludes that broadcasters are "uniquely positioned to participate in the development of MDS services." Broadcasters, the study notes, have necessary capital and

expertise in program production and acquisition. The report, prepared primarily by Microband Corp. of America, nation's largest MDS common carrier, is essentially primer on MDS technology and marketing, operational and regulatory aspects of MDS business. "A single channel MDS system can be a profitable enterprise," the report says. "With adoption of additional channels, MDS will play an even greater role in the future of premium television." Report is scheduled for release next week.

**Richard A. O'Leary**, president of both ABC Owned Television Stations and ABC International, leaves at year-end "to form his own television marketing and consulting firm." O'Leary, 28-year veteran of ABC-owned TV's, has headed stations division for dozen years and International for past 10. Announcement from Frederick S. Pierce, ABC Inc. executive VP, said O'Leary's firm will have "long-term relationship with ABC." Until early this month, O'Leary and owned TV's had reported directly to Pierce; purview shifted to John Severino, ABC Television president (BROADCASTING, Sept. 6). O'Leary strongly denied being caught in political bind—although acknowledging that timing of various moves could lead to "inference" he said is mistaken. O'Leary, 56, explained that Pierce, moving toward ABC Inc. presidency, had asked him to sign long-term contract. O'Leary said he had never had contract and when thinking about committing himself on paper for long term, he realized he would rather be in business for himself. O'Leary's company—Richard A. O'Leary and Associates—officially opens Jan. 1. O'Leary said his company will be both domestic and international in scope, and involved with television and video programing, management, development and other areas. Distribution of ABC-owned TV stations-produced fare also will be part of it. O'Leary expects client ABC to take about quarter of his company's time. Severino last week said O'Leary repeatedly had been asked to stay on.



O'Leary



Kozak

**Richard Kozak**, VP and director, station relations, affiliate relations department, ABC-TV, named VP in charge of affiliate relations, succeeding Robert Fountain, now executive VP, United States Satellite Broadcasting (BROADCASTING, Sept. 6).

At open meeting Thursday (Sept. 23), FCC is expected to authorize application of Satellite Television Corp. for construction of experimental direct broadcast satellite system. Commission official said Broadcast Bureau is expected to present items on remaining applications that have been accepted for filing within next two or three weeks; he didn't expect that those would present commission with any "problems" either. Major reason bureau had addressed STC's application first, he said, was that STC was first to file. Commission also is expected to adopt second notice of proposed rulemaking to amend its rules to allow it to use lottery to choose among mutually exclusive applicants for initial telecommunications licenses.

**Larry Adams**, vice president, general manager, Schulke Radio Productions, S. Plainfield, N.J. was named president last Thursday (Sept. 16), replacing Jim Schulke, who was named chairman of board.

## How to retire the national debt

FCC Chairman Mark Fowler last week sided with those who want broadcasters to pay a fee for spectrum use as the price of deregulation. He wants fees big enough to support federal regulation and contribute to the support of noncommercial, educational radio and television.

Fowler didn't put a figure on the contribution that he has in mind, but he seemed to endorse the proposal of the National Radio Broadcasters Association, whose annual convention he was addressing, that broadcasters pay 1% of annual revenues for deregulation. Fowler also proposed that all spectrum users regulated by the FCC be charged their share for spectrum use, presumably on the theory that they too will share in the deregulatory movement.

If 1% of revenues had been collected from radio and television for spectrum use in 1980, the latest year for which industry figures are available, about \$120 million would have come in, \$32 million from radio and \$88 million from television. A 1% bite of revenues of other regulated industries in that year would have produced a figure too monstrous to calculate here. AT&T alone would have paid in \$508 million, yes, \$508 million, on revenues of \$50.8 billion.

Figures like those are silly on their surface, yet if broadcasters are to be charged 1% of revenues, how can other spectrum users be charged less? A point that gets lost in talk like this is that there is nothing of value in the spectrum until a user puts it to use. Without a television signal transmitted and received on, say, channel 4, there is nothing there.

This publication recognizes that in Washington it has become an article of faith that some kind of fees will be demanded in exchange for legislative deregulation. Let them be license fees to defray at least some of the cost of the federal licensing system. Beyond that, things get out of hand.

## Reopening old wounds

The dispute between CBS News and General William Westmoreland has, sad to say, escalated into a libel suit filed by the general last week. Viewed from here, the CBS response to Westmoreland's criticism of his portrayal in the documentary, *The Uncounted Enemy: a Vietnam Deception*, broadcast last Jan. 23, had seemed worthy of a better fate than a libel defense in Greenville, S.C.

As has been remarked here before, CBS responded responsibly to the *TV Guide* article that elevated the Westmoreland case to national prominence last May. CBS News conducted a careful re-examination of the preparation of the documentary in dispute. At its conclusion, Van Gordon Sauter, president of CBS News, issued a memorandum that found some violations of CBS News standards but denied that the broadcast had been a smear. Sauter also announced an intention to create a new position of vice president, news practices, and to prepare a sequel broadcast on U.S. estimates of Viet Cong forces. In the preparation of the sequel, it became known last week, CBS News offered General Westmoreland 15 minutes to plead his own case.

Some journalists think CBS News should have stonewalled the general and *TV Guide*. That view is unshared here. It's too bad it turned out this way, but the general is entitled to his day in court if he believes himself to have been so cruelly wronged. CBS is equally entitled to mount the best defense it can. Let all hope that if the case goes to completion in the Greenville federal court, the

jury will be as objective as the general says he wants television news to be.

(Note: An editorial in the Sept. 6 issue of this magazine wrongly identified CBS-TV's *60 Minutes* as the vehicle carrying the Vietnam report.)

## Going and coming

CBS's decision last week to close its CBS Cable programming service surprised no one, but will sadden many. For months, the handwriting had been there for all to see: large, forbidding dollar marks on the debit side of the ledger.

This truly high-minded cultural service might be called—more respectfully than the term was used in an earlier time and quite different context—a “noble experiment,” lofty in purpose but doomed, perhaps, to fail. For whatever reasons, there just weren't enough advertisers willing to help pay its way.

There is no point in attempting here to pinpoint the blame, or in trying to judge whether CBS overestimated its potential, as some contend, or underestimated the costs of reaching it. The unarguable fact is that it was an honorable idea, and it didn't work.

There are other cultural services in cable, of course, and the hope is that CBS's experience will not rub off on them. The others should, if anything, benefit from CBS Cable's departure. But it may be unrealistic to suppose that this will be the only casualty among the dozens of cable services trying now and in the future to find a viable niche. It is a measure of cable's magnitude, and of television's generally, that a potential of five million homes, however good the service, may not be enough.

□

In the same week that CBS Cable failed, another innovative cable program service was expanding to a 24-hour day. C-SPAN suffered a setback earlier this year when it had to quit sharing a channel with the USA network and to find new channels of its own on crowded cable systems. It has survived that adjustment better than expected.

C-SPAN's budget is nickels and dimes compared to CBS Cable's but the service has substantially enlarged its scope beyond the coverage of House of Representative floor action that was its first offering. C-SPAN and its inventor, Brian Lamb, threw a party last week. They had reason to celebrate.



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