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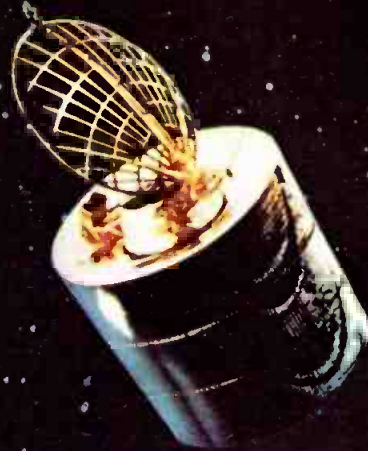
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Broadcasting Sep 27

Broadcasters, advertisers have to punt on football □ Fowler ponders spectrum fee in exchange for deregulation from Congress □ Broadcast journalism's state of the art

GRIDIRON HEATS UP □ NFL strike sends shock waves through broadcasters and sponsors. **PAGE 31.** Pro players sue to protect all-star matchups on Turner. **PAGE 32.** Appeals court temporarily stops move to invalidate NCAA's television contract for college games. **PAGE 32.**

FOWLER PUSHES FOR TRADE-OFF □ FCC chairman extols benefits of "modest fee" to help public broadcasting in exchange for deregulation. **PAGE 33.**

DBS GETS NOD □ FCC grants construction permit for national system proposed by Comsat's Satellite Television Corp. **PAGE 35.**

SHARP LOOKING SHARPER □ FCC general counsel emerges from Hill hearing with brighter prospects for confirmation as commissioner. **PAGE 35.**

RTNDA HEADS FOR VEGAS □ Turner to keynote 37th international conference where Brinkley is to receive Paul White Award. **PAGE 37.** Focus: President Dean Mell who sets his sights on association growth and furtherance of its First Amendment fight. **PAGE 38.** Agenda and exhibitors at the conference. **PAGE 71.**

STATE OF THE ART: JOURNALISM □ New technology, more competition and growing audience sophistication have mandated revolutionary change in news presentation by electronic media. **PAGE 43.** At TV networks, late night and early morning news have been major elements in expansion. Spokesman for those operations explain how and why. **PAGE 44.** BROADCASTING goes behind scenes of those shows. **PAGE 52.** On radio side, there also is change as some broadcasters disregard budget problems and

opt for news expansion and refinement. **PAGE 60.** Moving more into competition are Cable News Networks and Satellite News Channels with 24-hour capability and some different ideas. **PAGE 66.**

IBC '82 □ HDTV gets major billing at British conference, but consensus is that many initial problems will hobble advent of high-definition system. Difficulties facing digital TV also reviewed. **PAGE 78.**

RADIO LISTENING CHOICES □ Bruskin study for CBS finds news and information are wanted most and that age and sex of audience have little bearing on choices. **PAGE 81.**

SOUNDS BUGLE AT DOOR □ Outgoing NAB President Wasilewski reviews state of industry and calls for unity in fight against regulation. **PAGE 86.**

ELECTION PROJECTIONS □ House committee says proposed bills won't solve problems caused by such early broadcast reports, adopts resolution asking voluntary restraints. **PAGE 90.**

STONE'S MISSION □ CBS's new ombudsman to have duties well beyond that job description. **PAGE 95.**

UNPLUGGING □ AT&T's Brown says divestiture specifics will be submitted in November. **PAGE 98.**

NO TIME FOR MARK TIME □ Jim McKenna career has been fast and upward since 1941. One reason is that the managing partner of McKenna, Wilkinson & Kittner doesn't rest on yesterday's successes. **PAGE 119.**

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Fee feeler

To test waters on whether broadcasters are willing to swap some sort of spectrum-use fee for statutory broadcast deregulation (see story page 33), FCC Chairman Mark Fowler has asked National Association of Broadcasters representatives to meet with him Tuesday, Sept. 28. Although NAB traditionally has opposed notion of spectrum fees, Fowler sees them as way to interest Congress in opening serious dialogue on deregulation. NAB is expected to be represented by Edward Fritts, president-elect; John Summers, executive vice president and general manager, and Erwin Krasnow, senior vice president and general counsel.

Vote against amateurs

Before settling on movies and specials in place of lost NFL games on Monday nights (see page 32), ABC-TV contacted key affiliates to ask whether carriage of college football on Monday nights would be viable option. It received flat "no" from some and warning from at least one that if movies and specials run too long, as sporting events often do, stations would be apt to substitute their own.

ABC spokesman said reaction to possibility of NCAA on Monday nights drew positive reaction from most affiliates, but that whether any games will be aired then will depend on negotiations with NCAA. One concern of affiliates no matter when NCAA games are to be aired: Network does not ordinarily compensate for carriage of NCAA, as it does for carriage of NFL games.

NCTA's P&L

After couple of deadline extensions, National Cable Television Association has filed income tax return for fiscal 1981 ending Jan. 31, 1982. Filing shows revenues of \$4.9 million and expenses of \$5.4 million. Deficit shrank association's net worth from \$1.2 million at beginning of year to \$810,000 at end. Bulk of revenues derived equally from membership dues (\$2.4 million) and two conventions (\$2.4 million). Annual convention in Los Angeles produced revenues of \$2,043,699 and net of \$810,814. Cable Software Symposium in New Orleans produced revenues of \$345,962 and net of \$84,569.

NCTA paid out \$1.7 million to staff in salary and benefits, including \$117,211 in salary and \$25,843 in perquisites to President Tom Wheeler. NCTA had about \$1.3 million in extraordinary expenses for year associated with moving into and equipping and furnishing new

headquarters. Among NCTA's assets: \$156,327 worth of securities in TeleCommunications Inc., Comsat, United Cable Television and Viacom International.

Made in Japan

Believing demand will be far greater than supply, Ikegami Electronics USA Inc., Maywood, N.J., plans to introduce line of low-power television transmitters. Ikegami's Japanese parent is long-time manufacturer of transmitters, so it's just matter of importing and marketing in U.S. First units will begin appearing at trade shows in first quarter of 1983.

Squeeze is on

North American Newstime, Atlanta-based travel and news service using slow-scan video with voice-over, may be next victim of basic cable shakeout. Newstime, which is delivered to cable systems via Satcom III-R, has been displaced on many Group W cable systems in past few months by ABC-Group W's Satellite News Channels. Subscribership has plummeted from high-water mark of 890,000 last April to current 400,000 to 500,000. Although president and principal owner, Jim Uglum, says he is making every effort to keep his network afloat, he admits: "We are in serious difficulty."

Network-minded reps

National representative sources say some reps are looking into possibility of setting up national-regional television networks of their represented stations to carry sports and other special events on more than occasional basis. They say that's one reason some larger reps are seeking to obtain representation in middle-sized markets. Most active rep in this area is said to be Katz Communications, through its Katz Sports, which has lined up 34 Big East basketball games for 1982-83 season, attempted to arrange network for last Saturday's USC-University of Oklahoma football game which was scrapped by court stay (see page 32) and is understood to be readying announcement of another network project.

PBS in Stanton's future?

Frank Stanton's return to broadcasting—via acceptance of seat on board of public station WNET(TV) New York (see "In Brief")—may only be beginning of his engagement with that medium. There have been long-held hopes that he could be persuaded to accept chairmanship of Public Broadcasting Service, but he has never been able to accept, first because of

conflict problems while he remained on board of CBS Inc. (of which he was president for 26 years), later by press of such other duties as chairmanship of American National Red Cross. Term of present PBS chairman, Dallin Oaks, ends next June, and no ready successor is in sight.

Sidebar services

Mutual Broadcasting System, which has rights to 11 15-khz audio channels aboard Westar IV, will use excess capacity to start up nationwide private (nonbroadcast) communications network and also provide access to other radio-program suppliers with need to distribute material via satellite.

Private network is targeted to large businesses with need to disseminate volumes of information from central point to distant branch offices. Research indicates demand for that kind of service, especially if information can be put out in hard copy form, easily done with teleprinter or cathode-ray printers. Network could also provide facsimile and aural services, such as teleconferencing. Mutual plans to have network on line in four markets by end of year, adding four markets per week after that until top 250 are tapped.

Rebirth in works

Continental Radio, 24-hour-a-day, live-by-satellite network launched nearly year ago by Christian Broadcasting Network and then curtailed in March for lack of affiliates, may be resurrected soon as Radio America. CBN is negotiating to sell network, which since demise of nationwide marketing effort has continued to broadcast its pop-adult/Christian format to handful of affiliates from CBN-owned headquarters station, WXRI(FM) Norfolk, Va., but is about to shut down. Buyers are three former Continental employees, Carson Pierce, Gerry Nichols and Craig Sherwood, who are seeking financing to purchase transponder time from CBN.

Too late

It now appears doubtful that controversial cable bill (S. 2172) will make it to Senate floor before Senate recesses, perhaps Oct. 1 but at latest next week. Senate Commerce Committee is predicting bill won't go to the floor until lame duck session after elections. Committee staff is working currently to reach compromise with Senator Slade Gorton (R-Wash.), who has raised objections to provisions in bill limiting cities' and states' authority to regulate cable.

Cablecastings

Industry overview

The cable television industry has evolved from a mere conduit of TV signals to geographic areas with poor broadcast reception to a vehicle that delivers a multitude of alternative program choices that neither broadcasters nor those operating newer forms of signal-delivery vehicles, such as STV or MDS can provide because of limited channel capacity.

Thus remarked Thomas Wheeler, president of the National Cable Television Association, at a luncheon of the New York Chapter of the National Academy of Television Arts and Sciences last week. The evolution was made possible, said Wheeler, with the development of domestic communications satellites and cable's virtually unlimited channel capacity.

He described such new technologies as STV, MDS, SMATV and DBS as among the "many imitators" spawned by cable's success. But those new delivery systems, he contended, "have peaked" because of the inherent problems, such as spectrum interference and signal blockage caused by buildings, trees, etc., confronting those systems. Yet the emergence of those new systems, peaked or not, prove that cable is not a monopoly, said Wheeler, and thus cable should be deregulated.

Cable is the best buy for the money, said Wheeler, noting that the average monthly fee per cable subscriber (including pay) is \$17.17 for 12 or more channels of viewing, compared with an average of \$19.23 for one channel of STV service or of \$16.14 for one channel of MDS service. "There can be no doubt," he said, "in the competition for value received per dollar expended, it's cable by a walkaway." Two-way capability also makes cable much more attractive, he said.

He noted that estimates are cable revenues for 1981 reached \$3.3 billion, a 47% increase over the previous year, and that by 1990 "the crystal ball says cable earnings will top \$20 billion."

Plain talk

"Responsible cable licensees in Massachusetts" can have a "reasonable expectation of renewal," the Massachusetts Cable Commission states in new renewal guidelines. With 31 licenses up for renewal in the state during the next five years, the commission advised licensees to "take note that if you perform well and essentially prove your worth over the license term, comply with all license provisions and offer a reasonable plan for future services... you can expect to be awarded a renewal license."

But the commission said "automatic renewal is emphatically not contemplated" and that municipal officials "have the very real option of opening up bidding" if licensees are deficient in any area. The new rules mandate good faith negotiations between the licensee and the municipality, during

which time no competing applications will be considered. If the decision is to deny, a written statement must detail the reasons. The renewal licenses will run for 10 years.

Satisfied shoppers

Positive response to The Cablesop pilot test in Peabody, Mass., in 6,000 homes has prompted its co-sponsors, Adams-Russell Inc. and J. Walter Thompson U.S.A., New York, to formulate plans for an expanded test covering 250,000 homes across the U.S. Initial research conducted after the first four months through last June showed that 60% of all subscribers to the 52-channel system watched the Cablesop during the course of a month; seven out of 10 said the commercials were "more interesting" than

regular broadcast 30-second commercials, and more than half said they were favorably disposed toward product and sponsor after seeing them on the service. The research was conducted by Market Facts, Chicago.

The Cablesop programs a series of three- to seven-minute, information-oriented messages, such as product demonstrations, recipes and retail shopping features. Viewers can tune in and sample a series of messages or can select a particular one by dialing a number on their home telephone that activates the request by computer.

Garth Hallberg, senior vice president of JWT and head of Cablesop, said Thompson is talking to a number of MSOs with a view toward extending the service throughout the country during the second quarter of 1983.

Downbeat

A report released recently by Knowledge Industry Publications Inc., a White Plains, N.Y.-based research and publishing firm, contends that there will only be enough money generated by advertiser-supported cable television "to support perhaps five viable services in 1982, and eight to 10 in 1985. Unless the other services are prepared to lose a lot of money indefinitely, they will have to drop out of the game." The editor of "The Cable Television Advertising Market, 1982-87," said in a separate interview that the USA Cable Network and WTBS(TV) Atlanta appear to be the only basic cable services making a profit. "I don't see how two all new services can survive," editor Efrem Siegel told the *Los Angeles Times*. "And I am skeptical about the prospects of the cultural services. People always say they want culture, but they don't watch it."

Million-dollar system

Manhattan Cable Television, New York, claims to be the first individual cable television system to reach \$1 million in local advertising gross revenues. Dick Clark, its marketing and program vice president, said the \$1 million level was reached during the first nine months of 1982. Manhattan Cable is represented for advertising by Cable Networks Inc., New York. Among MCTV's leading advertisers this year have been Tuborg beer, Westinghouse Electric, Blue Cross/Blue Shield in New York and Chemical Bank.

Comparison shopping

The Palo Alto, Calif., city council has issued a request for proposals to build a cable system that will be weighed against a proposed municipally owned system. Last April, the city staff recommended construction of a city-owned system to serve the area's 20,000 homes, but agreed to com-



Foot in the door. Best way for cable operators to keep independent SMATV operators from wiring best of multi-unit buildings in their new cable franchises, says Webber Parrish, is for cable operators to go in first and set up temporary SMATV installations until buildings are passed by cable. Parrish has own interest at heart in dispensing such advice. Satellite Telecommunications Systems Inc., of which he owns 51%, is in business of installing temporary SMATV systems for cable operators "to hold [their] subscribers until the cable arrives."

Cost of single turnkey system, which provides five over-the-air channels and seven satellite channels and which can be moved from place to place as needed, is \$30,528, excluding delivery charges. STS is installing several of the systems for Viacom in Nashville, where STS is headquartered (above). STS manufactures its own 11-foot and 13-foot dishes that were developed in part by broadcast pioneer Jack DeWitt, who holds a 9% interest in STS.

Everybody's talking about SIN

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pare that proposal with bids from private firms. The staff had projected an interactive system with 108 channels could be built by the city for \$8.8 million, financed by non-profit corporation loans. The San Francisco Bay-area suburb was warned by California Cable Television Association attorneys that First Amendment and antitrust issues might be raised if the council pursues the municipal ownership idea.

Humor-esque

Comedy programing offers "some wonderful opportunities for pay programing." That's what The Entertainment Channel's president Arthur Taylor told cable operators last week at the New England Cable Television Association's convention in Hyannis, Mass. Speaking at the convention banquet, Taylor decried what he sees as the sorry state of humor in broadcast network programing, at the same time arguing that comedy programing can point up the differences in the essential natures of commercial and pay television.

"Because we [pay programers] aren't dependent on ratings," Taylor maintained, "we don't have to try to make the whole world laugh at once. People aren't like that. We can experiment—use different approaches for finding each other's funny bone."

But Taylor also had some words of caution—"we have to be imaginative and willing to take risks to avoid overuse of our own

'Todd' totals

While The Entertainment Channel still hasn't put out the numbers everyone is waiting for—how many people have signed up for the pay service, and what, if any, its churn level might be—some figures the service has released provide an interesting insight into a slice of cable viewing in New York's borough of Manhattan. By special arrangement with Time Inc.'s and Group W's cable systems there, all cable subscribers in the borough got to see, free, the Sept. 12 premiere of the critically-praised "Sweeney Todd." Based on a Nielsen telephone survey, that program swept the ratings in Manhattan's cable homes—pulling a 13.1/29, with closest runner-up ("60 Minutes/Archie Bunker's Place/The Jeffersons/One Day at a Time") logging a 9.9/22. In descending order after that came ABC, 4.1/9; NBC, 3.2/7; PBS, 3.2/7. HBO's showing of "Outland" netted only a 2.9/7; Showtime, available only to Group W subs, racked up a 1.7/4 in its homes with "Mommie Dearest."

formulas. And I think we need to be able to distinguish between the 'risk' and the 'risque.'"

Taylor explained to the cable operators that The Entertainment Channel "is looking for humor that is sustaining," and that in his view, "blue" humor isn't sustaining—it may have some novelty appeal at first, but with repetition, the novelty wears thin. Taylor went on to point to several Entertainment Channel programs that he feels embody his thoughts of quality humor—including the BBC comedy series *Open All Hours*, and a proposed series with a West Coast improvisational troupe, The War Babies.

Silent Net set

Backers of The Silent Network, a cable television service for the hearing-impaired, have announced plans to launch national programing in March 1983. The advertising-supported channel would be made available free to operators via a Westar IV transponder. According to the president of the Los Angeles-based service, Sheldon Altfield, more than 200 franchises serving three million subscribers are committed to carry The Silent Network. The group was formed in October 1979 and has produced programs airing on NBC, ABC, PBS and independent stations. Initial plans call for two hours of programing on the cable network seven days a week, focusing on news and entertainment. Material will be distributed with open captioning, which does not require use of a decoder.



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Built-in test, maintenance and operational features are integral parts of this camera's "basics" as well. A comprehensive test pulse system lets you adjust the video with the pick-up tubes off or removed.

Complete monitoring circuitry and a broadcast quality sync generator with genlock are also standard features.

To add to the versatility of the HK-302, use the Ikegami automatic highlight compression option. It ensures highly detailed pictures even in high contrast scenes.

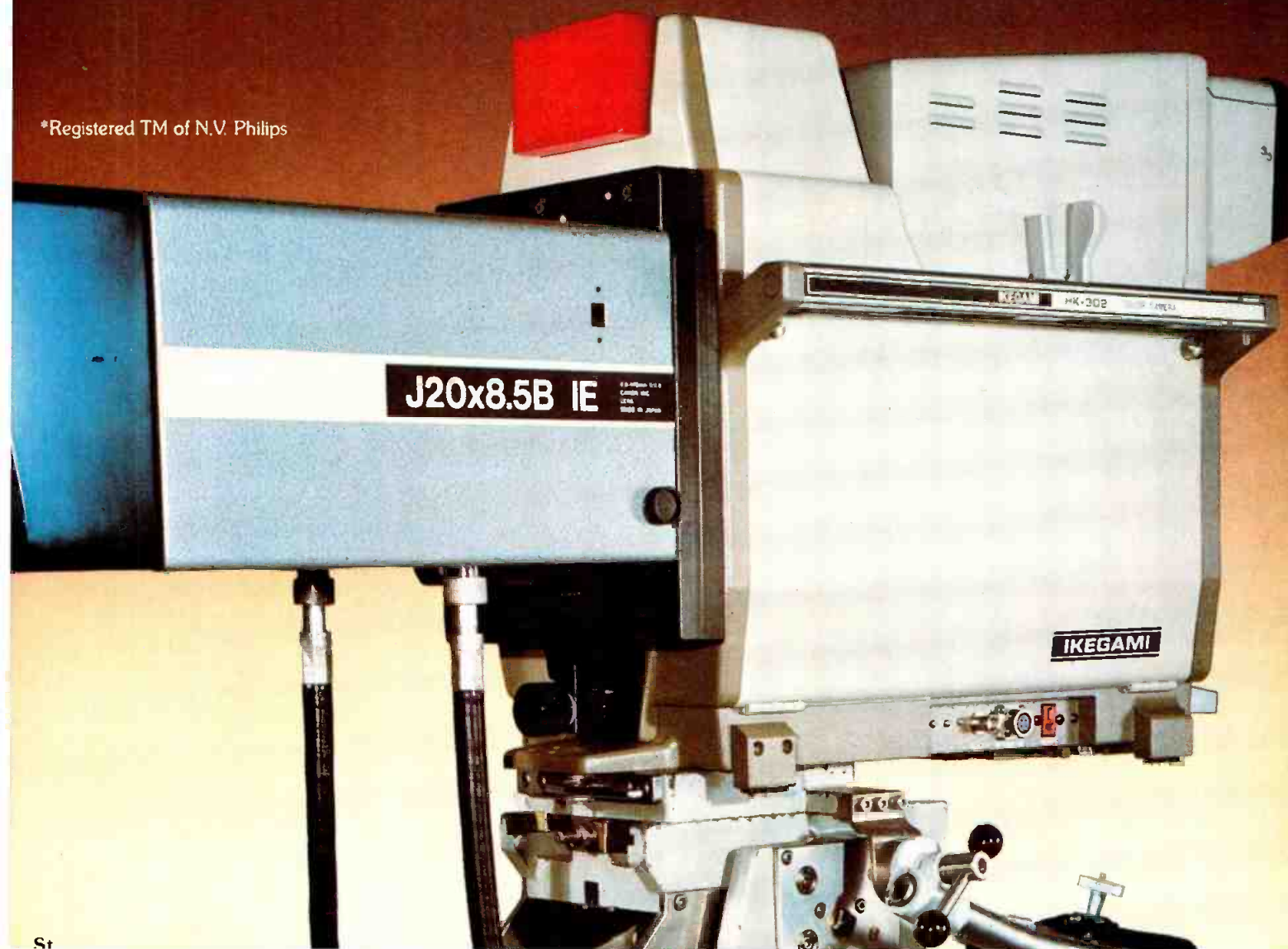
With the HK-302 you don't have to mortgage your station to afford prime time performance. So if you're looking for the maximum in studio production capability with a minimum of cost and maintenance, look over the Ikegami HK-302. For complete information and a demonstration, contact Ikegami.

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Business Briefly

TV ONLY

Pay 'N' Save Corp. □ Drug store division begins campaign Oct. 3 for varying flights running through Christmas in state of Washington, and Anchorage and Fairbanks, both Alaska. Campaign will run in all dayparts with target audience differing for each flight. Agency is Ehrig & Associates, Seattle.

Ocean Spray □ Campaign for paper bottle juice begins in first quarter, 1983, in eight to 10 markets. Juice, in addition to original cranberry flavor, has added apple, grape and grapefruit to paper bottle line. Commercial stresses dual idea of "healthy and easy." Product targets women, 25-54, and will air in all dayparts. Agency: Kenyon & Eckhardt Inc., Boston.

Renfield Importers Ltd. □ Test will begin Oct. 4 for Martini & Rossi's vermouth. Test will run through fourth quarter in two markets during prime time. Target: adults, 25-49. Agency is SSC&B Inc., New York.

Apollo Games □ Various video games begin advertising this week for 10-week flight in 25 markets. Benton & Bowles,

New York, is agency. Target: total children and teen-agers. Spots will air in day, early fringe, late fringe and prime time.

Ideal Toy Corp. □ Toy manufacturer has scheduled two flights for different products. *Dukes of Hazzard* racing set begins Oct. 18 for nine weeks in 30 markets, while Highway Chase racing set (licensed from TV show *CHiPs*) will begin Nov. 11 for seven-week flight in 20 markets. Both products will air during prime time, targeting the family. Agency is Helfgott, Towne & Silverstein, New York.

Supercuts Hair Shops □ Haircutting chain begins campaign Oct. 4 to run through December in Dallas, Austin, Tex., and Albuquerque, N.M. Theme is "We're changing the way America cuts its hair." Flight runs in day, fringe and weekend times, targeting adults, 18-34. Agency: Ketchum Communications, San Francisco.

Anderson-Little Co. □ Harold Cabot & Co., Boston, is handling account for Anderson-Little's clothing stores. Seven-week flight begins Oct. 4 in five markets. Fringe, prime, weekends and sports

times. Target is adults, 25-54.

Hasbro Industries □ Manufacturer of toys, games and dolls has scheduled three October flights for different products. Oct. 2 begins six-week flight for Mickey Mouse Telephone; Lite Brite design game begins Oct. 4 for 10 weeks, and Hungry Hungry Hippos game begins Oct. 30, for three weeks. All flights will air in 75 markets. ABC, NBC and CBS schedules have also been bought for Mickey Mouse phone. Target is children, 2-11, with spots in fringe, early morning and afternoon times. Agency: Griffin Bacal, New York.

Pioneer Take Out Systems □ Fast food chicken franchise begins campaign Oct. 18 for four to five weeks for chicken sandwich. Flight will run in 11 markets in all dayparts. Target: adults, 18-49. Agency is Asher/Gould Advertising, Beverly Hills, Calif.

San Giorgio □ Campaign for Light & Fluffy noodles begins Oct. 11 for four-week flight in eight markets. Day and early fringe times. Agency: Creamer Inc., New York.

Gulf Oil □ Campaign begins this week for Gulf Pride motor oil and runs through Oct. 24. Flight will be carried in 15 markets in fringe times only. Target: men, 18-49. Agency is Young & Rubicam, New York.

Wm. Underwood Co. □ Advertising for B&M baked beans will begin Oct. 11 in four markets for four weeks. Commercials will run in day, fringe and weekend times. Target: women, 25-54. Agency is Kenyon & Eckhardt, Boston.

The National Coal Association Proudly Announces the 1982 Winners of THE HAZLETT A. COCHRAN MEMORIAL AWARDS

Print Category:

Paul E. Carpenter,
Pottsville, Pa.,
Republican

Honorable Mention—

Paul D. Mindus,
Baltimore Evening Sun;
Dale McFeatters,
Scripps-Howard
News Service,
Washington, D.C.



Electronic Category:

Larry Brinton,
Mark Martin, WTVF-TV,
Nashville, Tenn.

Honorable Mention—

Mike Lawhead,
Margie Nichols, WREG-TV,
Memphis, Tenn.;
Michael Owens,
KMOX Radio,
St. Louis, Mo.

About the Awards

The Cochran awards, named for a man who helped pioneer coal industry public relations, were established by the National Coal Association to recognize journalists whose work contributes to better public understanding of the U.S. coal industry. Awards of \$1,000 each are made to the first place entries in both categories.

THE 1983 COMPETITION

Journalists who work for a newspaper, magazine, radio and television station or wire service are eligible to enter the competition (technical and trade publications are not eligible). Stories must be published or broadcast between March 1, 1982 and Feb. 28, 1983.

Entries must be received by April 1, 1983

For Rules and Entry Forms Write to:
Chairman, Journalism Awards, National Coal Association,
1130 17th St., N.W., Washington, D.C. 20036

Rep Report

WATL-TV Atlanta: To Seltel from TJ Associates.

□

KMPH-TV Fresno, Calif.: To Katz Independent Television Sales from Seltel.

□

KYST(AM) Texas City, Tex.: To Roslin Radio Sales (no previous rep).

□

WNLK(AM)-WLYQ(FM) Norwalk, Conn.: To Roslin Radio Sales from Lotus Representatives.

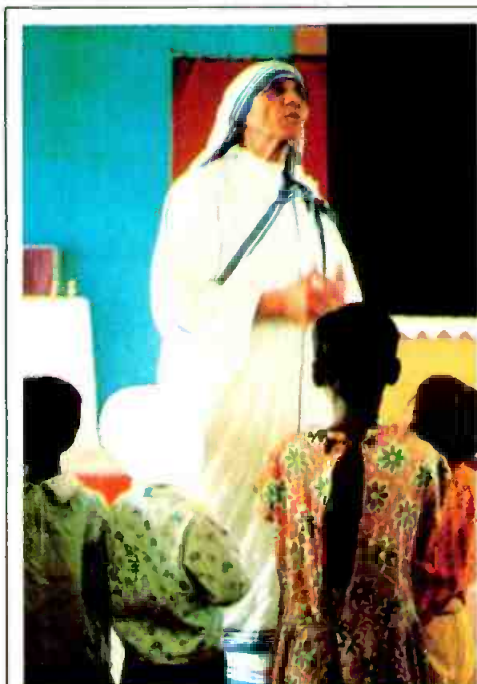
□

KYLO(FM) Davis, Calif.: To Roslin Radio Sales from P/W Representatives.

□

WLQY(AM) Hollywood, Fla.-WKQS(FM) Boca Raton, Fla.: To Selcom Radio from Roslin Radio Sales.

**She gave herself to the world
and in return the world
gave her the Nobel Peace Prize.**



"THE WORLD OF MOTHER TERESA"

A ONE HOUR SPECIAL HOSTED BY JOYCE DAVIDSON

They call her "the saint of the gutter." She started a grass-roots revolution of the heart that is more important to the survival of the world than anyone ever realized, and was awarded the Nobel Peace Prize. Her only tools—compassion, wit, wisdom and love. For this is "The World of Mother Teresa."



Jelmar Corp. □ Campaign starts this week for Tarn-X silver tarnish remover. Two-week flight targets adults, 35-plus and will air in all dayparts. Agency is A. Eicoff & Co., Chicago.

Dillard Department Stores □ Campaign for men's clothing begins this week for one week in eight markets. Flight will air in day, news and late fringe times, targeting men, 18-49. Agency is Faulkner & Associates Inc., Little Rock, Ark.

RADIO ONLY

Bon Appetit □ Magazine begins campaign this week for 10-day flight in two markets in morning and afternoon drive times. Target: women, 25-44. Agency is Rosenfeld, Sirowitz & Lawson, New York.

Sea Crest Marketing □ Campaign for Sea Galley seafood restaurants will begin in November and run through December. Two-month flight will air in seven markets. Target: adults, 25-54. Early morning, morning, afternoon and early evening times. Agency is Evergreen Media, Seattle.

Bristol Myers □ Campaign begins this week for Fostex soap in 15 markets for varying flights, with last week scheduled Nov. 22. Target is teen-agers. Afternoon, evening and weekend times will be used.

Agency: Foote, Cone & Belding Communications, New York.

RADIO AND TV

California Prune Board □ Dried prune campaign begins Oct. 4 in three radio markets and 15 TV markets. Fall flight runs for seven weeks and also runs January-April for nine weeks totaling 16 weeks. Early morning, evening and weekend times. Target: women, 25-49. Agency: Dancer Fitzgerald Sample, San Francisco.

National Pork Producers Council □ Campaign promoting pork begins this week in 14 TV markets and on network radio, supported by spot radio in two markets. Flights run two weeks on, two weeks off through Nov. 1. Brand

awareness is theme of campaign. Spots will run in day, fringe and prime times. Target: women, 18-49. Agency is Lord, Sullivan & Yoder Advertising, West Des Moines, Iowa.

Atlantic Richfield Co. □ AM/PM Mini Markets will promote muffin and egg breakfast sandwich in campaign beginning Oct. 11 for four weeks in 24 markets. Prime, fringe, sports and weekend times. Agency is Foote, Cone & Belding Communications, Los Angeles.

Gannett □ *USA Today*, newspaper that debuted Sept. 15, will continue advertising campaign through Oct. 3 in 20 TV markets and seven radio markets. Flights have been running since August in all dayparts. Target: adults, 25-54. Agency is Young & Rubicam, New York.

AdVantage

First angel. Nickelodeon, children's cable service produced and distributed by Warner Amex Satellite Entertainment Co., has obtained its first underwriter, Quaker Oats Co. Under 12-month contract, Quaker will run eight 10-second ID's each day, placed between Nickelodeon series for children and family viewing. Nickelodeon is basic service that does not accept full-scale advertising.

High on health. Three advertisers have signed for participations on Cable Health Network. Weight Watchers Cos. has signed one-year commitment and will have exclusivity in diet food category on *Regis Philbin's Healthstyles* and *The Do or Diet Show*, starting immediately. Norcliff Thayer, drug company, starting in October, will have commercials on *New Way Gourmet* and *The Do or Diet Show*, and Procter & Gamble Co. (Luvs disposable diapers) will have participations on *Mommy, Daddy and Me*, beginning in October.

Toyin' around. Fisher-Price Toys, Aurora, N.Y., division of Quaker Oats, will be using daytime network television in fourth quarter of this year to introduce its new Adventure Kits which allow children to put together their own toys. Thirty-second TV commercials show children, aged 5 and older, how to assemble parts to make jet plane, space vehicle and car. Agency is Waring & LaRosa, New York.

Sellout. *Glen Campbell Music Show*, weekly barter half-hour series launched this month, is sold out nationally through third quarter 1983, according to syndicator, Lexington Broadcast Services. Advertisers are General Foods, Nestle, Starkist, Johnson & Johnson, Clorox, Sterling Drug, J.C. Penney, Quaker and Bristol-Myers.

Moving time. AC&R Advertising Inc., subsidiary of Ted Bates Co., will relocate to its own building on Oct. 15 at 16 East 32d Street, New York, replacing its current space at 437 Madison Avenue where it has been since 1965. AC&R client list includes Estee Lauder, Seiko, London Fog and Arrow shirts.

Cutdown. Effective Oct. 18, Kenyon & Eckhardt Advertising will reorganize its Chicago office to streamline agency's field service operations for its Chrysler account and focus efforts on its four major U.S. offices in New York, Detroit, Boston and Los Angeles. K&E Chicago's consumer and industrial products clients will be handled by new agency—Lou Beres & Associates Inc., which is being formed by group of current K&E employees headed by general manager Lou Beres. K&E also will establish service office in Chicago to handle regional activities related to Chrysler account.

Beer bust. Adolph Coors Co., Golden, Colo., has named Foote, Cone & Belding, Chicago, as advertising agency for Coors Light beer. Ted Bates & Co. was previous agency. According to Bob Rechholz, executive VP of marketing and sales, change "recognizes Foote, Cone & Belding for outstanding creative efforts on our behalf." In addition to Coors Light, Foote, Cone also handles George Killian's Irish Red Ale. Ted Bates will retain Coors Premium and Herman Joseph's brand beers.

Hispanic accent. Full-service agency specializing in Spanish market has been opened in Los Angeles by McCann-Erickson. Called La Agencia de McCann Erickson, new firm will be headed by Hector Orci, president of Doyle Dane Bernbach, Mexico City, who has been named vice president and general manager of La Agencia. It is located at 6420 Wilshire Boulevard, Los Angeles, Calif. (213) 655-9420.

IF YOU SEE THIS MAN
AT THE RTNDA
CONVENTION, ASK
HIM WHY HE'S A
NEWSFEED NEWSSTAR.



ANDY FISHER
NEWS DIRECTOR, WAGA-TV,
ATLANTA, GA.

GROUP NEWSFEED

The News Support System

NEWSFEED GROUP, INC. A DIVISION OF NEWSFEED GROUP, INC.

COMMAND PERFORMER

Creative editing made simple with ACE.

Whether you edit fast for the late-breaking news, or creatively for those difficult assignments, all editing commands are right at your fingertips with ACE, Ampex Computerized Editing.

With ACE, you're in control. Choose from three human interfaces: two traditional keyboards, Dedicated or ASCII, both with programmable soft keys, or Ampex's unique TouchScreen™. You simply touch a particular command on the CRT screen and edit. It's that simple.

But ACE's human engineering doesn't stop there. A convenient joystick complements all three editing controllers for precise human interaction. Finding edit points is a snap. And ACE's modular design lets you re-configure your system economically as your needs change.

Let ACE expand your creativity. And give you all the

editing control you need to orchestrate a wide variety of editing jobs. Call your Ampex representative, or write Ampex Corporation, Audio-Video Systems Division, 401 Broadway, Redwood City, CA 94063 (415) 367-2011. Sales, spares and service worldwide.

AMPEX TOOLS FOR TOMORROW

Ampex Corporation • One of The Signal Companies 





The Salt Lake Market covers the largest geographical ADI in the country. At times, just getting to the story can be a challenge.

How a television news operation out

There are four good reasons why KSL-TV, in the 42nd ranked Salt Lake market, has won the Edward R. Murrow Award, the hallmark of journalistic ideals.

The Edward R. Murrow Award is presented yearly by the Radio-Television News Directors Association (RTNDA). It is presented to the television station whose news staff demonstrates the best overall day-to-day news operation.



The Edward R. Murrow Award — awarded for the best overall news operation in the nation.

Only the best were entered.

Of all the television news programs entered from throughout the country, only four regional winners were chosen as finalists in this prestigious competition. KSL-TV's entry — the winner — was a representative sample of the kind of newscasts and news programs that our viewers see on air.

Hot video vs. cold ashes.

The Salt Lake City ADI is the

largest geographical television market in the country. And when a spot news story is miles away, it can create unique problems for any news department. But with the help of a news helicopter, KSL often manages to show its viewers stories the other stations can only talk about.

Example: A fire at a Grantsville, Utah explosives plant — 40 miles from the station. Our crews delivered exclusive video of the fire and caught a secondary explosion that created a ¼ mile crater where the plant had been. The competition brought back footage of the smoldering ashes.



Our coverage of the Grantsville fire earned the RTNDA regional award for spot news coverage.

Going beyond the headlines.

There's more to news than just the top local and national stories. Our special news series go beyond

the headlines and give our viewers news they can use everyday.

The special series, "Twelve Burning Questions," alerted parents to the home hazards responsible for injuring and killing thousands of children every year. Through another series, "The Midwife Alternative," Utahns discovered the advantages and dangers of home birth without having to find out firsthand.



Parents learned how to keep their children safe — through KSL's special series on home burn hazards.

Investigative reporting that gets results.

Few news departments are willing to assign their reporters stories that will take months to investigate. KSL has an entire unit — Probe 5 — devoted only to those stories. The Probe 5 investigative team spends the time — and it pays off.

Through an investigation of state unemployment and food stamp offices, Probe 5 uncovered schemes



here rates as the best in America.

used by professionals to cheat the system. In another report, viewers learned how to properly place smoke detectors in their homes for maximum safety — information that has undoubtedly saved lives. And, Probe uncovered the largest investment fraud scheme in the history of the state.



The months Probe 5 spent exposing fraud in the food stamp and welfare offices paid off — saving the taxpayers thousands of dollars.

Public Affairs for greater awareness.

KSL presents public affairs programs that help expand our viewers' knowledge of the significant and the unusual aspects of Western living.

Dimension 5, a magazine-format program, offered viewers a unique perspective on a variety of news stories. Roundtable is a program which places prominent Utah newsmakers in front of our cameras and our viewers for in-depth interviews.

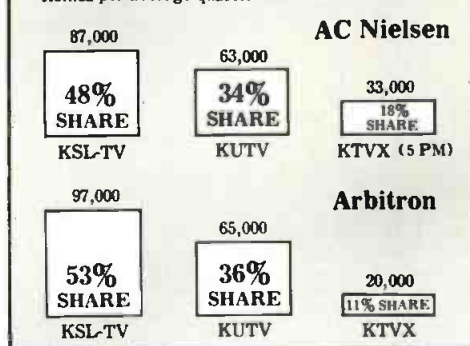
Ratings tell the real story: Number One in America for the second straight year.

Sweep after sweep, our newscasts at six and ten continue to earn the best numbers and get the best reviews.

Nationally, our late newscast continues to rate Number One in America with a 25 rating.* And this is the second straight year we've held the Number One spot.

In the Salt Lake Metro, both early and late news rank far and away ahead of any competitive newscast.

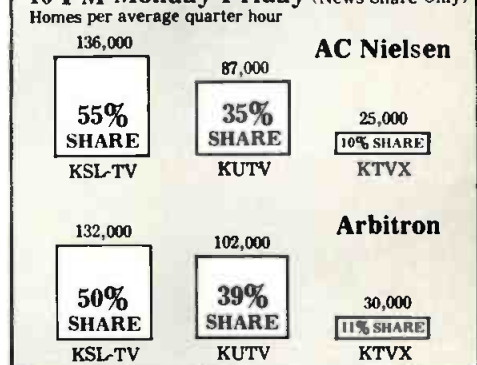
6 PM Monday-Friday (News Share Only)



Based on the program audiences (ARB) and program averages (NSI) sections, May 1982. Audience measurement data of all media are estimates only — subject to defects and limitations of source material and methods.

*Source: NSI, May 1982, DMA household shares, ratings, Mon.-Fri.

10 PM Monday-Friday (News Share Only)



Good reviews from our viewers are best expressed in the ratings. KSL's Eyewitness News is consistently on top.

How can KSL's Eyewitness News maintain ratings like this? Through reporting that is thorough, accurate — and interesting.

We call ourselves the "News Specialists" because we make news a specialty and we try to do it better than anyone else.

It's nice to know that someone else agrees.



Salt Lake City, Utah

KSL-TV is a division of Bonneville International Corporation.

Monday Memo

A broadcast advertising commentary from Gerald Minnery, Ohio Electric Utility Institute, Columbus

Using broadcasting to generate electricity

Like Hamlet, electric utilities have a dilemma. To "suffer the slings and arrows of outrageous fortune"—inflation, national economic problems, environmental issues and the like—or to "take arms against a sea of troubles" are the options.

A few have chosen the latter course, one example being the statewide efforts of the Ohio Electricity Utility Institute (OEUI). Through continuing attitudinal studies of consumers, this association of all eight Ohio investor-owned electric utilities has identified the issues and has created a multimedia communications program to deal with them. At the outset, its objectives were "to build a positive, credible relationship with the public through a sense of value and service reliability; build a positive perception that electric utilities have assumed a historic leadership role in finding solutions to industry problems, and develop public knowledge of efficient management practices." More than a year after its launching, the program appears to be working.

Starting in September 1980, the first wave of a well-planned, long-term program, developed by OEUI's new agency, Hameroff/Milenthal Advertising and Public Relations of Columbus, in conjunction with the Institute's Public Information Committee, was launched. "We're always there for you" was the key point stressed in copy and music on television and radio, with the first commercials showing the many different ways electricity is used in daily lives. In addition, other television commercials highlighted demonstrations by researchers mixing Ohio coal with limestone in an experimental process to make Ohio coal burn cleaner and more efficiently, and explained other research on fabric filters as a way of keeping air clean.

Our surveys and knowledge of the business have told us we needed to get at a lot of things. Part of the positive approach was to begin to tell people of the investments that companies were making in research and development, what we were doing in coal use and clean-up and to assure an energy future for the country and Ohio specifically.

At the close of our activities in 1980 and the spring of 1981, we felt we had achieved most of our specific goals. With the springboard of the attitudinal gains of 1981, the 1982 program added a new objective: to create a deeper understanding of the relationship between the challenges the companies face and the effect of the challenges on consumers and on the



Gerald M. Minnery is executive vice president of the Ohio Electric Utility Institute, the trade association representing the eight investor-owned electric utilities serving Ohio. Minnery was named to head the statewide association in September, 1978, and has directed a major effort to redefine and to improve the primary functions of the Institute. A native of Cleveland, Minnery spent four years in the U.S. Air Force, including two years of duty in Japan. After his discharge, he spent four years with the Cleveland *Plain Dealer*. He gained subsequent experience with Ohio Bell, the General Electric News Bureau and the Cleveland advertising/public relations firm of Walker & Co.

quality of their life now and in the future.

We need to let people know about the problems facing the industry and how we are solving them, while at the same time emphasizing how critically important it is to every phase of our lives that we are successful.

From "Always there," the theme was switched to "You can depend on us" to implement the new objective through television and radio advertising, strengthening the media mix successfully employed in 1980 and 1981.

The theme this year probably embodies a classic communications problem: How do you convince people they can depend on you while you're telling them that serious problems exist?

For the first time, we flat-out ask one of the biggest questions facing this country and we ask it in a nonthreatening way: "Will there always be enough electricity?"

David Milenthal, executive vice president of our agency, Hameroff/Milenthal, explains that in developing the commercials, "we try to do very entertaining emotional commercials, because we believe

those are the persuasive factors in communication."

With reference to the advocacy nature of the OEUI television advertising, Milenthal continues, "we're utilizing television, not to advertise a product or sell something, but for its most significant intent—pure, communication of ideas. While others have stuck primarily to press releases, public relations programs, newspaper and magazine articles, we have added the dimension of advertising to communicate the same way the press communicates—saying what we feel the public needs to know to make good judgments, to get them to understand our perspective about where the country is heading, where the state is heading, where we're heading. Television has the ability to project that in an informative, entertaining way."

In the 1982 program, television commercials deal with the future availability problem while continuing to build the positive relationship. Radio advertising is being used for more pointed messages. Both work off the musical theme, "You can depend on us," but radio advertising is planned to include specific educational messages on such topics as fuel cost increases, the cost of environmental technology, the cost of unnecessary regulation, the need for adequate future supplies of electricity and the importance of maintaining financially viable electric companies.

Starting with a four-week television flight in January and February, the 1982 program has radio come in on top of television to aid continuity. Three other advertising flights, one in each quarter, are planned.

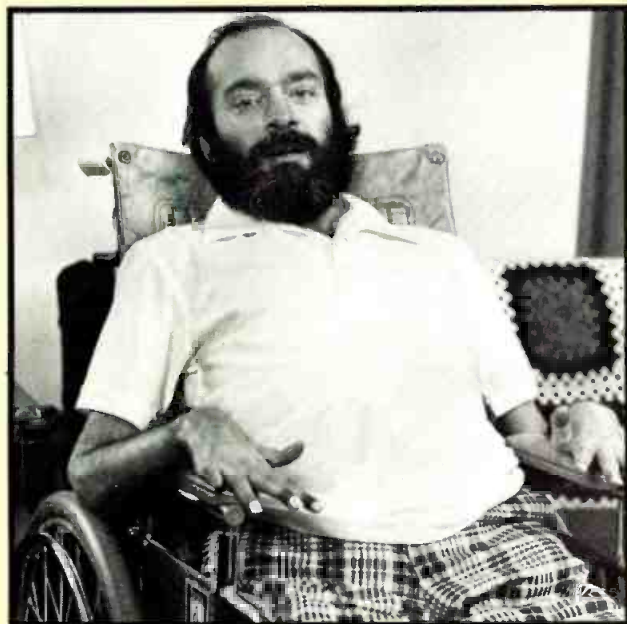
Dr. Andrew Morrison, senior vice president of Market Opinion Research, explains the desirability of frequent flights. "You are competing with a lot of other voices and you can lose ground when you're not on the air. You need the continuity, the consistency and the weight."

Gross rating point levels for the television kickoff were approximately 325, providing the weight. Program selections were made to reach the general public—sports, news, prime time and access shows covering the target audience—adults 25 to 49.

When it comes to issue and advocacy advertising, there is no combination that carries the message better to a greater number of people at the best possible cost than radio and television. Television is a personal medium. We've known for a long time that it is the single most powerful medium for communications. If we continue to use it professionally with warmth, entertainment and honesty, we'll get our message across. ■

Some people feel:

“Why should I wear my seat belt? I’m not going to have an accident.”



“I was a good driver. I had never had a ticket during the two years I’d been driving. I really believed nothing could happen to me. But a five-minute joy ride took away everything I had except my brain. I was 18 and naive. I didn’t know what a quadriplegic was until I became one.”

—Jack Burnett

We want you to know:

Most of us feel the way Jack Burnett did before his auto accident 20 years ago. And, granted, most auto trips are made safely. But consider: each year more than 50,000 people die and nearly two million others suffer disabling injury in motor vehicle accidents. That’s the equivalent of a death *every 10 minutes* and a disabling injury *every 16 seconds of every day*.

By far the largest number of those deaths and injuries are suffered by young people 15-24 years of age. That’s why Jack Burnett talks to teenagers and tells them how costly carelessness behind the wheel can be.

Since 1970, under our Association’s sponsorship, Jack has stressed highway safety to hundreds of thousands of high school students. “I speak from my wheelchair so others may walk,” he says.

Jack’s message, of course, is much about what *not* to do. Don’t speed. Don’t race. Don’t treat a car like a toy.

But one piece of advice is positive... something teenagers can do. Something all of us *should* do. Use seat belts.

Jack Burnett knows that only 10 percent of the drivers and passengers fasten their seat belts. He also knows what can happen when a driver is thrown from behind the wheel and loses complete control of the car.

If Jack had been wearing a seat belt that night long ago...well, it’s too late for that now.

But it’s not too late for you.

We’re working to keep insurance affordable.

Prime Time

For information on the products or services mentioned here, contact your RCA Representative. Or write RCA, Prime Time, Bldg. 2-2A, Camden, NJ 08102.

Selecting The Right FM Antenna

RCA's family of circularly polarized antennas—FM and VHF—gives you a wider margin of choice in selecting the antenna to transmit your signal with top-notch efficiency.

"BF" Series ring antennas can be pole or side-mounted to suit your application—and protection from the effects of icing can be assured by choosing an antenna with radomes or high efficiency deicers. This product selection, together with our Pattern Optimization service, can be used to tailor a system to very exacting requirements.

In addition to the ring series of FM antennas, RCA offers the BFJ Series panel antenna which is built to mount around the supporting tower. This patented antenna features low windloading and uses half the number of feedlines used by our competitors.

If your FM operation is moving upscale, or you'd like to, check with your RCA Representative. Or call our toll-free number: 800-257-7952.

New HOT LINE for Aural Broadcast Systems

RCA Aural Broadcast Systems is a prime source for AM/FM Antennas and Transmitters as well as offering a diverse range of audio products. For product availability, pricing and application data, see your RCA representative or call "toll-free":

800-257-7952

WOR-TV TK-47's Save Time, Air Picture-Perfect N.Y. Mets Games Across USA



Channel 9 covers home plate action from one of their six TK-47 automatic color cameras. In the distance, the Met's Diamond Vision replays game action in slow motion from another TK-47 output.

WOR-TV is no ordinary independent VHF station. It's one of the few superstations in the U.S. Of the 81 Mets home games per season, most are carried via satellite to baseball fans in nearly every major U.S. city. "Fundamental to the quality of service we provide viewers . . . and essential to production efficiency are our six TK-47 Automatic Color Cameras installed at Shea Stadium (the Mets' home field)", reports Dick Quodomine, WOR's Chief Engineer.

In their third season of operation, WOR's 47's have proved the advantages of their extensive automatic capabilities. Explains Quodomine, "With our previous cameras, we needed the assistance of each cameraman to set-up our cameras before every telecast . . . an operation taking one and one-half to two hours. Now the video operator can do the total job himself in about 12 minutes. Cameramen are free to do other jobs, such as setting up audio facilities and assembling our two 47's used on the field."

Quodomine adds, "With the diaspore in the lens and the automatics, the video operator just hits a button at the set-up terminal and the 47 goes through the complete set-up on its own." And, because the TK-47 covers more parameters (100 in all) than the video operator and cameraman can manually, "You're getting far more precise results. Video quality is far more consistent from telecast to telecast . . . far more

uniform from camera to camera. We've had comments from a number of ball clubs in the league as to the excellent quality of pictures we're airing from Shea Stadium."

WOR-TV has also found that the TK-47 memory files have challenged the changing lighting conditions inherent to outdoor production. Lighting settings are preset for games played at night . . . or day games where there's bright sunlight or overcast conditions. By simply selecting the appropriate memory file, the proper balance is set automatically . . . saving the video operator time and providing the precise setting for the lighting conditions encountered.

Reliability, consistently and uniformly superior pictures have convinced Quodomine that his TK-47 choice was right-on-the-money. He comments, "No, we're not happy with our 47's . . . we're very, very happy!"

This year WOR received the New York State Broadcasters Association's TV award for "Outstanding Telecast of a Local Sporting Event". In Quodomine's estimation it was the superior picture quality of the TK-47 and the expertise of WOR's technical staff that clinched the award for the station. He says proudly, "As an independent you like to feel you're providing video quality comparable to the networks'. From the feedback we're getting from various sources, we believe we are."

TR-800 NEWS UPDATE

WRGB, Schenectady, NY

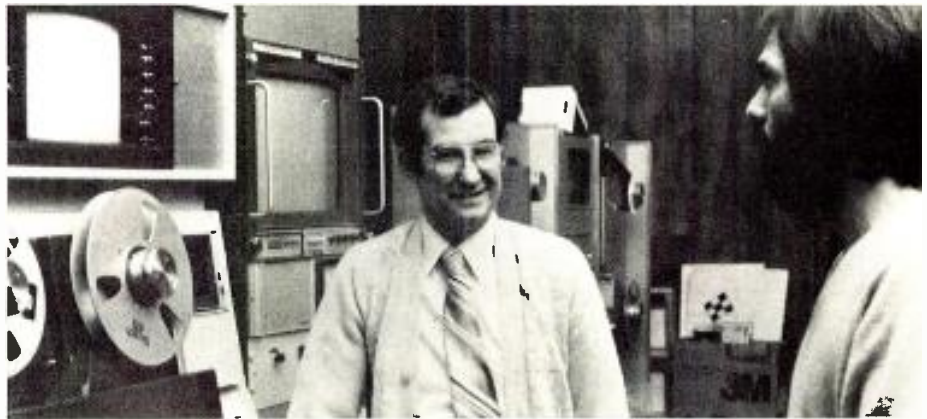
"We have been increasingly aware that the future of commercial production at WRGB was in the retail area," remarks Charlie King, Manager of Operations for WRGB in Schenectady, New York. "We needed increased quality in recording and more sophistication in post-production. We realized that the TR-800 might be the answer to our need for better equipment."

With two TR-800's in use at WRGB, Charlie King reports a shift towards more mobile production and relying heavily on the TR-800's for post production. "Our first editing job on the TR-800's was for our annual Christmas special. The clients and station staff were very pleased with the results," says King. An interesting side note is that the location recording was done on three different brands of portable units. All tapes were edited on the TR-800's which are equipped with the integral TR-800 editing unit. Charlie King at WRGB states, "Our clients have become very interested in going almost exclusively to 1 inch as the best marriage between $\frac{3}{4}$ inch portability and the 2 inch quality. You do encourage the local client, particularly the retailer, to come in to your shop and do your work with you. You can really be his consultant from start to finish." King concludes, "Our programming people are insisting on 1 inch quality and flexibility in their productions. Our promotional people are very intrigued with the flexibility of 1 inch. Our commercial clients have received it very favorably."



Charlie King (left) watches TR-800's in action

WEHT-TV, Evansville, Indiana



Elmer Chancellor, Director of Engineering for Gilmore Broadcasting/WEHT, and Earl Waitman, WEHT Director, at the station's new TR-800 installation.

"Our local clients have been impressed with our TR-800's editing capabilities. The machines are convenient to use, the flexibility is very good, quality is very high, and we believe that clients should be very happy with the quality of work we can produce for them," says Elmer Chancellor, Director of Engineering for Gilmore Broadcasting Company/WEHT television.

WEHT is replacing its RCA quad VTR's, in service for sixteen years, with modern 1 inch machines. According to Chancellor, "We looked at the 1 inch market for quite some time before making a final decision. We believe that the RCA TR-800 with its micro-processor based control circuitry is the most modern machine on the market today. Our clients come to us for quality production work and we want to continue to maintain that image."

Earl Waitman, TV Director at the station finds that "being able to edit very accurately to the frame is something else that we're ecstatic about."

One of WEHT's two TR-800's is equipped with the Super Search Editor (SSE) option. Also micro-processor controlled, the SSE gives tape operators even more flexibility: nine independent search-to-cue points, modifiable edit point through the keyboard, a store-direct model to capture edit points on the fly, an out transfer mode, keyboard entry and playback VTR control. About SSE, Waitman says, "One tremendous

feature is search to cue . . . the ability to make that same edit on that very same frame any number of times, if it's not correct the first time."

Director of Engineering Chancellor concludes, "We wanted to make sure that the equipment we purchased was state of the art, that it would serve our clients, have flexibility, be functional, and efficient. We decided that the TR-800 was the machine that would fulfill our needs, now and for the future."

Built in historic Camden, New Jersey, U.S.A., RCA's TR-800 1 inch type C helical scan VTR's are now in service in many parts of the world. New TR-800 shipments include:

BTV-6, Ballarat, Australia
Continental Color
Recording, New York, NY
ECV, Enterprise ColorVideo,
Crows Nest, NSW,
Australia
Humphrey Video Service,
London, England
KUSI-TV, San Diego, CA
Northern TV, Auckland,
New Zealand
PTL (Praise The Lord),
Charlotte, NC
Swell Pictures, Chicago, IL
Union Carbide, Danbury, CT

RCA

Datebook

This week

Sept. 26-28—*Minnesota Broadcasters Association* fall meeting. Radisson Duluth, Duluth, Minn.

Sept. 26-28—*Utah Broadcasters Association* fall convention. Speaker: Vincent Wasilewski, outgoing president of National Association of Broadcasters. Ogden Hilton, Ogden, Utah.

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

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

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

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

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

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

Sept. 29-Oct. 1—Ninth annual Spectrum Management Conference, sponsored by *George Washington University's Center for Telecommunications Studies* in cooperation with FCC and *National Telecommunications and Information Administration*. Conference title: "Radio Spectrum Management in a Period of Rapid Technological Change: The Government's Role."

■ Indicates new or revised listing

GW campus, Washington.

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

Sept. 29-Oct. 3—*Women in Communications* national conference. Denver Hilton, Denver.

Sept. 30—*National Academy of Television Arts and Sciences New York chapter*, drop-in luncheon. Speaker: Alan Wagner, president and chief executive officer, The Disney Channel. Copacabana, New York.

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

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

Sept. 30—Deadline for entries in Piero Fantl International Prize, international competition for contributions to satellite communications sponsored by *Telespazio* and *Intelsat*. Information: Gavin Trevitt, Intelsat, 490 L'Enfant Plaza, S.W., Washington, 20024.

Sept. 30—Deadline for entries in third annual *JVC Co. of America* Professional Video Competition. Information: (212) 244-5225.

Sept. 30-Oct. 1—"Cable in Context" conference sponsored by *Women in Cable* with *American Television & Communications*, *Jerrold division of General Instruments*, *Showtime Entertainment*, *United Video*, *Warner Amex Cable Communications*, in collaboration with *Annenberg School of Communications* and *Wharton School of Business*. University of Pennsylvania campus, Philadelphia.

Sept. 30-Oct. 2—*Radio-Television News Directors*

Association international conference. Keynote speaker: Ted Turner, Turner Broadcasting System, Atlanta. Caesars Palace, Las Vegas.

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

Sept. 30-Oct. 3—*National Black Media Coalition's* ninth annual media conference. Speakers include Robert Wussler, Turner Broadcasting System; Percy Sutton, Inner City Broadcasting; Robert Bennett, Metromedia, and Ragan Henry, Broadcast Enterprises National. Sheraton-Washington, Washington. Information: 516 U Street, N.W., Washington, 20001, (202) 387-8155.

October

Oct. 1—"Cable Television Interconnect in Massachusetts" conference sponsored by *Boston Health Care Cable Consortium*, *Boston University, Communications Consortium*, *Emerson College*, *Northeastern University*, *Massachusetts Cable Television Commission*, *University of Massachusetts* and *WGBH Educational Foundation*. Boston University Law Auditorium, Boston. Information: (617) 727-6925.

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

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

Oct. 1-2—*Wisconsin UPI* broadcasters meeting with

Major Meetings

Sept. 30-Oct. 2—*Radio-Television News Directors Association* international conference. Caesars Palace, Las Vegas. Future conferences: Sept. 22-24, 1983, Las Vegas, and Dec. 3-5, 1984, San Antonio, Tex.

Oct. 15-19—*VIDCOM* international market for videocommunications. Palais des Festivals, Cannes, France.

Nov. 7-10—*Association of National Advertisers* annual meeting. Breakers, Palm Beach, Fla. Future meetings: Oct. 2-5, 1983, Homestead, Hot Springs, Va., and Nov. 11-14, 1984, Camelback Inn, Scottsdale, Ariz.

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

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

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

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

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

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

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

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

April 10-13, 1983—*National Association of*

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

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

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

May 18-21, 1983—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va. Future meetings: March 11-14, 1984, Canyon, Palm Springs, Calif., and May 15-18, 1985, Greenbrier, White Sulphur Springs, W. Va.

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

■ **June 23-27**—*Broadcasters Promotion Association/Broadcast Designers' Association* annual seminar. Fairmont hotel, New Orleans.

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

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

■ **Oct. 2-5, 1983**—*National Radio Broadcasters Association* annual convention. New Orleans.



DICK REINGOLD
NEWS DIRECTOR, WJZ-TV
BALTIMORE, MD.

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AT THE RTNDA
CONVENTION, ASK
HIM WHY HE'S A
NEWSFEED NEWSSTAR.**

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The News Support System

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THE #1 RATED NBC
MONDAY 8-9 P.M. PROGRAM
IN THE LAST 20 YEARS.

130 OUTRAGEOUS
UNFORGETTABLE
HALF-HOURS

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LAUG

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130 of the funniest half-hours on television. A non-stop blend of skits and bits uniquely packaged with a galaxy of major guest stars and one of the greatest casts ever assembled.

The Cast

How can you miss with this lineup? Our outstanding cast-headed by *Dan Rowan* and *Dick Martin*, and including *Goldie Hawn*, *Lily Tomlin*, *Arte Johnson*, *Ruth Buzzi*, *Judy Carne*, *Eileen Brennan* and *Richard Dawson*

— are more popular with your audience today than ever before.



MARTIN'S

H-IN

The Stars

Talk about flexibility and popularity! Every show delivers a veritable Who's Who of guest stars — names and faces your audience will want to tune into every day. Like *John Wayne*, *Steve Allen*, *Jack Benny*, *Michelle Lee*, *Don*

Rickles, *Sally Struthers*, *Carol Burnett*, *Jack Klugman*, *Rich Little*, *Howard Cosell*, *Johnny Carson*, *Sammy Davis Jr.*, *Raquel Welch*, *Tony Curtis*, *Buddy Hackett*, *Carroll O'Connor*, *Bing Crosby*, *Carl Reiner*, *Dick Cavett*, *Carol Channing*, *Gene Hackman*, *Debbie Reynolds*, *Johnny Cash*, *Tim Conway*, *Orson Welles*, *Bob Newhart*, *Dinah Shore*, *Ricardo Montalban*, *Joey Bishop*, *Marcello Mastroianni*, *Peter Sellers*, *Flip Wilson*, *Diana Ross*, *Michael Caine*, *Cher*, *Roger Moore*, *Lorne Greene*, *Jonathan Winters*, *Peter Lawford*, *Ed McMahon*, *Ringo Starr*, *Danny Kaye*, *Milton Berle*, *Mickey Rooney*, *Jack Lemmon*, *Lena Horne*, *Liberace*, *Kirk Douglas*...and more!



The Numbers

ORIGINAL
35*
SHARE

REPEAT
35*
SHARE

Rowan and Martin's Laugh-In delivers the audience your advertisers seek out — the right blend of women, men, teens and kids. And how's this for consistency — a 35 share for originals and a 35 share in repeats over the entire run of the series. That puts us in some very fine company — among the most successful programs in syndication.

*NTI — 1968 Through 1973

The Best

The best show... The best cast... The best numbers... The best audiences... The best flexibility — It's your kind of show.

LORIMAR®

UPI newspaper editors with UPF Wisconsin Awards presentation. Devil's Head Resort, Merrimac, Wis.

Oct. 1-3—National Institute for Low Power Television's LPTV East, conference and exhibition on low-power television sponsored by *Conference Management Corp.* and *Global Village*. Keynote address: Senator Ernest Hollings (D-S.C.). Shoreham hotel, Washington. Information: Frank Comaro, (203) 852-0500.

Oct. 3-5—*Tennessee Association of Broadcasters* convention. Sheraton hotel, Gatlinburg, Tenn.

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

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

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

Oct. 4-7—*Telocator Network of America* 34th annual convention. Speakers include Mark Fowler, FCC chairman, and Larry Harris, FCC Broadcast Bureau chief. Sheraton Washington, Washington.

Oct. 5—*National Association of Broadcasters* reception for newly elected president. Eddie Fritts, and joint board chairman, William Stakelin. International Club, Washington.

Oct. 5—*Radio Advertising Bureau's* sales clinic. Sheraton Denver Airport, Denver.

Oct. 5—*Cabletelevision Advertising Bureau* conference. Michigan Inn, Detroit. Information: Barbara Hobart, (212) 751-7770.

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

Oct. 5-7—*University of Wisconsin-Extension* 28th annual Broadcasters Clinic. Sheraton Inn, Madison, Wis. Information: Don Borchert, (608) 263-2157.

Oct. 6—*Radio-Television News Directors Association*

Formal fete. Broadcast Pioneers \$100-a-plate black-tie dinner honoring Vincent T. Wasilewski on his retirement from the presidency of the National Association of Broadcasters will be held Thursday, Nov. 4, in the Washington Hilton hotel. Contacts: Hal Niven, president of the Broadcast Pioneers, at NAB headquarters in Washington (202-293-3519) and Ed DeGray, Pioneers executive director, at that organization's headquarters in New York (212-586-2000).

region seven meeting. Lewis Faculty Center, University of Illinois, Champaign, Ill.

Oct. 6—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Neal Pilson, president, CBS Sports. Copacabana, New York.

Oct. 6-7—*National Association of Broadcasters* directional antenna seminar. Cleveland Airport Marriott, Cleveland.

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

Oct. 7-8—*Ohio Association of Broadcasters* fall convention. Speakers: FCC general counsel Steve Sharp and *CBS Morning's* Bill Kurtis. New Marriott North, Columbus, Ohio.

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

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

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

Oct. 8—*Black Journalists Association of Southern California* second scholarship awards dinner. Sheraton Plaza LaReina hotel, Los Angeles.

Oct. 8—*Academy of Television Arts and Sciences* luncheon. Speaker: *Good Morning America* host David Hartman. Century Plaza, Los Angeles.

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

■ **Oct. 9**—"Breaking into Radio—A Learning Experience" career seminar sponsored by Career Connections, Bethesda, Md., writing and job assistants service, and WHFS(FM) Bethesda. Bethesda Country Club, Bethesda, Md.

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

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

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

Oct. 10-12—*University of Wisconsin-Extension Communication Programs and Cable Television Information Center* of Arlington, Va., conference, "Upgrading Cable Systems: Renegotiation, Renewal, Rebuilding and Refranchising." Sheraton Inn and Conference Center, Madison, Wis. Information: Barry Orton, (608) 262-2394 or (608) 262-8953.

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

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

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

Oct. 12—*Women in Communications* meeting, "Insights: the New American Woman." Speakers include Jeanne Kirkpatrick, U.S. ambassador to United Nations, and Jane Pauley, anchor, NBC's *Today Show*. Essex House hotel, New York.

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

■ **Oct. 12-16**—*WSM Grand Ole Opry* 57th birthday celebration. Opryland complex, Nashville.

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

Oct. 13—*Cabletelevision Advertising Bureau* conference. Plaza of the Americas, Dallas. Information: Barbara Hobart, (212) 751-7770.

Oct. 13—*National Academy of Television Arts and Sciences* drop-in luncheon. Speaker: John Gault, president, Manhattan Cable TV. Copacabana, New York.

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

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

Oct. 13-15—*National Association of Broadcasters* radio management training seminar. Marriott Hotel Airport, Atlanta.

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

Oct. 14—*Radio Advertising Bureau's* sales clinic. Sheraton-Tara hotel, Framingham (Boston), Mass.

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

Oct. 14-15—"World Telecommunications 1982" conference, sponsored by *Financial Times of London*. Grosvenor House hotel, London. Information: (212) 245-7784.

Oct. 14-17—*Federal Communications Bar Association* annual seminar, "Satellite Communications: Responsibilities of Media to the Public." Castle Harbour hotel, Bermuda.

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

■ **Oct. 15**—*American Women in Radio and Television, Houston chapter*, "casino party" fundraiser for scholarships. Shamrock Hilton, Houston.

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

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

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

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

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

Oct. 18-20—*Public Radio in Mid-America* annual meeting. Northstar Inn, Minneapolis. Information: (612) 373-3177.

■ **Oct. 18-21**—*Intelmatics '82* conference conducted by U.S. Telecommunications Suppliers Association and sponsored by *U.S. Independent Telephone Association*. O'Hare Exposition Center and Hyatt Regency O'Hare, Chicago.

Oct. 19—*Radio Advertising Bureau* sales clinic. Sheraton-Northlake Inn, Atlanta.

Oct. 19—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: William Baker, president, Group W Television, and chairman, Group W Satellite Communications, on "The Role of Broadcasters in the New Technologies." Copacabana, New York.

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

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



JOHN R. CORPORON
NEWS DIRECTOR, WPIX-TV
NEW YORK, N.Y.

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"AP Radio Network gives me 1,374 ways to make more money every week. To me, AP means Added Profit."

Robert C. McKee
President and General Manager
WPRW, Manassas, VA.



Bob McKee of WPRW proved it to himself on his bottom line. AP Radio Network is the commercial-free, problem-free profit maker. The reason why? AP Radio Network makes your time and money earn money over thirteen hundred times a week. Here's how Bob explains it.

It all adds up. Flexibility, programming, sales.

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"We sell Project Medicine — AP's health feature — exclusively to the pharmacy, the Ag reports go to our local farm equipment dealer and so on."

A nice plus — the best delivery system.

"Despite all the fancy talk I hear about technology, no one can match the AP's leadership. They've got over 450 dishes now on-line and operational. And AP's SAT plan is the world's largest, with 900 dishes scheduled by summer of 1983 — that's a plan that really delivers. I'd say AP is doing it all and doing it better."

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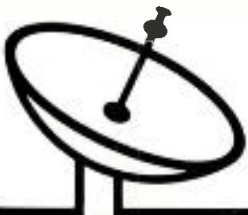
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Trade-off

EDITOR: Some of the groups opposing the deregulation of radio and television seem to be basing part of their opposition on the premise that broadcasters would not donate free time to them if the broadcasters did not have to do so by law.

Personally, I do not accept the validity of that premise. I believe broadcasters would do what newspapers have done, give free publicity to worthy groups because it builds goodwill with the community, which in turn buys advertising from the newspapers.

If the fear of losing free advertising is really a concern of some of the groups opposing deregulation, there appears to be one rather obvious solution: allow broadcasters to deduct from ordinary income the fair market value of the free advertising they donate to the worthy groups. Other businesses are allowed to deduct the value of goods they donate to worthy groups. Why not broadcasters?

A policy of that nature would benefit both broadcasters and the worthy groups. Radio and television stations across the nation would go from being profitable to money-losing businesses overnight—on paper. In effect the stations would become very nice tax shelters. The market value of radio and television properties would also grow substantially as individuals and corporations sought to acquire the tax shelter the stations could offer. Worthy groups would have even more free time (PSA's) than they now do as broadcasters sought them out and the groups would not be treated like third-class advertisers who don't pay their bills.

Obviously, if this kind of an arrangement were to be enacted into law, there would have to be some kind of cap on the amount of free time a broadcaster could donate to worthy groups for tax purposes. Allowing a station to deduct a maximum of 25% of its annual gross revenues for the free advertising that station donated to worthy groups would not seem unreasonable.

I can't help but think that using a "carrot," like the one described, to encourage broadcasters to fulfill their social responsibility would be far more desirable in a free society than using a book full of rules as a brickbat to stone broadcasters into submission.—*James N. Hoff, president, KRED(AM)-KPDJ(FM) Eureka, Calif.*

Full timer

EDITOR: In your Sept. 6 issue, you characterized C-SPAN as one of the crown jewels of the cable television industry. That jewel shines a little brighter as C-SPAN inaugurates 24-hour service and becomes the

world's first and only full time public affairs broadcasting service.

Where else but in America can a concerned ordinary citizen phone the vice president of the United States (using his own dime) and engage in a meaningful dialogue? Where else but in America, and under a privately owned free enterprise broadcasting system, can that dialogue be seen and heard by satellite delivery to more than 10 million homes?

On behalf of the board of directors of C-SPAN, the cable television industry and its subscribers, my thanks to BROADCASTING for its ongoing coverage of this purely American phenomenon.—*Edward M. Allen, chairman, Cable Satellite Public Affairs Network, Walnut Creek, Calif.*

Taking exception

EDITOR: The headlines on your Sept. 13 article discussing the local television stations' recent success in their lawsuit against ASCAP and BMI, as well as certain assertions in the article itself, are misleading in the extreme and do a disservice to the important victory won by the industry. In suggesting that the trial court's decision holding the existing ASCAP and BMI blanket license arrangements to be in violation of the antitrust laws "creates [a] question mark for broadcasters" and "poses uncertainty for future means of music clearance on television," the lead to your article adopts unquestioningly the very theme repeatedly invoked as a scare tactic at the trial by ASCAP and BMI and squarely rejected by the court in its 55-page carefully reasoned opinion.

As a careful review of Judge Gagliardi's opinion makes clear, the elimination of the anticompetitive blanket license will not bring chaos to the licensing of music for local television broadcasters, or as BMI's president rashly predicts, "provide a nightmare" for the industry. It will instead bring that which ASCAP and BMI truly have cause to fear—price competition to the benefit of every local television broadcaster.—*Leslie G. Arries Jr., chairman, All-Industry Television Station Music License Committee, New York.*

Editor's note. The "question mark" and "uncertainty" referred to the disagreement between the two sides over how the mechanics of music clearance might work if Judge Gagliardi's decision is upheld on appeal. The article made this clear and also was explicit about the decision having been "unarguably" a victory for the broadcasters' side.

'Gain' sayer!

EDITOR: I really do like your new "Riding Gain" radio section.—*Kent Burkhart, president, Burkhart/Abrams/Michaels/Douglas and Associates Inc., Atlanta.*

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Alan Fraback on Seattle/Tacoma and KSTW-TV.

"The way I see it, independent TV provides a balance between cost efficiency and the total audience reach you're looking for.

"Basically, Gaylord came into Seattle/Tacoma, took KSTW-TV and became the first serious competition the affiliates had ever had.



Alan Fraback is Vice President - Media Director, Chiat/Day/Livingston, Seattle.

"KSTW has a first-rate 10 p.m. newscast which preempts the affiliates by an hour. And they surprised us all when they got the Seattle Mariners and dramatically increased the number of games broadcast.

"You also have to remember that this is a heavy cable market, and independents like KSTW have a larger television universe. They can be carried outside this ADI, and that means bonus coverage.

"We've been pleased, and our clients have been pleased, with KSTW and Gaylord. I think it's just their nature to go that extra mile, to work a little harder."

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TOP OF THE WEEK

First shock waves hit NFL sponsors

Networks and advertisers tackle schedule, budget alternatives; radio faces heaviest setback

The National Football League Players Association went on strike last week, and it was broadcasters and advertisers that were left to scramble.

With the length of the strike unknown, the value of the substitute programing uncertain and cable looking to get into the NFL act, television and radio executives were left with gaping holes to fill in their program schedules.

Despite all the questions raised, at least one thing seemed clear. If the strike isn't prolonged, there shouldn't be any heavy damage done to the TV networks. Radio is in more jeopardy.

A short strike isn't expected to significantly affect billings now in hand on the TV side. However, observers have pointed to other ramifications that could have more indirect impact. Without NFL football for the time being, they said, the networks could lose a key place to promote their new season to the male audience. And they questioned how much program "dilution" might occur from the substitute fare, particularly in ABC's case if it has to spread its movie package to fill what had been *NFL Monday Night Football*.

ABC's immediate alternative for advertisers was movies and nonsports specials. The first NFL game canceled by the strike was ABC's Atlanta Falcons vs. Kansas City Chiefs match-up last Thursday night. In its place, the network ran "The Cheap Detective" and a half-hour *20/20* interview with Grace Kelly taped not long before her death. "The Outlaw Josey Wales" was to take the place of *NFL Monday Night Football* tonight (Sept. 27).

CBS was banking on a rerun of last year's Super Bowl XVI instead of the game it lost yesterday and had plans to run playoff repeats next Sunday.

NBC yesterday began carrying regular-season games of the Canadian Football League.

A long strike could change the advertising picture, but for now network sales executives were optimistic. "We don't expect to lose any billing," said Paul Isaccson, vice president, sales, for CBS-TV. The network's plan is to wait for the substitute programing's performance and then compensate sponsors with more advertising time to the degree necessary.

"I don't think we'll lose money," added Bert Zeldin, NBC-TV's vice president, sports sales. NBC also is offering additional inventory—in its own case with time in pre-game shows, baseball, *Sportsworld* and other programing to go along with Canadian football sponsorship. Zeldin guessed that current advertiser pull-out wouldn't extend beyond 10-15%.

From the buying side, advertisers and their agencies last week were expressing frustration because professional football is a mainstay of fourth-quarter programing.

Overall, best available estimates—fourth quarter and beyond—put billings committed to NFL games at about \$425

million excluding \$25 million for NBC's

Super Bowl and associated programing ("Closed Circuit," Sept. 6).

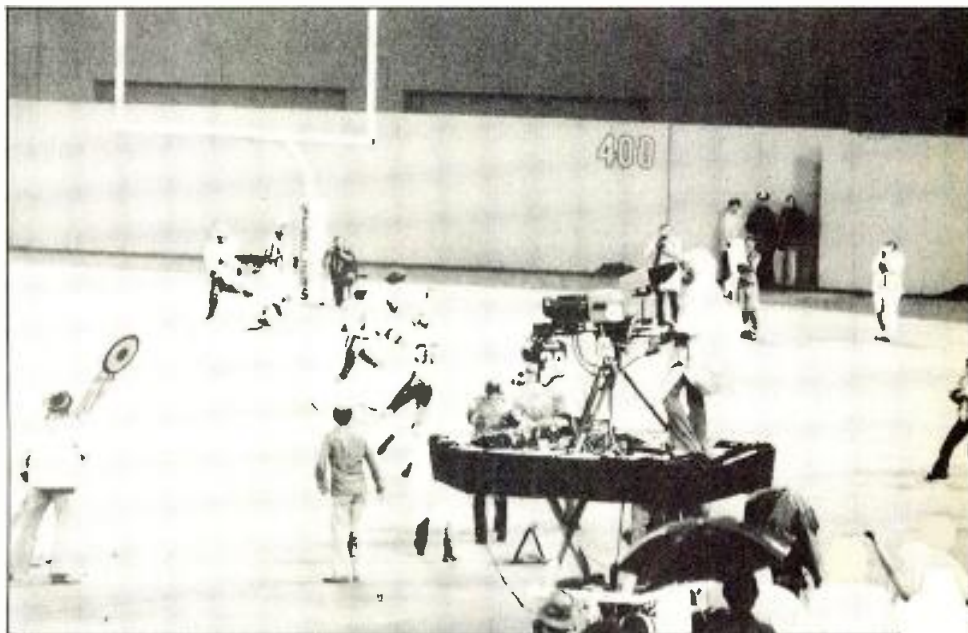
The strike was exerting pressure on agencies to come up with suitable alternatives to reach the adult male audience, and they said that negotiations with the networks would be conducted virtually on a week-to-week basis.

The advertising community generally believed it too early to gauge the impact of the strike on advertising effectiveness. Executives pointed out that the substitute programing invariably will be priced lower, enabling them to buy or trade for additional spots at the same investment. But some annoyed advertisers felt a special pinch since their TV plans were specifically

attuned to pro football. Joseph Ostrow, executive vice president, communications services, Young & Rubicam, New York, said clients there are reviewing several options, including the replacement shows, other TV programs and magazines.

Charles Bachrach, senior vice president and director of network programing, Ogilvy & Mather, New York, said that in the short-term advertisers will not be hurt because of the added spot frequency available to compensate.

As for the TV networks' earnings, Wall Street's analysts seemed in reasonable agreement that the strike, if it remains a short one, won't have much impact. Indeed, Ed Atorino of Smith Barney Harris Upham thinks there's the potential for a "minor bonanza" in a short strike.



ABC Sports photo

According to Drexel Burnham Lambert's John Reidy, "If you're going to have a strike, this is the year to have it." Reidy shares that logic with other analysts contacted by BROADCASTING.

This being the first year of the new five-year NFL contract, they explained, the networks faced the hefty rights increases and only partially were able to pass that along to advertisers. That meant football coverage this year would not have been especially profitable for the networks in any case—that they are looking to the later years of the contract to make their real money.

Though the networks may not bring in as great a level of revenue with the replacement programing, analysts added, the

Strike force. Since plans surfaced several weeks ago for the National Football League Player's Association to form six divisional "all-star" teams that would play against each other in the event of a strike, and for Ted Turner to cover those games live on WTBS(TV) Atlanta, (BROADCASTING, Aug. 9), the NFL and team owners have been threatening to seek injunctive relief in the hopes of stopping those games from ever occurring. The strike arrived on schedule last week and the players stole the owners' thunder by filing suit first, against the NFL, the NFL Management Council and the 28 member clubs to allow players to participate in the series of planned all-star games.

The suit was filed in federal district court in Washington and seeks a declaration that the players should be free to play during "a strike which has been brought on by unfair labor practices of the league, clubs and Management Council."

Meanwhile, the Management Council, representing the league and team owners, is still threatening to file injunctions against individual players—arguing that they are under contractual obligation not to play football for any organization other than the NFL—and possibly against TBS. Dennis Curran, attorney with the NFL Management Council, said that a suit against Turner, if it is filed, would charge "tortious interference" with players under contract to the NFL. In other words, the council would charge that Turner is providing an inducement to the players to break their contracts by making a rights deal with the player's association for television coverage of the planned all-star games. And if all 18 planned games (one each on Sunday and Monday for nine weeks beginning Oct. 10) are played, TBS would end up paying the player's association about \$10 million for the coverage rights.

In addition to airing the games on WTBS(TV), TBS is working furiously to put together an ad hoc network of affiliate and independent broadcast television stations across the nation known as the Turner Network Television, to carry the games as well. At last count, about 55 stations, covering 65% of all TV households had signed on including all the major markets except New York. The going was a little tougher in signing advertisers and agencies, and as negotiations continued last week, the only known advertiser committed to TNT was Chrysler.

Each game is to carry 25 minutes of spots, with the local stations receiving seven minutes of availabilities. A 30-second spot is to cost about \$100,000.

The first game is tentatively scheduled to be played in either Dallas or Philadelphia and the following Monday night game (Oct. 11) is expected to be played at RFK Stadium in Washington.

costs are likely to be substantially reduced.

H. Weller (Jake) Keever, ABC-TV's vice president, sales, called it "difficult to say right now" what the strike's impact would be. He described last week as a time of feverish negotiations with some clients insisting only on sports programming, some going along with the substitute fare and others evaluating other opportunities. Keever reported "The Cheap Detective" sold out at \$100,000 per 30-second spot, as against \$150,000 for the equivalent time on *Monday Night Football*. On the up side, Keever claimed that a prolonged strike could tighten the market and raise rates as advertisers seek other placements.

Marv Goldsmith, ABC-TV's vice president, prime time sales proposals, added that last week it looked like about 50% of the NFL advertisers were going with the network's movies and much of the rest "responding their football money" elsewhere on ABC's lineup. He said money had moved to NCAA football and baseball, among other places.

Atorino's vision of a "minor bonanza" presumed not only program cost savings but also increased pressure on network commercial inventory in any high male audience vehicle from advertisers who would be looking to replace the lost football viewers. But, Atorino conceded, if the strike drags on, it could well prove disruptive. Once high-male-draw programs get sold out, he said, advertisers who aren't in may just disappear. "The last place Budweiser wants to be is *Laverne and Shirley*," he noted.

That thought is seconded by Al Gottes-

man of L.F. Rothschild, Unterberg, Torbin, who said, "If this lasts past October, some advertiser dollars won't be spent; the shaving cream people will just pocket the change."

The impact of a prolonged NFL strike is likely to fall much harder on radio than on TV, especially for 28 local football networks that hold the rights to broadcast home games and that had been counting heavily on audiences generated by the games during the fall Arbitron ratings period, which began yesterday in many markets. The two radio networks holding the rights to NFL games, CBS and Mutual, are offering alternatives to their advertisers.

Katz Radio, which represents 11 stations holding the rights to local football games, estimated lost revenue to each could total as high as \$600,000 if no more games are played this year. David Halberstam, manager of Katz Radio's sports division, said advertisers are generally "not accepting substitute programming" being offered by some stations for the next few weeks, but are maintaining a "wait and see" attitude toward the season as a whole.

The NFL has indicated it will make up missed games late in the season if the strike lasts only two weeks, according to Halberstam and several other industry sources. However, if it becomes apparent that the strike will last longer, Halberstam said Katz will go to its advertisers with alternative packages.

For Katz, annual billings from NFL games total about \$4 million. Insiders esti-

mated lost billings could run as high as \$200,000 each week if the strike continues.

At WTAE(AM) Pittsburgh, flagship station for the Pittsburgh Steelers, lost revenues are projected at over \$300,000 if the strike lasts throughout the season. The station has lined up four past Super Bowl games and a fifth past decisive Steelers game for rebroadcast during the next few weeks. The station's vice president-general manager, Ted Atkins, said about 50% of the advertisers, both national and local, that had purchased time for the NFL games, have agreed to sponsor the substitute this week.

At the Mutual Radio Network, a six-hour national sports call-in program has been created to fill in for the lost NFL games. Vice president for sports, John Chanin, said Friday, that all but one of the advertisers scheduled to sponsor the NFL games—Budweiser—have agreed to sponsor the substitute and two new advertisers have been lined up to replace Budweiser. Advertisers switching to the substitute are doing so at the same rates they were to have paid for the NFL game according to Joe Hildebrand, Mutual vice president, sports sales. "I don't think we'll lose any money," said Chanin, who said the network expects about 90% of its affiliates to clear the substitute.

At the CBS Radio Network, which has a four-year contract with the NFL to carry Monday night games and 17 playoff games, the impact of a prolonged strike is likely to be lessened somewhat, according to industry observers, by availabilities in the network's scheduled broadcasts of baseball playoffs and the World Series. CBS is not planning to offer substitute programming for missed NFL games, and, according to network vice president, general manager, Dick Brescia, advertisers are being offered time in the baseball schedule and CBS's regular network fare. CBS reserves about 20 minutes of advertising time per game at between \$3,000 and \$5,000 per 30-second spot. Mutual reserves about the same amount of time per game and charges between \$5,000 and \$6,000 per 30-second spot. □

The old college try

Appeals court grants stay of order outlawing TV contracts with NCAA; Oklahoma seeks delay after selling rights to next game to KOCO-TV and Katz

While the networks' pro football problems were becoming more jumbled last week (see page 31), stability, if not calm, returned to college football TV—at least momentarily.

A federal appeals court in Denver granted the National Collegiate Athletic Association a stay of the district court order declaring NCAA's network and cable TV football contracts illegal (BROADCASTING, Sept. 20). The stay reinstated the NCAA contracts held by ABC-TV, CBS-

TV and Turner Broadcasting's WTBS(TV) Atlanta cable network, at least until NCAA's appeal from the lower court order is heard and decided.

The calm seemingly bestowed by the stay was broken almost immediately, however. In the wake of the lower court's decision, the University of Oklahoma had sold TV rights to last Saturday's Oklahoma-Southern California game to KOCO-TV Oklahoma City and the Katz Agency. So the university responded to the stay by asking the appeals court to overturn or at least delay it so that the game could be telecast on the station lineup that Katz had put together for KOCO-TV. Late Thursday, however, when the court had not acted and time was running short for completing sales, station lineup and other arrangements, the university abandoned its effort and conceded the game would not be telecast.

The flurry over the Oklahoma-USC game was seen, in any event, as an example of what could happen repeatedly throughout the country, perhaps every week, if the lower court order outlawing the NCAA contracts is upheld.

The district judge, Juan Burciaga, held that each NCAA member must be free to negotiate its own football contracts, and that those negotiated by the NCAA were products of antitrust law violations. Thus he sided with the plaintiffs in the case, the Universities of Oklahoma and Georgia, against the NCAA's contention that unless it asserts some control, major football colleges will get the lion's share of TV appearances and TV revenues.

When the judge's decision came down, Oklahoma put TV rights to its last Saturday's game with USC, played at Norman, Okla., up for bids. KOCO-TV and Katz Sports, a division of the Katz Agency rep firm, won with a joint bid reportedly totaling about \$250,000 (\$125,000 each). Others bidding for the same rights were said by KOCO-TV/Katz sources to include, ABC, NBC and the ESPN cable network.

This was the first public identification of NBC with college football bidding since last winter. At that time, NBC last struck a deal to carry games of the College Football Association, a group of some 60 NCAA dissidents, almost all of them football powers. The NBC-CFA deal fell apart when the NCAA seemed to have put down that uprising.

NBC sources denied last week that they made a bid for the Oklahoma-USC game. They conceded, however, that they were "interested bystanders," and the betting was that NBC would go actively after college rights if the NCAA contract is invalidated down the line.

The KOCO-TV/Katz deal also cut across network affiliation lines. KOCO-TV is affiliated with ABC-TV, whose scheduled game for last Saturday was Stanford-Ohio State. When the prospect that KOCO-TV would be carrying Oklahoma-USC arose, ABC was said by station sources to have queried John Blair & Co.'s KOKH-TV Oklahoma City, an independent U, about carrying

Stanford-Ohio State in that market. On Friday, when it seemed clear that KOCO-TV would not be carrying Oklahoma-USC, an ABC official said it was "too late to change back," and that KOKH-TV would carry the ABC game while KOCO-TV ran a movie.

Katz meanwhile reported a rush of both stations and advertisers to get into KOCO-TV's lineup for the Oklahoma-USC game. "It was a case of them coming to us as much as our going to them," one Katz official reported. By late Thursday, when plans for the telecast were abandoned, Katz said 45 stations, representing 50% of U.S. TV households, had been conditionally committed and that the outlook had been for a 90-station lineup reaching 80% of the U.S. Nationally, Katz said, the game was "virtually sold out," also on condition that it would be telecast, with major sponsors from all the usual football advertising categories including beer, automobile, airline, motor oil and video games. According to Fred Botwinik, president of Katz Sports, the game was offered to stations on a barter basis, with 12 minutes retained for national sale and 10

minutes plus breaks available for local sale by stations.

A stay, if kept in effect until the NCAA appeal is decided, presumably would maintain the traditional alliances through most or all of the current football season.

The appeals court instructed the NCAA to file its opening appeals brief by Oct. 13 and the Oklahoma and Georgia universities to reply by Nov. 3. Court officials indicated actual hearings would not start before Nov. 15. The college football season ends in December except for bowl games, which normally are scheduled on or around New Year's Day.

Individual stations with their own college football schedules apparently had nothing to lose in the NCAA case, since most of them usually negotiate directly with the colleges whose teams they cover. There was speculation that some with contracts negotiated with football conferences, rather than with teams individually, might encounter problems somewhere down the road ("Closed Circuit," Sept. 20), though most sources doubted such problems would arise this year. □



Fowler stresses fee trade-off for deregulation

In interview with 'Broadcasting' editors, chairman spells out desire for spectrum-use charge to benefit public broadcasting

The time is right for broadcasters to seek statutory deregulation, according to FCC Chairman Mark Fowler. And while Congress hasn't greeted the concept of broadcast deregulation with open arms in the past, it just might do that if broadcasters—and other spectrum users—agreed to pay a "modest" fee in exchange for that deregulation, a fee that could be used to help fund public broadcasting, Fowler told BROADCASTING in an interview last week.

Fowler initiated the meeting partly to respond to a BROADCASTING editorial commenting on his speech before the National Radio Broadcasters Association annual convention, where he raised the subject of

spectrum-use fees (BROADCASTING, Sept. 20). While the editorial was entitled, "How to retire the national debt," Fowler said he's not interested in trying to accomplish anything of the sort, nor is he hooked on fixing any fee at 1%, or, for that matter, any fixed percentage of revenues. What he is fixed on, however, is the concept of using fees more or less as a bargaining chip to help get broadcast deregulation codified. After all, Fowler said, it behooves broadcasters to push for statutory deregulation now, since the current FCC isn't "going to be around forever."

Judging from the reaction to the proposal in the industry, any such move still faces significant obstacles.

While Fowler said he still thought broadcast deregulation was "right for its own sake," the debate over whether to



Staff support. Chairman Fowler and aides Dan Brenner (l) and Randy Nichols. They, too, contributed to last week's discussion with BROADCASTING editors. **Nichols:** "The basis and the premise [of this idea] is to get the dialogue started, to get some discussion going. There are lots of critics out there who've spent 20 years saying you can't deregulate broadcasting because of the trustee-ship concept, and everything else. Let's throw another idea out on the table. Maybe this will get the critics to move a few inches so we can at least have a debate about what the real issues are. But I'd like a cap on it. I don't want our tax dollars or broadcasters being taken to the extent that they can't operate naturally and normally in the marketplace." **Brenner:** "The real switch is getting away from viewing broadcasters as trustees and more as marketplace participants. Once you take that attitude, and you treat broadcasters and newspapers the same, then all kinds of ownership and content restrictions ought to fall out. It seems to me as we withdraw from imposing these kinds of duties on commercial broadcasters and let them do their thing in the marketplace, if we still have a desire to do something about this other kind of programing, that support for public broadcasting can thereby be related to deregulation and spectrum fees can be one way to answer the funding question. I mean, deregulation makes sense on its own terms, and public broadcasting makes sense on its own terms, and a spectrum fee [may] make sense on its own terms. Each of them could be separate public policy judgments."

deregulate broadcasting has been around for decades, but Congress has not deregulated broadcasting on its own. "Let's try something new," Fowler said. "Those who are unwilling to go along with that deregulation in Congress ... maybe they would buy off if there was a modest fee that could be used, for example, for public radio and public television."

"Maybe this is the time that men of goodwill can get together, even though they have different viewpoints, and they can work something out that works, that helps public broadcasting, visits a very modest flat fee on all users of the spectrum, and gets us out of this regulatory morass with no detriment to the public or freedom of the individual," Fowler said.

While the fee also could be used to defray the commission's costs of administration, that's not why Fowler suggests it, he said. "This would be a means to fund public radio and public television so they can carry on their traditional roles in instructional programing, educational programing, narrow-audience programing and special kinds of programing that the marketplace, in the view of some, does not, or will not, take care of," Fowler said.

Fowler said he didn't know how much money should be raised from the fees. Nonetheless, he said he thought similar fee proposals in the past had suffered because they targeted broadcasters only. "That's not fair," he said.

Fowler also said he thought it probably would be better to assess a "modest," flat fee—which probably should be tied to the Consumer Price Index only—for different

sorts of spectrum users rather than assessing a fee as a percentage of revenues. The latter proposal, he said, would pose administrative problems in collecting the fees. Basing a fee on a percentage of revenues also might "penalize someone who's successful, someone who's doing an extraordinary job ... and that doesn't make any sense," he said.

Fowler said he also thought it important that the commission be prohibited from having control over the fees. He said that he could see granting licenses in perpetuity with these "use fees." He also said the FCC could "probably take a crack at" initiating such a fee proposal.

The National Radio Broadcasters Association has already proposed paying what it refers to as a "lease fee" in exchange for total deregulation. But Sis Kaplan, NRBA president, said she was entirely willing to talk about Fowler's proposal. "I'm willing to talk about anything ... I just want deregulation," she said.

The NRBA proposal, she noted, which calls for radio broadcasters to enter into contracts with the government to pay 1% or less of a station's annual revenues in exchange for "total deregulation" and a 50-year license "isn't set in stone," Kaplan said. Under the proposal, the fees collected could go to public broadcasting, she said.

Kaplan also noted that the motive behind the NRBA proposal was to try to get the House moving on legislation similar to S. 1629, which passed the Senate (BROADCASTING, April 5), codifying the FCC's deregulation of radio and authoriz-

ing the FCC to collect license fees to cover the costs of regulation.

Kaplan noted that NRBA wasn't for license fees but was "willing to negotiate for deregulation." She said NRBA had met with House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) and his staff, and they "seem interested" in NRBA's proposal. NRBA had "strong hopes" that the House would address the proposal in its next session, Kaplan said.

Also supportive of Fowler's proposal was Frank Mankiewicz, president of National Public Radio. Mankiewicz said NPR had "favored" the notion of supporting public radio with a fee for some time. "We're delighted that Chairman Fowler supports a proposal that would help deregulate radio and help public radio at the same time," Mankiewicz said.

John Summers, executive vice president and general manager of the National Association of Broadcasters, said, however, the Fowler proposal sounded like a "spectrum fee," and NAB had traditionally been opposed to what it sees as a special tax. "We regard it as a tax, and we don't think broadcasters should be taxed" for that purpose, Summers said.

Summers also said that while NAB was "committed" to do everything it could to help public broadcasting, it didn't "believe in taxing commercial broadcasters to support public broadcasting."

At the same time, however, Summers noted that NAB had "reluctantly" accepted the concept of exchanging the payment of "cost-of-regulation" fees for deregulation in supporting S. 1629. And NAB, Summers added, "is always willing to discuss any proposal, and will talk this one over with Fowler, if he so desires."

Bruce Christensen, president of the National Association of Public Television Stations, said the "positive side" of the Fowler proposal was that it was the first time he'd heard of concern for finding "a place for public broadcasting in the administration's scheme of things."

Nonetheless, Christensen said, while NAPTS already had told Fowler that it wanted to talk about the proposal further, NAPTS also thought that any such proposal would have to be premised on public broadcasting's receiving "adequate" funding. By way of example, Christensen said that the administration had already moved to cut back public broadcasting's funds from the \$172 million it's currently operating on to \$85 million in fiscal 1985. According to Christensen, if such a fee proposal only funded public broadcasting at that lower level, public broadcasting didn't have anything to gain.

NAPTS also had "deep misgivings" about whether such a proposal would on its face require the retention of regulation for public broadcasting while deregulating commercial broadcasting.

Christensen also said he had a "basic question" about whether, for communications policy, the public interest standard should be replaced with a marketplace standard. □

FCC gives go-ahead to STC for its DBS plan

Comsat subsidiary can begin building bird to cover Eastern time zone; NAB will appeal

Direct broadcast satellite service moved another step closer to being last week after the FCC granted Satellite Television Corp. a construction permit for the first phase of its planned national system.

The commission granted that authorization by a vote of 6-1 (with Commissioners James Quello, Henry Rivera and Mimi Weyforth Dawson concurring and Commissioner Anne Jones dissenting). As a result, STC, a wholly owned subsidiary of Communications Satellite Corp., can begin construction of the first phase of its DBS system, which calls for covering the Eastern time zone with a single satellite (BROADCASTING, Feb. 22). It is also authorized to construct a spare.

At the same time, the commission conditionally approved the three later phases of STC's system, which proposes to blanket the nation with three additional satellites, one serving each remaining time zone.

As expected, however, the STC authorization didn't include launch or operation authority, nor did it contain frequency or orbital slots. According to the commission, those matters, and authorization to construct ground feeder uplink facilities, won't be addressed until after orbital slots and frequency allocations for the western hemisphere are divided up at the Regional Administrative Radio Conference for DBS next June.

In granting the application, the commission rejected more than 15 petitions to deny, which had questioned everything from whether it was proper for the commission to accept applications for a service before the final rules for that service had been issued to whether Comsat should be barred as a matter of law from providing DBS service.

Nonetheless, while the commission found STC technically and financially qualified to be a DBS licensee, it deferred action on a possible character issue that had been pointed out in petitions by the

National Association of Broadcasters and others. That character qualifications issue arose in January 1980, when Western Union International charged that Comsat had engaged in an anticompetitive bidding action. In an initial decision, an administrative law judge ruled in favor of WUI. The case is now pending before the FCC. Commission sources said the FCC decided that it would have been "inappropriate" to address that issue in the same action in which it was addressing STC's DBS application.

The commission's authorization also imposed a condition on STC intended to decrease the possibility that Comsat could use revenues from its regulated businesses—Intelsat and Inmarsat—to cross-subsidize STC's DBS offerings.

At the meeting, Larry Harris, chief of the Broadcast Bureau, said the bureau planned to present a single recommended order to the commission on the eight other DBS applications that have been accepted for filing within "the next several weeks."

Commissioner Anne Jones opposed the grant of STC's application, contending that the possible impact that granting the application could have on users of Comsat's regulated businesses wasn't worth the risk. If STC's DBS system fell short of STC's expectations, Comsat's statutory role could be undermined. Intelsat and Inmarsat users also could end up having to foot any STC shortfall by paying higher rates, she said. Since there were other applicants standing in the wings, Jones said, she saw no reason to put "Comsat's ratepayers at a risk."

Chairman Mark Fowler, however, said that since STC would have to seek approval to get more money from Comsat, he didn't foresee the same problems coming to pass. "On balance, it's a good item, and we ought to let them go," Fowler said.

Commissioner Abbott Washburn said that while STC might be facing a considerable risk, "it's improper for us as government officials to say that's a risk that Comsat shouldn't assume."

The National Association of Broadcasters, has already appealed the FCC's

order authorizing CBS, said it would appeal the grant of STC's application as well and seek a stay of the FCC's action pending court appeal. □

Sharp has his day on the Hill

The prospects of Stephen Sharp, currently FCC general counsel, getting to serve as a commissioner seemed markedly brighter last week: The Senate Commerce Committee finally held a confirmation hearing for him.

Although President Reagan nominated Sharp for a Republican seat more than four months ago (BROADCASTING, May 24), infighting between Republican committee members and the White House over the appointment had put Sharp's prospects into question. After last week's hearing, however, Senator Bob Packwood (R-Ore.), committee chairman, told reporters that he didn't think there would be any "problems" in confirming Sharp. He also said he hoped the Senate would be able to act on the confirmation within 10 days.



Packwood also told reporters that the committee's resolution of the question of how many commissioners should serve on the commission paved the way for committee agreement to hold a hearing. Committee-initiated legislation will cut the FCC from seven commissioners to five (BROADCASTING, Sept. 20). Under that legislation, Sharp's term will expire next June 30, leaving him with less than a year to serve. Packwood said the legislation hadn't been aimed at Sharp.

At the hearing itself, at which Packwood and Senator Howard Cannon (D-Nev.) were the only committee members present, much of the questioning revolved around Sharp's attitude toward the fairness doctrine and equal employment opportunity.

Although Sharp acknowledged that he thought the fairness doctrine should be repealed, he also said that, as a commissioner, he would "vigorously" enforce all statutory requirements, "including those I seek to change."

James Winston, executive director for



STC's Goldstein and Bodman

the National Association of Black Owned Broadcasters, said that Fowler had "on numerous occasions expressed views which have been opposed to the historic policies which have aided minority ownership and EEO." Contending that Fowler had been one of Sharp's strongest

supporters, Winston said NABOB was "concerned" that Sharp's views on minority ownership and EEO "might be similar to those of the present chairman." As a result, Winston asked that the committee question Sharp "with respect to his views on those matters." □

House Commerce Committee passes cable copyright bill

H.R. 5949, legislation finally agreed upon by NAB, NCTA and MPA, now must survive attempts to amend by sports interests

The cable copyright bill, H.R. 5949, breezed through a House Energy and Commerce Committee markup late last week after months of negotiation, which at several points came to grinding halts.

The bill primarily concerns compulsory licensing for cable retransmission of broadcast signals, syndicated exclusivity protection for local broadcasters, and must-carry rules for cable.

The bill was originally drafted by a House Judiciary subcommittee, chaired by Robert Kastenmeier (D-Wis.), and adopted by the full Judiciary Committee (BROADCASTING, April 5). It was then referred to the Commerce Committee's Telecommunications Subcommittee which also has jurisdiction over regulatory features of the bill. The Telecommunications Subcommittee, which led current negotiations on the measure, also unanimously adopted the bill last week.

Tom Rogers, counsel for the Telecommunications Subcommittee, said H.R. 5949 is tentatively scheduled for House action tomorrow (Sept. 28). The committee is asking for a suspension of rules so that the measure can go immediately to the floor during the final days of the session. (The House and Senate are expected to recess Friday, although Senate officials say they may remain another week.)

The bill's prospects in the Senate are uncertain. Proponents of the measure intend to push for expedient passage. They hope the legislation can bypass committee hearings and go directly to the Senate floor.

Both the Senate Judiciary and Commerce Committees have jurisdiction over the legislation. Neither committee has yet indicated whether it will hold hearings.

According to the parties who worked out the compromise (National Association of Broadcasters, National Cable Television Association, National Religious Broadcasters, Motion Picture Association of America, National Association of Public Television Stations, and the Community Antenna Television Association), there is support in the Senate for the measure.

However, they also say there may be opposition. Sports organizations, which tried unsuccessfully in the House to gain support for their version of the bill, are

now pressing their case in the Senate.

"Sports is back in the picture again," said Steve Stockmeyer, NAB senior vice president of government relations. He noted that it takes only one senator's objection to stall the process.

James Mooney, NCTA executive vice president, agreed that sports interests are working in the Senate against the bill. He believes they will push to stall the measure in the Senate, hoping to kill it.

Jim Fitzpatrick, with the Washington communications law firm of Arnold & Porter and counsel for the Office of the Baseball Commissioner, believes there will be support in the Senate for adding sports' provisions to the bill. The sports organizations want copyright protection for sports events beyond that offered by H.R. 5949. Fitzpatrick said: "We want a fair opportunity to bargain for the sale of our signals to cable systems that are in an area adjacent to major league cities and not be forced by law to make the signals available," he said.

As passed by the Commerce Committee, the sports legislation would prohibit distant retransmission of more than 120 miles from a VHF station or 45 miles from a UHF of a nonnetwork broadcast of an intercollegiate football game between Sept. 1 and the second Saturday in December of each year. It would also codify the FCC's present blackout rule, which permits the holder of broadcast rights to a local sports event to require a cable system to black out any distant signal that is carrying that event live.

Here are the major provisions of the copyright legislation that emerged from the Commerce Committee:

No limit is placed on the number of distant signals that a cable system may import.

The FCC's present must-carry rules for local stations are codified, with modifications. The FCC may not require the carriage of any broadcast signals not prescribed by the present rules, drop-in stations, low-power television stations, DBS, MDS or other radio communications services not intended for direct public reception.

Cable systems with 36 or fewer channels may refuse to carry any station that receives neither a 1% share of viewing hours in noncable homes in the cable systems' home county nor a 2% share in all homes of the county. Exceptions are made for noncommercial educational stations, which need not meet the test of au-

dience share. Cable systems with 36 or fewer channels must carry up to three educational stations with grade B contours covering the cable community, unless 100% of the stations' instructional programming and 90% of their other programming is duplicated. To accommodate non-commercial stations that fail to meet the audience share test, cable systems may delete duplicated commercial network signals. The last provision is intended to accommodate the demands of some religious broadcasting stations for cable carriage.

Cable systems will be liable for copyright infringement if, upon demand, they fail to delete from other signals any syndicated series or feature film to which a must-carry station has exclusive territorial rights. Exempted are cable systems that were located outside all television markets as of Nov. 1, 1981, and systems with fewer than 3,000 subscribers. The programming for which superstations have contracted before the effective date of the new legislation would be exempt from the exclusivity rule for the life of the program contract.

Network nonduplication rules in effect at the FCC on Oct. 1, 1981, would be codified.

The compulsory license fee system now in effect is retained.

The Commerce Committee also adopted an amendment, offered by Representative Tom Tauke (R-Iowa), authorizing the FCC to order the deletion of network programming on a station located more than 55 miles from a cable system's headend if it duplicates that of a local station that is in a market with 35,000 or fewer households. The amendment is said to provide relief for KDUB-TV Dubuque, Iowa, and ABC affiliate, against the importation of ABC programming from KCRG-TV Cedar Rapids, Iowa. □

CBS Radio affiliates are admonished to fight for freedom

Stations are urged to continue to press for full First Amendment rights; new promotion package unveiled: 'Something Special'

CBS Radio network affiliates, meeting in Phoenix for their biennial convention, were admonished last week that "even in this era of unregulation, radio broadcasters must still work to set aside unnecessary, outdated and counterproductive regulation."

The admonition was issued by Thomas F. Leahy, executive vice president, CBS/Broadcast Group, last Wednesday at the opening session of the three-day convention, which attracted some 500 station and CBS executives.

"Despite the demonstrated need for

more and more information on the part of the public and the increasingly important role which broadcasting plays in meeting that need," Leahy said, "we are still unable to operate, in the words of the late Sol Taishoff, 'just like newspapers, free and unafraid.'" (The reference was to the co-founder and long-time editor-in-chief of BROADCASTING, who died Aug. 15.)

"All of us, at station and network level alike," Leahy said, "know that we have a long way to go before radio is truly deregulated. We know that, although 'deregulation' has become a buzzword in today's Washington, it is just that, and we are not fooled. We are still not free from the shackles of Section 315, equal time and the fairness doctrine. If we are to fully appeal to our audiences' appetites for news and information, and if we are to truly serve their interests, we must be able to do so as freely as our print brethren."

Leahy told the affiliates that over the years CBS has worked in Washington on their behalf as well as CBS's—and will continue to do so. He also reassured the station people that CBS's commitment to them will remain strong, despite the emergence of newer technologies.

"The bedrock of this communications corporation is the CBS Radio network," Leahy continued. "And we believe—believe fervently—in the staying power of your network. But like any corporation that continues to grow, we do so at CBS because we consider ourselves in the broader role of communications and work to expand and exploit our capacity as com-

municators....

"This in no way challenges, but rather deepens our commitment to the network affiliate relationship as established over the last five decades by our chairman and your friend, William S. Paley."

In addition to a new program lineup and results of new research (see page 81), the affiliates also received a new audience and sales promotion kit built around the theme, "Something Special."

W. Thomas Dawson, vice president, market development, said the kit was the most extensive that CBS Radio had ever produced. "The theme was not selected frivolously, either," Dawson said. "We believe 'Something Special' represents a solid audience and sales promotion platform and positioning statement" to help stations "attract listeners' ears and advertisers' dollars by capitalizing on their network association and identification."

Norman S. Ginsburg, director of affiliate/program promotion, said the kit includes exclusive new promotion music and a variety of other audience promotion materials, copy lines for on-air spots and for print advertising, billboards, posters, bus cards, truck panels and bumper stickers, along with direct-mail and other "hands-on" sales aids. "We've tried to cover the gamut of audience and sales promotion tools in one complete ready-to-use kit," Ginsburg said.

In other convention developments, CBS Radio saluted three veteran CBS News correspondents long identified with the network. Douglas Edwards received a

Gold Mike award to mark 40 years—"longer than any other newsman," CBS officials said—as a CBS Radio reporter, dating back to Dec. 1, 1942. Dallas Townsend was honored for completing a quarter-century as writer and anchor of *CBS World News Roundup* (which he will leave next year, but will continue with CBS Radio in other capacities). Charles Kuralt was cited for 10 years as anchor of *Dateline America* and the *Exploring America* multipart specials.

The Mormon Tabernacle Choir was presented a Gold Mike award commemorating 50 years on the CBS Radio network—"the longest continuous weekly network program in American radio." Arch Madsen, president of Bonneville International, Salt Lake City, accepted the award from Richard M. Brescia, senior vice president, CBS Radio networks.

Nine stations also received Gold Mike awards, recognizing 30 years as CBS Radio network affiliates (bringing to 74 the number of affiliates with 30 or more years in the lineup). The nine, all AM, were: KFPW Fort Smith, Ark.; WELM Elmira, N.Y.; WIAT Atlantic City, N.J.; KRNT Des Moines, Iowa; WNAX Yankton, S.D.; KID Idaho Falls; KINS Eureka, Calif.; KFLS Klamath Falls, Ore., and KRRN Roseburg, Ore. Robert L. Hosking, CBS Radio president, made the presentations. □

Turner to keynote RTNDA convention

Las Vegas is site of 37th annual convention of broadcast journalists; 1,600 are expected; Brinkley in absentia is winner of Paul White award

Radio and television news executives are heading toward Las Vegas's Caesars Palace this week and the start of the 37th international conference of the Radio-Television News Directors Association on Thursday. If past performance is indicative, the keynote address that morning, at 9:30, should be an eye-opener. It will be delivered by Ted Turner, chairman of Turner Broadcasting and a pioneer in all-news cable television networking.

Turner, some of whose public comments—particularly those aimed at the major networks—have been labeled "outrageous," was selected by RTNDA president Dean Mell, of KHQ-AM-FM-TV Spokane, Wash., because of his "tremendous influence" on broadcast journalism. "He is probably the most dynamic person in broadcast news," Mell said last week.

Some 1,600 registrants—RTNDA members and spouses, exhibitors and students—are expected at the convention, according to the organization's executive vice president, Ernie Schultz. They will find a program devoted during each of the three days to another element of the news director's job—content of the news, new technology and management problems



Radio rodeo. The CBS Radio Network elected Richard Griggs, general manager, WSOY(AM) Decatur, Ill., chairman of the CBS Radio Affiliates Association at its biennial affiliates convention, Sept. 22-24. He succeeds Bill Lester, general manager, KARZ(AM) Phoenix, who becomes an ex officio member of the board. The two-day gathering at the Arizona Biltmore in Phoenix included presentation of programing additions and changes for 1983. Members of association include (top row l-r): Dino Corbin, KHSL(AM) Chico, Calif.; Joel Day, KOA(AM) Denver; Richard (Shag) Miller; KBOW(AM) Butte, Mont. (new board member); Lee Leicinger, WWJ(AM) Detroit; Lowry Mays, WOAI(AM) San Antonio, Tex. (vice chairman); Doug Shull, WJNO(AM) West Palm Beach, Fla., and Frank Balch, WJOY(AM) Burlington, Vt.

Bottom row, l-r: Ray Rosenblum, WMOA(AM) Marietta, Ohio; Edward Giller, WFBG-FM Altoona, Pa. (new board member); Joe Abel, KIRO(AM) Seattle; Jerry Bertey, KGLO(AM) Mason City, Iowa, and Griggs. Not pictured are Larry Richardson, WINA(AM) Charlottesville, Va. (secretary-treasurer), and Roger Jeffers, WHOP(AM) Hopkinsville, Ky.

and techniques for dealing with them.

Luncheon speakers for the three days will be Tom Pettit, executive vice president of NBC News; FCC Chairman Mark

S. Fowler, and Carl Rowan, columnist.

The conference ends with the traditional banquet Saturday night, when the Paul White award will be presented to ABC's

David Brinkley. However, since Brinkley will be in the Peoples Republic of China on a private visit, the presentation and his acceptance will be shown on film. □

MAN IN THE NEWS

Newsman's newsman at the helm of RTNDA

In addition to leading the organization's First Amendment fights and planning the annual convention, the Spokane news director has the association's growth at the top of his agenda

As any organization president will attest, the double duty of heading a trade association for a year while keeping up the regular job back home is no simple task.

For Dean Mell, president of the Radio-Television News Directors Association, it has been triple duty.

Mell, news director at KHQ-AM-FM-TV Spokane, Wash., and the man running the show at this week's convention in Las Vegas, assumed the RTNDA presidency ahead of schedule in June when his predecessor, Wayne Godsey, moved into the general manager's seat at WTMJ-TV Milwaukee. RTNDA presidents customarily don't take office until convention time so Mell was prematurely handed that responsibility in addition to the president-elect's job of convention planning.

Described by associates as "low key," Mell, 54, doesn't make much of his early tenure. That's not his style. Indeed, his is quicker to talk about nuts and bolts than about personal performance.

The same attitude pervades his philosophy about the role of a local news reporter. An ideal local news operation he compares to a "public utility," with reporters "neutral catalysts ... conduits so to speak." Mell says "the best reporting is done by those who know their community." He's not a great believer in the "overt" mover and shaker and stresses that "reporting can be strong and effective without bridging into advocacy."

Over all Mell has high praise for local journalistic efforts and believes that most news teams are "busting their humps" to provide the best news product possible.

But he also is outspoken about the "uneven approach" he has found in certain of the top markets where he sees "too much flash and too much splash, fantastic salaries" and a "revolving door" for personal career enhancement at the expense of community service. "This is not where we belong," he says, bemoaning that large news budgets are put to such uses.

From this week's RTNDA conference, Mell hopes conventioners will go away with "practical help" in news content (ranging from story treatment to use of syndicated materials), technology (with emphasis on computers) and improvement of management skills. Mell's idea to give a day to each of those topics has been

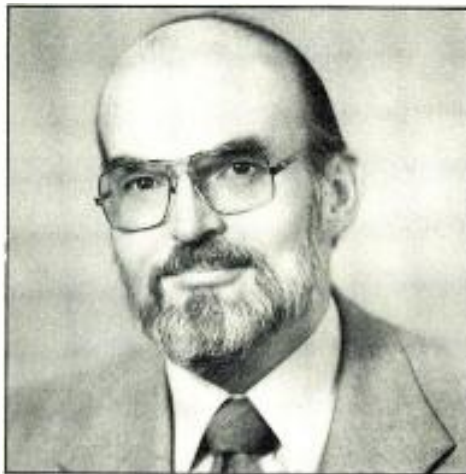
planned by himself and the board members he delegated.

Once the convention is over, Mell expects to take on a broader organizational function—concerning himself with a range of in-house and wider issues.

Beefing up RTNDA membership—now at about 2,200—is one objective. At the convention itself, first-time attendees will meet with RTNDA officers and with its staff. Mell also expects increased membership to be generated by regional conferences that will come later.

Continuing RTNDA's effort to repeal the equal time and fairness doctrine provisions, Mell plans to be "lobbying strong and hard" for the bill introduced by Representative James Broyhill (R-N.C.) that would deregulate broadcasting. Mell admits it will be a "long, tough haul."

One of RTNDA's "greatest successes"



Mell cites is the growing admission of cameras in the courtroom. So far 34 states give television some type of access, but, according to Mell, it's an RTNDA cause far from accomplished. "We have a job to do until we have all 50 states and the federal court system," Mell also mentions the need for "rear guard action" where gains already have been made.

While now the leader of court and regulatory fights for the organization, Mell also has seen his share of the action on the home front. Currently KHQ Inc. is appealing a contempt of court ruling after broadcasting a tape played in a local courtroom. The judge had given newspapers permission to print the transcript but didn't want the tape aired. "After we exhausted legal remedies," Mell explained, the decision was made to challenge the ban.

On more general fronts, Mell sees both economic and competitive challenges ahead. Mell says, "We're going to have to

be more realistic about how we spend our money. We're not going to have the same [relative] bucks in the future." He also stresses the need for a strong local identity "so audiences will choose a good solid newscast over something they videotaped at 3 in the morning."

While RTNDA isn't about to give concrete answers about where the media future is heading, it is hoping to "be prepared." Mell stresses that "we need to give increasing attention" to the relationship between television and radio and the new technology. That's already a charge given RTNDA's long-range planning committee as it considers such subjects as electronic publishing as "newspapers move towards television techniques." Mell mentions a few of the questions: "Are they broadcasters or publishers? Which interpretation of the First Amendment will apply?"

Ernie Schultz, a former RTNDA president now full-time manager of RTNDA as executive vice president, describes Mell as "unflappable" and says the organization has the benefit of his "range of experience. Nothing comes up that he hasn't seen or handled before."

Mell, born in Medford, Ore., and raised in the San Francisco Bay Area, took his first broadcasting job right out of Los Angeles City College in 1947. At KICA(AM), a 250 w station in Clovis, N.M., he recalls being "one of several people who did everything." From there Mell "was the news department" at KFYO(AM) Lubbock, Tex., service followed at KECC(AM) Pittsburg, KXOA(AM) Sacramento and KXOC(AM) Chico, all California.

His first long-term association came at KMJ-AM-TV Fresno, Calif., which he joined on the radio side in 1951, moving to TV as news director two years later. Mell stayed for 11 years until NBC News called with a reporter's slot in its San Francisco bureau. He later was transferred to the network's New York bureau where he worked as a correspondent, mostly for radio.

"Fed up with New York" which "didn't suit my life style," he returned in 1973 to medium-market television and radio as news director at KHQ-AM-FM-TV where he continues to work today.

Married and the father of five (aged 17 to 34), Mell is an avid racquetball player and a vacationing backpacker. And until RTNDA began taking up so much time this year, he also had been teaching broadcast journalism at Gonzaga University, Spokane, Wash.

His greatest source of pride is his career, Mell says, is "working with young staffs and seeing them progress." □



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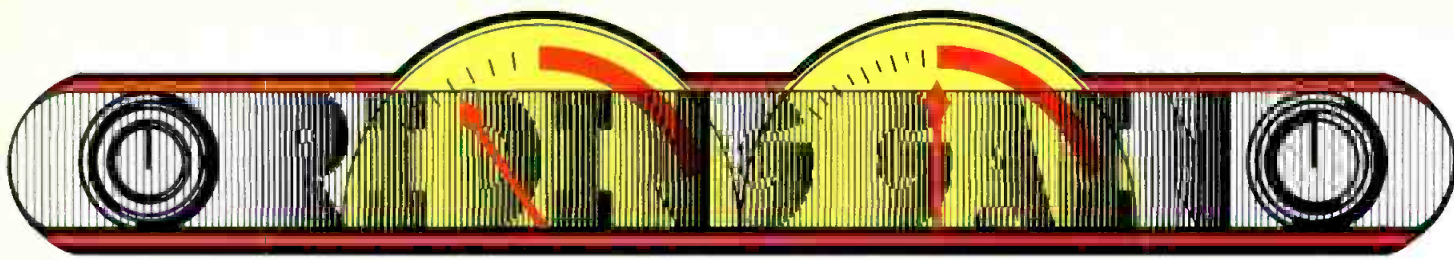
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• RIDING • GAIN •

A NEW DEPARTMENT ABOUT RADIO

Multi on Mutual

"Multicasting" is the term used by the Mutual Broadcasting System to define its ability, by virtue of satellite, to offer its affiliates up to four separate but simultaneous program services. By the middle of October, that network will have in operation 11 satellite channels (15 khz) on Westar IV to do just that.

Channels 1-3 will be used to transmit the network's regular program features—news, sports and public-affairs programs—to affiliates in the Eastern, Pacific and central time zones. Channel 4 will transmit long-form sports, talk and other special programming, while channel 5 will be used to carry regional sporting events in the Southwest section of the country, most notably, some 63 Southwest Conference collegiate football contests to about 200 radio stations in Texas, Arkansas and Oklahoma. (Upon completion of the NFL players strike, Houston Oilers games would also be transmitted on that channel to a network of about 100 stations in those states as well.) Channels 6 and 7 are to be used for stereo programming (stereo left and stereo right, respectively).

Mutual is counting its periodical musical specials featuring the National Symphony Orchestra (the first of which will air on Oct. 17) as its fourth program service. In addition, the network will use four back-haul channels to transmit various radio signals from point to point to facilitate easier program production.

NPR projects

A second tier of services, to include a 24-hour-a-day, satellite-transmitted classical music service, six hours of daily, overnight jazz programming and 18 hourly newscasts, is to be launched on Jan. 3 by National Public Radio. Entitled, NPR Plus, the service is to be offered to NPR affiliates for an annual fee of \$4,798 if ordered by Dec. 1 or \$5,050 if ordered later.

NPR is also developing a plan for offering the service to nonaffiliates, as it has for its present fare, NPR Basic. Created at the re-

quest of NPR affiliates, who are having trouble raising local program revenues after last year's federal funding cutbacks, NPR Plus will be transmitted via the network's satellite channels, but will not be programed in-house. Instead, NPR is asking for proposals from independent producers, to be submitted by Oct. 8, for programing the new channels, and so far, according to Diana Callard, a consultant to the project, NPR has received preliminary inquiries from more than 25 suppliers.

AP honors

Associated Press Broadcasters presented awards last week to seven AP staff members, its Columbus, Ohio, bureau and three member radio stations for excellence in news coverage in 1981.

Staffers who were honored at a dinner in New York were Ira Dreyfuss for national enterprise on the AP Radio Wire for his daily script, "Feeling Good"; Jerry Cipriano for best national summary on the AP Radio Wire for his writing on the return of the hostages and President Reagan's inauguration; Frank Sesno for best spot news reporting on the AP Radio Network for his coverage of the shooting of the Pope; Mark Knoller for the best live program on the AP Radio Network for his coverage of the hostages' return to the U.S.; Mark Huffman for best enterprise reporting on the AP Radio Network for two 24-minute programs on the turbulent 60's; Jerry Barker of the Philadelphia staff for best regional news summary writing, and Bob Wade, now AP correspondent in Atlantic City, N.J., and formerly broadcast editor for New Jersey, for best national regional enterprise for his scripts, "The Garden State."

The Columbus AP staff was cited for best regional spot news coverage for its reporting on tornadoes at Cardington, Ohio. Andrea Weigerber is broadcast editor for Ohio.

Radio stations given awards were KJLA(AM) Kansas City, Mo., for best regional spot news coverage and cooperation; KGBX(AM) Springfield, Mo., for investigative reporting, and WEET(AM) Richmond, Va., for overall cooperation.

Still beautiful

Cox Broadcasting "is not reducing its commitment to beautiful music at all," said that company's senior vice president, Stanley Mouse, in denying reports that the Atlanta-based Cox has been contemplating a total reorganization of its radio program syndication subsidiary, Schulke Radio Productions of South Plainfield, N.J. Reports that SRP, which has suffered the loss of many of its major-market affiliates in recent months, is getting out of beautiful music syndication were rampant at the recent National Radio Broadcasters Association convention in Reno.

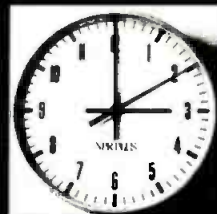
Cox last week signed a four-year contract with The Research Group, San Luis Obispo, Calif., for extensive research into revamping SRP's beautiful music library, according to Mouse, who recently announced that SRP vice president, general manager, Larry Adams, had been named president of the company and that former president Jim Schulke, who created the format in 1968, had been named chairman of the board. In addition to continuing to syndicate its beautiful music and middle-of-the-road Schulke Two formats, SRP is considering, according to Mouse, launching a consulting service offering an adult contemporary format similar to the highly successful "magic" format offered on WMGK(FM) Philadelphia and other stations around the country.

Watermark widens

Watermark/ABC Radio Enterprises is seeking to broaden its image as a radio program producer and distributor with the recent introduction of two programs that represent departures from the syndicator's past offering as an independent syndicator. ABC Radio Enterprises acquired the Los Angeles-based company on Jan. 18 with the announced intention of "becoming the most important supplier of programming to the radio industry."

Watermark, under the direction of founding president Tom Rounds, had found suc-

NPR PLUS



cess with three weekly retrospectives: *American Top 40 With Casey Kasem*, *Soundtrack of the 60's With Gary Owens*, and *American Country Countdown With Bob Kingsley*. The 13-year-old syndicator has also produced a number of specials, an original drama series, and *The Robert W. Morgan Special of the Week*.

This spring Watermark began distributing *TV Tonite With Ron Hendren*, its first weekday strip show. The one-minute television commentary, now carried on about 90 stations, is offered on a cash basis with a fixed position 30- or 60-second spot available within the program for local station sales. Hendren is co-host of Paramount's *Entertainment Tonight* syndicated television strip program and a media critic for KNBC(TV) Los Angeles.

The company's latest innovation is *Musical!*, a long-form (three hour) entertainment series featuring "the greatest hits from stage and screen." The program was introduced Aug. 21-22 after test marketing beginning last March over KPRZ(AM) Los Angeles. According to *Musical!*'s producer and creator, Ron Cutler, the show's greatest appeal is expected among older listeners (35-plus). Watermark is targeting its marketing campaign toward the nostalgia/MOR formats making a comeback on AM stations. *Musical!* is on the air in 43 markets, primarily scheduled late Sunday mornings.

"This is the first time we're selling to that (nostalgia/MOR) format and this is the first program devoted to this particular art form (music of stage and screen)," explains Watermark advertising and publicity manager, Mat Tombers. "We point out that 25 million people attended Broadway or a Broadway road show last year, which is twice the number which attended NFL football games."

Musical! is being sold on a cash basis, with 36 one-minute commercial availabilities per show. As with other Watermark programs, it is market exclusive.

Tunnel hearing

Tunnel Radio of America, Hollywood, Fla., whose president, Rodger Skinner, first developed a transmitter which, through a unique filtering and tuning process, can broadcast one signal simultaneously on 24 AM radio frequencies for reception by commuters traveling through tunnels, is franchising its technology in major markets around the country and abroad. Skinner developed the transmitter in 1975 and within a year put it to the test in the New River Tunnel at Fort Lauderdale, Fla. In 1978 that operation was sold to WFTL(AM) Fort Lauderdale. Since then two more tunnel-radio operations have been started—a noncommercial system in Baltimore, under the auspice of the Maryland Transportation Authority, and a commercial operation broadcasting to commuters in Boston's Dewey Square Tunnel, operated by a division of Radior Inc., a Springfield, Mass.-based billboard company.

Radior's Alan Radding, who runs the Boston tunnel radio operation, told BROADCASTING that when his company decided to become a tunnel-radio franchise, "we went at it initially as billboard people and not broadcasters," because Radior was receiving more orders than it could handle for

Big Apple bash

The sixth annual New York Market Radio Broadcasters Association (NYMRAD) Radio Festival lured 1,450 radiophiles to the Imperial Ballroom of the Sheraton Centre in New York on Sept. 15. There were games, entertainment, prizes, drinks and food as executives and employees of New York area radio stations and of advertising agencies, national representative firms and networks visited the booths of 26 exhibitors. Door prizes, including a \$500 gift certificate and vacation for two, were donated by 22 companies.

billboard placement from advertisers near the tunnel. Radding developed a computer software program for the operation which broadcasts automatically 24 hours per day. Programming consists of traffic information and other informational bits, such as health or tax tips and audio adaptations of public affairs brochures put out by state agencies and commercials—mostly 10- and 20-second spots with occasional 30's. Radding reports that the company has 12 advertisers at the moment. "The spots are sold in packages of hundreds," he said, and are aired during morning, midday and evening-drive times. "A package of several hundred would be sold for about \$3 a spot." He said that one of the first advertisers to participate was WRKO(AM) Boston, which is buying more than 800 spots per week now. At night,

state authorities have emergency traffic cut-in rights.

Radding said he is also looking into starting up operations in other Boston tunnels. The Dewey Square operation, which went on in June, is not yet solvent, said Radding, but by the fourth or fifth year, he hopes to be making \$500,000 to \$600,000 in 1982 dollars. "We've projected to have the same economies as a small-town radio station," he said. "A WBZ[AM Boston] it's never going to be."

Except for meeting certain harmonic-radiation standards for his tunnel-radio transmitter, Skinner said the technology is not subject to FCC regulation. The transmitter, which is placed inside the tunnel (usually in an adjoining equipment room) does not radiate beyond the ends of the tunnel. A telephone loop connects the transmitter to studio facilities. It's custom-made for each operation but is usually in the 100 W range. The transition from a regular AM broadcast signal to the tunnel radio signal as the commuter enters the tunnel is instantaneous and timed to occur within a few feet of entering or exiting a tunnel. The technology itself is "a trade secret," according to Skinner. "Our clients buy a black box, even though they don't know what's in it," he said. When a franchisee signs on, Skinner's company designs, builds, installs and maintains the equipment. Consulting services are also included in the package. The start-up costs on the average range between \$150,000 and \$200,000.

Currently, Skinner is looking to sell franchises for tunnel radio operations in Denver, Pittsburgh, New York and overseas in several European cities and Hong Kong.

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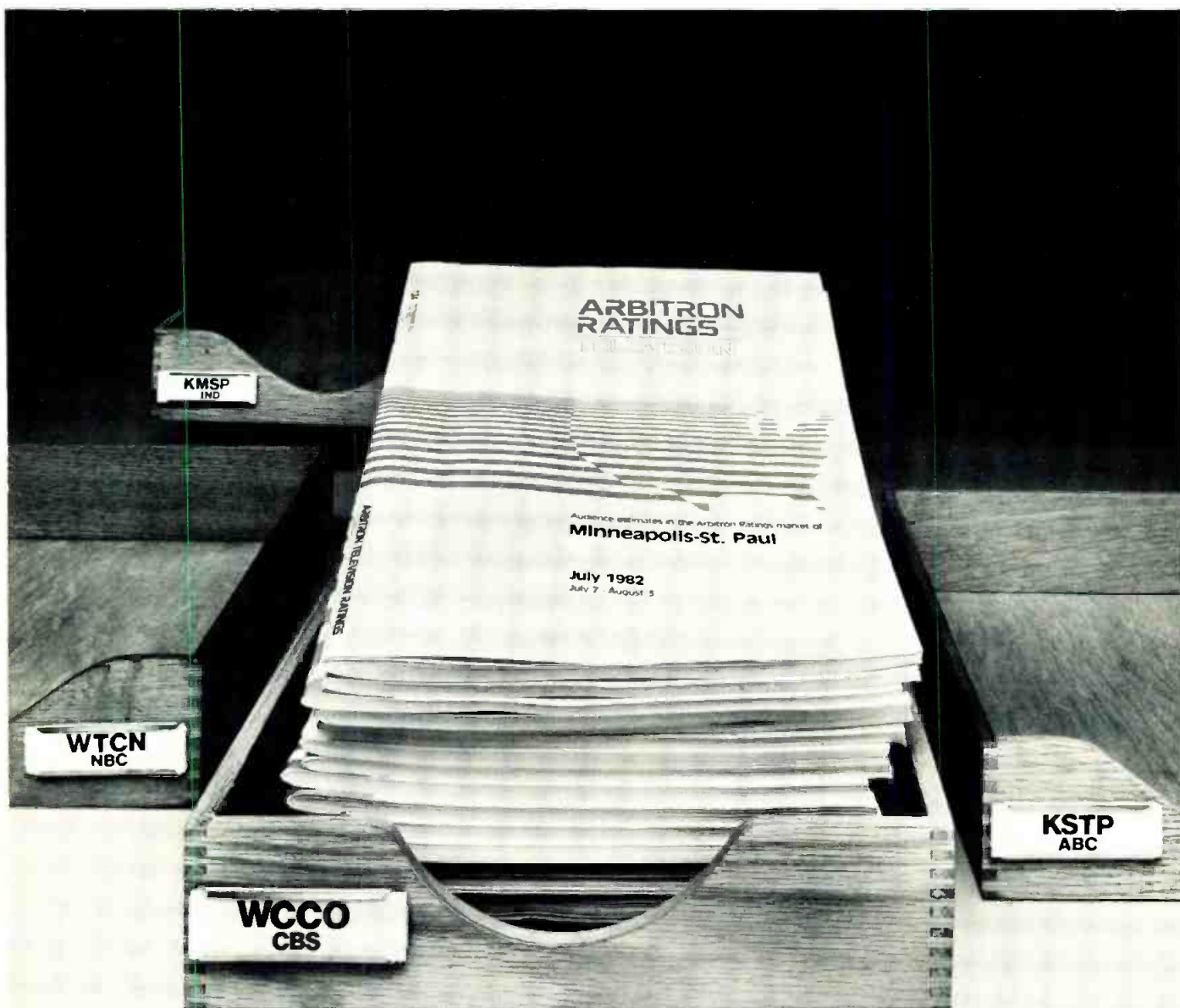
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*Source: Arbitron; October 1980-July 1982, 5, 6 & 10 PM Newscasts. **Top 20 markets with VHF competition.
Source: Arbitron and Nielsen; July 1982, Sun.-Sat. 9 AM-Midnight. Subject to limitations. ©1982 WCCO-TV. Represented by TeleRep.



STATE OF THE ART

JOURNALISM

The steady advance of electronic journalism is on an even more upward curve these days—if not a totally consistent one. News operations are expanding in dramatic fashion at the major television networks, where news programming is being introduced into earlier and later, much later, parts of the day. It may actually be cable television that is pointing the way for the electronic media, with (round-the-clock) services that constitute a new dimension of competition for the networks, in terms of quality of performance, if not quantity of stars—or of viewers. In radio, however, the advance has been slowed in part, as some stations feel the pinch of the recession and are freed from the spur of government requirement. But whether the news organization involved is operating at a 250 w station or is housed in a skyscraper in New York, the feeling is there of continuing demand, on the part of the public, for news. Such a demand can only advance the state of the art.

Network news in the dark of night

Viewer demand, cable competition push journalism into late night and early morning time slots

Around midnight each night, television news writers and desk assistants begin filing into ABC News's brand-new \$20-million facility on DeSales Street, in Washington. A couple of hundred miles north, at CBS's Broadcast Center on West 57th Street and at 30 Rockefeller Plaza, the scene is the same. Another shift in television's new growth industry—news—is going to work.

It's a growth spurred by competition, not only within the industry but perhaps even more from without, and nurtured by the public's apparent appetite for news and by a hope and a guess that there is an audience out there in those hours of darkness before *Today* and *Good Morning, America*, and the *CBS Morning News*, and even after David Letterman. For those involved, there seems a special kind of excitement, one that goes with crossing new frontiers.

What kind of news show, for instance, does one design for 1:30 in the morning, New York time? How can a news team fill four hours with news and informational programming between 2 and 6 a.m.? How does one follow a show that is itself an early product of the news-expansion syndrome and retain, for the network, the audience it has built? And how does an organization grab an early-rising viewer's attention long enough to tell him or her the news at 6 a.m.?

Attempting to answer those questions is giving network news operations a lift. For although times may be hard, people are being hired and budgets provided (though not as much in either case as executive producers would, naturally, like). "Expansion is good for an organization," says NBC News President Reuven Frank. "It charges people up." Says CBS News President Van Gordon Sauter, "It's a joy."

It may be too much to say that news has become the dominant service and new *raison d'être* of the networks, or soon will be. Entertainment apparently will continue to fill that role. Suggestions that the networks satisfy their professed desire to expand their half-hour evening news shows—still the brightest jewel in the news divisions' crowns—to an hour by carving the half hour out of their prime time schedules, rather than affiliates' time, are shrugged off. Sauter expresses the conventional wisdom as well as anyone: "The audience is accustomed to an entertainment mode in prime time. It's unlikely that hard news would be successful against prime time entertainment."

But ABC News President Rooney Arledge sees the trend to more news and informational programming continuing. "60 Minutes and 20/20 prove you can get an audience for news and informational programming in prime time," he says. And the more of such shows and the better they are, the better the audience. I think you

will see more of it."

For the moment, network news is being given a major assignment: serve, make money and, for goodness sake, make sure the affiliates and their audiences do not look elsewhere for national and international news.

The resources are available. In the 30 years since Douglas Edwards and John Cameron Swayze, the networks have built news divisions of considerable power and increasing professionalism. Each has a staff of well over 1,000 and budgets of well over \$100 million. Bureau chiefs and executive producers deploy crews around the world in search of stories as generals in Washington wish they could dispatch a rapid deployment force to hot spots around the world, and they hire satellite time to relay the finished product, live or on tape, to New York or Washington for transmission over network lines to affiliates. Live coverage of a firefight in Lebanon or a state funeral in Monaco has long since become routine.

So why not add a couple of more shows, early morning and late at night? The burdens involved can be absorbed by organizations already geared to a 24-hour-a-day operation. (As for costs, networks closely guard such information. But as an indication of the scale involved, CBS is known to have budgeted \$10 million—down from an original \$15 million—for the four-hour-a-morning *Nightwatch*, which will be staffed by 70 editorial and production people.)

So by the end of the month, when ABC's still untitled, one-hour information program goes on the air at midnight, the networks over the past year will have ad-

ded 37 hours and 39 minutes of regularly scheduled news and information programming weekly, for a total of 88 hours and 11 minutes as against 50 hours and 41 minutes last year. And some of the new time is in blocks inconceivable a few years ago—three and even four hours.

CBS will show the greatest increase in hours of regularly scheduled news programs, from 17 hours and 57 minutes, as of Oct. 24, 1981, to 39 hours and 57 minutes, as of the upcoming Oct. 4, when *Nightwatch*, the network's experiment in dead-of-night programming (2 a.m.-6 a.m.) and *Early Morning News* (6-6:30 a.m., repeated and updated at 6:30 a.m.) go on the air and virtually close the 24-hour loop. (The network added two-and-a-half hours to the news schedule during the past year when it expanded *Morning* from 90 minutes to two hours, in January, but lost three hours in the cancellation of the 30-minute, five-times-a-week *Up to the Minute* and the weekly, half-hour *30 Minutes*, aimed at children.)

NBC completed its planned expansion on July 5, when the half-hour *Early Today* (6-6:30 a.m., repeated and updated at 6:30 a.m.) and the late-night *Overnight* (1:30-2:30 a.m., Tuesday through Friday) went on the air, and increased the network's weekly total of regularly scheduled news and information programming from 15 hours and 14 minutes weekly to 21 hours and 44 minutes. But Frank is not satisfied. He hopes to revive *Magazine*, the one-hour program whose format and style were reflected in the title and which was dropped in the past 12 months. Frank feels that, with CBS's *60 Minutes* and ABC's *20/20*, NBC needs *Magazine*—a show he once produced—to fill out its hand.

ABC finished part of its expansion on July 5, when its one-hour *This Morning* (6-7 a.m.), which is divided into 15-minute updated segments, any one or more of which affiliates may pre-empt for their own news shows, went on the air. And by Oct. 26, when the new, midnight-1 a.m. program is inaugurated, ABC's total weekly hours devoted to news will be 27 hours as against 17 1/2 hours 12 months ago. (*Good Morning America*, is included in the totals even though it is a product of the Entertainment Division. CBS and NBC considered *GMA* a competitor of their news divisions' morning shows.)

To a degree, of course, the expansion is a function of the competition among the networks, a determination on the part of each to keep up with the other two. But Ted Turner is probably entitled to a fair amount of the credit. His 24-hour news services—Cable News Network and CNN Headline News—and the recently launched ABC-group W Satellite News Channels are not yet major factors in the ratings competition. But Turner's announcement last year that he would make the headline service available to television stations caught the attention of network



ABC *Nightline*'s Koppel

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executives—and with good reason. It is now on 109 stations, many of them network affiliates.

Frank was handed the assignment to expand—an assignment he welcomed—as he took over as president of the news division from William Small in March. The reason for the assignment, Frank says, “was partly cable,” and a desire to strengthen relations with the affiliates. Many of them were looking for news, “and one of the cable networks [Turner’s] was offering to provide it.” NBC’s reaction was not limited to some additional hours of network news; it has beefed up considerably its old News Program Service. Now called Affiliate News Service—or A News—and placed it under a new unit headed by a former president of the news division, Lester Crystal, as vice president. It is designed to provide a heavy budget of news and sports, including fully produced two-minute capsule broadcasts; to help affiliates fill their own expanded news programs. A News also makes network lines available to affiliates, crews for 50 minutes a day to transmit their own taped pieces from NBC production centers—usually Washington and New York—to their home stations.

The competitive spur that NBC feels is provided not only by Ted Turner. Art Kent, the managing director of affiliate news services, says, “There has been an explosion of news services. It’s not just cable, but syndicated news services are providing feature material for stations.” He



CBS's Kurtis and Sawyer

also cited independent networks offering news services—ITNA and INN, among them. It’s possible, he says, for a station to present a program of national and international news without a network affiliation. “It’s incumbent on us to do the best job we can for our affiliates.” Kent speaks against the background of an announcement out of Charlotte, N.C., that Group W’s WPCQ-TV will drop the NBC *Nightly News* because of poor ratings (BROADCASTING, Sept. 6).

At CBS, Sauter says several affiliates had asked CBS “a couple of years ago” to provide a news program in the hours after midnight. It wasn’t until earlier this year that the proposal began receiving serious attention. And the Turner announcement of a readiness to serve stations with the 24-hour headline service he was providing cable was decisive. “Things converged,” Sauter says, “our interest and competitive considerations.”

ABC News executives are also sensitive to cable networks’ incursion into the national news business. But their principal concern was one with which their colleagues on the entertainment side are familiar—“audience flow.” *Nightline*, the half-hour news program that grew out of the nightly specials ABC did during the American hostage crisis in Iran, had become a solid fixture in the network schedule at 11:30 p.m. to midnight. But the entertainment programs following it were doing poorly. The audience that *Nightline* had attracted was turning off and turning in. To deal with the problem, Arledge began urging on the network a program that would appeal to the *Nightline* audience, which is generally upscale and well-educated.

Arledge was driven in part by a determination to head off the entertainment division; it was interested in filling the time with informational programming. “We already have an uneasy alliance in *Good Morning America*,” he said of the news and entertainment divisions. “If entertainment did informational programming it would possibly cross over into news. We felt we’d be better off doing it ourselves.”

ABC last year also broke ground in the

tradition-encrusted field of half-hour Sunday morning interview programs. In November, it scrapped its *Issues and Answers*, which was going nowhere in the ratings race, and substituted for it the one-hour *This Week with David Brinkley*, which includes a variety of elements, including a taped piece on a major issue, usually by James Wooten, that provides background for an interview by Brinkley and colleagues of a person in the news. The show, which regularly features columnist George Will and ABC News correspondent Sam Donaldson, will in the future occasionally include, in a segment allowing Brinkley and company to exchange ideas with former Secretary of State Henry Kissinger, who has signed on with ABC as a commentator. That could help boost the ratings. *This Week*, while attracting more viewers than *Issues and Answers* did and enjoying a lead over CBS’s *Face the Nation*, still trails the venerable *Meet the Press*, on NBC, with a 3.6 rating and 14 share, over the past eight months, as against a 4 rating and 15 share.

It is, of course, more than competition and a desire to serve that is sparking the expansion of news services. News executives say news makes money. “It no longer is a loss leader tolerated in part at least because it impressed the FCC,” says one executive. Even without pioneering new time periods, network news divisions see existing ones still ripe for exploitation. George Merlis, executive producer of CBS’s *Morning News* and its still to be introduced *Early Morning News*, notes that the ratings of the three network morning shows—*Today*, *GMA* and *Morning*—total about 12. Which means, he notes, that 88% of the television homes “are not watching those shows.” At least, not yet.

As for the new time periods being pioneered, news executives at the three networks are confident sufficient audience for offerings is available in the 6-7 a.m. period. A number of stations do their own half-hour news programs in one of the half hours. And Arledge says he has been advocating an early morning news show for two years. “There are people in

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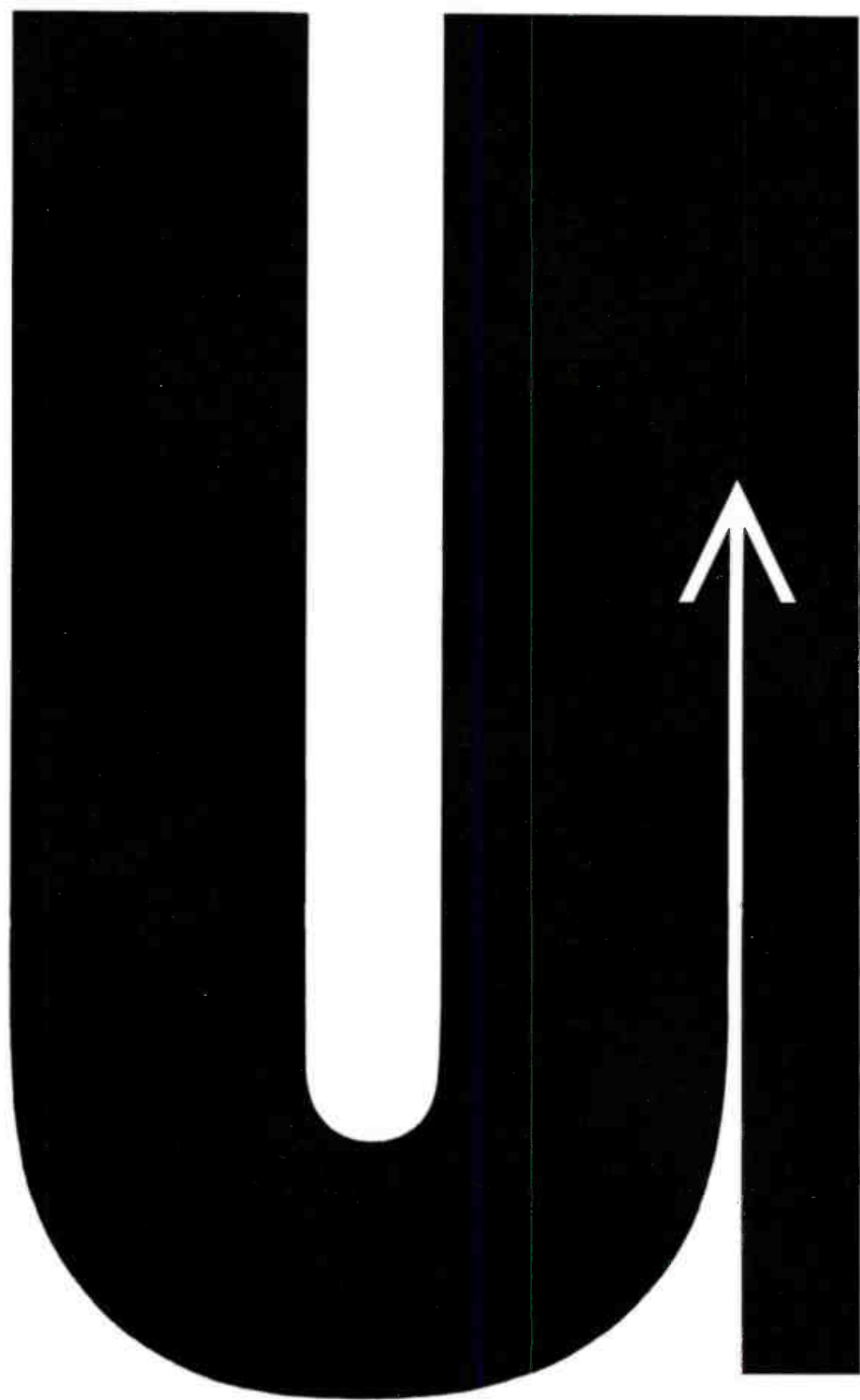
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rural parts of the country or commuters who are at work at 8 in the morning who are up early," Arledge says. A good news program, he believes, will appeal to them. It will also serve another function: "It will be a good lead-in to *Good Morning, America*."

CBS News executives hope *Early Morning News* will serve the same function for *Morning News*. That show now trails its competition badly in the ratings. And the executives see a relationship between that and the fact the present lead-in is *Captain Kangaroo*. "Our goal is news—local or network—as a lead-in," Sauter says.

And that goal seems within reach. Tony Malara, vice president and general manager of the television network, says up to 85% of the audience served by affiliates will be offered *Early Morning* and that perhaps 90% of the stations involved broadcast their own half-hour news program in the hour. The network does not care which runs at 6 a.m. and which at 6:30 a.m. Thus, *Captain Kangaroo*, who has been virtually immovable from the CBS schedule over the years when children's programming was more important to the FCC than it is today, becomes a casualty of the expansion of network news. But CBS executives are not quite satisfied; there are those few affiliates planning to run non-news half hours in the 6-7 a.m. slot. And Malara says the network is continuing to press the argument as to the wisdom and worth of an all-news hour. "When we get done," he adds, "we expect to be suc-

cessful in most cases."

It would appear, then, that CBS will be starting about even with the other networks in terms of audience coverage during the early morning shows. ABC shows coverage ranging from 51% of the audience available to the network for the 6:15-6:30 a.m. segment of *This Morning* to 84.3% for the second half hour, while NBC reports 90% coverage for the 6 a.m. and 6:30 a.m. feeds of *Early Today*.

It is the post-midnight programming that news executives regard as a crapshoot. "We're not sure whether there is an audience," says Richard Wald, senior vice president of ABC News. "There's no track record in the time period [for news]," says Sauter, "so we have to feel our way."

But among those doing or preparing the post-midnight shows there is optimism that an audience is out there waiting to be informed of events in the nation and the world. They talk of those who because of their jobs—from bartenders to police to factory—or who are confirmed insomniacs—are awake in those hours before dawn. The one show on which projections might be made—NBC's *Overnight*—suggests there is some basis for the optimism. It is carried by 147 stations and has been registering a 1.5 rating, down only .5 from *Letterman*, which it follows. Then, too, the show's executive producer, Herb Dudnick, reports a steady stream of mail from viewers, most of them giving the show high marks.

Of course, there is another guidepost for those venturing into post-midnight television—the *Larry King Show* on the Mutual Broadcasting System that invites listeners to phone in to talk to guests between midnight and 5:30 a.m. It has between four million and six million listeners each night. And AV Westin, executive producer of the late-late night ABC show that will offer viewers the opportunity to call in to talk to guests, says, "The phone-in success on radio has not gone unnoticed." It has not gone unnoticed by *Nightwatch* planners, either. That program will also include viewer call-ins.

There is a strange kind of symbiosis among executives in charge of at least some of the network news shows. They are bound together by what have become the conventions of the service being provided; yet they try to gain a competitive advantage. Steve Friedman, executive producer of NBC's *Today*, as well as its new, *Early Today*, made that point while monitoring a *Today* in the control room a couple of weeks ago.

The show was being broadcast on the morning after the airplane crash in Malaga, Spain, and two American survivors were being interviewed by Bryant Gumbel. Friedman happened to glance at a monitor tuned to *GMA*, which showed Edwin Meese III, counselor to the President.

"There's the difference between them and us," Friedman said to a visitor. "They booked him a week ago, and went with him. That woman"—and here he pointed to a young woman in glasses on the other

side of the control room, one of the writers on the show—"Was at Kennedy at 1 a.m. to get [our] guests. I think this is better. This is what *GMA* did to us four or five years ago, when we were just coasting. A new guy [presumably himself] coming in can see what we weren't doing, and do it. But it [competition] is good for us. And when CBS gets into the game, it will be even better." Isn't CBS, with its *Morning News*, in the game? "With a 17 share, it's not in the game."

If *Today* is improving, as Friedman says, why isn't it doing better against *GMA*? "Other factors keep us down," he says. "The loss of [Tom] Brokaw. It takes time to make that up. [Bryant] Gumbel has to build credibility. Also, the networks' overall ratings and the standings of affiliates in their markets matter." It takes time for changes in a show, improvements in quality, to make a difference in the ratings, he says.

Then Friedman started talking of how shows influence each other: "When *GMA* does something that works or we do, the



NBC's Ellerbee and Dobyns

other guy picks up on some of it. When Ford came out with the Mustang, GM tried to counter it. So in time, all shows look alike, different only in tone."

Whether true of the two-hour morning news shows or not, it won't be of those going on after midnight. Each is germinating, at least, from a different kind of seed—a one-hour news show beginning at 1:30 a.m., another one-hour show that opens at midnight and relies heavily on viewer call-ins and interviews and a four-hour program starting at 2 a.m. that will contain nothing if not variety. Post-midnight might just turn out to be television news's most innovative period of the day.

For all of the extra hours of news and informational programming the networks are doing, there is no easing of the sense of frustration over the inability to persuade affiliates to surrender a half hour of their time in the early evening to permit an expansion of the network evening news programs to an hour. As CBS's

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KTLA NEWS M-F 10-11PM	7	6
KABC NEWS M-F 11-11:30PM	8	7
KNBC NEWS M-F 11-11:30PM	8	6
KNXT NEWS M-F 11-11:30PM	7	6

*Source: Los Angeles Arbitron/Nielsen, July '82 Survey

NEWS AT TEN



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Sauter put it: "The real expansion that is *not* taking place is the most necessary—the expansion of the early evening news. None of the expansions in the other periods can make up for the constraints on the early evening. That's where the bulk of the audience is located. That's where news organizations can best serve

the information needs of the American public." NBC's Frank takes a similar view: "If you talk about news in terms of responsibility, that's what you should do. But that's theoretical." As for Arledge, he hasn't given up on getting the hour. "It will happen," he says. "It's more necessary than ever."

CBS Evening News anchor Dan Rather, who shares those views, makes a point that constitutes a challenge to those doing the new programs. "The question is not how much news there is during the day. It's the quality of what you put on . . . It's good only if the shows are dealing in high quality stuff." □

Behind the scenes in the a.m. and p.m.

Early Today/Today

It's 5:30 a.m. at 30 Rockefeller Plaza, New York, and writers on NBC's *Early Today* show are completing work on scripts that will be used in another half hour. The show's anchors—Bryant Gumbel and Jane Pauley—are not in sight. "It's a full service network news show—essentially headlines with an attempt to prepare you for the rest of the day and the *Today* show." Ron Steinman, the producer, who has since been named senior producer of *Early Today* and senior news producer for *Today*, is explaining the operation. But where are Pauley and Gumbel? "They don't do any writing," Steinman says. "They'd have to come in at 3. They see the scripts after 5:30 and prepare for interviews the day before."

The show, on the air since July 5, was a bit ragged on the day the crew permitted a visitor to sit in the control room. Willard Scott, the affable weatherman, did his first weather report huffing and puffing as though he had just run a 100-yard dash. (Later, he was unable



Today's Pauley, Gumbel and Scott

to explain the condition.) Toward the end of the show, during a feature called "Another Look," which permits Pauley and Gumbel to ad lib comments about an event that had occurred in the past, the date that is normally supered on the picture of the story being given another look was missing. (The piece was about a group of stockbrokers on Wall Street who hold prayer meetings before work, and originally ran in April.) Things could have been worse. But Pauley had the wit, while reading copy on the B1 bomber, to substitute "billions" for the "millions" a writer had used in a line on the costs. The error had gotten through several control checkpoints.

Following the 6 a.m. feed, Steinman and the writers critique the show in a calm, friendly manner. After ticking off some of the hitches, Steinman says, straight-faced, "Other than that, it was a good show."

The *Today* show that followed flows smoothly, at least as far as viewers can see. But in the control room, there is an example of the tensions involved. George Paul, the

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director, the same role he performs for *Early Today*, is watching the monitors showing the pictures available and calling off, over lines to the cameramen, the shots he wants. A big, exuberant, normally friendly man, he often half stands and points at the monitors, that will show the pictures he will call. He is all business. Sometimes, Steve Friedman, the executive producer, sitting on a bench behind and higher than Paul's, calls off shots, too. Paul seems to ignore him. Once, though, when Friedman calls for a "close up on Jane," Paul (without taking his eyes off the monitor) explodes, expletives filling the room.

Apparently he feels it is too early for such a shot. He makes it clear that until the *Today* show reaches port at 9 a.m., he is the captain.

Friedman sits calmly, letting the outburst wear itself out, and continues to talk to a visitor about the show and how it compares with the competition. (Very favorably.) At 9 o'clock, after he and the crew have already been working for hours, he says, "Time to go to work—to prepare for tomorrow, next week, next month. You have to get stuff in tomorrow, you can't wait. When Stuart Schulberg did the show, [from 1968 to 1976] you would wrap it up at 11 o'clock and go home. It wasn't that they were lazy. But then, you couldn't do anything. There were no satellites." He paused, then added, "And no competition." □

Overnight

In his sweatshirt and a baseball-style cap emblazoned with *Overnight*, Herb Dudnick, executive producer of the NBC program of the same name, appears dressed for softball on a frosty morning. But at 10:30 p.m. in Rockefeller Center's studio 3K, with the temperature dropped, seemingly, to the freezing mark by a vigorous air-conditioning system, it's the only sensible way to dress. Dudnick and his senior producer, Don Bowers, who may have the same tailor, are preparing for the new one-hour news show that normally goes on at 1:30 a.m. but that this morning, Sept. 14, will be 20 minutes late. Princess Grace and Bashir Gamayel, president-elect of Lebanon, had died, and NBC was doing a 20-minute special beginning at 11:30 p.m. The rest of the schedule was being moved back accordingly.

News of both events had broken so late in the afternoon that the staffs of the network's evening news programs had to scramble to

produce the stories for the first feeds. But Dudnick, who as he said had been "scratching for material" in the afternoon found himself with two dynamite stories at 6 p.m., with the time to develop them.

The pieces were assigned to two producers. But much of the writing for the show is produced by the two anchors—Linda Ellerbee and, filling in for Lloyd Dobyns, who was on vacation, William Schechner, of NBC's Atlanta bureau—who work at the desks they sit at when on camera.

It seems a small crew to produce a show that has become something of a phenomenon—a critical success and an almost instant favorite of the stay-up-late or I-can't-sleep crowd. Dudnick operates with a light budget that requires reliance on imagination—and, it seems, off-shore news services. *Overnight* viewers have seen BBC material, as well as foreign-language pieces with English subtitles. ("I've always wanted to use subtitles," Dudnick says.)

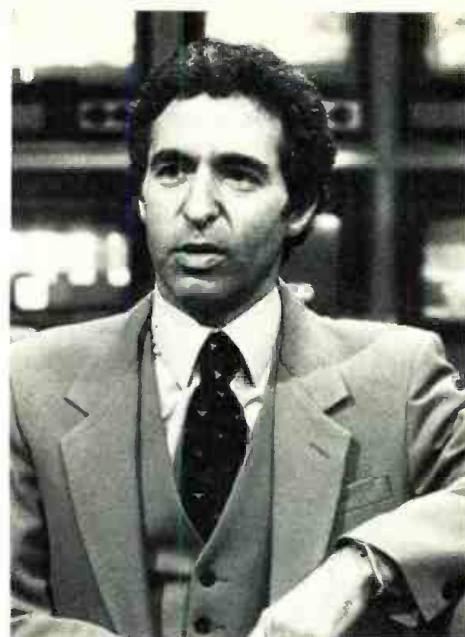
NBC News President Reuven Frank conceived the idea of a post-midnight news program in carrying out his mandate from management to expand the news service. He also suggested the anchors—Dobyns and Ellerbee—who had worked for him when he produced the old *Weekend* show. Dudnick developed the format. "Heavy, light; heavy, light," is how he describes it: heavy enough to provide meaningful information, light enough to keep viewers awake long enough to absorb at least some of it.

But it is the writing and personality of the anchors that give the show its special tone. It has been described as slightly ascerbic or wry or insouciant. As Dobyns or Ellerbee might say, any one or two of the above will do. □

Early Morning News

Behind the glitter and polish and richness of texture that CBS shows the world is a newsroom tucked away off one of the scores of corridors crisscrossing CBS's cavernous Broadcast Center, on New York's West 57th Street. The newsroom lacks glitter and polish, let alone richness of texture. It is small, a little drab and, at 5 o'clock in the morning when the tempo of work picks up as deadlines for the *Morning News* approach, crowded with writers sitting around a long table.

Not all of those at the table, a second look



CBS's Merlis

confirms, are staff writers. The blonde lady wearing horn rimmed glasses and no makeup is Diane Sawyer; the young man with slick dark hair (and the only man at the table wearing a jacket), Bill Kurtis. The co-anchors have been in for an hour or more, reading the wires and copy already produced, writing some of their own material and preparing for the interviews they will do.

Beginning this week, Sawyer and Kurtis and a staff augmented by the addition of 27 producers, directors, writers, graphic artists and the like, will be getting in a little earlier, as they go through rehearsals for the *Early Morning News*, the half-hour show that will air at 6 a.m., then be repeated and updated at 6:30 a.m., beginning Oct. 4. Like the other early morning news shows, it will be straight, hard news. Nothing fancy. George Merlis, who will serve as executive producer of the new show as he is of *Morning News*, is discussing both in his office, a cinder-block cubicle off the newsroom. An example of his imagination is the large photograph on the wall facing his desk of one of the dreary streets on which the Broadcast Center is located. Why such a cheerless picture in a room completely shut off from the outside world? "It's my window," he says.

Merlis rejects the suggestions that have been made that *Morning News* has gone softer since he took over in March and Kurtis replaced Charles Kuralt. The major change, he says, is: "We've put a structure on the show, instead of free form. People watch by habit; they want the same things every morning. The show is geared to the reality that people watch in 15- or 20-minute increments." And he says the 8½-minute news package at the top of each hour is 40% more than the other morning news shows provide.

Merlis, who moved over to CBS from ABC, where he had been executive producer of *GMA* from March 1979 through October 1981, took with him Pat Collins as entertainment editor, who does the kind of features familiar to *People* magazine readers. But Merlis says that "the *Time*, *Newsweek* and *U.S. News and World Report* reader is interested in what we're offering." He insists there has been an



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"absence of the obligatory movie star." "At *GMA*," he says, "I had every movie star shoved down my throat who had nothing to say. You're doing a certain amount of the audience a service," he conceded, "but not all of it."

Merlis may not be the most objective observer of *GMA*, which he helped direct to its prime position in the morning news field. Asked why he left *GMA*, he said, "I was fired." And without warning when *GMA* was riding the crest.

But if Merlis can be a brooding presence, Sawyer evidently fills the role of life of the party. The program on Sept. 13, following the U.S. Open, had a substantial budget of sports news. Jim Kelly had done a taped interview with Chris Evert-Lloyd and a live one with Martina Navratilova, as well as his regular sports segment. With the camera turned off, Sawyer, exuberant, turns to Kelly and yells, "Let's hear it for sports," and leads the crew in applause. Who says getting up at 3 a.m. is no fun? □

Nightwatch

Of all those involved in pushing back the existing frontiers of network news, Robert Ferrante may have the biggest challenge. As executive producer of CBS's *Nightwatch*, which will have its premiere on Oct. 4, he will be responsible for filling four hours—perhaps the toughest four, from 2 a.m. to 6 a.m.—with news and information. But Ferrante, over lunch at a restaurant near CBS Broadcast Center in New York and later at his office there, seemed a man who sees opportunities where others see problems.

The show, he said, will contain news packages at the top of every hour and half hour



Ferrante

to keep viewers informed of what is happening in the world. And Ferrante does not expect many viewers to hang on for much more than 90 minutes. Enterprise pieces will be repeated only once every 90 minutes. But the show will go beyond the conventional services to tap affiliates for stories that would be of significance to the country. "Time and again, stations know the beat of their community," he says. He also talks of stories that "are part of the fabric of society." And, he said, when *Nightwatch* comes on a subject with which several stations have dealt—drunk driving, for instance—"we can devote one night, two nights, three nights to it." Call-ins will be part of the show, with viewers invited to question guest experts. (CBS has lined up four "anchor interviewers" so far—CBS News correspondents Harold Dow and Christopher Glenn, Felicia Jeter, a television anchor at KHL-TV Los Angeles and, last week, Karen Stone, a CBS reporter in the Atlanta bureau—and will name one more before the show goes on the air.) "We have the time to do these things," Ferrante says, "We don't need more than time and imagination."

Which is well, since CBS is said to have pared down an original \$15 million budget for the show to \$10 million. "Money is not the problem," says Ferrante, who comes from public broadcasting's WGBH-TV Boston so has never been spoiled by too much of it. "The story is the problem, the subjects you pick. That's important." He almost makes money sound like a handicap. "Money translates into comfort, less need for imagination."

Ferrante seems to feel he has not merely an assignment but a mission. "If anything happens between 2 and 6 a.m., we'll make sure the audience will learn of it. The show will make people who are up in the small hours of the morning—the factory workers coming off late shifts, the policeman and fireman, the hospital worker—realize they are part of a larger community." □

This Morning/GMA

At 4 a.m., editorial and production staffs of ABC's *This Morning* and the news segments of *Good Morning America* are having their first editorial meeting of the day in their Washington studios. The writers had been on the job since midnight and Bob Furnad, the

senior producer, since 1:30 a.m. Steve Bell, who anchors the news show with Kathleen Sullivan and then anchors the *GMA* news segments solo, had arrived at 3:30 a.m. He likes to make an "editorial input," he says. Sullivan, whose editorial experience at her last job, as co-anchor of CNN's Prime News, was not great, is already on the job, "reading in," as they say in the newsrooms, to prepare for the job. (She is now doing news pieces for *GMA*, in addition to her anchoring duties on the early show.)

Work on the program had begun in the early afternoon of the preceding day, when Dennis Dunleavy, coordinating producer, started tracking developments in the news. Now, at the conference, Bell and Sullivan participate in a discussion of what will be included in the program and how it will be handled. The guiding principle, Furnad tells a visitor, is, "Who's out there? What do they need? You have to accommodate people; they're busy, getting ready to go to work." On this morning, the lead items are President Reagan's reaction to Congress's override of his veto of the \$14.1-billion supplemental appropriations bill and the Senate participation in that override.

The lineup and stories in it are subject to change throughout the morning and virtually until the time an item is broadcast. During the show, Furnad, in the control room, is in touch with his executive producer, Robert Frye, in New York, as well as the two anchors. As requirements demand, he drops pieces from the schedule or appeals to the anchors to fill time. Shortly before the 6:25 mark, when some stations cut away for local newscasts, Furnad says, over his line to Bell, "You're light 20 seconds. You have something you want to talk to Kathleen about?" The two manage the project easily.

The show proceeds smoothly into *GMA*, when Bell takes over as sole anchor. "There's a different feel with one anchor," Furnad says. But the two shows are treated as a unit in terms of the news. Between the five-minute newscasts, Bell and the show's writers update the script. No problem. Suddenly though, at the conclusion of the 8-8:05 a.m. spot, Furnad shouts, "What happened to 'finally'?" What happened to "and finally?" The words were in the script preceding the final item, but they had not shown up on the teleprompter, and Bell had not uttered them. He said later that in the split-second he had to decide whether to follow the script he guessed (incorrectly) the words had been dropped from the prompter in the interest of time.

Furnad had been steaming over the dropped words—though it's doubtful any viewer would have noticed the slip. But at the end of Bell's last newscast on *GMA*, he is settled down and relaxed. "Terrific show," he says on the loudspeaker to the cast and crew. "Thank you, everybody."

The early morning shows have a significant advantage over the evening news programs as showcases for breaking stories in Europe and the Middle East. Those parts of the world are hours ahead of Washington time, so events occurring in the fullness of the day are breaking just in time for Americans on the East Coast to learn of them as they tumble out of bed and turn on the television set. Frye, the executive producer, on a visit to the Washington bureau last month, during the

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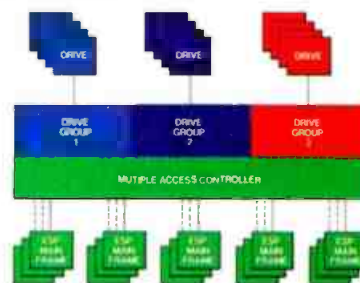


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multinational force's first visit to Beirut, said: "This morning [Aug. 25] we have the first pictures anywhere of the Marines landing in Lebanon." The Middle East, in fact, has been a rich source of live if grim news, almost too rich. For 10 weeks developments had been occurring during air time. Last week, there was the aftermath of the slaughter in the Palestinian camps in Beirut, the election of a new president of Lebanon and the Israeli cabinet's approval of a second visit to Beirut by the multinational force. The resulting pressure to put together stories on the run, Farnad said, "is killing us." □

Nightline

It is 10:30 p.m., and the ABC News newsroom in Washington is calm, strangely so considering that *Nightline*, which originates in Washington, will go on the air in an hour. The rising tension and sense of controlled chaos familiar in newspaper offices as deadlines approach are missing. Ted Koppel, the show's anchor, is working at a typewriter, but not furiously. The reason for the atmosphere, the show's senior producer, Stuart Schwartz, explains, is that most of the work has already been done. The story will be on arms sales to other countries by the U.S. and the Soviet Union. Planning had begun two months earlier, and ABC's Paris correspondent, Pierre Salinger, had done a seven-minute, 40-second piece. That would serve as the basis of the show that would also include interviews with three guests representing different points of view.



ABC's Bell and Sullivan

But providing the hook—and determining the scheduling of the show on Sept. 8—was the Farnborough Air Show, in Farnborough, England, then under way. Koppel described the air show on the program as "the world's biggest international arms bazaar."

Preparations had gone smoothly, though there had been one hitch. Sam Cummings, a private entrepreneur in the arms business, had begged off a scheduled appearance. He was in Farnborough and, considering that England is five hours ahead of Washington time, decided he would rather sleep in. So ABC News correspondent James Walker, who was also at Farnborough, was asked to tape a piece on Cummings. It ran two minutes toward the end of the show.

Nightline producers stay as much ahead as

possible with prepared pieces in the can. The inventory is used when, as in the case of the Farnborough show, news events provide the peg. But there are times when events require a sudden change in plans as late as 8 or 9 o'clock at night. "The John Lennon murder [in December 1980] was one time," Schwartz says. "We yanked the scheduled piece, pulled a lot of file footage, put on people who knew him—Geraldo Rivera, for one—and put together a half hour show."

Following the arms sales program and a conference call critique involving Koppel, Schwartz and executive producer Bill Lord in New York, Koppel joined a reporter and Schwartz to discuss the show. (A problem, they agreed, was one of the guests who had been unable or unwilling to answer Koppel's question as to "why" he felt as he did.) Koppel explained the show's approach, and how it differs from straight news programs, which observes the journalistic stricture of searching for "the lead story." "We go after stories that are often on page 22 of the *New York Times*," Koppel said. "But we go after them in depth, because they deserve doing." The arms-sale story, he said, was a good example. □

Av Westin, who besides serving as executive producer of *20/20* is overseeing development of the one-hour news and informational program ABC will start airing at midnight on Oct. 26, is discussing the show during a visit to ABC's Washington news bureau. He isn't able to tell the title—it has not yet been selected—but he is full of enthusiasm for the project. "After *Nightline*'s success, people don't want to watch old movies," he says. "So we'll do a strong program that interests them... If *Nightline* is about issues, our program will be about people."

Phil Donahue has been signed to do his interviewing specialty for segments that will be taped in the studio in Chicago. In New York, Gregory Jackson, a former ABC News correspondent who until last summer was an interviewer for CBS Cable's *Signature* series and executive producer of that network's informational programming, will, in Westin's phrase, be like the second baseman in a double play: "He will take questions from viewers and relay them to guests in the studio and experts around the country."

Nor is that all. "We'll do telephone polls—of a kind, presumably, that caused a fuss when ABC invited viewers to express their views as to who had won following a debate between

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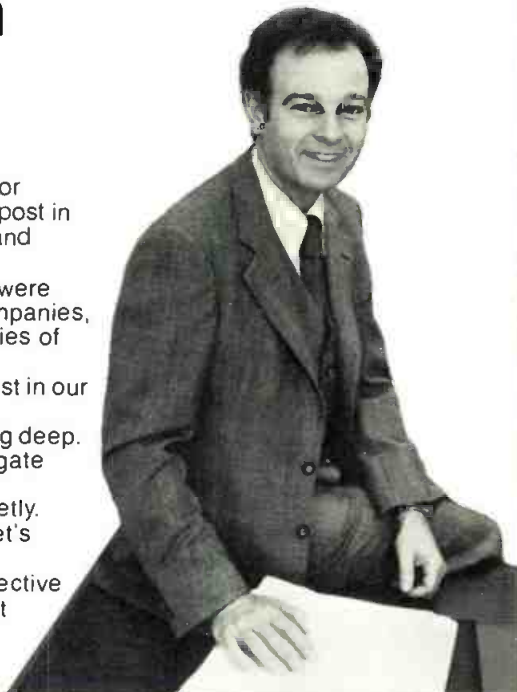
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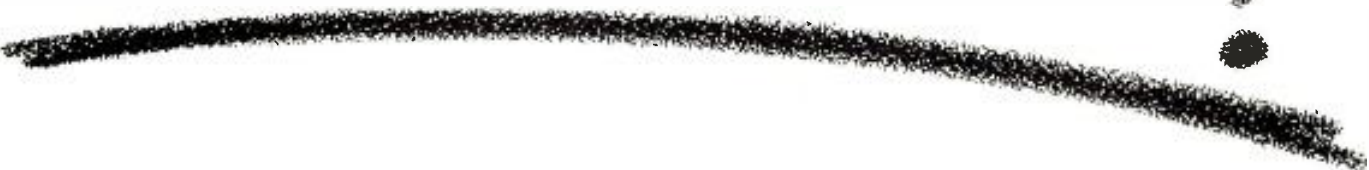


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Donaldson, Will, Brinkley, Powell on *This Week*.

then-President Jimmy Carter and his challenger, Ronald Reagan." Also, "We'll have computers on hand to supply information to people in the studio and to answer viewers' questions. And we'll try to get pictures of people asking questions through the use of Bell Picturephones or teleconferencing."

The program's strategic aim, is to hold the audience that tuned in *Nightline*. "Why let folks go to Carson if you can hold them with a quality show?", Westin asks.

This Week

The ABC News building in Washington is appropriately quiet for a Sunday morning. Even where work is going forward on the one-hour

This Week with David Brinkley show, there is a lull that is not the kind that precedes a storm. In a conference room on the third floor, Brinkley is conducting an editorial meeting with columnist George Will and ABC News correspondent Sam Donaldson, regular panelists, and Jody Powell, press secretary for former President Carter and an occasional panelist, on subjects worth discussing during the round table segment of the program. The discussion is low key, even desultory. The meeting breaks up shortly before 10 a.m., about a half hour after it began.

But the editorial conference isn't a good predictor of the quality of the show. It moves with reasonable dispatch through the hard news segment that Brinkley anchors, a five-

minute piece on Mexico's economic problems by James Wooten that leads into the interview with Attorney General William French Smith who is questioned on pending legislation aimed at controlling illegal immigration from Mexico. And the editorial conference had produced topics that provided for lively discussion during the round table segment. If the Middle East is given short shrift, well, Brinkley says later, it had been given an awful lot of attention on the show over the preceding weeks.

Brinkley, after almost 40 years with NBC, says he is enjoying his new career with ABC. *This Week*—which is not his only assignment—offers some interesting opportunities. "A couple of weeks ago, we had [Israeli Defense Minister Ariel] Sharon on, in the studio, and Hussein from Jordan by satellite," he says. "We tried to get them to talk to each other, but couldn't." And is *This Week* mobile. "We take the show out of town—to France, Greece, London, Colorado," Brinkley says. On Oct. 17, it will be in Japan for a look at the "trade war."

And the format of the hour show provides the luxury of flexibility. "The interview show traditionally runs a half hour," Brinkley notes. "We have the ability to wind it up earlier than scheduled [if it is a dud] and then expand the round table."

This Week, which went on the air on Nov. 15, 1981, doesn't yet dominate the ratings game involving the Sunday morning interview programs. But Brinkley, after four decades in broadcasting, has the satisfaction, at least of challenging the immutability of a format now 30-odd years old.

Radio news: the sound salvation

In time of tightening budgets, some stations short the news, but others go for expansion and refinements; move is toward higher quality remote coverage

Radio journalism appears to be in a hold-in pattern. The long economic recession and increasing segmentation among competing formats are causing cutbacks in many station news operations, according to station and network executives, especially in smaller markets and on the FM band. At the same time, however, the growing influence of major market all-news and news/talk stations and a proliferation of long-form network talk programs have revitalized interest in radio news. Large market news/talk stations are paying more attention to the sound and delivery of their product and many smaller stations are finding it possible to make a bigger commitment to news.

There are no hard and fast figures on the number of stations that have curtailed or eliminated their local news operations since the FCC stopped requiring news and public affairs programming in July 1980, but the overwhelming majority of news directors and network officials contacted for this report pointed to a trend toward cutbacks. At a growing number of stations,

network fare is the only news offering.

"It's difficult to peel the motives away," for the cutbacks, said Dick Stone, news manager at Mutual Broadcasting System's WFLA(AM) Chicago, who, along with many of his peers, is puzzled at decisions by some major AM stations to severely curtail their local news operations. "The public is very restless in its demand for entertainment and information these days," he said, "but the success of all-news stations in recent ratings sweeps indicates people want to know what's going on."

At all-news and news/talk stations, which have led the way toward increasing the professionalism of radio news in recent years, the trends point to more live programming, with its attendant need for much better audio quality in remote broadcasts. They also point to more informational programming, both local and national, and to a delivery that abandons the traditional approach of simply reading the news in favor of a more conversational style that demands the involvement of the listener.

"The more live programming a station can offer, the more successful it will be," said Jeff Grimes, news director, KXL(AM) Portland, Ore., who predicts the future of news radio will involve much more on-the-scene continuous coverage of events as more and more stations invest in broad-

cast-quality remote equipment. Grimes also cites a growing trend toward live coverage of national and international stories by local station staffers as a revenue and ratings enhancer. His station experimented for the first time with an international story in May, when it sent a correspondent to cover the Pope's visit to London and reaction to the Falkland Islands crisis. The move gave a healthy boost to KSL's ratings, said Grimes, and because the package was easy to sell, its extra costs to the station were covered.

In spite of cutbacks at some radio station news operations, the growing demand for news and information and the growth of demographically targeted local and network news offerings has heightened the competition among news operations in many markets. In addition, radio news departments are now competing more and more with 24-hour-a-day cable news programming and increased commitments to news at local TV stations.

The response, according to many news directors, is a burgeoning effort to improve the audio quality of their news broadcasts. "Radio is finally realizing it needs to spend more money on its sound," said Lou Giserman, news director at WGST(AM) Atlanta, whose station recently invested in class-A phone lines to its state capitol and



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Grimes

city hall and in a broadcast-quality remote transmitter. TV stations changed their presentations of the news dramatically with ENG equipment, said Giserman, and in the same way, radio news operations can revolutionize their presentation through more frequent remote broadcasts of better technical quality.

Increased competition is also promoting changes in the delivery of radio news, according to news directors, who report they are increasingly on the lookout for reporters who can make a story "come alive." "TV has surpassed radio in presenting the ambience of a news event," said Larry Cooper, news director of CBS's young adult network, Radioradio, where emphasis has been on broadcasting the sounds of news events along with reporters' news presentations. Too many stations and most of the radio networks are still using worn-out delivery techniques, he said, when they should be taking a lesson from some of the better rock station news operations and adopting a more conversational style. "If someone does a good job in radio news," Cooper said, "you can almost picture it."

The challenge to AM news operations, which are competing with more and more full-service FM stations, is "to tell people the news in a way that they become involved," said Michael Longman, news director, WGSO(AM) New Orleans. Local



Longman

newscasters must relate to their listeners in a way that makes their presentations "a necessary part of their listeners' day," he said, and they must strive to put more information and analysis into a brief newscast than their demographically-targeted FM counterparts are doing.

Soon to add to the competition among radio news operations is National Public Radio, which on Jan. 3 will begin hourly, five-minute news feeds to its affiliates in the afternoons and will introduce a half-hour in-depth news program at 4:30 p.m. on weekdays. Although some news directors anticipate stepped up competition from NPR affiliates in their markets, others dismiss the NPR fare as lacking in an essential ingredient: local news. "Local news is on the rise," said Stone, who with a number of his counterparts maintains that local news operations will make or break radio stations in the 1980's.

Among FM news operations, the trend continues toward tailoring newscasts to a station's particular target audience. This trend has been enhanced in the past two years, according to news directors, with the growth of targeted networks such as NBC's The Source, Radioradio, ABC's two newest networks, ABC Directions and ABC Rock, and the RKO Networks.

At KLSI(FM) Kansas City, Mo., where the format is adult contemporary and the target audience adults 25 through 54 with emphasis on women listeners, newscasts exclude negative news, such as violent crimes. Listeners are bombarded with bad news from virtually every other source, said news director Dave Krieger, so at KLSI, the emphasis is on news of a more positive nature and is heavy on economic information and news that affects its listening audience directly. At FM stations, news "is becoming a much more important part of the overall programing package," said Krieger. At KLSI, "we're part of the overall entertainment package."

Fragmentation among news formats is "the single most exciting thing to happen to radio in years," said Bob Benson, ABC vice president for news, radio. As stations target their newscasts to ever smaller segments of the listening audience, stations will uncover an increasing number of new sources of news and information, said Benson.

Growth at most of the radio networks appears to be on hold until the current slump in advertising sales breaks, but while few new services are being launched, those being offered are undergoing change. "Our services are becoming more station oriented," said Jo Moring, vice president, NBC Radio News, where during the last two years, straight news feeds have been followed by actuality feeds and feeds of the ambient sounds of news events being covered so stations can create their own newscasts.

Competition among the networks is bound to intensify once all are transmitting by satellite, said Dave Cook, vice president and director of news at RKO Radio Networks. No longer will stations affiliate with a network because its audio quality is better than another's he said, so



Giserman

differences in the programing of competing networks will become far more important and as with stations, networks will have to work much harder to gear their reports more precisely to particular segments of the audience.

As do a number of other network executives, Cook believes the demand for network services, especially information and features, is escalating. "We can't give stations enough of it," he said, and, according to Vince Sanders, vice president news and operations, National Black Network, "the more information networks and stations provide, the more the public will consume."

Although their effects are difficult to measure at this point, video news operations, especially 24-hour-a-day cable networks, pose an increasing challenge to radio news operations. To compete, many news directors plan to rely more and more on what has always been their medium's chief asset, its ability to be first with a story. "Radio is taking the lead in many cases today," said WCFB's Stone. "We're developing the stories and newspapers are often following us instead of the other way around."

According to Sanders, radio has the advantage when it comes to competing with video news services. "We are the instant medium," he said. "All radio has to do is stand up and challenge the others." □



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The back-of-the-pack gang is moving up fast

Cable News Networks and Satellite News Channels are changing the TV journalism horserace with 24-hour capability

Even the most faithful viewers of CNN Headline News's sports reports that air each half hour would have a hard time naming the network's six sports anchors. The reason: None of them ever appears on the air. Their disembodied voices simply narrate carefully edited and action-packed pieces of videotape.

The heavy reliance on up-to-the-minute news and video—as much of it live as possible—is characteristic of the three major cable news networks and distinguishes them from the news operations of the broadcast networks.

"The news is the star," says Ed Turner, of the Cable News Network, the 24-hour-a-day cable news service that spawned the short-form CNN Headline News last January. "People tune in to see what the news is, not for the personalities. We are not in the star business or in the ratings fight over high-priced anchors. It's a different ball game than the people who do 22 minutes a night."

Much the same philosophy guides the production of Satellite News Channels, the ABC-Group W venture and competitor of CNN and the CNN Headline News that delivers its news around the clock in 18-minute bursts. Says SNC President Bill Scott: "The people, the faces and voices are less important than the story."

The broadcast networks are "into something different," says Scott. They're concerned with maintaining a "particular style" and part of that is making sure that their regular, recognizable reporters cover the stories. Putting the accent on personality is symptomatic of broadcast journalism, he suggests, but it pays dividends in added credibility for the network.

Part of the reason that strong personalities have failed to emerge at any of the cable networks has to do with the very nature of the services. All are on 24 hours a day and they are therefore constantly hustling fresh teams of anchors on and off their sets. What's more, the number of different faces and voices on any of the cable networks in any one day is considerably more than the half-dozen or so that will appear day after day on the broadcast networks' evening newscasts.

In the case of CNN Headline News, the substitution of videotape for faces is in a conscious effort to distinguish the service from other cable and broadcast service. (Unlike CNN and SNC, CNN Headline News is also seen on broadcast stations.) "We try to pattern ourselves after the old theater newsreels," says CNN Headline News head Ted Kavanau. "We try to keep the screen as full of action as possible. In one half-hour program," he says, "you'll only see an anchor

for two or two-and-a-half minutes. They're there, but they are not pre-eminent."

Free of the "stylistic" constraints of the broadcast networks, the cable networks can concentrate their limited (relative to the broadcast networks) resources to reporting the news and bringing it quickly to their viewers with as much video—live and taped—as possible. Consequently, CNN and SNC have managed to establish effective national and international newsgathering operations.

ABC and UPITN provide SNC with all of its international video feeds, but it's all raw video. ABC will not allow its correspondents or anchors to cover stories for



Ed Turner

SNC. The prohibition, however, does not extend to all ABC News personnel. Thus, ABC producers have phoned in many stories to SNC to be superimposed on videotape.

SNC has also successfully used stringers for its international coverage and voice-overs. Borrowed originally from ABC radio, says SNC's Tom Capra, the stringer system has proved "pretty reliable" and has been expanded. "We can call anywhere in the world and drum up a stringer pretty fast," he says.

Most of the SNC's national coverage is being supplied by SNC's 60-member Washington bureau and its 23 regional associates. "Our dependence on ABC for national coverage is not very high," says Capra. "It's not as high as I thought it would be in the beginning and it's getting lower as more and more regional associates complete their uplinks."

The associates—one or two to a

carefully drawn region of the country — are broadcasters who have agreed to provide regional coverage for SNC and produce a five-minute regional newscast for insertion by satellite once an hour into the national SNC feed at cable systems within the region.

So far, SNC has signed up stations for 21 of the 23 designated regions. Only the Southwest, south Texas and north Texas regions are without affiliates, but Capra promises associates will be found for them by the end of the year. Although all the current associates are providing regional coverage, Capra said only 14 are providing the hourly regional news inserts. The other seven will commence production of the newscasts as soon as they complete the licensing and construction of the satellite uplinks needed to distribute to the cable systems, by late November or early December.



Scott

The regional associates, says Scott are all "good news operations...that have given us many news beats and exclusives." They are essentially news bureaus, says Scott, citing WCCO-TV Minneapolis serving the upper Midwest region. "That's one of the great news operations in America," he says. "We get its news staff, its helicopters and its reporters who cover [the region] for us."

SNC is not, of course, restricted to the regional associates for its national coverage. It has access to all of ABC's national video (but again, not its correspondents) and to all the coverage that ABC buys from its affiliates, although SNC must receive permission from the affiliates to reuse their material. According to Capra, SNC also makes deals with broadcast stations other than its associates on an ad hoc basis. SNC was able to provide "spectacular" coverage of the crash of the Pan American jetliner as it took off from

the New Orleans airport last June, Capra says, through the facilities of WVUE(TV) New Orleans, with which SNC had established a working relationship through its associate in the region, WBRC-TV Birmingham, Ala.

CNN, which does all the news gathering for CNN Headline News, is more like the broadcast networks in that it has set up a permanent infrastructure of news bureaus. Currently, CNN maintains six domestic bureaus (New York, Washington, Chicago, San Francisco, Dallas and Los Angeles) and five small foreign bureaus (London, Rome, Tokyo, Cairo and Jerusalem). It has plans to open in the near future additional bureaus in Detroit, Miami and Moscow. According to Turner, permission from the Soviet government to open the Moscow bureau came just two weeks ago.

In addition to its own feeds from overseas, CNN picks up video from UPITN, Eurovision and government news agencies. And, Turner says, "there are stringers everywhere. You could have an attack on the North Pole and there would soon be 50 people there with videotape cameras." (Turner admits that video stringers are a "mixed bag." Their product is "generally not so good," he says, "but they are there and it does give you some video presence.")

On the domestic side, CNN relies on reciprocity agreements with about 125 local broadcasters. The stations are willing to make some of their local and regional coverage available in exchange for some of CNN's national and international product. "If a story breaks anywhere," Turner says, "chances are we can find a station in the market to cover it for us." Like Scott, Turner is impressed with the coverage he gets from the local stations. Most of them, he says, are "pretty sophisticated and it's astonishing how many have live capability." CNN will use material from broadcasters with or without the local reporter, Turner says, although he prefers the "raw feed so you can cut it yourself."

Because CNN is on all day it can one-up the broadcast networks by providing continuing, in-depth coverage of important news events. CNN's coverage of the Falkland Islands crisis last spring, for instance, Turner says, "was more than you ever wanted to know about the situation." The coverage ranks as CNN's best of the past six months, he says, because of the "fairness" of it. "We simply devoted so much time explaining it," he says, adding that coverage was difficult for television because few pictures emanated from the South Atlantic.

What CNN and SNC lack in big-name television reporters they make up for by providing up-to-the-minute news and plenty of live news coverage. Part of the CNN signature, says Turner, is its ability and willingness to go live any time of the day to cover a breaking or developing story. And as the network matures, it's finding new ways of doing that. During the Falkland coverage, he recalls, CNN had reporters live in London and Buenos

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Aires on split screen so they could discuss the conflict from their perspective across the ocean. When the military government shut down international communications in Poland, he says, CNN discovered that it could pick up the news from Warsaw television on an island in the North Atlantic. CNN fed the newscasts, which featured announcers in military uniforms, to Copenhagen via microwave, to Rome via land line, to New York via satellite, to Atlanta via land line and to CNN cable affiliates and their subscribers via satellite. The audio portion was simultaneously translated into English, Turner adds, and the carriage of the newscasts day after day, was "very dramatic."

Although SNC has organized its news into tight, 18-minute cycles—"Give us 18 minutes and we'll give you the world" goes the sales pitch—SNC has shown a willingness to disrupt the cycle frequently for live coverage. Most of the live coverage can be accommodated in the cycle, Capra says, by using the live material in "short bursts and going in and out." With regional associate KARD-TV Wichita, Kan., providing the live feed, SNC was able to pop in and out with live coverage of President Reagan's trip to Kansas and several Rocky Mountain states earlier this month. And when Gene Upshaw took the podium at the Holloran House hotel last Monday to announce the NFL players had voted to strike, SNC flashed twice briefly to the scene. And despite SNC reluctance,



The Satellite News Channels newsroom

Capra says, it will disrupt the entire cycle when the news demands it. Such an occasion occurred less than 20 minutes after Upshaw's announcement, when SNC carried in full President Reagan's announcement that he was going to send Marines back into West Beirut.

Capra and Scott think SNC's ability to go live is unequalled by any news organization in the country. When SNC was planning the service, Capra says, "we

thought that we would be able to go live from a lot of places and when we went on, we found that it was even easier than we thought it was." SNC's coverage of the demonstration against the Trident nuclear submarine in Seattle last August "took a phone call and a button push ... because our regional associate was there and it has uplink capability," Scott says. "Nobody else could do it."

Both the news gathering operations also

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Kavanau

make much of their ability to break stories first, often even before the wire services, and both make it a point to prepare lists of their latest beats. CNN says it was the first to report last August the bombing in London that killed several members of the Queen's cavalry, while SNC claims to be the first to identify Vic Morrow as one of the victims of a helicopter crash during shooting of a *Twilight Zone* episode in Los Angeles last July. CNN broke the news of Interior Secretary James Watt's letter to the Israeli ambassador warning that Jewish opposition to energy plans could hurt U.S.-Israeli relations, but, SNC says, its Washington bureau chief, Lou Cioffi, reported five hours ahead of all other

news services that Alexander Haig was on his way out as secretary of state. And although CNN claims to have been the first on the air with the Hinckley verdict, SNC says it reported the same "seconds after it [had] been rendered."

CNN Headline News is the only one of the three services that doesn't have the ability to go live at every moment. The handicap stems from its practice of delivering the news live for two hours and then repeating that on videotape before going live again, CNN Headline News is in direct competition for cable subscribers with SNC and, according to the SNC executives, CNN Headline News's inability to go live anytime is a distinct competitive disadvantage. When Grace Kelly died Sept. 14, Capra says, and the first reports came from UPI, SNC immediately read the news on the air. CNN Headline News, however, was "in tape and could not get out of tape until the top of the hour," Capra says. Consequently, he says, SNC beat it on the story by 12 or 14 minutes.

Despite the similarities among the three cable networks, Scott believes there are some "dramatic differences" that set SNC apart from the other two. Noting that CNN is loaded with features and talk shows and that neither CNN nor CNN Headline News is live all the time, Scott claims SNC is the "only network anybody can tune into any time and absolutely know he will find out what is going on. We are the all-news light switch and there is nobody else doing that. When people say: 'I want to know what's happening,' we say: 'Here it is.'"

Turner does not believe that Scott's criticism of CNN for scheduling features and talk shows is fair. Such material, he says, contains information that may not be news to one person, but may be to another. For "somebody living in the suburbs," information on how he is going to make his next payment on the car is news. And some of the talk shows, namely *Crossfire* with Tom Braden and



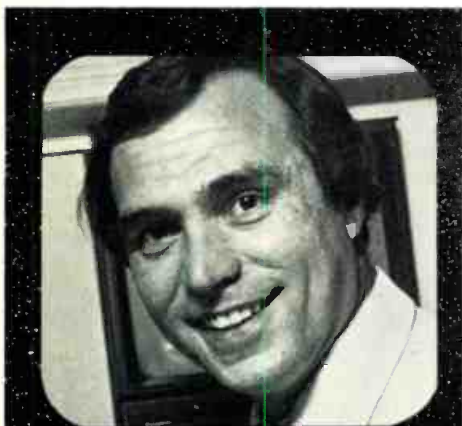
Capra

Pat Buchanan and *Moscow Live*, a dialogue between U.S. foreign policy experts and Soviet officials, he says, can be newsmakers. (The beat on Watt's letter was scored during his appearance on *Crossfire*.) And just three weeks ago, Turner notes, *Moscow Live* featured the vice premiere of Poland in charge of dealing with the Solidarity labor union.

When asked to evaluate SNC after four months of operation, Kavanau says he is unimpressed. "Based on what everybody thought they were going to be," he says, "it's a disappointment. When you consider that SNC represents two behemoths of the broadcasting industry, you look around and say, 'What are they doing that is so spectacular?'"

Whatever SNC does is a reflection on ABC. Having dedicated more than 30 producers and technicians to making sure SNC gets its feeds, Capra says, ABC is strongly supporting SNC. "The network is behind this operation 100%," he says, "and believes this is a business they should be in. The [ABC] news division has just been terrific with us. It's just backed us all the way."

Lacking financial ties with any of the



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Not entirely faceless. Although CNN puts less stress on the personalities in the making of its news, it does boast a few big names, notably Daniel Schorr (l) and Bernard Shaw of CNN's Washington bureau. Those names got big, however, during their years at CBS and ABC, respectively.

broadcast networks, the relations of CNN and CNN Headline News with the networks have at times been strained, but, according to Turner, everybody's getting along fine now, "although the sniping at one another continues at the corporate level." Turner also says that he believes CNN has achieved first-class citizenship among the television news organizations. Last year's lawsuit demanding equal treatment on the White House pools, he says, was "an expensive but very effective way of showing that we meant business." (The suit was settled out of court.)

All three cable networks are making it editorially and, from what they say, they are happy with their positions in the marketplace, although none of them is making any money. CNN currently

reaches 14.7 million cable homes. CNN Headline News, which was designed to be a broadcast and cable service, reaches 1.65 million cable homes, and audience of perhaps 60 million homes through 106 broadcast affiliates. (The broadcasters only air the service an hour or two a day and each is free to put it on whenever it wants.) SNC posts its cable audience at a little more than three million now and, Scott says, the number should rise to five million by the end of 1982 and 10 million by the end of 1983.

CNN and CNN Headline News did undergo a belt tightening last summer, but Turner says that it had little effect on the editorial product of either operation. "As best I can tell," he says, "we haven't missed anything. Everybody has been

asked to watch the overtime and to ask themselves: 'Do we really need that story?' You could bankrupt Switzerland if you covered everything that moved in the world."

Although the cable networks lack the big-budget, big names and the vast experience of the broadcast networks all of them refused to concede the superiority of the broadcast networks. In the journalistic war with the networks, Turner says, "we win some and we lose some." And although the networks might edge out CNN in some areas because of the inexperience of CNN and its reporters, he says, "I'd put our Washington bureau up against anybody." As for Satellite News Channels, Scott says simply, "We take a back seat to no one." □

Broadcast news professionals gather in Las Vegas

The complete agenda of the 37th annual Radio-Television News Directors convention (see "Top of the Week") as well as a list of exhibiting firms follows. All events take place in the Caesars Palace hotel. In the exhibitor listings, an asterisk indicates a new product.

Thursday, Sept. 30

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

Keynote address. 9:30-10 a.m. Julius, Augustus room. Speaker: Ted Turner, chairman, Turner Broadcasting.

Two concurrent sessions. 10:05-11:30 a.m. *Radio News Presentation.* Tiberius, Claudius. Moderator: Bob Cain, WGBS(AM) Miami. Speakers: Emerson Stone, CBS; Dave Cooke, RKO; Lou Adler, WOR(AM) New York; Gayle Rancer, WDR-FM Raleigh, N.C.; Bob Rodger, Bob Rodgers & Associates.

How Not to Write for TV. Julius, Augustus. Speaker: Bob Dotson, NBC News.

Luncheon. Noon-2. Circus Maximus. RTNDA Canada report, scholarships. Speaker: Tom Pettit, NBC News.

Three concurrent workshops. 2-3:15 p.m. *What's Working Elsewhere.* Nero's. Moderator: Steve Vogel, WJBC(AM)-WBNO(FM) Bloomington, Ill. Panelists: Jeanette Darnauer, KSNO(AM) Aspen, Colo.; Darrell Dorgan, KBMR(AM)-KODY(FM) Bismarck, N.D.; John Price, WWVA(AM) Wheeling, W. Va.

How to Improve Your Content. Galba, Titus. Moderator: Bob Cain, WGBS(AM) Miami. Panelists: Bob Gilbert, Gilbert Communications; Joe Gillespie, WINS(AM) New York; Vic Bremer, KIRO(AM) Seattle.

Newscast Proliferation: Is There Enough News Out There? Julius, Augustus. Moderator: Steve Murphy, WOWT(TV) Omaha. Panelists: Paul

Beavers, WMAQ(TV) Chicago; Ralph Renick, WTVJ(TV) Miami; Mary Alice Williams, CNN.

Three concurrent workshops. 3:30-5 p.m. *Nero's. Expecting the Unexpected.* Moderator: Steve Vogel, WJBC(AM)-WBNO(FM) Bloomington, Ill. Panelists: Joe Halburnt, WKY-AM-FM Evansville, Ind.; Victor Locke, WOWO(AM) Fort Wayne, Ind.; David Ross Jordan, KWIP(AM) Dallas, Ore.; Jay Pearce, WDDW(AM)-WDDD(FM) Marion, Ill.

Investigative Reporting. Galba, Titus. Moderator: Bob Cain, WGBS(AM) Miami. Panelists: Rod Hansen, WJR(AM) Detroit; Larry Perry, attorney; Mark DeMarino, WGAR(AM) Cleveland. (Small staff TV) Tiberius, Claudius. Moderator: Wayne Barnett, WTMJ-TV Milwaukee.

Controlling Costs without Hurting Content. Julius, Augustus. Moderator: Steve Murphy, WOWT(TV) Omaha. Panelists: Bunny Raasch, WISN-TV Milwaukee; Terry Connelly, Taft Broadcasting; Spence Kinard, KSL-TV Salt Lake City.

Friday, Oct. 1

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

Joint session. 8:30-9:30 a.m. Julius, Augustus. *Clearing Up the Technology Daze.* Moderator: Philip O. Keirstead, Florida A&M University. Panelists: Joseph Flaherty, CBS; James Loupas, James Loupas Associates.

Four concurrent workshops. 9:45-11:30 a.m. *Off-the-Shelf, Without Walls and on the Cable.* Nero's. Moderator: Bob Priddy, Missouri Network. Panelists: Bryan Boyle, *Broadcast Communications*; Greg Walker, KWIX(AM) Moberly, Mo.; Dennis Waters, *New Radio*.

How Good Do You Want to Sound? Galba, Titus. Moderator: Doug Miller, KSL(AM) Salt Lake City. Panelists: Dick Rudman, KFWB(AM) Los Angeles; Tony deHaro, KRLD(AM) Dallas.

Technology Mix for Nongiants. Tiberius, Claudius. Moderator: Bill Avery, WNEM-TV Saginaw, Mich. Panelists: Garry Ritchie, Scripps-Howard Broadcasting; Fred Ertz, Kelo-TV Sioux Falls, S.D.; Roger Ball, WPTA(TV) Fort Wayne, Ind.; Steve Schorr, KLAS-TV Las Vegas.

Management Implications of the New Technology. Julius, Augustus. Moderator: Dr.

Richard Yoakam, Indiana University. Panelists: Adam Clayton Powell III, Satellite News Channels; Michael Ferring, KRON-TV San Francisco; Larry Maisel, WBNS-TV Columbus, Ohio.

Luncheon. 12:30-2 p.m. Circus Maximus. Radio awards. Speaker: FCC Chairman Mark Fowler.

Joint session. 2-3:30 p.m. Tiberius, Claudius. RTNDA business, elections and resolutions.

Computer workshop. 3:30-5:30 p.m. *Terminal Sanity.* Julius, Augustus. Moderator: Ken Kurtz, WKYT-TV Lexington, Ky. Panelists: Bill Miller, KOOL-TV Phoenix; Paul Davis, WGN-AM-TV Chicago; Rob Barnes, Cable News Network;

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Saturday, Oct. 2

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

Exhibits. Open 8 a.m.-12:30 p.m.

Joint session. 9-10:15 a.m. *Stress Management.* Julius, Augustus. Donald Baines, Professional Development.

Session. 10:30-11:45 a.m. Julius, Augustus. *Sexual Harassment.* Jeanenne Oestreich and Mary Meyer, Cheshire.

Luncheon. 12:30-2 p.m. Circus Maximus. TV awards. Speaker: Carl Rowan, syndicated columnist.

Radio session. 2-3:15 p.m. Tiberius, Claudius. *Managing Your Programers.* Moderator: Rollye Bornstein, Mediatrix. Panelists: Michael O'Shea, KUBE(FM) Seattle; Brad Messer, Westwood I.

TV session. 2-3:15 p.m. Julius, Augustus. *Promotion Management.* Moderator: Bunny Raasch, WISN-TV Milwaukee. Panelists: Jeff Nettlesheim, WQVM-TV Washington; Jerry Smith, Jerry Smith Associates; Fred Young, WTAE-TV Pittsburgh; Merylyn Lancaster, Funny Research.

Two concurrent sessions. 3:30 p.m.-5 p.m. *News Directors as Social Workers.* Julius, Augustus. Moderator: Patrick Lampton, Bingham Co.

Resources and Ready Answers. Tiberius, Claudius. Moderator: Chris Schmidt, WREG-TV Memphis.

Reception and banquet. Emperor's Complex. Paul White winner: David Brinkley, ABC News (in acceptance taped earlier).

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Broadcast Consultants Corp.

Leesburg, Va.

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7316 Convoy Ct., San Diego 92111

News transmission equipment.

Capital Broadcast News 50
400 First St., N.W., Suite 816, Washington 20001

Washington news bureau for story feeds, special projects with remote and editing capability. **Staff:** T. Rickard, A. Kay, M. Toscano, D. Terry, C. Kadushin.

Champion Media Awards 4
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Entry forms, clips on past winners. **Staff:** J. Bent, D. Bridges, J. Pokorny.

Cinema Products Corp. 21
2037 Granville Ave., Los Angeles 90025

Portable camera, EFP matte box, remote control systems, Ikegami camera, mike boom, power supply*. **Staff:** E. Clare, S. Lewis, J. Garfield.

ColorGraphics E-1
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Weathergraphics system, weather display system*, Lighting strike display system*, Liveline sports display*, election results display*. **Staff:** T. Kelly, R. Daly, M. Nelson.

Computer Concepts Corp. 200, 300
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Comrex Corp. 62
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Frequency extender*, ENG equipment, telco interface systems. **Staff:** J. Cheney, L. Distler.

Adolph Coors Co. 5
Golden, Colo. 80401

Coors beer. **Staff:** W. Sibley III, B. Pauli, E. Riggle, D. Scheminske.

CPM Associates 49
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Audio processors, loudness meter. **Staff:** M. Dorrough, K. Dorrough.

Dow Jones Wall Street Journal 3
22 Cortland St., New York 10007

Staff: A. Pickens, G. Barton.

Electronic Applications 26, 27
New York

ENG battery systems.

ENG Corp. E-2
1009 Shary Cr., Concord, Calif. 94518

Diesel news vans.

Features Service 104
Los Angeles

Fujinon Optical 20
672 White Plains Rd., Scarsdale, N.Y. 10583

ENG and BC-TV lenses for color cameras. **Staff:** J. Dawson, M. Hayashi, M. Minoshima, K. Tindall, D. Waddell, J. Newton, R. Russin, D. Bastello, R. Morabito, M. Russin, T. Washburne, B. Shuttlesworth, T. Yuasa, R. Robinson, M. Sumiya.

G&G Designs/Communications 6,7
121 W. E St., Encinitas, Calif. 92024

Staff: G. Davis, G. Jimenez, T. Saunders, J. Renard, G. Glover, E. Peebles, M. Popovich, D. Jimenez.

Goose Enterprises 125
San Francisco

Protective covers for field cameras/recorders.

Graphic Express 11
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Staff: B. Andrus, R. Andrus, M. Plunkett, K. LaPage, H. Schlottman, M. Wildman.

Group W Newsfeed C
90 Park Ave., New York 10016

News cooperative. **Staff:** R. Sabreen, K. Ademetz, A. Klever, L. McMann, J. McCann, J. Swindell.

Harris Video Systems N
1255 E. Arques Ave., Sunnyvale, Calif. 94086

Digital still store system. **Staff:** J. Burger, M. Gray, G. Johnson, P. Finch.

The Heritage Foundation 40
513 C St., N.E., Washington 20002

Publications and programs. **Staff:** C. Strother, C. Ludwig.

Independent Petroleum Association of America 48
1101 16th St., N.W., Washington 20036

Staff: P. Wellish, J. Warren, B. Beams.

Integrated Technology 31,32
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King Features Entertainment 124
New York

Historical footage.

King World Productions F
480 Morris Ave., Summit, N.J. 07901

Paul Strassels Tax Report, Soap Spot, Mr. Food*. **Staff:** R. King, M. King, R. King, B. Davidson, J. Farah, D. Prijatel.

Lehmann & Associates 15A
Salt Lake City

Frank N. Magid Associates 100
One Research Center, Marion, Iowa 52302

Research and consultant services. **Staff:** B. Northcott, J. McCracken, S. Pfeiffer, D. Wilson, S. Cagle, T. Sattizahn, S. Sell, D. Smith, L. Pond, K. Hofacker, B. Frye, D. Haynes.

Marti Electronics 118
1501 N. Main St., Box 661, Cleburne, Tex. 76031

Radio ENG and live remote equipment, portable transmitters. **Staff:** G. Marti, M. McClanahan.

MCI/Quantel 37-38
Box 50810, Palo Alto, Calif. 94303

Digital arts/graphics systems*, digital library system and digital production effects system. **Staff:** G. Grasso, D. Prather, P. Fletcher, G. Martin, D. Dever, T. McGowan, J. Hanf, L. Biehl.

McInnis-Skinner Associates 13
6529 Classen Blvd., Oklahoma City 73116

NewsScan, automated newsroom; Weathergraphics, computer generated graphics system, minicomputer. **Staff:** M. McInnis, J. Skinner, P. Straughn, L. Jones.

Mead Data Central 78, 85
One Market Plaza, Spear St. Tower, Suite 1501, Chicago.

Staff: B. Hodges, A. Saunier, B. O'Hara, R. Volk, P. Roast, K. Tuppan, S. Gray.

Merck Sharp & Dohme 108
West Point, Pa. 19486

Staff: V. Blesky, R. Durbin, R. Walker.

Midwest Corp. 72, 73
One Sperti Dr., Edgewood, Ky. 41017

Newly designed mobile production units. **Staff:** J. Loughmiller, P. Rightmire, M. Perry.

Mighty Minute Programs 52
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Joe Carcinone-The Greengrocer. **Staff:** D. Meblin, A. Meblin, S. Meblin.

Money/Pro News 16
Fort Lauderdale, Fla.

Syndicated financial news show, Taxpertise '83 with Steve Crowley.

National Federation of Independent Business 30

San Mateo, Calif., Washington

Small business programs. **Staff:** D. Cullen, J. Shafran, D. Thomas.

Newslink 41
New York

Satellite-transmitted business news.

News Travel Service 136
Sacramento, Calif.

New York Times Information Service 108
1719 A Route 10, Parsippany, N.J. 07054

Computerized news retrieval system. **Staff:** B. Mello, L. Wolfson, P. Williams.

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News service, NewsScope. **Staff:** M. Garin, D. Salzman, D. Ross, B. Feest, D. Robertson, J. Goldfarb, J. Moloshok, S. Carlin, D. Foster, R. Grove, J. McGillen, M. Robbins, J. Shapiro, H. Weiner.

Pacific Telephone/Nevada Bell 122
Message Center. **Staff:** N. Hartman.

Panasonic 0
One Panasonic Way, Secaucus, N.J. 07094

Q-TV 84
33 West 60th St., New York 10023

Videoprompter systems, mini Q prompter. **Staff:** G. Andros, J. Maffe.

Quanta Corp. 22-25
2440 S. Progress Dr., Salt Lake City 84119

Quantanews, computer assisted newsroom. **Staff:** M. Cannon, R. Unrath, L. Zaller, M. Williams, B. Baker, P. Glassberg, R. Thomas, J. Hering, G. Montgomery, L. Lunceford.

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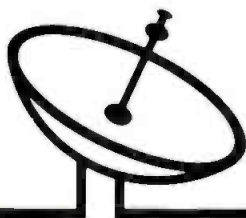
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Scribe newscorder tape recorder. **Staff:** F. Beaman, E. Horvitz, B. Horvitz.

Sony Corp. of America

J

9 W. 57th St., New York 10019

Station Program Resources

116

6117 Blue Circle Dr., Minnetonka, Minn. 55343

Money in Your Pocket, Fish and Game Forecaster, All Alone Together, You and Your Car. **Staff:** J. Hansen, J. Lehman, D. Andre.

Telescript

59

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Telesound San Francisco

111

1088 Howard St., San Francisco 94103

TV news promotion and showcasing material. **Staff:** D. Robins.

Telesource

8, 9

730 E. Highland Ave., Box 7132, Phoenix 85011

Newsroom computer systems. **Staff:** W.

Television Equipment Associates

110

Box 393, South Salem, N.Y. 10590

Texaco

33, 34

2000 Westchester Ave., White Plains, N.Y. 10579

Information and energy idea stories. **Staff:** R. Whitmyre, F. Morgan, J. Aucott, N. Stanley.

Thomson CSF Broadcast

35, 36

37 Brownhouse Rd., Stamford, Conn. 06902

Vidifont graphics, character generators, election reporting package. **Staff:** R. Sanford, B. van Benthem, M. Clayton, T. Hindle, T. Brown, A. Shifrin.

Tobacco Institute

39

1875 Eye St., N.W., Washington 20006

Staff: W. Merryman, T. Howard.

Tuesday Productions

46, 65

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Turner Program Services

P

1050 Techwood Dr., Atlanta 30319

CNN Headline News, CNN Radio. **Staff:** H. Gillespie, R. Schuessler, R. Pates, C. Hewitt, H. Neu, P. Wischmeyer, R. Jakobs, R. Rierison, L. Moffat, S. Kraft, R. Kirk.

Tyler Camera Systems

51

14218 Aetna St., Van Nuys, Calif. 91401

Vibration isolation helicopter camera mounts, gyro stabilized platforms for boats. **Staff:** S. McKay.

Ultimate Corp.

101

18607 Topham St., Reseda, Calif. 91335

Video compositing equipment. **Staff:** P. Smith, D. Fellingner, R. Factora.

UPI

K

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U.S. Civil Rights Commission

127

Washington

Video Communications

14, 15

Walnut, Calif.

Video Systems Network

131

Los Angeles

Vipro Program Services

18, 19

645 N. Michigan Ave., Chicago 60611

Staff: T. Edinger, S. Palmer, M. McHugh, G. Marketos, P. Polakowski, M. Cerone.

Walt Disney World

97, 98

Box 40, Lake Buena Vista, Fla. 32830

Tape of opening ceremonies of Epcot Center. **Staff:** B. Roth.

Washington Journalism Review

2

2233 Wisconsin Ave., N.W., Suite 442, Washington

Magazine. **Staff:** P. Donnelly.

Weathermation

1

190 N. State St., Chicago 60601

Addressable satellite service including imagery, graphics and summaries. **Staff:** W. Smith, B. Mueller, E. Anderson.

Weatherscan International

12

2455 NW 29th St., Oklahoma City 73112

Computer weather data base, market forecasting services. **Staff:** R. Leinen, R. Dixon.

Westgate Feature Service

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Staff: M. Shapiro, J. Arbib, J. Wilklow, D. Llewelyn, J. Joslyn, T. Burt.

Winsted Corp.

63

9801 James Cr., Minneapolis 55431

Editing and production consoles*. **Staff:** J. Hoska, G. Hedlund, B. Arnston, N. Hoska, B. Sabin.

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102, 103

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Technological waves wash ashore in England

Every-other-year IBC convention finds attention turned to HDTV and digital standards questions

"You can see the technology moving in waves." So commented an engineer at last week's International Broadcasting Convention in Brighton, England, and, indeed, because the IBC convenes once every two years it offers an unusually good opportunity to observe the pattern of those technological waves—and the speed with which they're likely to break on broadcasters' shores.

More than 4,000 engineers and manufacturers attended IBC '82, a record, and exhibition space for the four-day conference was sold out far in advance of its start on Saturday, Sept. 18.

The new technological wave that drew the most attention was high-definition television. An HDTV panel session packed the main meeting room in Brighton's Metropole Conference Center, in contrast to IBC '80, when HDTV wasn't even on the agenda. "Two years ago, when we first started talking about HDTV, the common reaction was that it couldn't be done," said Joseph Flaherty, vice president of engineering and development for CBS-TV. "Scarcely two years later, there are two systems actually being displayed [by Sony and Philips Research Laboratories], two others proposed [by Britain's Independent Broadcasting Authority and Professor B. Wendland of the University of Dortmund, West Germany] and we don't know how many more being discussed. People are exploring all the avenues; later you narrow the field, but the speed with which the industry has taken this up is amazing and very important. HDTV has a life of its own. I think that's an enormous breakthrough."

The HDTV dreams were considerably tempered within the IBC's technical ses-



sion, however, by acknowledgements of just how difficult a task lies ahead before they can be realized. "The introduction of a standard for true high-fidelity television is likely to be a lengthy and costly business," said Richard Jackson of Philips. "Research is not in a position yet where we can propose a practical system." Jackson's own HDTV goal is a picture measuring one square meter with one million picture elements. All the HDTV proposals discussed at the IBC session envisioned large screen, and—to the chagrin of some Americans in the audience—all involved a doubling of the 625-line PAL color transmission standard to 1,249 lines. Papers based on the NTSC, 525-line standard, or on a worldwide standard, were conspicuous by their absence.

Most of the IBC presenters agreed that HDTV must be compatible with existing TV transmission systems (as color is com-

patible with black and white) and that, furthermore, the evolution of HDTV must begin by refining current systems. One engineer on the panel called that refinement "extended definition television." "What you're seeing is people projecting or promoting steps in between" current TV and HDTV, said William Connolly, vice president of engineering development for CBS-TV.

Richard Jackson of Philips specified three impairment problems in existing transmission systems as general areas for future refinement: impairment due to band sharing of the luminance and chrominance signals, impairment due to propagation and reception of signals and impairment due to the basic scanning pattern. Improvements in all these areas continue to be pursued, Jackson said. Another approach, addressed by Dr. G. J. Tonge of Britain's Independent Broadcasting Authority, is somehow to squeeze more picture information into the current bandwidth. "What information capacity in a television signal," Tonge asked, "can be discarded for minimum subjective picture degradation?" He offered several novel methods for reducing the redundancy of information in television signals by "folding in" certain segments of the signal with three-dimensional filters.

Despite such schemes, engineers also conceded at the session that there are limits to the improvements attainable within current transmission systems. As CBS's Connolly put it, "If you focus on preserving the present system, then you have to compromise the future system." Jackson agreed, saying, "Even if perfect PAL decoding were achieved, we could not

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expect the resulting picture to contain more than 300,000 picture elements"—a long way from his goal of a million. He proposed as one alternative using two standard channels that when combined by the TV receiver would create one high-fidelity program. "This is particularly attractive," he said, "if at least one of the two channels carries a completely compatible signal that can be available to all owners of standard TV sets." Those who were willing to pay for higher definition television could thus buy equipment capable of integrating the two channels.

Several of the engineers present also expressed doubts as to how much picture information is lost with various bandwidth compression techniques. Flicker is said to be a particular problem with large screen TV as is loss of diagonal resolution and image detail, especially when rapidly moving objects are present in the picture. Professor Wendland of Germany stated that "we shouldn't combine fast moving pictures with large screens." Tonge of the IBA said that to go beyond the limited capabilities of bandwidth compression means saying "goodbye" to standard transmission systems.

Direct broadcast satellites can offer extension opportunities, several engineers agreed, Jackson among them. "We don't believe the proposals for DBS are in direct conflict" with HDTV, he said. "In fact, the flexibility [of DBS] is welcomed." CBS's Flaherty said he believes any communications satellite launched in the

future will be capable of extended definition television, if not quite high-fidelity television. "There is a groundswell" of opinion in favor of that capability, he said, and in fact there were papers presented at the IBC proposing just such satellite systems.

Ultimately, of course, a true, uncompromised HDTV system would ignore the limitations of broadcast compatibility and become an independent HDTV medium. Sony's ambitions are aimed in that direction. A Sony representative at IBC said that among the company's HDTV goals are "replacing the movie camera" and "replacing motion picture distribution and projection." These are goals shared by such filmmakers as Francis Ford Coppola of Zoetrope Studios, whose "electronic cinema division" produced a short HDTV tape used in the Sony display. Said CBS's Flaherty, "A key question is if there is really enough of an improvement [with extended definition techniques] to be worth doing. Maybe we should make one big step instead of several small ones. That is going to be very hotly debated in the next few months."

Julius Barnathan, president, Broadcast Operations and Engineering, ABC, considered the same issue in his keynote address to the convention on Saturday. "HDTV at this point is very much in the experimental stage," he said. "From the initial previews, it's apparent that HDTV can be used to great advantage for large screen TV. Assuming the distribution problems are resolved—and that's a major assumption—HDTV has excellent potential for movie theaters. It could prove much more efficient than 35mm prints by allowing different programs on different nights at different times of the day and by eliminating the need for transportation of expensive prints." Barnathan said he believes that DBS in the U.S. should "be reserved for such new uses as HDTV movie distribution and not to add programs to our existing system ... Regardless of whether HDTV is carried on DBS in the U.S. or not, a transcoding process will be required to allow reception on NTSC, PAL or SECAM sets. Unless HDTV is compatible with current systems, it will not get off the ground."

Barnathan sounded a similar note of caution about another technological wave of the future: digital video recording. While digital special effects devices have significantly enhanced TV production techniques, he said, "it makes little practical and no business sense to develop digital tape machines to make present recorders obsolete unless digital recorders improve the picture to the home significantly or improve reliability or efficiency with the current features of existing one-inch machines." More pressing, in Barnathan's view, is the development of standards for broadcast half-inch tape recorders, particularly for ENG equipment, and "international cooperation in creating an international RF spectrum for newsgathering."

"What I hope to see happen," he said, "is one dedicated set of radio frequencies—

for video, for audio and communications for use in newsgathering in every country of the world. That would mean a European broadcaster could quickly broadcast from the U.S., or that any news operation could move into a country where news is breaking and go into operation quickly. In today's world of go-anywhere TV, such an agreement is critical in facilitating the gathering of news."

As for digital recording, the evidence at IBC was that Barnathan need not be overly concerned that one-inch machines will soon be obsolete. Now that the principal international standards organizations have agreed on a sampling rate standard for digital video recording, (although there is far from unanimous acceptance of that standard within the production and manufacturing communities) the debate has now shifted to a second standard for the encoding format to be used on the tape itself. That process promises to be a long one, and as a result there was little enthusiasm at this year's IBC when digital video recording came up.

John D. Tucker, chairman of the IBC management committee, agreed. "I don't think there is going to be a great massive rush to digital TV," he said. "It's difficult because in setting standards you get politics involved in engineering." Instead, Tucker believes, digital signals within microprocessor-based equipment will continue to overtake discrete studio functions, such as editing, special effects and telecine. One example at this year's IBC was a new digital scanner telecine from Rank Cintel, developed over the past four years with the BBC.

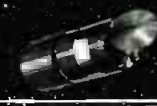
Another possibility for digital recorders, Tucker and other engineers said, is that one or more companies will force the issue by introducing their own digital VTR in hopes of setting a de facto standard. "These things are rarely decided on engineers' logic but on sheer commercial clout," said Tucker. But, he added, "That's possible, but not likely. I don't think anyone is rushing for it—it's too expensive, its too dangerous and is likely to kill off their existing business." By that he meant the business of selling one-inch video recorders.

The biggest single piece of equipment news at the IBC—which because of its European base and because it follows the National Association of Broadcasters spring convention is not generally known as a forum for starting product launches, of NTSC equipment anyway—was the introduction of a portable type C one-inch VTR by Ampex. (Ampex salesmen said introduction of the new recorder was originally set for last spring's NAB, but it wasn't ready. The deadline was so tight even for the IBC that Ampex had not named its new product the VTR-5 until a day or two before the Brighton meeting.) Developed in conjunction with Kudelski S.A., the VTR-5, with tape and battery installed, weighs less than 15 pounds which several engineers said is remarkable for a helical scan recorder. The VTR-5 has a 20-minute recorder capacity and will sell for about \$45,000 starting next spring. □

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AM and FM listeners have a lot in common

Bruskin study for CBS shows that age and sex have little bearing on choice of fare considered to be important

Local news is tops in importance to radio listeners, but scarcely more so than national and world news and time/weather reports.

In fact, news and information of one sort or another constitute eight of the top 10 elements that listeners say they listen for. The only noninformation elements to make the list are "commercial-free hours"—an attraction with an obvious potential for trouble if carried too far—and special music programs.

All this applies whether the audience listens to AM or FM. To a lesser extent, it often applies without much regard for whether the audience is male or female, or is in the 18-34 or 25-54 age group.

These findings ("Closed Circuit," Sept. 20) were presented to CBS Radio affiliates

last week at their biennial convention in Phoenix (see "Top of the Week"). The findings are from a study commissioned by CBS Radio and conducted by R.H. Bruskin Associates, New Brunswick, N.J., among 1,012 adults in a nationwide survey completed in August.

"Our survey clearly indicates that radio listeners have the same informational needs, regardless of band preferences," Sylvia Hughes, vice president, CBS Radio Research, CBS/Broadcast Group, said in presenting the results. "This finding has obvious implications for radio broadcasters of all formats."

Distinctions in program preferences between the 25-54 and 18-34 age groups, and between men and women, were more obvious than those between AM and FM listeners—but, again, elements ranked "important" by one tended to be ranked "important" by the others.

Among all men and among women in each age groups, for example, more than 90% rated both local news and time/weather reports important, and only women in the 18-34 group failed to reach the 90% mark—coming close though at

88%—in voting for national and world news. The biggest differences between the sexes tended to be in sports, where men, not surprisingly, prevailed, and in music components, where women dominated in the 25-54 age group (but not among respondents 18-34) (see table).

Hughes offered this breakdown of the top 10 components among listeners in the 25-54 group: local news was rated important by 93%; time/weather and national and world news, each by 92%; commercial-free hours, 84%; special music programs, 79%; self-help programs, 74%; business and financial news, 67%; traffic, 60%; interview programs, 53%, and World Series play-by-play, 51%.

"It's interesting," Hughes said, "that not only were the top three elements in our survey news and information categories, but also that national and international news were ranked just as highly as local news. This observation challenges the common assumption that listeners are most concerned with local events, an assumption that might now be modified in light of an increasingly well-educated and informed public. Further, many national and international events impact on the

Why listeners listen. Highlights of R.H. Bruskin Associates study of what listeners consider important to their radio listening are shown in this table. The survey was done for CBS Radio and the findings were presented to CBS Radio network affiliates at their convention in Phoenix last week. The study also compared the responses of heavy AM listeners with those of heavy FM listeners—and found no significant differences between the two. The numbers here are thus deemed equally applicable to AM and FM audiences. They indicate the percentage of respondents in each age group—25-54 and 18-34—who rated each item as important to their radio listening. The survey, completed in August, covered 1,012 adults nationwide.

	Age 25-54		Age 18-34	
	Men	Women	Men	Women
Local teams (play-by-play)	59%	36%	57%	35%
World Series	62	41	64	43
Super Bowl	59	40	70	44
Monday Night Football	45	26	56	25
Sports update & commentary	60	39	63	42
Local news	92	95	92	93
National & world news	91	92	88	92
Business & financial news	67	68	60	64
Time & weather	91	93	90	95
Traffic	59	61	67	63
Special music programs	74	84	85	83
Commercial-free music hours	77	92	90	89
Request lines	33	35	58	51
Interview programs	49	58	53	61
Self-help programs	67	80	68	81
Phone-in programs	36	35	48	41

Note: Figures indicate percent of respondents selecting each item as important to their radio listening.

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AT THE RTNDA CONVENTION
ASK HER HOW TO BECOME
A NEWSFEED NEWSSTAR.**



**ANITA KLEVER
EXECUTIVE PRODUCER
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day-to-day lives of listeners."

Hughes also analyzed other findings:

□ Sports—"Sports programming ranks especially high with men... What may be unexpected, however, is how highly [it] ranks with women. For both age categories, at least one-third of the women rank sports as important to their radio listening. The exception is *Monday Night Football*, and even that is important to a quarter of the women. Clearly, women of all ages [are] an important part of our sports audience."

□ News—"Of course, local news scores heavily, but even more important, national and international news ranks about as high in both demographics—near or above the 90 percentile level. Another interesting point is that women listeners in both age groups rank business and financial news higher than their male counterparts, especially so at the younger end. It's reasonable to assume that the increasing number of women in the work force and living independently has created a corresponding interest in business and financial information."

□ Music elements—Older women's interest in special and extended-music programs was shown to be much stronger than older men's, and somewhat stronger than younger women's. "I think we're seeing a 'keep me company' reasoning that has shown up in other surveys of why people listen to radio. It's no surprise to see these long-form elements score highly among 18-34-year-olds, given their music and FM orientation."

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□ Features (interviews, self-help programs, phone-in programs)—"The most interesting result here is the higher rate of importance young people give to phone-in programs. These figures dispute the common wisdom that phone-in programs appeal only to older demographics. Perhaps that wisdom should be re-examined... It is possible that call-in programs represent an untapped programming tool in reaching and holding your listeners."

The findings of the listener research were supported by separate surveys, by CBS Radio officials, among the network's affiliates. Michael Ewing, vice president and general manager of the network, said affiliate respondents gave "overwhelming" support to the network's *News on the Hour* and other news coverage, ranked pro football and major league baseball as the top sports for play-by-play coverage and showed high regard for CBS Radio's sports updates and commentaries as well as its sports and news reporters, play-by-play announcers and commentaries. Ewing said the stations also showed high interest in programs about health—one of the areas marked for expansion in the network's new schedule (see "Top of the Week").

Ratings Roundup

ABC-TV took prime time with a commanding lead during the week ended Sept. 19, outdistancing runner-up CBS-TV by more than two rating points.

The prime time scores: ABC 16.7 rating and 29 share, CBS 14.4/25 and NBC-TV 13.2/22.

The ABC victory was based substantially on big wins Monday and Tuesday. A slow start on Monday with a repeat of *That's Incredible* (13.9/23) was more than rectified by *NFL Monday Night Football* (24.9/42).

With the threat of a football strike looming over the season (and called a week later, see "Top of the Week"), the Pittsburgh vs. Dallas game broke household viewing levels for *Monday Night Football* with 20,740,000 homes per average minute. It also was the highest-rated season opener for the series.

NBC and CBS each introduced a new show during the week. NBC's premiere of the *Powers of Matthew Star* earned a second-place 13.6/26 on Friday 8-9 p.m. against a repeat of CBS's *Dukes of Hazzard* (14.3/28), and an ABC special, *The Fantastic Miss Piggy Show* (9.0/17). NBC said *Matthew Star* brought the network its highest rating for the time period since the Orange Bowl on Jan. 1 and for regular programming since May 1, 1981.

CBS offered a 90-minute "preview" of *Seven Brides for Seven Brothers* on Sunday night before the show moves into its regular Tuesday hour slot. *Brides* pulled a 19.7/30, beating an NBC *CHiPs* repeat and managing a strong second to ABC and its *Emmy Awards* (21.6/35). This year's *Emmy Awards* presentation was down from 1981's 22.3/37.

NBC makes it two in a row with Emmys

'Hill Street' and 'Fame' help
network to awards win over ABC, CBS

The critically acclaimed NBC-TV series, *Hill Street Blues*, along with *Fame*, one of the network's midseason entries, helped push NBC into the dominant position in this year's Emmy Award competition, which yielded 20 Emmys for NBC, 18 for ABC, 12 for CBS, five for PBS, three for syndicated programming. The awards were given by the Academy of Television Arts & Sciences on Sept. 12 and 19 at ceremonies in Los Angeles and Pasadena, respectively.

Hill Street Blues, which received eight awards last year, took six Emmys this time, including a second Emmy four outstanding dramatic series, for Daniel J. Travanti as outstanding dramatic actor, and Michael Conrad as outstanding supporting actor in a dramatic series.

Fame captured five Emmys, including outstanding directing in a dramatic series.

Taxi, canceled last season by ABC but

ABC's *Charles & Diana: A Royal Love Story* scored a 14.3/27 for that network on Friday. The following Monday (and counted in the following week's ratings, CBS's *The Royal Romance of Charles and Diana* pulled a 24.0/37.

The First 20

1.	60 Minutes	CBS	25.3/43
2.	NFL Monday Night Football: Pittsburgh vs. Dallas	ABC	24.9/42
3.	CBS NFL Football Game: San Francisco vs. Denver (Sunday runner, 16 minutes)*	CBS	23.5/46
4.	Too Close For Comfort	ABC	23.0/38
5.	Three's Company	ABC	22.8/37
6.	Emmy Awards	ABC	21.6/35
7.	Hart to Hart	ABC	21.3/37
8.	Seven Brides for Seven Brothers	CBS	19.7/30
9.	M*A*S*H	CBS	19.5/29
10.	Laverne & Shirley	ABC	18.1/30
11.	Happy Days	ABC	17.2/31
12.	ABC NFL Football Special: Minnesota vs. Buffalo	NBC	17.0/31
13.	Quincy, M.E.	NBC	16.7/30
14.	WKRP in Cincinnati	CBS	16.6/26
15.	House Calls	CBS	16.5/25
16.	Facts of Life	NBC	16.2/27
17.	Magnum, P.I.	CBS	15.6/26
18.	Simon & Simon	CBS	15.6/25
	Gimme A Break	NBC	15.6/25
	Love, Sidney	NBC	15.6/25

The Final Five

56.	Mr. Merlin	CBS	9.0/16
57.	Moonlight (movie)	CBS	9.0/15
58.	Father Murphy	NBC	8.7/15
59.	Steeler & Pittsburgh Kid	NBC	8.3/15
60.	CBS Reports	CBS	5.8/10

*Not included in "First 20" is CBS football postgame show (3 minutes, 23.2/45).

renewed by NBC, received three awards, including outstanding lead actress in a comedy series (Carol Kane) and outstanding supporting actor in a comedy series (Christopher Lloyd). These Emmys were credited to ABC. *Barney Miller*, which was retired last season by ABC, won the Emmy for outstanding comedy series. It was the first time the series had received that award during the eight seasons on the air.

Other major awards included: Michael Learned, outstanding lead actress in a drama series (*Nurse*, CBS); Loretta Swit, outstanding supporting actress in a comedy series (*M*A*S*H*, CBS); Nancy Marchand, outstanding supporting actress in a drama series (*Lou Grant*, CBS); Alan Alda, outstanding lead actor in a comedy series (*M*A*S*H*, CBS); *Night of 100 Stars*, outstanding music, variety or comedy program (ABC).

Special recognition was given to actress Ingrid Bergman, who died Aug. 29 of cancer. Bergman's daughter, Pia Lindstrom, accepted the Emmy her mother received posthumously for outstanding lead actress in a limited series or a special as a result of her performance in *A Woman Called Golda*, a syndicated (Operation Prime Time) special. The special also received the Emmy for outstanding drama special. □

WNEV-TV moves toward right 'Look'

NETV, after acquiring rights to magazine's title, plans daily live information show with 'Look' name; \$3.4-million equipment order on way

WNEV-TV Boston, New England Television Corp.'s facility won from RKO General earlier this year, is wasting no time in its attempt to move into the forefront of local TV broadcasting.

After much publicized talent grabs in the market, the station last week an-



nounced a \$3-million-a-year, two-hour live information show each day and a \$3.4-million equipment purchase, about \$2 million of it for half-inch tape equipment.

Having acquired the rights to the former magazine title and logo for an undisclosed price, WNEV-TV on Nov. 29 is set to launch *Look*. Winthrop P. Baker, station president and general manager, called the new afternoon series "the most ambitious and costly programming effort ever undertaken by a local television station."

Furthermore the station is hailing the program as "the first major broadcasting project in the country produced totally in the half-inch format." With manufacturers now pitching stations on the idea of conversion from three-quarter-inch systems,

WNEV-TV has thrown its finances behind a modified VHS standard.

In addition to the *Look* show, some of the half-inch equipment also will be available to the WNEV-TV news department which is expected to convert fully within the next 12 months.

WNEV-TV's electronic *Look* magazine—4-6 p.m. (NYT)—will feature "special sections" daily such as relationships (Monday), health and science (Tuesday), food and cooking (Wednesday), weekend preview and entertainment (Thursday) and home, fashion and life style (Friday). A daily "cover story" drawn from the subjects will be featured throughout the two-hour broadcast, each with a different "edi-

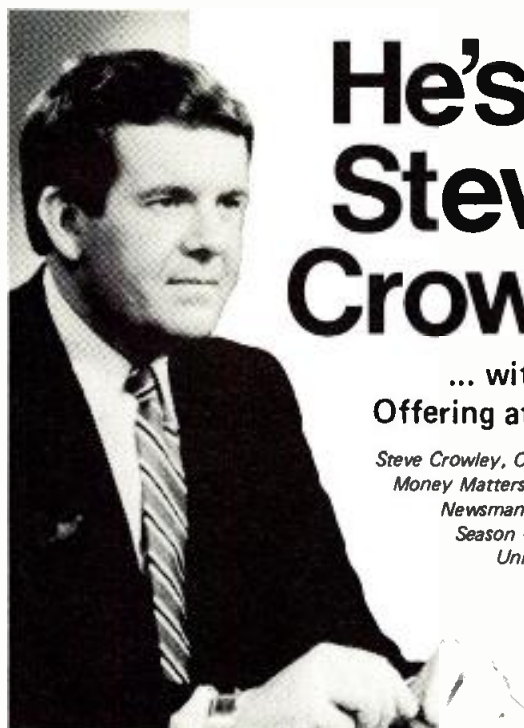
tor."

The station also plans brief news inserts, celebrity interviews, live remotes with viewers, "columnists" and the show's only syndicated material, parts of Colbert Television's *Soap World*.

Co-host already named for the show is Ann Butler; a male counterpart is expected to be named shortly. Plans call for a full-time staff of 75.

As for syndication of the show itself, Baker said "that is the furthest thing from my mind right now." Baker stressed that the initial thrust has to be local and regional and that nationwide considerations at this point could mean "digging

Continued on page 86.



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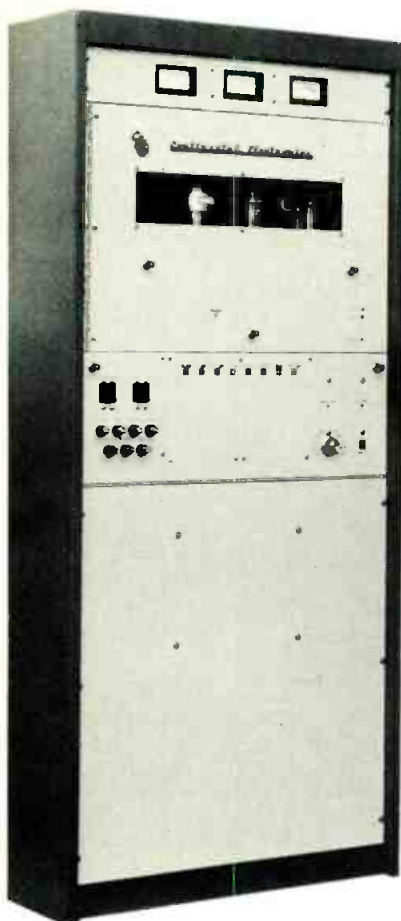
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Prairie Grove, Ark., marching band majorettes display banner.

Hollywood in Arkansas. Stars, producers and directors of *The Blue and the Gray*, an eight-hour mini-series scheduled to air on CBS-TV Nov. 14-17, returned to northwest Arkansas last week where the Civil War drama was produced. The Columbia Pictures Television production premiered at a Springdale, Ark., movie theater; all tickets were free. The Northwest Arkansas Motion Picture Commission was host for the premiere, which was surrounded by a schedule of events running Sept. 17-24 including a motorcade, 21-gun salutes, performances by the Prairie Grove High School marching band, a ceremony at the Springdale Rodeo and a dinner. Local stations covered the events and interviewed stars on locations where many of the scenes were shot such as the Prairie Grove Battlefield State Park. *The Blue and the Gray* is based on the work of the late Pulitzer Prize historian Bruce Catton.



Reception at Springdale, Ark., rodeo, l to r: Ellis Shook, general manager, KOLR-TV Springfield, Mo.; Bill Bengston, general manager, KOAM-TV Pittsburg, Kan.; actor Stacy Keach; actor John Hammond, and Gene Graham, national sales manager, KFSM-TV Fort Smith, Ark.



KTVH(TV) Hutchinson, Kan., reporter Ann Johnson interviews actor Brian Kerwin.



KWTW(TV) Oklahoma City reporter Patti Suarez with actor John Hammond.



Prairie Grove, Ark., marching band; KTVH cameraman.

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ourselves a hole." However, syndicators are interested, according to Baker, who said he has heard about five pitches involving cutting down the show or selling pieces of it as inserts.

While gearing up for *Look*'s November debut, WNEV-TV has been running 90-

minute movies and Colbert's *Joker's Wild* in the 4-6 p.m. slot.

On the technological side, Karl Renwanz, WNEV-TV director of engineering, cited "portability" and "quality" advantages in the half-inch system.

The entire equipment buy—including

the half-inch equipment—was 12 portable Ikegami HM-100 bolt-on half-inch VCR's, 14 Ikegami HL83 cameras, 31 Panasonic AU-300 studio VTR's and six Convergence 103B and one Convergence 103A videotape editors. Fortel is supplying time base correctors. □

The Media

Wasilewski gives state of the industry farewell address

Outgoing NAB president reviews past achievements, future challenges for Fifth Estate

The broadcasting industry—both radio and TV—faces a strong and viable future in spite of growing competition from other media, said retiring National Association of Broadcasters President Vincent T. Wasilewski last Wednesday (Sept. 22) in a farewell address to the International Radio and Television Society in New York. Wasilewski, who is due to relinquish his leadership of the NAB to President-elect Edward O. Fritts on Friday (Oct. 1), recalled highlights of his 33 years on staff at the association and called on broadcasting's diverse elements to unite behind key efforts to change the way their industry is regulated by government.

Radio, "after three decades of television, isn't nearly as threatened by the new electronic advances of the 1980's as the various segments of the television industry itself," he said. It wasn't competition or technical advances that gave radio its greatest threat, said Wasilewski, but government, in its "ill-conceived adoption," since defeated by broadcasters, of a 9-khz channel spacing plan for AM.

Over-the-air TV "will continue as the dominant influence in our society," said Wasilewski. "Television reveals the character of people and events with an impact on emotions which other forms of communication lack," he said, and "it's a

strange criticism that a medium which shows life so starkly should be charged with escapism and decadence."

Television's "greatest impact... has been in the area of civil rights," said Wasilewski. "Video coverage made intolerable the inhumanity of turning firehoses on petitioners for equality," and "the nightly pictures lifted the veil of suppression and gave us a national conscience."

TV "is changing attitudes toward war and its handmaiden, terrorism," said Wasilewski. "Certainly there remains the threat either by or through the media of manipulation and propaganda, but the essential truth that people and nations must learn to seek alternatives to violence and mass destruction, I believe is sinking in, and television has been the principal carrier of the message."

It is essential that broadcasters "have a strong and unified position on some of the fundamental issues of the future—both domestically and internationally," said Wasilewski, and one of the "most fundamental involves the electronic media's rights under the First Amendment."

The FCC, led by Chairman Mark S. Fowler, "has paved the way for possible legislation on Capitol Hill," he said. "They need our help educating the House, the Senate and the public—as it is ultimately the public who suffers most from editorial limitations imposed by the fairness doctrine and equal time rules."

The struggle for First Amendment

rights extends to all of the new technologies, said Wasilewski, and the "terrible irony" of U.S. government controls on political broadcasting lies in the U.S. government's stiff opposition to proposals by the United Nations Educational Social and Cultural Organization to license overseas journalists and create a new world information order. "Communist delegates to the UNESCO sessions... have cited the fairness doctrine as an example of the hypocrisy of the U.S. position," he said. "In a sense, they are right."

Broadcasters have received confusing signals from the government on self-regulation of their industry, said Wasilewski, recalling that the NAB signed a consent decree with the Justice Department to eliminate parts of its advertising code and shortly thereafter received a plea from 37 members of Congress to reinstate other parts of the code eliminated in reaction to the antitrust suit. "We should be allowed a great degree of self-regulatory authority, and if we aren't, the handwriting is on the wall," he said. "Government, with all of its bureaucracy will soon be there, and the circle will be closed."

Although government "has no legitimate role in program and advertising standards," it does have one in "determining rules for technology," said Wasilewski. "The FCC has gone too far in reducing the importance of engineering, in reducing its engineering staff and generally not according that service its properly important role in respect to our medium, both domestically and internationally," he said.

The FCC has reduced its engineering staff over the years from 720 in 1948 to 320 today, said Wasilewski, and built up instead its present force of lawyers and economists. "In this rush to new technology, it is the economists that started labeling the reasons for their actions as opening up the 'free marketplace,'" he said. "I agree with the basic concept, but I wonder about launching an era of 'Social Darwinism.'"

"The question isn't protectionism," but "one of national policy and objectives," he said. "Perhaps I am reflecting an obvious prejudice developed over 33 years, but there is, in my opinion, sound reason for a healthy viable free over-the-air system."

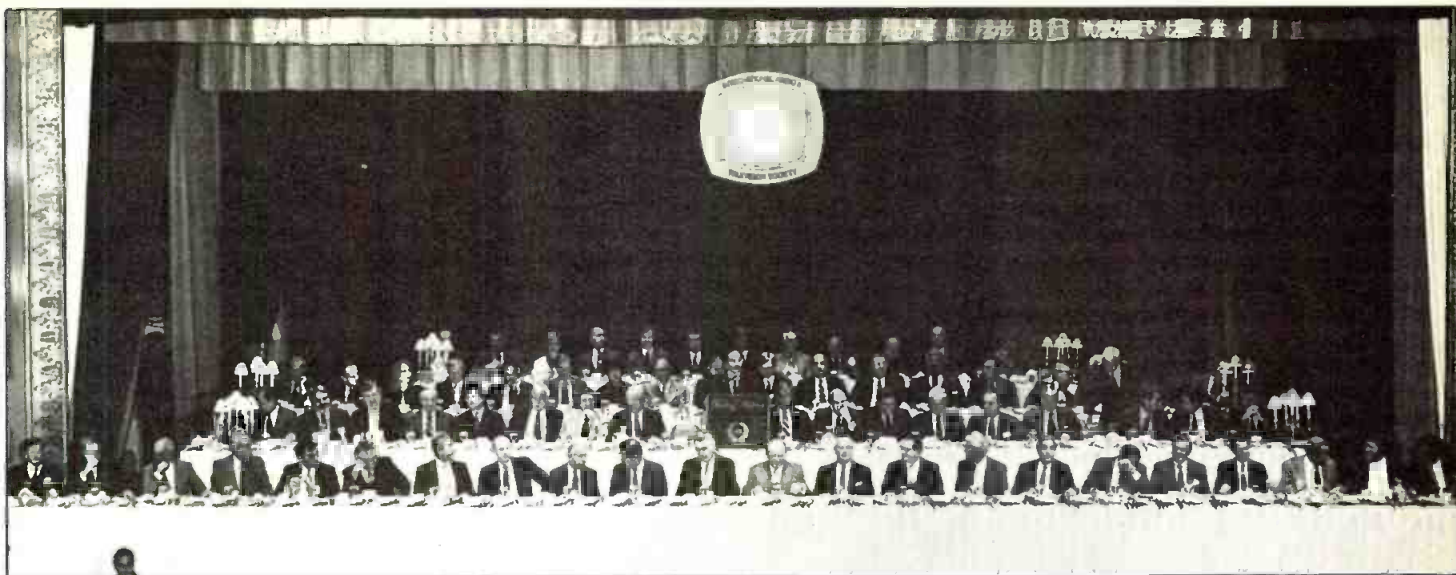
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Fond farewell. At the IRTS's first newsmaker luncheon of the season, industry leaders on the dais were (first row, l-r): Thomas Bolger, Forward Communications; Arthur W. Carlson, Susquehanna Broadcasting Co.; James Conley, Meredith Broadcasting; Joseph P. Dougherty, Capital Cities Communications; Michael Eskridge, NBC; Bill Hamil, A.C. Nielsen Co.; Ben Hoberman, ABC Radio; Stanley S. Hubbard, Hubbard Broadcasting and U.S. Satellite Broadcasting Co.; Paul Hughes, Viacom Broadcasting; James King, Corinthian Broadcasting; John J. McCrory, Times Mirror Broadcasting; Roy Park, Park Broadcasting; Leavitt J. Pope, WPIX Inc. and Independent Network News; Marty Rubenstein, Mutual Broadcasting System; William A. Schwartz, Cox Communications; Pat Servodidio, RKO General Television; J.S. (Dody) Sinclair, Outlet Co.; Ted Shaker, Arbitron Ratings; Gary Stevens, Doubleday Broadcasting; Tom Tilton, Metromedia Television; Nick Verbitsky, The United Stations, and Bob Williamson, RKO Radio.

Second row, l-r: William I. Stakelin, Bluegrass Broadcasting; Larry Grossman, Public Broadcasting Service; Tony Matara, CBS Television Network; Ray Timothy, NBC Television Network; Everett H. Erlick, ABC; Edward O. Fritts, National Association of Broadcasters; Grant Tinker, NBC; Elton H. Rule, ABC; Vincent

Wasilewski, NAB; Ave Butensky (at podium); Ed Libov, Ed Libov & Associates and president, IRTS; Gene F. Jankowski, CBS/Broadcast Group; Irwin Segelstein, NBC; Jim Rosenfield, CBS/Broadcast Group; Merv Griffin, Merv Griffin Radio Group; Charles Z. Wick, U.S. Information Agency; Sherril W. Taylor, Bonneville International Corp.; Richard A. O'Leary, ABC Owned TV Stations and ABC International TV; Robert Walsh, NBC; Neil E. Derrough, CBS Television Stations, and Robert Batscha, Museum of Broadcasting.

Third row, l-r: Peter Allport, Association of National Advertisers; John Cannon, National Academy of Television Arts and Sciences; Carolyn Carter, Grey Advertising; Roy Danish, Television Information Office; Miles David, Radio Advertising Bureau; John A. Dimling, Electronic Media Rating Council; Bettye Hoffman, NBC; M.S. Kellner, Station Representatives Association; Herman W. Land, Association of Independent Television Stations; Charles W. Larsen, National Association of Television Program Executives International; Tom E. Paro, Association of Maximum Service Telecasters; Jack Thayer, WNEW(AM) New York; Lawrence Taishoff, Broadcasting Publications Inc.; Syd Silverman, *Variety*; Sol J. Paul, *Television/Radio Age* and *Cable Age*; Dawson (Tack) Nail, *Television Digest*; Norman Glenn, *Deci-*

sions Publications; and Rance Crain, *Advertising Age & Electronic Media*.

Top row, l-r: Frank Boyle, Eastman Communications Group; James L. Greenwald, Katz Communications; Ellen Hulleberg, McGavren Guild; Alfred M. Masini, TeleRep; Peter Moore, Torbet Radio; Arthur C. Stringer, Seltel; Jay Walters, Harrington, Righter & Parsons; Adam Young, Adam Young Inc.; Giraud Chester, Goodson-Todman Productions; Martin F. Beck, Beck-Ross Communications; Robert H. Pricer, WCLT(AM) Newark, Ohio; Shaun Sheehan, NAB, and John Summers, NAB.

'Tonight' in Nashville. For NBC-TV, it's a way of keeping *The Tonight Show Starring Johnny Carson* in Nashville in its regular 10:30-11:30 p.m. (central time) slot. For ABC-TV it's an "absolutely unheard of" situation and one that the network is continuing to fight.

Tonight is set to start airing on ABC affiliate WNGE-TV next Monday, Oct. 4. That's the new home NBC found for Carson after its own affiliate, WSMV-TV, decided to drop the show as of tomorrow. WSMV-TV wanted to delay Carson an hour as WTMJ-TV Milwaukee and WTCN-TV Minneapolis do, but NBC turned thumbs down on the request saying the delay "experiment" wouldn't extend beyond those two (BROADCASTING, Sept. 6).

With *Tonight* on ABC's WNGE-TV, it is thought to be the first time in a three-affiliate market that one network's nightly series will show up on another network's affiliate.

ABC-TV President James Duffy called such a shift "not a breach of contract" but "a breach of partnership ... a blatant flouting of a partnership." And, he said, if similar situations started cropping up elsewhere, they could have the potential of "breaking down" the standard way networks and affiliates now do business. "Strong discussions" already have been made at the station level; Duffy this week meets with a representative of owner General Electric.

Meanwhile, NBC's announcement of the switch to WNGE-TV included words from the station vice president and general manager, Mendes Napoli, who said: "In our opinion, tradition, especially with programming like *The Tonight Show* must take precedent over other factors ..." The station introduced Carson live via satellite to the advertising community there at its annual fall preview party.

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Changing Hands

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KLAK(AM)-KPPL(FM) Lakewood, Colo. □ Sold by Western Sun Inc. to Outer Banks Cablevision Inc. for \$7 million. **Seller** is subsidiary of Des Moines Register and Tribune Co., publisher of *Des Moines* (Iowa) *Register* and group owner of three AM's, three FM's and three TV's. Company is owned by members of Cowles family. Dick Gilbert is president of broadcast group. R&T also owns 11.83% of voting stock of Cowles Media Co., Minneapolis-based newspaper publisher and owner of cable system in Buffalo, N.Y., and WDRB-TV Louisville, Ky., and KTVH(TV) Hutchinson (Wichita), Kan., last of which was sold, subject to FCC approval, for \$12 million (BROADCASTING, Aug. 9). **Buyer** is subsidiary of Malrite Communications Group, Cleveland-based group owner of five AM's, five FM's and four TV's, which has also bought, subject to FCC approval, WXIX-TV Cincinnati for about \$45 million from Metromedia (BROADCASTING, Aug. 30). Milton Maltz is chairman. KLAK is on 1600 khz with 5 kw full time. KPPL is on 107.5 mhz with 100 kw and antenna 670 feet above average terrain.

WABX(FM) Detroit □ Sold by Century Broadcasting Co. to Liggett Broadcast

Group for \$6 million. **Seller** is Chicago-based group owner of one AM and five FM's headed by George Collias, chairman, and Howard Grafman, president. **Buyer** is Williamston, Mich.-based group owner of one AM and five FM's headed by Robert Liggett, president. Liggett recently sold, subject to FCC approval, WLOL(FM) Minneapolis-St. Paul for \$6 million (BROADCASTING, Sept. 6). WABX is on 99.5 mhz with 36 kw and antenna 780 feet above average terrain.

KCLO(AM)-KTRO(FM) Leavenworth, Kan. □ Sold by KCLO Inc. to Wodlinger Broadcasting Co. for \$1.7 million. **Seller** is owned by George Anderson and wife, Florence, who own KFLA(AM)-KULL(FM) Scott City, Neb. George Anderson also owns 51% of KJSK(AM) Columbus, Neb.; 17.9% of KRKS(AM) Denver and 10.7% of KJRG(AM)-KUEZ(FM) Newton, Kan. **Buyer** is owned by Mark L. Wodlinger and wife, Constance (50% each), who are former owners of KBEQ(FM) Kansas City, Mo. KCLO is 5 kw daytimer on 1410 khz. KTRO is on 98.9 mhz with 100 kw and antenna 410 feet above average terrain.

WPON(AM) Pontiac, Mich. □ Sold by Michigan Cablevision and Radio Inc. to

Foreign Programs Inc. for \$1,065,000. **Seller** is subsidiary of Wisconsin Cablevision and Radio Co., Fon-du-lac, Wis.-based 20,000-subscriber MSO principally owned by Donald Jones, who also is principal owner of KFIZ(AM) Fon-du-lac. **Buyer** is owned by Polish American Congress (21.2%) and 25 others. Algis Zaparackas is president and 5.3% owner. He is design engineer at Ford Motor Co., Detroit. Buying group has no other broadcast interests. WPON is on 1460 khz with 1 kw day and 500 w night.

KBCN(FM) Anchorage □ Sold by Alaska Continental Inc. to Pacific Rim Broadcasters Inc. for \$775,000. **Seller** is owned by Jerry Nichols, Bret Allard and Jack Gwaltney (25.9% each) and Robert Palmer and David Olson (11.1% each). Olson owns 10% of applicant for new TV at Anchorage but rest have no other broadcast interests. **Buyer** is owned by Howard Trickey, president, and seven others. Trickey owns 50% of KVOK(AM) Kodiak, Alaska, and also is principal in KSHR-AM-FM Coquille, Ore., and is applicant for new FM at Kodiak. KBCN is on 100.5 mhz with 25 kw and antenna 178 feet above average terrain.

WAVN(AM) Stillwater, Minn. □ Sold by WAVN Inc. to Steven T. Moravec for \$420,000. **Seller** is owned by D. Eldon Lum and Bryce Smith (38.5% each), Henry Sampson (15.4%) and James Moffet (7.7%), who have no other broadcast interests. **Buyer** is president and principal owner of KRCH(FM) Rochester, Minn. WAVN is 5 kw daytimer on 1220 khz.

WTRR(AM) Sanford, Fla. □ Sold by Seminole Radio Corp. to Sunshine Air Corp. for \$320,000. **Seller** is principally owned by Robert Smith, who is principal owner of WIXK-AM-FM New Richmond, Wis. **Buyer** is owned by William Udell (51%) and James Harbart (49%). Udell owns WIMS(AM) Michigan City and WKAM(AM)-WZOW(FM) Goshen, both Indiana. Harbart is former president and general manager of KSEK(AM)-KMRJ(FM) Pittsburg, Kan., and 51% owner of applicant for new FM at Haysville, Kan. WTRR is on 1400 khz with 1 kw day and 250 w night.

WDNY(AM) Dansville, N.Y. □ Sold by Dansville Broadcasting Inc. to Genesee Valley Broadcasting Inc. for \$270,000. **Seller** is principally owned by George and Russell Kimble, brothers, who also are principal owners of WCGR(AM)-WFLC(FM) Canandaigua and WAQX(FM) Manlius, both New York. Kimbles are also principals in purchase, subject to FCC approval, of WEIV(FM) Ithaca, N.Y., for \$600,000 (BROADCASTING, May 10). **Buyer** is owned by David Mance and Thomas Wamp (50% each), who are minority stockholders in WDNY. WDNY is on 103.7 mhz with 12 kw and antenna 890 feet above average terrain.

WMYD(AM) Wickford, R.I. □ Sold by Acton Communications of Rhode Island Inc. to

SOME AUGUST SALES*

WHTT AM	Miami, Florida	\$2,200,000
WTOM AM	Staunton, Virginia	\$1,650,000
WZZC FM	East Moline, Illinois	\$1,080,000
WEZF TV	Burlington, Vermont	\$4,500,000
WIEZ FM	Oneonta, New York	\$ 240,000
WARK AM/FM	Hagerstown, Maryland	\$ 730,000
WNJY FM	Riviera Beach, Florida (West Palm Beach)	\$1,615,000
KLUV FM	Dallas, Texas	\$8,500,000
WMET FM	Chicago, Illinois	\$9,500,000

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9/27/82

Seth Broadcasting of Rhode Island Inc. for \$250,000. **Seller** is subsidiary of Acton Corp., Acton, Mass.-based diversified company, publicly traded. George Phillips is president. It owns WACS(AM) Bangor, Me., and WDLW(AM) Waltham, Mass., plus cable systems in Florida, South Carolina, Michigan, Utah, California and Kansas. **Buyer** is principally owned by Stephen Anthony and Leon Blais and wife, Mary Blais, who are principal owners of WBME(AM) Belfast, Me. WMYD is 500 daytimer on 1370 khz.

□ Other proposed station sales include: WCRN(AM)-WQEZ(FM) Birmingham, Ala. (BROADCASTING, Sept. 20); KMCK(FM) Siloam Springs, Ark. (BROADCASTING, Aug. 30); WFOX(FM) Gainesville, Ga. (BROADCASTING, May 31); WZZC(FM) East Moline, Ill. (BROADCASTING, Sept. 20); WLOU(AM) Louisville, Ky. (BROADCASTING, Sept. 20); WSYD(AM) Mount Airy, N.C. (BROADCASTING, Sept. 20); KBJM(AM) Lemmon, S.D.; and KIVJ(FM) Dallas (BROADCASTING, Aug. 9) (see "For the Record," page 100).

APPROVED

KIMA-TV Yakima and **KERP-TV Pasco**, both **Washington**, and **KLEW-TV Lewiston, Idaho** □ Sold by estate of Harrell B. Whitney to John Noels Jr., and son, Rodger, for \$6.5 million. **Seller** is 50% owner in licensee and is selling interest to remaining stockholders. **Buyers** are currently 37.5% and 12.5% owners, respectively, in licensee and have no other broadcast interests. KIMA-TV is CBS affiliate on channel 29, with 484 kw visual, 87.3 kw aural, and antenna 970 feet above average terrain. KERP-TV is KIMA-TV satellite on channel 19 with 490 kw visual, 88.3 kw aural, and antenna 1,203 feet above average terrain. KLEW-TV is CBS affiliate on channel 3 with 13.8 kw visual, 1.38 kw aural, and antenna 1,260 feet above average terrain.

WCIN(AM) Cincinnati □ Sold by BENI of Ohio Inc. to KLM Communications Inc. for \$2.25 million. **Seller** is subsidiary of Philadelphia-based Broadcast Enterprises National Inc., group owner of four AM's, two FM's and one TV, headed by Ragan Henry, president. BENI acquired WCIN five years ago for \$1.8 million after seller got it in swap for WLOF(AM) Orlando, Fla. (BROADCASTING, June 20, 1977). **Buyer** is owned by Ken McDowell (100%), Cincinnati attorney and former account executive, announcer and director of minority affairs at WLWT(TV) Cincinnati. WCIN is on 1480 khz with 5 kw and 500 w night.

KORD(AM) Pasco and **KZZK(FM) Richland, Wash.** □ Sold by KIXI Inc. to 4-K Radio Inc. for \$870,000. **Seller** is owned by Walter N. Nelskog (50%), Marc R. Peterson and Bjorn Lih (25% each), who also own KIXI-AM-FM Seattle and were recently granted FCC approval to buy KLER-AM-FM Orofino, Idaho, for \$110,000 (BROADCASTING, Sept. 20). **Buyer** is owned by Eugene A. Hamlin and Michael

R. Ripley (50% each), who own three AM's and three FM's. KORD is 1 kw daytimer on 910 khz. KZZK is on 102.7 mhz with 100 kw and antenna 1,130 feet above average terrain.

WTTN-AM-FM Watertown, Wis. □ Sold by Watertown Radio Inc. to Select Communications for \$650,000. **Seller** is owned by Carl V. Kolata and wife, Marcella Kolata (100% jointly), who have no other broadcast interests. **Buyer** is owned by Arthur W. Gaulke Jr. (60%) and John Timm (40%). Gaulke is Sussex, Wis., management consultant. Timm is station manager at WEZW(FM) Wauwatosa, Wis. Neither has other broadcast interests. WTTN is 1 kw daytimer on 1580 khz. WTTN-FM is on 94.1 mhz with 20 kw and antenna 285 feet above average terrain.

WVOJ(AM) Jacksonville, Fla. □ Sold by Gulf United to Rowland Broadcasting Inc. for \$600,000. **Seller** is Florida-based insurance conglomerate with additional interests in health care products distribution and group owner of five AM's, six FM's and two TV's. It bought 52% of KOOL-TV Phoenix, for about \$48 million (BROADCASTING, Aug. 16). Last year it acquired balance of KOOL-TV stock from Gene Austry for about \$30 million and bought six of seven radio stations of San Juan Racing Association before spinning off four of them for net cost of \$33.5 million. E. Grant Fitts is chairman and president. **Buyer** is owned by Marshall W. Rowland

and wife, Carol, who own WQIK(FM) Jacksonville, Fla., and WIZY-AM-FM Gordon, Ga. They also are former owners of WQIK(AM) Jacksonville, which was sold two years ago for \$250,000 (BROADCASTING, May 5, 1980). WVOJ is on 1320 khz with 5 kw full time.

WGCA(AM) Charleston, S.C. □ Sold by Charleston Sports Enterprises Inc. to O'Grady Communications Inc. for \$500,000. **Seller** is owned by C. Edward Little (50.1%) and wife, Marie G. Little (49.9%), who bought WGCA last year for \$500,000 (BROADCASTING, Aug. 17, 1981), and sought waiver of three-year rule because no profit will be realized from sale. Little is former president of Mutual Broadcasting System, Washington. **Buyer** is owned by James F. O'Grady Jr. and family. O'Grady is consultant to Orange County Cablevision Inc., cable system serving Middleton, N.Y. He has no other broadcast interests. WGCA is on 1450 khz with 1 kw day and 250 w night.

□ Other approved station sales include: WCNU(AM) Crestview, Fla.; WGHC(AM) Clayton, Ga.; KSNM(FM) Santa Fe, N.M.; WTOB(AM) Winston-Salem, N.C.; KTLQ(AM)-KEOK(FM) Tahlequah, Okla.; WLSC(AM) Lampasas, Tex.; KSLL(FM) [CP] Richardson, Tex.; KONI(AM) Spanish Fork, Utah; WVNR(AM) Poultney, Vt.; KRKO(AM) Everett, Wash.; WXVA(AM)-WZFM(FM) Charles Town, W. Va.; WKKW(FM) Clarksburg, W. Va.; WORT(AM) Madison, Wis. (see "For the Record," page 101).

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House committee asks for voluntary restraint on election projections

It adopts resolution that also includes recommendations on restricting use of exit polls

The Committee on House Administration passed a resolution last week asking broadcasters to "voluntarily refrain from projecting elections prior to the close of the polls," and to adopt guidelines restricting the use of exit polls.

The resolution is the result of findings summarized in a report by the committee's task force on elections, which has held a series of joint hearings with the House Telecommunications Subcommittee on the impact of early projections of election results on voter turnout. The report was released last week following the task force's final joint hearing on the

issue.

The report found that:

Early projections in the 1980 election may well have affected voter turnout.

Early projections could have, by decreasing voter participation, affected the outcome of close state and local elections.

Early projections undermine people's belief in the importance of their vote—a belief that is essential in a democratic society.

The technology used by the media to project elections is developing rapidly, making it likely that early projections will be made earlier and that their uses will be expanded to state and local elections.

The problem of early projections defies simple legislative solution.

The last finding, according to a task force spokesman, reflects the group's reluctance to "impinge on the First Amendment." While several bills were introduced throughout the hearings, none were endorsed by the report.

Instead, the report found problems with some of those measures. One proposal (H.R. 1813) offered by Congressman Cecil Heftel (D-Hawaii), would make the 1984 presidential election day a national holiday, on a trial basis, and would establish 8 p.m. (EST) as the uniform closing time for all polls, barring those in Alaska and Hawaii where the polls would be open until 10 p.m. (EST).

The report, however, maintains that the costs of a national holiday are "quite high." "In an era of conservatism such costs may be considered prohibitive," it said. Although it may appear that voter participation would increase on a holiday, the report said that "testimony indicated that low voter turnout in this country is not due to time constraints, but rather to other less tangible factors."

Another bill (H.R. 3556) introduced by Representative Pat Williams (D-Mont.) would seal ballots in presidential elections until all the polls close. However, the report said, the bill fails to deal with the problem of exit polling "and to the extent it creates an artificial vacuum by withholding election data which would normally become available earlier it may force the networks to increase their use of exit polls."

It was because of these and other complications that the task force said all the bills presented failed to solve the problem of early projections based upon exit polls. It concluded that "short of an outright prohibition, the only effective way of dealing with early projections is through a voluntary agreement between the networks."

The report also discusses its disagreement with network representatives during

hearings over the impact on voter turnout. "It is important to understand that the networks didn't deny that the projections had an effect, they merely argued that there was no proof that the effect was significant enough to be considered a problem."

The report maintains the disagreement "boiled down to a question of numbers." According to the report, "the study most often cited by the networks to prove that early projections have little, if any, effect on voter behavior was conducted in 1965 in the wake of the 1964 landslide election."

The task force presented witnesses that rejected that study. Raymond E. Wolfinger, a professor of political science at the University of California, noted that "most of the so-called evidence presented by the networks in their own defense is fairly shaky ... the best known of these studies interviewed only 12 registered non-voters in California," the report stated.

Also included was evidence presented by John E. Jackson, professor at the University of Michigan's Center for Political Studies. Jackson conducted a study on the impact of early election projections on voter turnout in the 1980 election. Jackson, who testified at the final hearings, noted that there was "a 20% to 25% decline in voter turnout among those who had not voted when they heard an early projection and that, if this number is added to the group of citizens who had not voted before election coverage began, the overall voter turnout dropped between 6% and 11%."

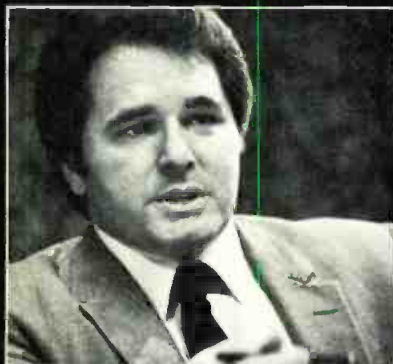
Jackson conducted the study with funds from the John and Mary Markle Foundation and from ABC News. The study was a post-election re-interview with a subsample of the respondents in a 1980 National Election Study, conducted by the center.

Analyses of the re-interviews indicated that "people closely followed the media reporting of election news, that they were conscious of hearing the projections of the outcome, and that many heard the coverage before the local polls closed," Jackson said.

He told the task force that people may have learned to wait until late on election day to vote knowing they can find out before the polls close if the election is unexpectedly close. "If this happens, the proportion voting before 6 p.m. (EST) (or a comparable time) will drop markedly and the impact on turnout of reporting results and making projections will increase," he said.

The task force chairman, Representative Al Swift (D-Wash.), noted that Jackson's testimony presented "hard evidence" that there was substantial voter drop-off after the early projections. However, Swift noted, the only possible solution

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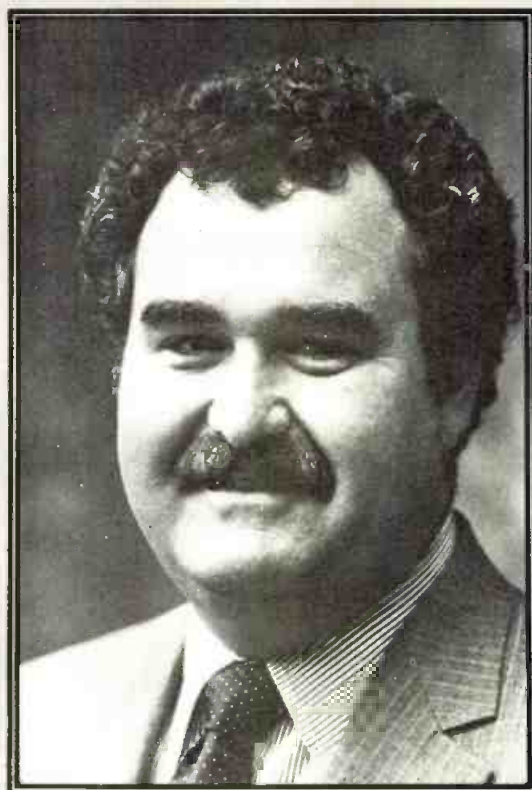
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is voluntary self-regulation by broadcasters.

Swift also cited the governor's race in New Jersey, where he said "the network-owned stations in New York started making predictions long before the polls closed and this was a single race, in one state, that didn't cross any time zones. The fact that they picked the wrong winner only made matters worse," he said.

During the hearings the task force heard testimony from Mitch Farris of Atkinson-Farris Communications, a research and consulting firm. Farris, who has conducted exit polling for broadcasters, noted that the only solution is for broadcasters to exercise voluntary restraint from projecting the results prior to the polls closing. But he thought the networks would not project a national race again after all the bad publicity they received in the 1980 elections.

Curtis Gans, vice president and director of the Committee for the Study of the American Electorate, testified that he also favored voluntary restraint on the part of broadcasters.

Gans noted that since the first set of hearings with network representatives, CBS News and NBC News have new presidents.

While he noted that he was unable to meet with Reuven Frank, president of NBC News, who replaced William Small, he did meet with Van Gordon Sauter, who succeeded William Leonard as CBS News president.

Gans said CBS indicated "it was sensitive to the issue of exit polls and projecting elections in states in two time zones before polls

closed in the western time zones." He noted that ABC had stated that it did not use exit polls to predict results in 1980 and says it would not do so in the future. "NBC has been totally silent," he said.

Ralph Munro, Washington state secretary, testified that exit polling presents a

problem. He suggested that a national holiday and a uniform poll-closing time would be a solution.

Dorothy Ridings, president of the League of Women Voters, also expressed concern about the media's early projections of election results. □

Hollywood vs. networks and FCC

Paramount president cites need for prime time and financial interest rules that FCC's Fowler favors eliminating

The president of Paramount Pictures Corp., Michael Eisner, last Tuesday (Sept. 21) fired a salvo in the latest battle between the Hollywood production community and the commercial networks and the FCC over the latter's proposal to do away with the agency's prime time access rule and financial interest rules.

Eisner, representing the recently formed Committee for Prudent Deregulation, told a luncheon gathering of the Hollywood Radio and Television Society that abandonment of the FCC's prime time and financial interest rules could "cripple what we all do in this entertainment business."

After setting forth reasons why he feels the rules should be retained, Eisner challenged the networks to a debate on the issue, in Hollywood, before members of the FCC.

"Mark Fowler and the six other commissioners should come here and listen to both sides," Eisner declared. "I am begging to this community for a call to creative arms. We must make the FCC and the Justice Department understand we are dealing with intellectual property and that we are an industry of ideas ... Frankly, we must win this one." At the debate Eisner suggested there should be "no lawyers, no lobbyists, no Washington mumbo-jumbo."

Eisner contended that the syndication and financial interest rules "were established upon clear, documented records of economic fact and the proposal to remove them is based upon preposterous economic theory and a vision of the business today and the near future that is ridiculous, a fiction, if you will."

According to Eisner, there is no reason to believe that the networks are being seriously threatened by cable and other new video technologies. The networks, he said, command 82% of the television viewing and "are still the place to be, to go, to work, to influence, to educate, to strive and be excellent" for producers.

"The networks are not on their economic knees," Eisner continued. "During these periods of government-induced restraint, they increased their income by 550%."

As Eisner sees it, "There is a deregulation parade going on in this country. Mark Fowler at the FCC is in line carrying the banner for the commercial networks... But what will the parade for

deregulation of the television networks result in? It will result in a parade of horrors." That parade, he said, would hurt both independent and affiliated television stations that would be at a competitive disadvantage if forced to program against unregulated networks, especially in syndicated and off-network programming.

For example, Eisner speculated that *M*A*S*H* and other programs currently



Eisner

enjoying first runs on the networks would not be available for syndication now if the networks were allowed to retain program ownership. Removing those shows from syndication would cost talent "at least \$20 million in residuals" and syndicators more than \$600 million in reduced revenues.

"And then," he asked, "how will production companies finance movies, cable programs, off-network series or even the purchase of companies such as Embassy or Filmways? The control of residuals would have been in the same hands as those who bought the original shows, and the economic impact to this community would be catastrophic."

Eisner, whose studio distributes network, off-network and syndicated programs, stressed the need to maintain three strong commercial networks. "We are not here asking for the dismantlement of the networks. Only that they be made to act in a fair manner by the agencies which gave them an intrinsic unfair advantage. This is not an unreasonable request. And by the way, the networks have grown fantastically under these rules during the past decade."

The Committee for Prudent Deregulation has been campaigning against what it considers "rampant deregulation" by the FCC for the past several months. □

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AT THE RTNDA
CONVENTION, ASK
HIM WHY HE'S A
NEWSFEED NEWSSTAR.**



JOHN KLINE
NEWS DIRECTOR, KATU
PORTLAND, ORE.



FCC news. Department of State has announced appointment of FCC Commissioner Abbott Washburn to be chairman of U.S. delegation to Regional Administrative Radio Conference for direct broadcast satellite planning ("Closed Circuit," Sept. 20). Conference, to be held June 13 through July 15 next year in Geneva, will address DBS in western hemisphere. Leslie Taylor, Washburn's current legal adviser, and Barbara Glover, his confidential assistant, will serve as assistants for conference ... FCC has shut down two unlicensed shortwave broadcast stations in Miami area that were broadcasting mixture of music, news and anti-Castro commentary. Transmissions, identified as "The Voice of Independent and Democratic Cuba," were broadcast in Spanish most nights from fixed station in house and mobile station in van. Joseph Casey, chief of FCC investigations branch, said both stations were operated by same individual, but declined to identify him until after official notices of apparent liability were issued.

Telecommunications education plan offered to developing countries

Institute, funded through corporate contributions, is announced by Michael Gardner, head of U.S. ITU delegation

As the U.S. delegation to the International Telecommunication Union's plenipotentiary conference in Nairobi, Kenya, prepared to depart last week, the chairman of the delegation announced a private-sector initiative aimed at demonstrating U.S. concern for the telecommunications needs of developing countries.

The initiative involves the creation of a major telecommunications institute that will offer free instruction in a variety of telecommunications courses to 300 students from developing countries in 1983.

Washington attorney Michael R. Gardner, who was named by President Reagan to head the U.S. delegation to Nairobi and who played a major role in establishing the program, told a press conference at the State Department: "I felt we had to do something to meet the legitimate requests of Third World countries."

And in a news release distributed at the press conference, he praised the private sector for "its spectacular affirmative response to the government's request that the United States do more than any other nation in the world to continue to share U.S.-initiated telecommunications advances with the people of developing nations."

The U.S. will make a point of discussing the institute—called the U.S. Telecommunication Training Institute—at the plenipotentiary conference, which begins on Sept. 28 and is scheduled to run until Nov. 5. The conference is to be attended by representatives of the ITU's 157 member nations. Although the institute is a unilateral U.S. initiative, Gardner said he hopes the ITU will direct qualified applicants from developing countries to it.

Gardner described the institute as an "unprecedented joint venture between the federal government and major U.S. telecommunications corporations." The private sector will provide the instruction, equipment and funding. The government has served as a "catalyst," Gardner said, in bringing the project about, and will detail two employees—Michael Allen of the Department of Commerce and Gloria

McShane of the FCC's Office of Science and Technology—to help administer the institute in Washington.

The initial curriculum contains 13 courses, ranging in length from one week to four weeks and covering such subjects as switching systems, basic telegraphy, satellite communications management, broadcast management and spectrum management.

Corporate sponsors include AT&T, Communications Satellite Corp., General Telephone & Electronics, MCI, Hughes Aircraft, TRT Telecommunications, SCS Telecom Inc., Harris Corp. Broadcast Division, International Business Machines, Western Union Telegraph, ITT-COINS, Rockwell International and RCA Globcom.

The institute will be administered by a board of directors whose members include Gardner; Dr. Joseph Charyk, president of Comsat; Robert Sageman, president of AT&T International; William McGowan, president of MCI; Robert Gressens, president of GT&E; U.S. Information Agency Director Charles Z. Wick; FCC Chairman Mark S. Fowler; Under Secretary of State William Schneider Jr.; Assistant Secretary of Commerce for Telecommunications and Information Bernard J. Wunder Jr., and Senator Harrison Schmitt (R-N.M.).

The announcement of the institute said it will operate as a nonprofit corporation. It also said additional financial support is being sought from the private sector. The new money would help defray subsistence costs of the students, whose travel expenses will be borne by their home governments. The institute's sponsors are also searching for a permanent training facility, since they see it as a possible long-term project. Courses for the 1983 program will be offered at the training facilities of the corporate sponsors.

The plenipotentiary conference getting under way this week—the 11th to be held by the ITU—will review and possibly revise the ITU charter, elect officers and define funding and priorities of the international organization.

Gardner says the U.S. goal at the conference is to help fashion policy that would be consistent with the organization's "traditional, technical coordinating role." The U.S. is concerned about possible efforts on

the part of Third World and Eastern Bloc countries to give a political cast to the ITU.

The private-sector initiative announced last week, officials hope, will strengthen the U.S. hand at the conference. □

Reagan nominates Austin economist to fill FTC post

George Douglas, who at one time worked with FTC Chairman Miller chosen for Pitofsky seat

President Reagan last week nominated George Douglas, an Austin, Tex., economist and friend and ally of Federal Trade Commission Chairman James C. Miller III, to fill the FTC commissioner seat prematurely vacated 17 months ago by Robert Pitofsky, who left to return to teaching law. Pitofsky's term expired yesterday.

Douglas, who is president and a partner in Southwest Econometrics Inc., Austin, reportedly shares the same deregulatory philosophy as Chairman Miller, with whom he co-authored a book on transportation deregulation published in 1974. Douglas, like Miller, is also a former economist with the Department of Transportation, where he served in 1968-69.

Douglas is the second candidate to be nominated by the White House for the seven-year Democratic vacancy. The White House withdrew the nomination of F. Keith Adkinson last March after it became apparent that he lacked Senate

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support to be confirmed. At that time Adkinson was accused of improper activities while he was a staff member of the Senate Permanent Investigations Subcommittee from 1974 through 1979.

The White House early last week submitted the Douglas nomination to the Senate Commerce Committee, where Anne Cantrel, staff director, said an effort would be made to schedule a confirmation hearing before Congress goes into recess Oct. 8. The nomination may run into a snag, however, because questions have been raised concerning Douglas's political party affiliation—he reportedly voted in a GOP Texas primary in 1980. Cantrel said Douglas told Commerce Committee staff members during initial meetings that except for one instance where he considered the Democratic primary a “beauty contest,” he has a solid Democratic voting record. Under Texas law, voters may vote in a primary outside their registered party.

Cantrel also said it would be “difficult to say what kind of opposition” Douglas may face. Among Commerce Committee members, the overwhelming choice for the FTC vacancy had been Amy L. Bonduant, counsel to ranking minority member, Senator William Ford (D-Ky.) and also a staff member on the Commerce Committee.

Douglas, who has been an economics professor at the University of Texas and the University of North Carolina, holds bachelor, masters and doctorate degrees from Yale University. □

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WBZ-TV BOSTON
KPIX SAN FRANCISCO
WJBK-TV DETROIT
WJKW-TV CLEVELAND
KDKA-TV PITTSBURGH
KHOU-TV HOUSTON
KOMO-TV SEATTLE
KSTP-TV MINNEAPOLIS
WAGA-TV ATLANTA
WJZ-TV BALTIMORE
KATU-TV PORTLAND
KCST-TV SAN DIEGO
KUTV SALT LAKE CITY
WITI-TV MILWAUKEE
KXTV SACRAMENTO
WCSC-TV CHARLESTON
WISH-TV INDIANAPOLIS
WPCQ-TV CHARLOTTE
WVEC-TV HAMPTON/NORF
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KELO-TV SIOUX FALLS
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KMTR-TV EUGENE, ORE.
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KENW-TV PORTALES, N.M.

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W NEWSFEED
The News Support System

‘First-sale doctrine’ of taping issue examined by subcommittee

Representatives from the motion picture industry continued last week to press their case for adoption of copyright legislation to prohibit indiscriminate home taping of audio and video works. Their focus this time was on the “first-sale doctrine” that would be repealed by the proposed legislation (H.R. 5705).

The movie interests were joined by a video software retailer in testimony before a House Judiciary subcommittee. Subcommittee Chairman Robert Kastenmeier (D-Wis.). The first-sale doctrine protects tape manufacturers and software dealers from being charged additional royalty fees after the original sale of the material by the copyright owner. The doctrine would be wiped out by a provision in H.R. 5705 requiring manufacturers of audio and video recording equipment and tape to pay a royalty fee that would be returned to program producers.

Ron Berger, president of National Video, a video retailing franchise with more than 130 stores across the country, was the first representative of video retailing to testify in favor of repeal of the first-sale doctrine.

Berger claimed that previous statements made by video dealers that passage of the legislation would kill the industry, are false. “Many of the retailers who fear passage of this legislation are the very same retailers who are making illegal duplicates, who are offering equipment to assist home duplicators in making their illegal copies, and who buy a single copy of a new release and make multiple copies for their rental use in their businesses,” he said.

Berger argued that “legitimate video software dealers will not go out of business because studios and copyright owners are granted the right to a fair share of rental revenue.”

“Grant the owner the protection to which he is entitled, and video software retailing will grow and prosper, consumer prices will go down, and every aspect of the distribution network will earn its profits through improved merchandising and distribution methods,” Berger said.

James Jimirro, president of the Walt Disney Telecommunication and Non-Theatrical Co., said that because of the first-sale doctrine, Walt Disney is unable to “take its share of the rental income.”

Jimirro maintained that the consumer who rents cassettes is the one who suffers now from the retailer's high prices. If the first-sale doctrine were repealed, prices would go down, he said.

“The experience of Disney as the first and longest in the rental business has demonstrated that retailers can make money and are better off with both authorized rental and sales businesses,” Jimirro stated. With H.R. 5705 in effect, he

said, rental business would improve because the “motion picture business companies would finally have the financial base to provide the necessary promotional support to make it profitable for everyone concerned.”

Steve Roberts, president of 20th Century-Fox Film's telecommunications division, testified that last summer his firm reduced the suggested price on 50 major motion pictures by \$20 at the retail level, but “the result of our reduced price merely provided the retailers lower-priced inventory which they in turn could rent for greater profits. In other words, retailers did not reduce their artificially high sales prices, and continued unauthorized rentals.”

Roberts said that the public will benefit from repeal of the first-sale doctrine because 20th Century-Fox plans to make films available for sale and rental.

Kastenmeier asked if misuse of the video property might still continue even if the bill is adopted. Roberts noted that misuse may still occur, but that “once prices drop, the incentive is gone.” Roberts claimed that with repeal of the doctrine, prices on videocassettes will drop, and the savings will be passed on to the consumer.

Jack Golodner, director of the Department for Professional Employees, AFL-CIO, testified in favor of H.R. 5705. He said the bill would “legitimize home audio and video taping of copyrighted materials for in-household, noncommercial purposes and it would assure that all individuals will be able to fully utilize these technologies for their personal benefit. In return, copyright holders would be assured a limited share of the revenues that are now realized principally by the manufacturers and importers of video and audio recording equipment and blank tapes—products that would have no value whatsoever, but for the efforts of the creators of the works which these machines and tapes copy.”

Presenting arguments against the bill on behalf of the Audio Rights Coalition were Arthur White, vice chairman, Yankelovich, Skelly & White, and Nina Cornell, president, Cornell, Pelcovits and Brenner Economists Inc.

White said a survey conducted by his firm demonstrated that more than half of all home audio taping “does not involve prerecorded music ... home taping actually stimulates the purchase of prerecorded music.”

Cornell presented the economic implications of the survey. She argued that applying a “copyright royalty tax to blank tapes and tape recorders, or to a subset of them, would impose costs on many who are not taping music while not addressing the real reasons why the sales of records have been declining.”

Bruce Christensen, president of the National Association of Public Television Stations, said public television uses VCR's and blank tapes for a variety of non-infringing reasons, and NAPT's would like to ensure that non-infringing uses of VCR's and blank tape will be exempt from royalties. □

The job ahead for CBS's Emerson Stone

VP of news practices will do critiques, serve as spokesman

Emerson Stone, CBS News's new ombudsman ("In Brief," Sept. 20), has been given an assignment much broader than that normally evoked by the word "ombudsman"—a term CBS News doesn't like anyway, and has never used.

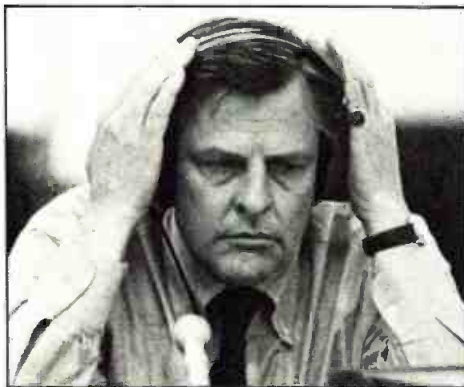
By definition, a news ombudsman investigates viewer, listener (or reader) complaints about the output of his organization. Stone, whose new title is vice president, news practices, will do that, and will also—as was said when plans for creation of the office were announced two months ago—review and evaluate complaints arising within CBS News (BROADCASTING, July 19).

The announcement last week that the job would go to Stone, a 30-year veteran of CBS News, carried the job definition further. "Stone's assignment," it said, "will be to examine and respond to significant criticism of the entire range of CBS News broadcasts, as well as to examine and review matters involving editorial standards and practices. He also will serve as a CBS News spokesman on issues in broadcast news, on basic editorial judgments and qualities, on Freedom of Information issues, on relevant legislative and regulatory matters affecting broadcast news and on usage and style."

What it means, one approving CBS News official said, is that "he's got his work cut out for him."

Van Gordon Sauter, CBS News president, to whom he will report, said that "I can think of few people as well qualified as Emerson Stone to carry out [these] responsibilities." Stone, he said, brings to the job "superb critical faculties and the diligence for journalistic ethics and conscientiousness that have characterized his work as an editor and manager."

The job CBS News was creating—in the aftermath of its investigation of the controversial documentary, *The Uncounted Enemy: A Vietnam Deception*, which also produced a \$120-million libel suit by General William C. Westmoreland against CBS (BROADCASTING, Sept. 20)—has been popularly referred to as "ombudsman," though CBS News officials have resisted that designation. They apparently object in part because ombudsman is what Accuracy in Media, a frequent critic, has for years demanded that each network have. (ABC News now has one; NBC says the idea is both bad and unnecessary and that it will not create one.) CBS officials may also have objected because they intended all along that the job



Stone

exceed the role considered an ombudsman's.

Stone, who is 54, joined CBS News in 1952 and served successively as a newswriter, editor, associate producer and producer for both radio and TV news. He has been CBS News vice president, radio, for the past 11 years, and was director of radio news for four years before that. In these posts he has been credited with introducing scores of new broadcasts and concepts, the Newsfeed service for CBS Radio network affiliates, hourly news broadcasts around the clock and, more recently, the Radioradio network service for young adults.

Selection of his successor as head of radio news was reported under way last week, with the final choice expected in about two weeks. Stone was already in his new job but spent much of the week at the radio network affiliates' convention in Phoenix, "saying his goodbyes," as one official put it, "to the radio stations." □

NBC's 'Today' shuffle

NBC News has made staff and procedural changes in the news segments of *Today*, naming White House correspondent John Palmer as sole news anchor, based in New York, and shifting Chris Wallace from Washington anchor of *Today* to White House correspondent, replacing Palmer.

The moves, effective today (Sept. 27), were made to improve the news content of *Today*, according to NBC News, and to try to bolster its rating in contention with the front-running *Good Morning America* on ABC-TV.

Under the new set-up, Palmer will anchor the news portions of the program from New York on the hour and half hour. In the past, New York co-anchors Bryant Gumbel and Jane Pauley shared this duty, along with Wallace in Washington. In the future there will be no Washington news anchor. NBC News said this centralization of news delivery will contribute to a smoother program, eliminating the need

for constant switching.

In another change, Ron Steinman, producer for *Early Today*, has been named senior news producer for that program and takes on additional responsibility as senior news producer for *Today*.

Steve Friedman, executive producer of *Today*, denied speculation that changes were made in the program because *Good Morning America* has shown added strength. He noted that although *Today* trails *GMA*, it has not slipped significantly while Wallace was news anchor. □

Morning stretch. CBS *Early Morning News*, described by CBS-TV as "a video newspaper," premieres Oct. 4, in 6-7 a.m. (NYT) slot as new lead-in to *CBS Morning News*. Bill Kurtis and Diane Sawyer current co-anchors of latter program, also will anchor *CBS Early Morning News*, with Jim Kelly and Steve Deshler doubling as sports and weather reporters, respectively. Affiliates have option of taking either or both of two half-hour program segments, each of which will include financial summary and five-minute local cutaway segment.

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Stock Index

Exchange and Company	Closing Wed. Sep 22	Closing Wed. Sep 15	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	47 1/8	46 3/4	+ 3/8	+ .80	9	1,355
N Capital Cities	91 1/8	87 1/4	+3 7/8	+ 4.44	15	1,186
N CBS	49	48	+1	+ 2.08	8	1,369
N Cox	35 7/8	35 3/4	+ 1/8	+ .34	17	1,016
A Gross Telecasting	25 1/8	24 3/4	+ 3/8	+ 1.51	6	20
O LIN	28 3/4	24 3/4	+4	+16.16	18	295
N Metromedia	253	251	+2	+ .79	18	1,004
O Mooney	4 1/4	4 1/4			5	3
O Scripps-Howard	18	17 3/4	+ 1/4	+ 1.40	10	185
N Storer	26 1/4	24 3/8	+1 7/8	+ 7.69	13	420
N Taft	38	35 1/4	+2 3/4	+ 7.80	10	363
O United Television	8 1/4	8 3/8	- 1/8	- 1.49	13	99

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell	22 3/4	22 1/4	+ 1/2	+ 2.24	16	90
A Affiliated Pubs.	26 3/4	26 3/4			10	138
N American Family	12 3/4	11 3/4	+1	+ 8.51	11	172
O Associated Commun.	13 5/8	13 1/2	+ 1/8	+ .92		32
O A.H. Belo	23 1/4	22 5/8	+ 5/8	+ 2.76	11	218
N John Blair	41 3/4	39 3/4	+2	+ 5.03	10	158
N Charter Co.	11 3/4	10 7/8	+ 7/8	+ 8.04	15	257
N Chris-Craft	43 5/8	43 1/8	+ 1/2	+ 1.15	11	97
N Cowles	40 1/4	39 1/2	+ 3/4	+ 1.89	25	159
N Dun & Bradstreet	85	85			19	2,302
N Fairchild Ind.	16 1/4	17 3/4	-1 1/2	- 8.45	5	211
N Gannett Co.	43 1/4	42 3/8	+ 7/8	+ 2.06	13	2,294
N General Tire	25 7/8	25 1/8	+ 3/4	+ 2.98	10	609
O Gray Commun.	36	35 1/2	+ 1/2	+ 1.40	9	17
N Gulf United	23 1/4	22 7/8	+ 3/8	+ 1.63	8	623
N Harte-Hanks	30 1/4	30 3/4	- 1/2	- 1.62	12	296
N Insilco Corp.	14 5/8	15 1/8	- 1/2	- 3.30	7	219
N Jefferson-Pilot	27 1/2	28 1/8	- 5/8	- 2.22	6	591
O Josephson Intl.	9	9 1/2	- 1/2	- 5.26	8	34
N Knight-Ridder	37 1/4	38	- 3/4	- 1.97	13	1,202
N Lee Enterprises	27 1/8	27 1/8			10	187
N Liberty	15 1/2	15 1/2			9	197
N McGraw-Hill	61 1/4	59 1/8	+2 1/8	+ 3.59	15	1,522
A Media General	39 1/8	39	+ 1/8	+ .32	9	271
N Meredith	70 1/4	67	+3 1/4	+ 4.85	8	217
O Multimedia	39 1/4	37 1/4	+2	+ 5.36	15	398
A New York Times Co.	44 5/8	44 1/4	+ 3/8	+ .84	11	557
N Outlet Co.	35	33 7/8	+1 1/8	+ 3.32	46	93
A Post Corp.	36	34 1/2	+1 1/2	+ 4.34	19	65
N Rollins	14	13	+1	+ 7.69	8	371
N Schering-Plough	36 1/2	37 3/4	-1 1/4	- 3.31	12	1,940
N Signal Cos.	19 7/8	20 1/4	- 3/8	- 1.85	7	1,437
O Stauffer Commun.*	43	43			10	43
A Tech Operations	17	16 5/8	+ 3/8	+ 2.25	7	15
N Times Mirror Co.	50 1/4	49 1/8	+1 1/8	+ 2.29	13	1,715
O Turner Bcstg.	14 3/4	13	+1 3/4	+13.46	24	300
A Washington Post	44 1/2	39 5/8	+4 7/8	+12.30	16	625
N Wometco	28 1/2	28 3/4	- 1/4	- .86	16	388

CABLE

A Acton Corp.	5 5/8	5 1/2	+ 1/8	+ 2.27	47	26
N American Express	49 1/8	49 5/8	- 1/2	- 1.00	9	4,568
O Burnap & Sims	10 1/2	11 3/4	-1 1/4	-10.63	11	91
O Comcast	19 3/4	19 3/4			17	88
N General Instrument	36 1/4	39 3/8	-3 1/8	- 7.93	12	1,117
N Heritage Commun.	8 3/8	7 7/8	+ 1/2	+ 6.34	26	60
O Rogers Cablesystems	6 3/8	6 3/8			27	140
O Tele-Communications	21 1/2	21 1/8	+ 3/8	+ 1.77	47	454
N Time Inc.	37 5/8	37 5/8			13	1,872
O Tocom	8	8 3/4	- 3/4	- 8.57	8	40
N Viacom	24 5/8	25 1/8	- 1/2	- 1.99	17	279

Exchange and Company	Closing Wed. Sep 22	Closing Wed. Sep 15	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Barris Intl.	1 7/8	2	- 1/8	- 6.25	19	10
N Disney	56 3/8	54 1/4	+2 1/8	+ 3.91	17	1,879
N Dow Jones & Co.	50 5/8	47 1/8	+3 1/2	+ 7.42	19	1,589
O Four Star	2 3/4	2 1/2	+ 1/4	+10.00	15	1
N Getty Oil Corp.	54	49 5/8	+4 3/8	+ 8.81	6	4,381
N Gulf + Western	14 5/8	14 1/2	+ 1/8	+ .86	4	1,080
N MCA	71 1/2	68 1/2	+3	+ 4.37	19	1,705
N MGM/UA	6 1/4	6 1/4			13	310
N Orion	9 1/4	8 7/8	+ 3/8	+ 4.22	2	53
O Reeves Commun.	28	27 1/4	+ 3/4	+ 2.75	10	227
O Telepictures	8 5/8	9 1/8	- 1/2	- 5.47	30	42
O Video Corp. of Amer.	4 1/2	4 5/8	- 1/8	- 2.70	24	7
N Warner	38 7/8	39 1/2	- 5/8	- 1.58	10	2,485
A Wrather	22 1/8	21 1/4	+ 7/8	+ 4.11	25	49

SERVICE

O BBDO Inc.	53 1/4	52 3/4	+ 1/2	+ .94	10	154
O Compact Video	3 3/8	3 1/8	+ 1/4	+ 8.00	3	10
N Comsat	69 3/8	68 5/8	+ 3/4	+ 1.09	18	555
O Doyle Dane Bernbach	16 3/4	17	- 1/4	- 1.47	8	92
N Foote Cone & Belding	34 7/8	32 3/4	+2 1/8	+ 6.48	8	94
O Grey Advertising	65	65			6	37
N Interpublic Group	39	37	+2	+ 5.40	11	180
N JWT Group	19 1/8	18 7/8	+ 1/4	+ 1.32	15	100
O MCI Communications	23 1/4	24 1/8	- 7/8	- 3.62	26	2,235
A Movielab	2 3/4	2 5/8	+ 1/8	+ 4.76	5	4
O A.C. Nielsen	60 3/8	58 1/8	+2 1/4	+ 3.87	17	677
O Ogilvy & Mather	38	36 1/2	+1 1/2	+ 4.10	10	161
O Telemation	3 1/8	3	+ 1/8	+ 4.16	8	3
O TPC Communications	2 1/4	3	- 3/4	-25.00	2	2
O Unitel Video	6 1/4	6 3/4	- 1/2	- 7.40	10	7
N Western Union	38 1/8	37 3/4	+ 3/8	+ .99	11	649

ELECTRONICS/MANUFACTURING

O AEL	14 1/4	13 3/4	+ 1/2	+ 3.63	5	27
N Arvin Industries	15	14 1/2	+ 1/2	+ 3.44	11	102
O C-Cor Electronics	25 3/4	24 3/4	+1	+ 4.04	27	77
O Cable TV Industries	3 3/4	3 3/4			5	11
A Cetec	4 1/2	4 1/2			11	9
O Chyron	23 1/4	21 3/4	+1 1/2	+ 6.89	18	63
A Cohu	4 7/8	5 1/8	- 1/4	- 4.87	8	8
N Conrac	26 1/2	26	+ 1/2	+ 1.92	10	57
N Eastman Kodak	84	85 1/4	-1 1/4	- 1.46	12	13,648
O Elec Missile & Comm.	16	18 1/2	-2 1/2	-13.51	59	44
N General Electric	77 1/4	76 1/2	+ 3/4	+ .98	11	17,594
N Harris Corp.	35	31 1/8	+3 7/8	+12.44	13	1,095
O Microdyne	9	9 5/8	- 5/8	- 6.49	11	41
N M/A Com. Inc.	17 1/2	17 7/8	- 3/8	- 2.09	16	680
N 3M	65 5/8	63 7/8	+1 3/4	+ 2.73	12	7,708
N Motorola	75 1/2	79 3/4	-4 1/4	- 5.32	15	2,706
N Nippon Electric	79 3/4	79 1/4	+ 1/2	+ .63	29	3,090
N N. American Philips	45 3/4	43	+2 3/4	+ 6.39	6	625
N Oak Industries	14 5/8	17	-2 3/8	-13.97	7	238
A Orrox Corp.	6 1/2	6 5/8	- 1/8	- 1.88	14	14
N RCA	23 1/8	23	+ 1/8	+ .54	11	1,745
N Rockwell Intl.	39 1/2	39 5/8	- 1/8	- .31	10	3,013
A RSC Industries	4 5/8	4 7/8	- 1/4	- 5.12	42	14
N Scientific-Atlanta	14	14 1/4	- 1/4	- 1.75	14	326
N Sony Corp.	12 3/4	12 3/4			10	2,940
N Tektronix	43 1/2	42 1/8	+1 3/8	+ 3.26	10	815
O Telemet (Geotek Inc.)	1 3/4	1 1/2	+ 1/4	+16.66		5
A Texscan	13 1/2	13 7/8	- 3/8	- 2.70	21	78
N Varian Associates	45 5/8	45 3/4	- 1/8	- .27	20	367
N Westinghouse	33 3/8	32 1/2	+ 7/8	+ 2.69	6	2,846
N Zenith	11 3/8	11 5/8	- 1/4	- 2.15	29	215

Standard & Poor's 400 Industrial Average 138.86 138.16 + .70

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-Over the counter (bid price shown, supplied by Shearson/American Express, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by *Broadcasting's* own research.

Earnings figures are exclusive of extraordinary gain or loss. **Footnotes:** * Stock did not trade on given day, price shown is last traded price. ** No P/E ratio computed, company registered net loss. *** Stock split 2 for 1. + Stock traded at less than 12.5 cents. **** Stock inactive due to limited bidding.

Information Age

Beyond the Fifth Estate

Bell and Disney in Florida: Future technology with a human touch

The new Epcot Center features the latest AT&T developments in telecommunications

When the print and electronic press descend on Walt Disney World later this week in Orlando Fla., to cover the grand opening of Disney's Epcot Center, one of the major showcases will be the Bell exhibit of tomorrow's communications world.

For Bell it's a chance to show its leading-edge technology which, when combined with the Disney touch, puts a more palatable face on the technology of the information age.

The exhibit is divided into three areas. The first traces the development of communications from caveman etchings to satellite transmissions.

A second area introduces Bell's World Key Information Service (WKIS), composed of 28 touch-sensitive video consoles, spread throughout the park. A.T. Felsberg, resident manager of the Bell exhibit, says the consoles result from the marriage of telecommunications and computers.

WKIS is an audio/video/text interactive information system that provides data about Walt Disney World. The system is experimental, designed and developed by Bell in conjunction with Disney. Bell's Western Electric subsidiary manufactured the micro-electronics, software and fiber optics used in WKIS.

The system works at the touch of squares on the screen; no key pads or key boards are used. More squares then appear and the

viewer answers questions narrowing the information he wishes to receive. A laserdisk stores 54,000 frames of information in each console.

The Disney touch is represented by the introduction of what Felsberg calls the modern age Jiminy Cricket, Bit. Bit's arms and legs appear on the screen asking and answering questions. As Felsberg says, "the exhibit combines leading edge telecommunications technology and transmission [fiber optics] with the ability to communicate in an entertaining fashion."

Bell's third area, FutureCom, demonstrates Bell's over all exhibit theme, the information age. Included in that exhibit is an information age theater, a fountain of the myriad of communications means available today (records, lasers, movies, phones, etc.), Bell's telephone network, its picture phone service, a microprocessor chip maze for children which sits below a large drawing of a chip, and more WKIS consoles and other interactive electronic terminals showcasing voice recognition, packet switching and other advanced communications techniques. Bell has one more acronym to throw in, ARIEL, which stands for automatic retrieval information electronically, used in its FutureCom exhibit.

Bell uses 9,000 square feet of exhibit space and has a 10-year contract with Disney. Bell pays Disney \$3.5 million per year to participate in Epcot Center. Felsberg says the exhibit gives Bell exposure to "tell the public this is the Bell system." □



Disney's Epcot Center

Debut. For this week's ceremonies Disney is bringing in a five-meter satellite earth station uplink from Southern Satellite Systems for networks and stations to feed reports back home. The center is expecting nearly 100 radio and television stations to send representatives to cover the opening ceremonies and provide other features during the first month Epcot Center is open.

All three morning network news shows plan partial anchor coverage from the center the week of Oct. 4. The Cable News Network will broadcast live shows daily during that week also. CBS-TV plans a one-hour special on Epcot Center, Monday, Oct. 25 at 8 p.m.

In addition to the SSS satellite (news and programing feeds will go out over SSS's transponders on Westar IV and V), Disney will be providing broadcast support equipment, including portable video cameras, fiber optic communication systems and three-quarter and one-inch electronic editing facilities. Most of the equipment will be moved in early this week, Disney officials said.

Among the radio networks that will be there will be Mutual Broadcasting, which will originate its latenight telephone talk show, *The Larry King Show*, from the center several times in October.

When Disney adds up all the working press, it will be one of the largest covered openings the Disney organization has ever been involved in, "except possibly the October 1971 opening of Walt Disney World," says Charlie Ridgway, Disney World publicity manager.

The Epcot Center (which stands for Experimental Prototype Community of Tomorrow) is Disney's latest venture in showcasing futuristic ideas and technologies with video displays of natural histories and splendors.

The center will officially open Friday at 9 a.m., with taped feeds of the ceremonies to be transmitted to the RTNDA convention in Las Vegas.

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November, for Bell's divestiture plan

While acknowledging that reorganizing the Bell System by 1984—as required by the modified consent decree settling the Department of Justice's antitrust suit against AT&T—would be an “awesome” task, AT&T is up to it, Charles Brown, AT&T chairman, said last week. In fact, Brown said in remarks to a Federal Communications Bar Association luncheon in Washington, AT&T hopes to submit a detailed plan for the divestiture of its 22 Bell operating companies this November, several months before it is required to do so under the decree.

“It hurts just a bit to be a part of a private enterprise outfit that conceived, financed and built the world's best phone system only to be told that you're too big, too threatening, you're wrong for the times and you must be dismantled,” Brown said. “But since this is the situation, we do not intend to look back.”

Although Brown declined to identify the new activities the restructured AT&T plans to enter, he said the company was “buoyed” by the fact that it would be “more free to compete” and hinted that it would be moving more into the international arena. “Chief among our goals is to project Bell System communications technology beyond these borders, a mission that is as promising for our share owners as it is important to the national interest,” Brown said.

Brown also reiterated that AT&T had not agreed to the divestiture blithely. Instead, he said, AT&T had seen the Department of Justice proposal as “the better of a list of alternatives” that was practically available.

“In the highly legalistic, highly politicized atmosphere that we found ourselves in, AT&T simply could not live up to its full potential. Indeed, in such tentative, unsettled circumstances, no one—except lawyers, lobbyists and competitors—could benefit

for long—not AT&T or its owners, not the industry and certainly not the nation,” Brown said.

“Where we want to compete is not before Congress or the FCC or in the courts. Where we want to compete is in the marketplace,” Brown said. “All of us in the industry will be far better off focusing our efforts on serving customers through technological advances, quality performance and low prices.”

In a question-and-answer-session, Brown said he thought Congress should give the Communications Act a fresh look to bring it more in step with the times. According to Brown, the act, adopted originally in 1934, was based on regulation, and the thrust of the industry is now on competition.

Brown also said the reason long-distance competitors had been able to make inroads into the market was that those competitors weren't paying the full cost of interconnecting with telephone company facilities. “Once these companies pay the same amount as [Bell's] Long Lines does ... then we can compete fully and fairly,” Brown said.

Asked whether the introduction of competition had made AT&T more “efficient,” Brown noted that AT&T had once been “more oriented” toward long-term goals than “targets” of immediate opportunity. “We're now aimed more at immediate opportunity; if that's more efficient, then we are,” Brown said.

Brown also noted that AT&T was “buoyed” by the “reassuring fact” that it was in the information industry, which he said was the fastest growing business in the world. “We are buoyed by the fact that we are positioned to be at the leading edge in electronic systems and equipment,” Brown said. “Our market is precisely at the interface where burgeoning customer applications require dependable transmission, processing and storage systems of large scale and easy access,” he said. “Most of all, we are buoyed by the fact that the uncertainties of the past are now largely behind us.” □

For the Record

As compiled by BROADCASTING, Sept 14 through Sept. 17, 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

■ Billings, Mont.—Mesa Broadcasting Associates Ltd. seeks 103.7 mhz, 98 kw, HAAT: 192 ft. Address: 135 South La Salle Street, Chicago 60603. Principals: Karl D. Bays (51%), Mesa Broadcasting Co. (48%) and John W. Hough (1%). Mesa Broadcasting Co. is principally owned by John Hough. Hough is principal owner of KUUY(AM)-KKAZ(FM) Cheyenne, Wyo. Filed Sept. 3.

■ Billings, Mont.—Stromquist Broadcast Services Inc. seeks 103.7 mhz, 100 kw, HAAT: 681 ft. Address: 7201 York Avenue, South, Edina, Minn. 55435. Principals: Peter S. Stromquist (25.5%), Jane E. Phleger, Scott Meier and Tom Fee (23.6% each) and Janet E. Stromquist (3.7%), who also are applicants for new FM at

Bettendorf, Iowa. Filed Sept. 8.

■ Bozeman, Mont.—Colleen F. Bee seeks 95.1 mhz, 100 kw, HAAT: 371 ft. Address: 317C South 16th Street, Bozeman 59715. Principal: Bee has no other broadcast interests. Filed Aug. 25.

■ Missoula, Mont.—B.J. Runkle seeks 102.5 mhz, 43 kw, HAAT: 2,554 ft. Address: 2300 Hillway Drive, Boise, Idaho 83702. Principal: Runkle is vice president of KYET(AM)-KWB(FM) Payette, Idaho, and applicant for new FM at Billings, Mont. Filed Sept. 9.

■ Missoula, Mont.—KGVO Broadcasters Inc. seeks 102.5 mhz, 100 kw, HAAT: 226 ft. Address: 2501 Catlin Street, Drawer M., Missoula 49806. Principal: Estate of Dale G. Moore (91.8%). Robert Gordon is president. Application is being resubmitted specifying new transmitter site. Filed Sept. 8.

■ Alliance, Neb.—The Nebraska Rural Radio Association seeks 105.9 mhz, 100 kw, HAAT: 750 ft. Address: Box 880, Lexington, Neb. 68850. Principal: Nonprofit organization headed by Ira Beachler, president. TNRR is also licensee of KRVN-AM-FM Lexington, Neb. Filed Sept. 8.

■ Las Vegas—Terrell Broadcasting seeks 103.3 mhz, 100 kw, HAAT: 1,250 ft. Address: 6 Sugarwood Drive, Pittsford, N.Y. 14534. Principal: Theresa Terrell Zick, who is news director at WGMC(FM) Greece, N.Y. Filed Sept. 2.

■ Lowville, N.Y.—Low Broadcasting Corp. seeks 99.3 mhz, 1 kw, HAAT: 467 ft. Address: Box 44, Gouverneur, N.Y. 13642. Principals: Robert W. Hartshorn (51%) and wife, Romaine D. Hartshorn (49%), who are president and vice president, respectively, at WIGS-AM-FM Gouverneur, N.Y., and WTPL(FM) Tupper Lake, N.Y. Filed Aug. 24.

■ Ashland, Ore.—Champion Broadcasting Inc. seeks 105.1 mhz, 100 kw, HAAT: 1,478 ft. Address: 128 East Main, Medford, Ore. 97501. Principals: Richard G. Mattson (40%), William V. May and Penny T. May (30% each). They own 40% of KMED(AM) Medford, Ore., where Mattson is general manager. May is sales

manager at KSTW-TV Tacoma, Wash. Filed Aug. 25.

■ Amarillo, Tex.—Horizon Broadcasting Inc. seeks 96.9 mhz, 100 kw, HAAT: 679 ft. Address: 2855 Indian Hill Road, Norman, Okla. 73169. Principals: R.K. Jack and K.T. Wiggins (50% each). Wiggins is principal with husband in recently granted CP for new FM at Lawton, Okla. Filed Sept. 7.

■ Crystal City, Tex.—Acelga Broadcasting Co. seeks 94.3 mhz, 3 kw, HAAT: 135 ft. Address: 203 South 4th Street, Carrizo Springs, Tex. 78834. Principals: Walter H. Herbott Jr., and wife, Noelia (50% each). Walter Herbott owns KBEN(AM) Carrizo Springs and 70% of KVWG(AM) Pearsall, Tex. Filed Sept. 2.

■ Cuero, Tex.—Cuero Communications seeks 97.7 mhz, 3 kw, HAAT: 300 ft. Address: Highway 87 South, Cuero 77954. Principals: Marcus D. Jones (51%) and John K. Wilson (49%). Jones owns KODK(FM) Kingsville, Tex., and one-third of WZBR(AM) Amory, Miss. Filed Sept. 7.

■ Kermit, Tex.—Hispanic Broadcasting Inc. seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: 419 West 4th, Suite 817, Odessa, Tex. 79761. Principals: Abraham Torres, president (10%) and nine others at 10% each. Torres owns 16.5% of KJJT(AM) Odessa, Tex.

■ Uvalde, Tex.—Singing for Jesus Ministry seeks 102.3 mhz, 3 kw, HAAT: 212.6 ft. Address: 109 E. Canales, Uvalde 78801. Principal: Nonprofit, nonstock corporation; Belen C. Ramirez, president. Filed Sept. 2.

■ Edinburg, Va.—All Kountry Broadcasters seeks 95.9 mhz, 3 kw, HAAT: 29 ft. Address: 544 Wilson Bridge Drive, Oxon Hill, Md. 20745. Principals: Thomas J. Johnson, Audrey O. Lechman (37.5% each) and Jacob L. Ricker (25%), who have no other broadcast interests. Filed Sept. 8.

■ Woodstock, Va.—Woodstock Broadcasting Inc. seeks 95.9 mhz, 3 kw, HAAT: 46 ft. Address: Route 3, Box 207, Edinburg, Va. Principals: Curtis T. White (81%) and Andrea Engler (19%). White is Washington

■ **Ellensburg, Wash.**—Lord Broadcasting Co. seeks 103.1 mhz. 3 kw. HAAT: 188 ft. Address: 13313 S.E. 208th, Kent, Wash. 98031. Principal: Brian J. Lord (100%), who is employed with KSCR(AM) Raymond, Wash. Filed Aug. 30.

■ **Kingwood, W.Va.**—Buckwheat Broadcasting Co. seeks 96.7 mhz. 305 w. HAAT: 798 ft. Address: 102 Elkins Avenue, Kingwood, W.Va. 26537. Principals: Sandy S. Garlitz and Glenna R. Frederick (50% each), who have no other broadcast interests. Filed Sept. 8.

■ **Kingwood, W.Va.**—Preston Communications Inc. seeks 96.7 mhz. 800 w. HAAT: 530 ft. Address: 100 Orchard Avenue, Kingwood, W.Va. 26537. Principals: Spencer K. Everly Jr. (51%) and Rebecca B. Everly (49%), who have no other broadcast interests. Filed Sept. 3.

■ **Shinston, W.Va.**—The Gilcom Corp. of West Virginia seeks 94.3 mhz. 1.41 kw. HAAT: 427 ft. Principal: Subsidiary of The Gilcom Corp., which is owned by Edward T. Giller. He owns WFBG-AM-FM Altoona, Pa., WEIR(AM) Weirton, W.Va., WPQZ Clarksburg, W. Va. Filed Sept. 8.

■ **Tomahawk, Wis.**—R. A. Jones, P. A. Kranz, and J. Smith seeks 92.7 mhz. 3 kw. HAAT: 262 ft. Address: 81 E. Mowhawk Drive, Tomahawk 54487. Principals: Robert A. Jones, Patricia A. Kranz and Jeff Smith (one-third each), who own WJJQ(AM) Tomahawk. Filed Sept. 2.

TV applications

■ **Hot Springs, Ark.**—Kemmerly & Drew, a partnership, seeks ch. 26: ERP: 288 kw vis., 28.8 kw aur., HAAT: 714 ft.; ant. height above ground: 274 ft. Address: 1501 North Chrislo Drive, Minden, La. 71055. Legal counsel: Michael Couzens, Washington. Principals: Sue Martin Kemmerly, general partner (45%) and four others. Filed Sept. 9.

■ **Orlando, Fla.**—Orlando Family TV Ltd. seeks ch. 65: ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,607 ft.; ant. height above ground: 1,584 ft. Address: 2600 East Robinson Street, Orlando 32853. Principals: Harry Calhoun (10%, general partner) and six limited partners, including Alfred Moses and David Vaughan (20% each). Vaughan is general partner in applicants for new TV's at Appleton, Wis., Pueblo, Colo.; Waco and Wichita Falls, both Texas. Filed Sept. 8.

■ **Orlando, Fla.**—Rainbow Broadcasting Co. seeks ch. 65: ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,797 ft.; ant. height above ground: 1,766 ft. Address: 831 Murdock Boulevard, Orlando 32817. Legal counsel: Kirkland & Ellis, Washington. Consulting engineer: Pathfinders Ltd., Silver Spring, Md. Principals: Joseph Rey (85%), Leticia Jaramillo (10%) and Esperanza Rey-Mehr (5%). Rey is vice president, sales, at WDZL(TV) Miami and is son of Rey-Mehr. Jaramillo also owns 90%, and Rey 10%, of applicant for new TV at Sacramento, Calif. Leticia Jaramillo's sister, Susan M. Jaramillo, is general partner in permittee WDZL(TV) and also owner of applicant for new TV at Houston. Filed Sept. 9.

■ **Pensacola, Fla.**—Great Western Communications Co. seeks ch. 44: ERP: 644 kw vis., 64 kw aur., HAAT: 321 ft.; ant. height above ground: 275 ft. Address: 91 Cedar Avenue, Poughkeepsie, N.Y. 12603. Principals: Saul Dresner, Alfred Dresner (45% each) and Milton Aninger (10%). Dresner brothers are principals in WELV(AM)-WDRE(FM) Ellenville, N.Y., and WCCC-AM-FM Hartford, Conn. Filed Sept. 14.

■ **Winter Park, Fla.**—Winter Park Communications seeks ch. 65: ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,384 ft.; ant. height above ground: 1,376 ft. Address: 215 North Eola Drive, Orlando, Fla. Principals: John F. Lowndes (40%), Lester Mandel (30%) and Hector Alcade (20%) and Charles Hawkins (10%), who have no other broadcast interests. Filed Sept. 9.

■ **Bozzier City, La.**—Drew & Kemmerly, a partnership, seeks ch. 33: ERP: 340 kw vis., HAAT: 614 ft.; ant. height above ground: 472 ft. Address: P.O. Drawer 1075, Minden, La. 71055. Legal counsel: Michael Couzens, Washington. Consulting engineer: Moffet, Larson & Johnson, Arlington, Va. Principals: Jean T. Drew (52%) and David Kemmerly (40%) and three others. Drew is principal in various applications for new LPTV stations. Filed Sept. 9.

■ **Shreveport, La.**—Godfrey & Associates seeks ch. 33: ERP: 2,145 kw vis., 214.5 kw aur., HAAT: 1,274 ft.; ant. height above ground: 1,236 ft. Address: 2738 West College Street, Shreveport 71109. Principal: Kirk Godfrey and family. His brother, Wesley Godfrey, owns 25% of KDKS(FM) Benton, La. Filed Sept. 9.

■ **Shreveport, La.**—Seattle Community TV Network Inc. seeks ch. 33: ERP: 653 kw vis., 65.3 kw aur., HAAT: 1,865 ft.; ant. height above ground: 1,823 ft. Address: 11284 Woodcock Avenue, Pacotoma, Calif. 91331. Principals: Rosa Ware (98%) and Titilola Payne (2%). Ware is president of applicant which has been granted CP for new LPTV at Flagstaff, Ariz., and is applicant for two others. Filed Sept. 9.

■ **Shreveport, La.**—Shreveport Metro Communications 33 Ltd. seeks ch. 33: ERP: 1,100 kw vis., 110 kw aur., HAAT: 1,217 ft.; ant. height above ground: 1,052 ft. Address: 1211 Greenwood Trail, N.W., Cleveland, Tenn. 37311. Principals: Farrell B. Jones (75%) and Evelyn S. Lane (25%). Jones is principal in applicants for new TV's at Salem, Mass.; Springfield, Mo.; Roanoke, Va.; Lawrence, Kan., and Daytona Beach, Fla. Filed Sept. 9.

■ **Shreveport, La.**—Shreveport TV Co. seeks ch. 33: ERP: 1,169 kw vis., 117 kw aur., HAAT: 1,045 ft.; ant. height above ground: 974 ft. Address: 2245 Perimeter Park, Atlanta 30341. Legal counsel: McCampbell & Young, Knoxville, Tenn. Consulting engineer: Sterling Communications, Chattanooga, Tenn. Principals: James H. Thornton and Ramon Diaz (50% each). Thornton is limited partner in applicant for new TV at Houston. Filed Sept. 9.

■ **Manchester, N.H.**—Showair seeks ch. 60: ERP: 145 kw vis., 14.5 kw aur., HAAT: 890 ft.; ant. height above ground: 63 ft. Address: 22 Little Pike Lane, Exeter, N.H. 03833. Principals: Donald E. Hartley and L. Bernadine Hartley (50% each), who are Muzak franchisees. They also request STV authority. Filed Sept. 2.

■ **Gallup, N.M.**—Nathan R. Berke seeks ch. 3: ERP: 98.63 kw vis., 9.86 kw aur., HAAT: 212 ft.; ant. height above ground: 241 ft. Address: 726 Camino del Mar, San Francisco 94121. Legal counsel: Micahel Couzens, Washington. Consulting engineer: John F. Craven Jr., Penn Valley, Calif. Principal: Berke also is principal in various LPTV applications. Filed Sept. 9.

■ **Las Cruces, N.M.**—KASK Inc. seeks ch. 48: ERP: 255 kw vis., 25.5 kw aur., HAAT: 113 ft.; ant. height above ground: 167 ft. Address: 900 First National Tower, Las Cruces, N.M. 88001. Principals: Logan D. Matthews (51%), Albert F. Gabalis (25%) and Gregory R. Dvorak (24%), who own KASK(FM) Las Cruces, N.M. Dvorak also is manager of Santa Fe, N.M., cable system. Filed Oct. 9.

■ **Las Cruces, N.M.**—Las Cruces Family TV Ltd. seeks ch. 48: ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,476 ft.; ant. height above ground: 471 ft. Address: 440 East 13th Street, Hialeah, Fla. 33010. Principals: Adib Eden Sr. (90%) and Lillian E. Manfredi (10%). Eden Sr. is principal in applicants for new TV's at Hollywood, Fla., Kenosha, Wis., and Glendale, Ariz. Filed Sept. 2.

■ **Portsmouth, Ohio**—Radio Station WPAV Inc. seeks ch. 30: ERP: 49.3 kw vis., 4.93 kw aur., HAAT: 874 ft.; ant. height above ground: 504 ft. Address: Box 951, Portsmouth, Ohio 45662. Legal counsel: Booth & Freret, Washington. Principal: Applicant owns co-located WPAV-AM-FM. Filed Sept. 9.

■ **State College, Pa.**—Hazleton TV Associates seeks ch. 29: ERP: 170 kw vis., 17 kw aur., HAAT: 590 ft.; ant. height above ground: 298 ft. Address: Townline Road, Box 155, Canandaigua, N.Y. 14424. Legal counsel: Stuart B. Mitchell & Associates, Falls Church, Va. Principals: George Kimble, James L. Oyster Inc. (30% each), Alan Gerry (20%), Craig Fox and Peter Rydell (10% each), who also are applicants for new TV at Hazleton, Pa. Filed Sept. 9.

■ **San Sebastian, P.R.**—Caribbean Broadcasters seeks ch. 38: ERP: 84 kw vis., 8.4 kw aur., HAAT: 1,171 ft.; ant. height above ground: 164 ft. Address: GPO Box 4522, San Juan, P.R. 00936. Principals: Jose Cordero and Nayda Nicolau de Colo (50% each), who also are applicants for new TV at Cidra, P.R. Filed Sept. 10.

■ **Abilene, Tex.**—Helen Oman seeks ch. 15: ERP: 1,766 kw vis., 176.6 kw aur., HAAT: 218 ft.; ant. height above ground: 257 ft. Address: P.O. Box 49757, Los Angeles 90049. Legal counsel: Friedman, Leeds & Shorenstein, New York. Consulting engineer: Moffet, Rich & Larson, Arlington, Va. Principal: Oman has no other broadcast interests. Filed Sept. 8.

■ **Abilene, Tex.**—TV Tech Systems Inc. seeks ch. 15: ERP: 501 kw vis., 50.1 kw aur., HAAT: 674 ft.; ant. height above ground: 276 ft. Address: 11196 Pleasant Valley Road, Penn Valley, Calif. 95946. Legal counsel: Michael Couzens, Washington. Principals: Tom V. Daigle, president (40.38%) and John F. Craven Jr. (45.19%) and three others. Craven also is principal in two applicants for new LPTV stations. Filed Sept. 9.

■ **Odessa, Tex.**—Hispanic Broadcasting Inc. seeks ch. 24: ERP: 615 kw vis., 61.5 kw aur., HAAT: 391 ft.; ant. height above ground: 422 ft. Address: 419 West 4th, Suite 817, Odessa 79761. Principals: Abraham Torres, president (10%) and nine others at 10% each. Torres owns 16.5% of KJJT(AM) Odessa. Hispanic Broadcasting Inc. is applicant for new FM's at Lamesa and Kermit, both Texas. Torres also owns 28% of applicant for new FM at Midland, Tex. Filed Sept. 9.

■ **Odessa, Tex.**—H. Leonard Todd and Gerald K. Fugit seek ch. 24: ERP: 5,000 kw vis., 500 kw aur., HAAT: 395 ft.; ant. height above ground: 431 ft. Address: 511 North Lee Street, Odessa, Tex. 79761. Legal counsel: Stuart B. Mitchell & Associates, Washington. Consulting engineer: Pete E.M. Warren III, El Paso, Tex. Principals: Todd and Fugit are members of partnership that is applicant for 15 LPTV stations. Filed Sept. 9.

■ **Odessa, Tex.**—Odessa Family TV Ltd. seeks ch. 24: ERP: 2,393 kw vis., 239 kw aur., HAAT: 740 ft.; ant. height above ground: 725 ft. Address: 3401 West End Avenue, Nashville, Tenn. 37203. Legal counsel: McCampbell & Young, Knoxville, Tenn. Consulting engineer: Sterling Communications, Chattanooga, Tenn. Principals: William R. Bailey, Henry O. Booth Jr., Paul O. Branding and H. Stennis Little (25% each), who have no other broadcast interests. Filed Sept. 9.

■ **Ana Cortes, Wash.**—Roy W. Mayhugh seeks ch. 24: ERP: 600 kw vis., 60 kw aur., HAAT: 2,352 ft.; ant. height above ground: 200 ft. Address: 720 Harbor, Friday Harbor, Wash. 98250. Legal counsel: Gammon & Grange, Washington. Principal: Mayhugh has no other broadcast interests. Filed Sept. 9.

■ **Ana Cortes, Wash.**—Mt. Baker Broadcasting Inc. seeks ch. 24: ERP: 4,266 kw vis., 427 kw aur., HAAT: 2,179 ft.; ant. height above ground: 115 ft. Address: 2104 North 30th, Tacoma, Wash. 98403. Principals: Mike Parker (25%) and six others. Parker owns 11% of CP for new TV at Tacoma, Wash., 9% of CP for new TV at Anchorage, Alaska, and 6.67% of CP for new TV at Honolulu. Filed Sept. 9.

■ **Ana Cortes, Wash.**—Van Wash Communications Group seeks ch. 24: ERP: 2,146 kw vis., 214 kw aur., HAAT: 2,265 ft.; ant. height above ground: 266 ft. Ad-

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dress: P.O. Box 843, Clovis, Calif. 93613. Consultant: Edward M. Johnson & Associates, Knoxville, Tenn. Principal: Stephen J. Mewhurt (100%) who is applicant for new full service TV at Clovis, Calif., and LPTV's at Edwards and Lancaster-Palmdale, Calif. Filed Sept. 2.

■ Mt. Vernon, Wash.—Paul M. Crawford and others seek ch. 24; ERP: 3,631 kw vis., 363 kw aur., HAAT: 2,360 ft.; ant. height above ground: 220 ft. Address: 231 Warbass, Apt. A-201, Friday Harbor, Wash. 98250. Legal counsel: Stuart B. Mitchell & Associates, Falls Church, Va. Consulting engineer: Serge Bergen, Fairfax, Va. Principal: General partnership of Crawford and four other principals. Crawford is director of non-commercial applicants for new LPTV's at Seattle and Auburn-Tacoma, all Washington. Filed Sept. 9.

■ Kenosha, Wis.—Chicago Communications Service Inc. seeks ch. 55; ERP: 5,000 kw vis., 500 kw aur., HAAT: 478 ft.; ant. height above ground: 427 ft. Address: 4158 West 54th Street, Chicago 60632. Legal counsel: Sundlun, George, Scher & Singer, Washington. Consulting engineer: Lawrence Behr Associates, Greenville, N.C. Principals: Gerald C. Bear, president, and five other stockholders, none of whom have other broadcast interests. Filed Sept. 8.

■ Kenosha, Wis.—Midwest Broadcast Associates seeks ch. 55; ERP: 1,844 kw vis., 184 kw aur., HAAT: 448 ft.; ant. height above ground: 412 ft. Address: Box 187, Vernon Hills, Ill. 60061. Legal counsel: Marmet & McCombs, Washington. Consulting engineer: Doug C. McDonell, Madison, Wis. Principal: Frank Edward Kavenik (100%), who also is applicant for new AM at Vernon Hills. Filed Sept. 9.

AM actions

■ Hesperia, Calif.—Hesperia Valley Broadcasting Inc. granted 910 khz, 1 kw-D, 500 w-N. Address: 3028 Meadow Grove Road, Orange, Calif. 92667. Principals: Abbot E. Paine (80%) and wife, Linda (20%). They are Orange, Calif., media brokers and have no other broadcast interests. (BP-810427AS). Action Aug. 25.

■ Sabana Grande, P.R.—Gauthier and Rodriguez Radio Associates granted 880 khz, 1 kw-U. Address: P.O. Box 1373, Hato Rey, P.R. 00919. Estimated construction costs: \$96,000; first-quarter operating cost: \$10,400; first-year revenue: \$100,000. Format: standard popular 70%. Principals: Frederick Gauthier de Castro (48%), Juan B. Rodriguez Aguayo (47%) and Edward G. Osborne (5%). Gauthier is Hato Rey radio consultant. Rodriguez owns Bayamon, P.R., automobile service station. Osborne is engineer with Peter V. Gureckis and Associates, Potomac, Md., consulting engineers. None have other broadcast interests. (BP-810806AD). Action June 28.

■ Goldendale, Wash.—Klickitat Valley Broadcasting Service Inc. granted 1400 khz, 1 kw-D, 250 w-N. Address: 9235 N.E. 175th Street, Bothell, Wash. 98011. Estimated construction costs: \$21,500; first-quarter operating cost: \$12,000; first-year revenue: \$50,000. Principals: Joe C. Henry, Martin M. Lanser and Duane J. Polich (33% each). Henry is employee of Walnut Creek, Calif., cable television company. Lanser is announcer with KBDF(AM) Eugene, Ore. Polich is Seattle bank employee. They have no other broadcast interests. (BP-820208AB). Action Sept. 7.

FM actions

■ *Birmingham, Ala.—Southeastern Bible College dismissed application for 91.9 mhz, 1.35 kw, HAAT: 447 ft. P.O. Address 2901 Pawnee Ave., Birmingham 35205. (BPED-2269). Action June 10.

■ Conway, Ark.—Sun Belt Communications Inc. dismissed application for 92.7 mhz, 3 kw, HAAT: 300 ft. Address: 2912 Dorset Drive, Little Rock, Ark. 72204. (BPH-810708AB). Action Sept. 2.

■ Milan, Ga.—Tel-Dodge Broadcasting granted 104.9 mhz, 1.5 kw, HAAT: 400 ft. Address: Griffin Street, Eastman, Ga. 31023. Estimated construction costs, \$120,000; first-quarter operating cost: \$30,000. Principals: George S. Walker III (51%), J. Morgan Dowdy (25%) and father, Charles W. Dowdy (24%). Walker is Eastman, Ga., physician. J. Morgan Dowdy owns 22% of WROA(AM)-WZKX(FM) Gulfport, Miss., of which his father owns 75%. They also each own 30% of WKY(FM) Pascagoula, Miss. and Morgan owns 25%, father 30% of WMLT(AM)-WQZY(FM) Dublin, Ga. (BPH-811217AE). Action Aug. 27.

■ Bemidji, Minn.—Midwest Radio Co. dismissed application for 103.7 mhz, 100 kw, HAAT: 490 ft. Address: Box 2983, Fargo N.D. 58108. (BPH-820202AE). Action Sept. 1.

■ Ortonville, Minn.—Tri-State Broadcasting Inc. granted 106.3 mhz, 3 kw, HAAT: 300 ft. Address: P.O.

Box 115, Ortonville 56278. Estimated construction costs: \$67,500; first-quarter operating cost: \$5,250; first-quarter revenue: \$21,000. Tri-State is licensee of KDIO(AM) Ortonville. (BPH-811209AL). Action Aug. 31.

■ Woodward, Okla.—Big Chief Broadcasting Company of Woodward, Oklahoma Inc. granted 92.1 mhz, 3 kw, HAAT: 268 ft. Address: P. O. Box 1280, Bristow, Okla. 74010. Estimated construction costs: \$90,000; first-quarter operating cost: \$32,400; first-year revenue: \$130,000. Principals: L.M. Jack Beasley, president (30%), Clifford W. Smith, vice president (24%) and four others. Beasley owns 35% of KREK(FM) Bristow, Calif., and 50% of WMBH(AM) Joplin, Mo. Smith also owns 30% of KREK(FM) Bristow. (BPH-811027AO). Action Aug. 23.

■ *Fredericksburg, Va.—Joy Public Broadcasting Corp. granted 90.5 mhz, 186 w, HAAT: 556 ft. Address: 828 Gunner Hill Road, Spotsylvania, Va. 22553. Estimated construction costs: \$8,500; first-quarter operating cost: \$9,200. Format: Educational. Principal: non-profit, nonstock corporation. Joseph Brown is vice president. (BPED-811105AD). Action Aug. 26.

TV actions

■ Flagstaff, Ariz.—Manning Telecasting Inc. dismissed application for ch. 13; ERP: 316 kw vis., 316 kw aur., HAAT: 1,031 ft.; ant. height above ground: 476 ft. Address: 3 Park Ave., 29th floor, New York 10016. (BPCT-801114KF). Action Aug. 30.

■ Shawnee, Okla.—Canadian Valley TV Inc. granted ch. 30; ERP: 7638 kw vis., 7,638 kw aur., HAAT: 447 ft.; ant. height above ground: 316 ft. Address: 55 Cherokee Blvd., Shawnee, Okla. 74801. Principals: Donald F. McClintock and wife, Carol (50% each), who have no other broadcast interests. Donald McClintock is Shawnee cable TV commercial time salesman. (BPCT-820506KE). Action Aug. 24.

Ownership changes

Applications

■ WCRT(AM)-WQEZ(FM) Birmingham, Ala. (AM: 1260 khz, 5 kw-D; FM: 96.5 mhz, 100 kw, HAAT: 892 ft.)—Seeks assignment of license from Magic City Broadcasting Corp. to Capitol-Birmingham Inc. for \$2.8 million. (BROADCASTING, Sept. 20). 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: Subsidiary of Capitol Broadcasting Corp., which is principally owned by Kenneth S. Johnson, president. CBC is licensee of three AM's and three FM's. Filed Sept. 8.

■ KMCK(FM) Siloam Springs, Ark. (105.7 mhz, 100 kw, HAAT: 410 ft.)—Seeks assignment of license from John Brown Broadcasting Inc. to Apple Broadcasting Inc. for \$890,000 (BROADCASTING, Aug. 30). Seller is Siloam Springs-based educational institution and group owner of three AM's and two FM's which last bought KKKI(AM) Waco, Tex., for \$600,000 (BROADCASTING, Aug. 23). Buyer is principally owned by Jess Smith, news director at KKDA(FM) Dallas, and Allen Burns, Dallas business and financial consultant. Neither has other broadcast interests. Filed Sept. 7.

■ KMSL(FM) [formerly KQIT-FM] Stamps, Ark. (100.1 mhz, 3 kw)—Seeks transfer of control of Talbot-Robillard Inc. from stockholders to new investment group. Principals: Original stockholders included late D.O. Talbot (50%), Joseph P. Robillard (49%) and Elizabeth G. Robillard (1%). Since construction permit was granted in Sept. 1980, and program test authority began, major shareholder Talbot died. Because of unexpected start up costs and slackening of area's economy, applicant found it necessary to bring in new stockholders. New group includes seven stockholders headed by Joseph Robillard (25%). Filed Sept. 3.

■ WILM(AM) Wilmington, Del. (1450 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Delaware Broadcasting Co. from Ewing B. Hawkins (50.9% before; none after) to Sally V. Hawkins (28.2% before; 79.1% after). Transferor has executed proxy giving his wife power to vote his shares of stock. Transferee will continue in role as president and 28.2% owner, but will vote 79.1% of stock. Filed Sept. 3.

■ WFOX(FM) Gainesville, Ga. (97.1 mhz, 100 kw, HAAT: 540 ft.)—Seeks assignment of license from

Radio Athens Inc. to Trefoil Broadcasting Inc. for \$3,085,000 (BROADCASTING, May 31). Seller: L.H. Christian Sr. and family who also owns WRFC(AM) Athens, Ga. He bought WFIX 10 years ago for \$140,000 (BROADCASTING, March 13, 1972). Buyer: Subsidiary of Shamrock Broadcasting Inc., which is principally owned by Roy Disney, chairman, and family. It is Hollywood-based group owner of two AM's, four FM's and four TV's which this year sold KYOK(AM) Houston for \$1.5 million (BROADCASTING, March 15) and WBOK(AM) New Orleans for \$900,000 (BROADCASTING, June 21). Filed Sept. 3.

■ WZZC(FM) East Moline, Ill. (101.3 mhz, 50 kw, HAAT: 500 ft.)—Seeks assignment of license from BJM Broadcasting Co. to Scannix Group Broadcasting Inc. for \$1,080,000 (BROADCASTING, Sept. 20). Seller: Bill H. Myers (100%), who 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. Scannix earlier this summer sold WDON(AM)-WSRK(FM) Oneonta, N.Y., for \$1.3 million (BROADCASTING, June 28). Filed Sept. 7.

■ WLOU(AM) Louisville, Ky. (1350 khz, 5 kw-D)—Seeks assignment of license from Summers Broadcasting Inc. to Johnson Communications Inc. for \$1.6 million (BROADCASTING, Sept. 20). Seller is equally owned by William E. Summers III and Vincent A. Pepper, who have no other broadcast interests. Pepper is Washington communications attorney. Buyer is subsidiary of Johnson Publishing Co., publisher of *Ebony* and *Jet*, which is owned by John H. Johnson (70%) and wife, Eunice (30%). Johnson also owns WJPC(AM) Chicago and also is part owner of Continental Cable Chicago Inc., applicant for Chicago cable franchise (BROADCASTING, Sept. 6). Filed Sept. 8.

■ KCLO(AM)-KTRO(FM) Leavenworth, Kan. (AM: 1410 khz, 5 kw-D; FM: 98.9 mhz, 100 kw, HAAT: 410 ft.)—Seeks assignment of license from KCLL Inc. to Wodlinger Broadcasting Co. for \$1.7 million. Seller: George B. Anderson and Florence Anderson, who own KFLA(AM)-KULL(FM) Scott City, Neb. George Anderson also owns 51% of KJSK(AM) Columbus, Neb., 17.9% of KRKS(AM) Denver and 10.7% of KJRG(AM)-KOEZ(FM) Newton, Kan. Buyer: Constance J. Wodlinger and husband, Mark L. Wodlinger (50% each). They are former owners of KBEQ-FM Kansas City, Mo. Filed Sept. 3.

■ WPON(AM) Pontiac, Mich. (1460 khz, 1 kw-D, 500 w-N)—Seeks assignment of license from Michigan Cablevision and Radio Inc. to Foreign Radio Programs Inc. for \$1,065,000. Seller: Subsidiary of Wisconsin Cablevision and Radio Co., which is licensee of KFIZ(AM) Fon-du-lac, Wis., plus several cable TV systems. Buyer: Closely held group of 26 stockholders with largest being Polish American Congress with 21.2%. Algis Zaporackas is president and 5.3% owner. None have other broadcast interests. Zaporackas is design engineer with Ford Motor Co., Detroit. Filed Sept. 10.

■ WDNV(AM) Dansville, N.Y. (103.7 hz, 12 kw, HAAT: 890 ft.)—Seeks assignment of license from Dansville Broadcasting Inc. to Genesee Valley Broadcasting Inc. for \$270,000. Seller is principally owned by George and Russell Kimble, brothers, who also are principals in WCGR(AM)-WFLC(FM) Canandaigua, N.Y., and WAQX(FM) Manlius, N.Y. Kimbles are principals in purchase of WEIV(FM) Ithaca, N.Y., for \$600,000 (BROADCASTING, May 10), subject to FCC approval. Buyer: David W. Mance and Thomas P. Wamp (50% each), who are minority stockholders in WDNV. Filed Sept. 13.

■ WSYD(AM) Mount Airy, N.C. (1300 khz, 5 kw-D, 1 kw-N)—Seeks transfer of control of Mount Airy Broadcasters Inc. from Erastus F. Poore (97% before; none after) to Reidsville Printing Inc. (none before; 97% after). Consideration: \$700,000 (BROADCASTING, Sept. 20). Principals: 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. Filed Sept. 8.

■ WGTN(AM) Wilson, N.C. (590 khz, 5 kw-U)—Seeks assignment of license from Campbell Broadcasting Inc. to Campbell Hauser Corp. for \$300,000. Seller: A. Hartwell Campbell (100%), who also owns WGAI(AM) Elizabeth City, N.C. Buyer: Lee W. Hansen and L. Vann Campbell (50% each). Hauser is former executive with Chapel Hill, N.C., cable company. Campbell is vice president of and general manager of WGTN(AM) Wilson, N.C. Filed Sept. 13.

■ KBJM Lemmon, S.D. (1400 khz, 1 kw-D, 250 w-

N)—Seeks transfer of control of Mid-States Broadcasting Inc. from Gilbert L. and Welma Poesse (50% before; none after) to Michael D. and Evelyn Troshynski (50% before; 100% after). Consideration: \$43,000. Principals: Sellers are 50% owners in licensee and are selling their interest. Buyers already own 50% of licensee and seek full control. They also own 50% of permittee KWSK(AM) Wishek, N.D. Filed Sept. 9.

■ KLVU(FM) Dallas (98.7 mhz, 98 kw)—Seeks transfer of control of KNUS Inc. from San Juan Racing Association Inc. (100% before; none after) to TK Communications Inc. (none before; 100% after). Consideration: \$8.5 million (BROADCASTING, Aug. 9). Principals: Seller, subsidiary of San Juan Racing Association, is selling its sole remaining radio station which it bought in 1979 for \$3.75 million (BROADCASTING, April 16, 1979). Last year SJR sold all its radio stations, except KLVU, to Gulf United Corp. for \$62 million plus \$5 million in assumption of liabilities. Gulf United later spun off four of those stations. Buyers are principal owners of WSRF(AM)-WSHE(FM) Fort Lauderdale, Fla., bought four years ago for \$5 million (BROADCASTING, Aug. 6, 1979). Filed Sept. 3.

Actions

■ KLVY(AM)-KRQK(FM) Lompoc, Calif. (AM: 1410 khz, 500 w-D; FM: 100.9 mhz, 450 w, ant. 800 ft.)—Dismissed transfer of control of Sunshine Wireless Company of California from Eric T. Esbensen (40% before; none after) to Richard Berlanti (none before; 49% after) (BTC-H-820323HT, HU). Action Sept. 8.

■ WCNU(AM) Crestview, Fla. (1010 khz, 1 kw-D)—Granted transfer of control of Gulf Shores Broadcasting Co. from Sam F. Townsend (77% before; none after) to Jerry W. Miligan (16.6% before; 93.6% after). Consideration: \$160,000. Principles: Transferor is selling his stock to current minority stockholder. Balance of stock is owned by Carroll D. Caldwell, who will continue to be one-sixth owner. (BTC-820802FR). Action Sept. 10.

■ WVQJ(AM) Jacksonville, Fla. (1320 khz, 5 kw-U)—Granted assignment of license from WVQJ Inc. to Rowland Broadcasting Inc. for \$600,000. Seller is Florida-based insurance conglomerate with additional interests in health care products distribution and group owner of five AM's, six FM's and two TV's. It bought 52% of KOOL-TV Phoenix, for about \$48 million (BROADCASTING, Aug. 16). Last year it acquired balance of KOOL-TV stock from Gene Autry for about \$30 million and bought six of seven radio stations of San Juan Racing Association before spinning off four of them for net cost of \$33.5 million. E. Grant Fitts is chairman and president. Buyer is owned by Marshall W. Rowland and wife, Carol, who own WQJK(FM) Jacksonville, Fla., and WIZY-AM-FM Gordon, Ga. They also are former owners of WQJK(AM) Jacksonville, which was sold two years ago for \$250,000 (BROADCASTING, May 5, 1980). (BAL-820722HC). Action Sept. 9.

■ WGHC(AM) Clayton, Ga. (1570 khz, 1 kw-D)—Granted transfer of control of Rabun Radio Inc. from Carroll S. Lee (100% before; none after) to Richard J. Turner (none before; 100% after). Consideration: \$325,000. Principals: Seller has no other broadcast interests. Lee bought station in 1964 for \$35,000 (BROADCASTING, Nov. 30, 1964). Buyer is Clayton physician and has no other broadcast interests. (BTC-820726HY). Action Sept. 7.

■ KSNM(FM) Santa Fe, N.M. (95.5 mhz, 29.5 kw, HAAT: 130 ft.)—Granted assignment of license from Cammar Broadcasting Inc. to Radio Santa Fe Inc. for \$537,000. Seller: Martin Percival, who bought KSNM in 1979 for \$332,500 (BROADCASTING, April 2, 1979). Percival is former vice president, radio spot sales for ABC Radio, New York. Buyer: James R. Curtis, Jr., James H. Hurst and Guy N. Harrison (one-third each). Curtis owns 30% of KFRO(AM), Longview, Tex. (BAPLH-820728EQ). Action Sept. 9.

■ WTOB(AM) Winston-Salem, N.C. (1380 khz, 5 kw-D, 1 kw-N)—Granted assignment of license from 1490 Inc. to Southway Inc. for \$450,000 for 80%. Seller: John Woods is president of Woods Communications Corp., parent company of 1490 Inc. He has other broadcast interests. Buyer: Weston P. Hatfield and Richard E. Maxey (40% each) and John F. Woods (20%). Hatfield is Winston-Salem attorney, Maxey is president of Castonia, N.C. cable system. Woods is president of selling group. (BAL-820729FA). Action Sept. 9.

■ WCIN(AM) Cincinnati (1480 khz, 5 kw-D, 500 w-N)—Granted assignment of license from Beni of Ohio

Inc. to KLM Communications Inc. for \$2.25 million. Seller is subsidiary of Broadcast Enterprises National Inc., which owns WAOK(AM) Atlanta; WTH(AM) Baltimore; WHEC-TV Rochester, N.Y.; WBLZ(FM) Hamilton, Ohio; WPDQ(AM) Jacksonville, Fla.; WJAS(AM) Pittsburgh, Pa.; and WTLC(FM) Indianapolis. BENI also owns 25% of WJIV(AM) Charlotte, Mich. Ragan Henry is president. Buyer: Ken McDowell (100%), who is Cincinnati attorney and former news announcer and reporter at WLWT-TV Cincinnati. (BAL-820802FO). Action Sept. 10.

■ KTLQ(AM)-KEOK(FM) Tahlequah, Okla. (AM: 1350 khz, 1 kw-D; FM: 101.7 mhz, 3 kw, HAAT: 300 ft.)—Granted transfer of control of KTLQ Radio Inc. from Galen O. Gilbert (51% before; none after) to Ralph Lynch (49% before; 100% after). Consideration: \$266,188. Principals: Seller is transferring his interest to remaining stockholder. (BTC-H-820720GC, D). Action Aug. 31.

■ WGCA(AM) Charleston, S.C. (1450 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Charleston Sports Enterprises Inc. to O'Grady Communications Inc. for \$500,000. Seller: C. Edward Little (50.1%) and wife, Marie G. Little (49.9%), who have no other broadcast interests. They bought WGCA last year for \$500,000 and sought waiver of three year rule on grounds that no profit from sale will be realized. Buyer: James F. O'Grady Jr. and family. O'Grady is consultant with Orange County Cablevision Inc., cable system serving Middletown, N.Y. (BAL-820721GS). Action Aug. 31.

■ WLSC(AM) Loris, S.C. (AM: 1570 khz, 1 kw-D)—Granted assignment of license from Media Services Inc. to FTW Broadcasting Inc. for \$134,500. Seller: Randy G. Ghent (53.5%) and James C. Roling (46.5%) who have no other broadcast interests. Buyer: Dennis A. Stage (70%) and Paul K. Lucas (30%). Lucas is accountant with Atlanta, Ga., data processing firm. Stage owns Marietta, Ga., carwash. Neither has other broadcast interests. (BAL-820629EQ). Action Aug. 10.

■ KERC(AM) Eastland, Tex. (1500 khz, 500 w-D)—Dismissed assignment of license from Carnette Broadcasting Inc. to Maverick Broadcasting Inc. for \$225,000. (BAL-820428FZ). Action Sept. 8.

■ KCYL(AM)-KLTD(FM) Lampasas, Tex. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 99.3 mhz, 3 kw, HAAT: 189 ft.)—Granted assignment of license from Tafoya Broadcasting Inc. to Drew Ballard for \$255,000. Seller: Marcello H. Tafoya (60%) and Drew Ballard (40%), who also own KRGT(FM) Taylor and KLFB(AM) Lubbock, both Texas. Buyer is currently 40% owner of KLTD and seeks full ownership. (BAL-H-820621HA, B). Action Sept. 7.

■ KSLI(FM)[CP] Richardson, Tex. (88.1 mhz, 10 w)—Granted assignment of construction permit from St. Luke's Educational Foundation to Southern Methodist University Student's Publishing Co. for \$4,779.61. Seller has no other broadcast interests. Buyer: Noncommercial corporation. Paul G. Hudson is president. (BAPED-820712HQ). Action Sept. 7.

■ KONI(AM) Spanish Fork, Utah (1480 khz, 1 kw-D)—Granted assignment of license from Mountain States Broadcasting Corp. to Chris Warden for \$225,000. Seller is owned by Dan Lacey who also owns KFTN(AM) Provo, Utah, and KIQX(FM) Durango, Colo. Lacey bought KONI along with co-located KTMP(FM) earlier this year for \$325,000 (BROADCASTING, March 1) and had prior deal to spin off KONI for \$185,000 before sale fell through after FCC approval. New price includes real estate that was excluded in first deal. Buyer is owned by Chris Warden, who operates Santa Monica, Calif.-based South Asian Cultural Exhibition and has no other broadcast interests. (BAL-820729FB). Action Sept. 9.

■ WVNR(AM) Poultney, Vt. (1340 khz, 250 w)—Granted transfer of control of Vermont-New York Broadcasting Corp. from Richard Ramson, Norval Ramson and Donald A. Prescott to John A. Colagrande and Burton K. Barlow. Consideration: \$130,000. Principals: Sellers each own one-third of stock and seek 100% transfer. Buyers are John A. Colagrande and Burton K. Barlow (50% each). Colagrande is former 50% owner of WIPS(AM) Ticonderoga and former 11.1% owner of WWOM(FM) Albany, both New York. (BTC-820714EC). Action Sept. 7.

■ KRKO(AM) Everett, Wash. ((1380 khz, 5 kw-U)—Granted transfer of control of First Pacific Broadcasting Inc. from Jon and Mary Marple (100% before; none after) to Melvin Squyres and Dexter Taylor (none before; 100% after). Principals: Sellers have no other broadcast interests. Buyer Squyres is former sales rep-

resentative at KPRZ(AM) Los Angeles. Taylor is former sales manager at KHJ(AM) Los Angeles and currently Manhattan Beach, Calif., real estate investor. (BTC-820623HL). Action Aug. 13.

■ KORD(AM) Pasco and KZZK(FM) Richland, Wash. (AM: 910 khz, 1 kw-D; FM: 102.7 mhz, 100 kw HAAT: 1,130 ft.)—Granted assignment of license from KIXI Inc. to 4-K Radio for \$870,000. Seller: Walter N. Neiskog (50%), Marc R. Peterson and Bjorn Lih (25% each), who also own KIXI-AM-FM Seattle, Wash. Buyer: Eugene A. Hamblin and Michael R. Ripley (50% each), who own three AM's and three FM's and sold KLER-AM-FM Orofino, Idaho (see above). (BAL-H-820721GM, N). Action Aug. 31.

■ KIMA-TV Yakima and KERP-TV Pasco, both Washington, and KLEW-TV Lewiston, Idaho (KIMA-TV: CBS, ch. 29, 484 kw vis., 87.3 kw aur., HAAT: 970 ft.; KERP-TV: ch. 19, 490 kw vis., 88.3 kw aur., HAAT: 1,203 ft.; KLEW-TV: CBS, ch. 3, 13.8 kw vis., 1.38 kw aur., HAAT: 1,260 ft.)—Granted transfer of control of NWG Broadcasting Co. from estate of Herrell B. Whitney (50% before; none after) to John Noels Jr. and son, Rodger (50% before; 100% after). Consideration: \$6.5 million. Seller has no other broadcast interests. Buyers are currently 37.5% and 12.5% owners, respectively, of NWG Broadcasting and have no other broadcast interests. (BTC-CT-820723HM, N.O). Action Sept. 8.

■ WXVA(AM)-WZFM(FM) Charles Town, W.Va. (AM: 1550 khz, 5 kw-D; FM: 98.3 mhz, 3 kw, HAAT: 110 ft.)—Granted assignment of license from WXVA Broadcasting Corp. to Heritage Broadcasting Co. for \$400,000. Seller: John P. Luce (100%), who bought station 12 years ago for \$225,000 (BROADCASTING, July 6, 1970), and has no other broadcast interests. Buyer is equally owned by Gene E. McCoy, David E. Schoumacker and Joseph C. Giuliana. Schoumacker is anchor at WJLA-TV Washington. They own WGMD(FM) Rehoboth Beach, Del. McCoy also owns 25% of WPMW(FM) Mullens, W.Va. (BAL-820728ER). Action Sept. 9.

■ WKKW(FM) Clarksburg, W.Va. (106.5 mhz, 50 kw, HAAT: 500 ft.)—Granted transfer of control of Radio One Inc. from Warren Riddlebarger (21.6% before; none after) to Jack T. Gloyd (39.2% before;

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60.8% after). Consideration: \$56,950. Principals: Seller is transferring interest to one of remaining stockholders. Other stockholder is James Dumire (39.2%) who after transaction will own same percent of stock. (BTC-820802FR). Action Sept. 10.

■ *WORT(FM) Madison, Wis. (89.7 mhz, 1.3 kw, HAAT: 905 ft.)—Granted assignment of license from Back Porch Radio Broadcasting Inc. to Back Porch Broadcasting. Transaction does not seek to change licensee name but only to reflect new elected president and board members. (BTCED-820630EY). Action Sept. 8.

■ WTTN-AM-FM Watertown, Wis. (AM: 1580 khz, 1 kw-D; FM: 94.1 mhz, 20 kw, HAAT: 285 ft.)—Granted assignment of license from Watertown Radio Inc. to Select Communications Inc. for \$650,000. Seller: Carl V. Kolata and wife Marcella Kolata (50% each), who have no other broadcast interests. Buyer: Arthur W. Gaulke Jr. (60%) and John T.H. Timm (40%). Timm is station manager of WEZW(FM) Wauwatosa, Wis. Gaulke is Sussex, Wis., management consultant. (BAL-H-820707GN,GO). Action Sept. 7.

Facilities changes

AM applications

Tendered

■ WCOG (1320 khz) Greensboro, N.C.—seeks CP to increase N power to 5 kw and make changes in ant. sys. Ann. Sept. 15.

■ KWVR (1340 khz) Enterprise, Ore.—seeks CP to change hours of operation to U by adding 250 w-N and increase D power to 1 kw. Ann. Sept. 13.

Accepted

■ WCMQ (1210 khz) Miami Springs, Fla.—seeks modification of CP (BP-810909AG) to change TL; and increase height of tower. Ann. Sept. 15.

■ KGLE (590 khz) Glendive, Mont.—seeks CP to make changes in ant. sys. (decrease height of tower). Ann. Sept. 15.

■ WONE (980 khz) Dayton, Ohio—seeks CP to

modify N standard radiation pattern. Ann. Sept. 17.

■ WJYT (960 khz) Quebradillas, PR—seeks modification of CP (BP-800401AH as mod.) to change TL. Ann. Sept. 15.

FM applications

Tendered

■ KWBO (97.5 mhz) Hot Springs, Ark.—seeks CP to change TL; change ERP to 100 kw; change HAAT to 870 ft. and make changes in ant. sys. Ann. Sept. 15.

■ WFOX (97.1 mhz) Gainesville, Ga.—seeks CP to change TL; change ERP to 96.9 kw; change HAAT to 1,889 ft. and make changes in ant. sys. Ann. Sept. 15.

■ KCFM (97.1 mhz) Florissant, Mo.—Seeks CP to change TL. Ann. Sept. 13.

■ KKEE (94.3 mhz) Alamogordo, NM—seeks CP to change TL; change ERP to 100 w; change HAAT to 1,642 ft. and make changes in ant. sys. Ann. Sept. 15.

■ KEZE-FM (105.7 mhz) Spokane, Wash.—seeks CP to change TL; change ERP to 100 kw; change HAAT to 1,910 ft., change type transmitter and make changes in ant. sys. Ann. Sept. 17.

Accepted

■ KBBC (95.9 mhz) Lake Havasu City, Ariz.—seeks CP showing proposed operation on frequency of 101.1 mhz; change TL; decrease ERP to 100 kw; decrease HAAT to 1,153 ft. and change TPO. Ann. Sept. 13.

■ *KSPB (91.5 mhz) Pebble Beach, Calif.—seeks modification of CP (BPED-790824AB) to change HAAT to 485 ft. Ann. Sept. 14.

■ KWIZ-FM (96.7 mhz) Santa Ana, Calif.—seeks CP to make changes in ant. sys.; increase ERP to 2.85 kw (V); decrease HAAT to 199.5 ft. and change TPO. Ann. Sept. 15.

■ KSRF (103.1 mhz) Santa Monica, Calif.—seeks CP to increase ERP to 2 kw. Ann. Sept. 14.

■ KWBj (100.1 mhz) Payette, Idaho—seeks CP to change TL; change ERP to 1.9 kw; change HAAT to 535 ft. and change TPO. Ann. Sept. 13.

■ WCLR (101.9 mhz) Skokie, Ill.—seeks CP to

decrease ERP to 4.2 kw; increase HAAT to 1,516 ft. and change TPO. Ann. Sept. 14.

■ WIKY-FM (104.1 mhz) Evansville, Ind.—seeks CP to decrease ERP to 38.9 kw; increase HAAT to 567 ft. and change TPO. Ann. Sept. 13.

■ KIKK (103.7 mhz) Davenport, Iowa—seeks modification of CP (BPH-820428AK) to decrease HAAT to 1,190 ft. Ann. Sept. 14.

■ KSLs (101.5 mhz) Liberal, Kan.—seeks CP showing proposed operation on frequency of 101.5 mhz; change TL; change type ant.; increase ERP to 100 kw; increase HAAT to 536.7 ft. and change TPO. Ann. Sept. 14.

■ WLAP-FM (94.5 mhz) Lexington, Ky.—seeks CP to increase ERP to 100 kw; increase HAAT to 642 ft. and change TPO. Ann. Sept. 13.

■ KMAJ (107.7 mhz) Topeka, Kan.—seeks CP to make changes in ant. sys. Ann. Sept. 15.

■ WSCL (92.1 mhz) Augusta, Me.—seeks CP showing proposed operation on frequency of 92.3 mhz and increase ERP to 5 kw. Ann. Sept. 13.

■ WGTF (93.5 mhz) Nantucket, Mass.—seeks modification of CP (BPH-790301AL, as mod.) to increase ERP to 34 kw. Ann. Sept. 13.

■ WMBN-FM (96.7 mhz) Petoskey, Mich.—seeks CP showing proposed operation on frequency of 96.3 mhz; change TL; and make changes in ant. sys. rules. Ann. Sept. 14.

■ KIDX (98.5 mhz) Billings, Mont.—seeks CP to change SL and RC; change type trans.; change type ant.; increase ERP to 85 kw; decrease HAAT to 370 ft. and change TPO. Ann. Sept. 13.

■ KSID-FM (95.3 mhz) Sidney, Neb.—seeks CP showing proposed operation on frequency of 98.7 mhz; change TL; increase ERP to 62.38 kw; increase HAAT to 368 ft. and change TPO. Ann. Sept. 14.

■ KMZQ-FM (100.5 mhz) Henderson, Nev.—seeks modification of CP (BPH-10, 658, as mod.) to decrease ERP to 98 kw; increase HAAT to 1,180 ft.; and change SL. Ann. Sept. 14.

■ *KUNR (88.7 mhz) Reno, Nev.—seeks CP to install aux. ant. at main TL; to be operated on ERP of 2 kw; change HAAT to -454 ft. (H) and change TPO. Ann. Sept. 14.

■ WLSN (106.5 mhz) Greenville, Ohio—seeks modification of CP (BPH-10,244) to change TL and SL; increase HAAT to 462 ft. and change TPO. Ann. Sept. 13.

■ KLNK (98.9 mhz) Oklahoma City—seeks CP to increase ERP to 100 kw. Ann. Sept. 14.

■ KDxE (95.9 mhz) Sulphur Springs, Tex.—seeks CP to decrease HAAT to 286 ft. Ann. Sept. 13.

■ KYUF (95.3 mhz) Uvalde, Tex.—seeks CP showing proposed operation on frequency of 104.9 mhz; increase HAAT to 263 ft. and change TPO. Ann. Sept. 13.

■ KUBS (91.5 mhz) Newport, Wash.—seeks CP to make changes in ant. sys.; change TL and SL; change type trans.; change ERP to 150 w (H); change HAAT to -538 ft. (H) and change TPO. Ann. Sept. 13.

■ WQZK-FM (94.1 mhz) Keyser, W.Va.—seeks CP to increase ERP to 15 kw; increase HAAT to 801 ft. and change TPO. Ann. Sept. 15.

■ WSPL (95.9 mhz) La Crosse, Wis.—seeks CP to change TL; decrease ERP to 980 w; decrease HAAT to 526 ft. and change TPO. Ann. Sept. 13.

■ WLUM (102.1 mhz) Milwaukee—seeks CP to decrease ERP to 2.02 kw; increase HAAT to 325 ft. and change TPO. Ann. Sept. 15.

TV applications

Tendered

■ WCIU-TV (ch. 26) Chicago—seeks CP to change ERP to 2,000 kw vis., and 200 kw aur. Ann. Sept. 17.

■ WVAH-TV (ch. 23) Charleston, W.Va.—seeks MP (BPCT-800721KG, as mod.) to change frequency to ch. 11; change ERP to 49 kw vis., 4.9 kw aur.; change HAAT to 1,742 ft. Ann. Sept. 15.

Accepted

■ WQRF-TV (ch. 39) Rockford, Ill.—seeks CP to change ERP to 525 kw vis., and 52.5 kw aur. Ann. Sept. 15.

■ WSTE (ch. 13) Fajardo, PR—seeks MP (BPCT-2439, as mod.) to change ERP to 170 kw vis., 17 kw aur.; change HAAT to 2,825 ft. and change TL.

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■ ***KTPS** (ch. 62) Tacoma, Wash.—seeks CP to change ERP to 35 kw vis., 4.112 kw aur.; change HAAT to 755 ft.; change TL; change frequency to ch. 28; also change ant. sys. Ann. Sept. 15.

■ ***KOWY** (ch. 5) Lander, Wyo.—seeks MP (BPCT-810428KG, as mod.) to change ant. sys. Ann. Sept. 15.

AM actions

■ **WUFE** (1260 khz) Baxley, Ga.—Granted CP to change TL. Action Sept. 1.

■ **KXAK** (1310 khz) Corrales, N.M.—Granted CP to change hours of operation to U. by adding 500 w-N; increase D power to 5 kw; install DA-N; change TL; and make changes in antenna system. Action Sept. 3.

FM actions

■ ***KPSH-FM** (88.5 mhz) Palm Springs, Calif.—Granted change from Class D to Class A status and increase ERP to 180 w. Action Sept. 3.

■ **KYMS** (106.3 mhz) Santa Ana, Calif.—Granted CP to change TL; change ERP to 1.33 kw; change HAAT to 425 ft. and make changes in ant. sys. Action Sept. 2.

■ **WHS** (107.1 mhz) Key West, Fla.—Granted CP to change ERP to 2.5 kw and change HAAT to 205 ft. Action Sept. 1.

■ ***WKGC-FM** (90.7 mhz) Panama City, Fla.—Granted CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; increase ERP to 50 kw; decrease HAAT to 340 ft. and change TPO. Action Sept. 5.

■ **WXCR** (92.1 mhz) Safety Harbor, Fla.—Granted modification of CP (BPH-10.367) to make changes in ant. sys.; change TL; change type trans.; change type ant.; decrease ERP to 1.7 kw; increase HAAT to 400 ft. and change TPO. Action Sept. 1.

■ **WWID** (106.7 mhz) Gainesville, Ga.—Granted CP to change TL; increase HAAT to 930 ft.; change type trans.; and make changes in ant. sys. Action Aug. 31.

■ **WWCG** (104.1 mhz) La Grange, Ga.—Granted CP to change TL; change ERP to 100 kw; change HAAT to 1,060 ft.; change type trans. and make changes in ant. sys. Action Aug. 31.

■ **WXXQ** (98.5 mhz) Freeport, Ill.—Granted modification of CP (BPH-810724AO) to increase ERP to 10 kw

■ **KGGO** (94.9 mhz) Des Moines, Iowa—Granted CP to change TL; change HAAT to 1,059 ft.; change type trans.; change TPO and make changes in ant. sys. Action Sept. 3.

■ ***WMWC** (91.7 mhz) Gardner, Mass.—Granted increase in ERP to 10 w; and change HAAT to 329 ft. Action Aug. 31.

■ **KKKA** (104.9 mhz) St. James, Minn.—Granted modification of CP (BPH-801231AD) to change SL and RC. Action Sept. 9.

■ **WHYC** (88.5 mhz) Swan Quarter, N.C.—Granted CP to increase ERP to 2.79 kw; change HAAT to 262 ft. Action Sept. 3.

■ **WKSZ** (100.3 mhz) Media, Pa.—Granted

modification of CP (BPH-9011) to make changes in ant. sys.; change TL; change type trans.; change type ant.; decrease ERP to 24 kw; increase HAAT to 720 ft. and change TPO. Action Sept. 9.

■ ***WYEP-FM** (91.3 mhz) Pittsburgh, Pa.—Granted modification of CP (BPED-2607, as mod.) to make changes in ant. sys.; change TL; change type ant.; increase ERP to 18.14 kw; change HAAT and change TPO. Action Sept. 9.

■ ***WBMR** (91.7 mhz) Telford, Pa.—Granted CP to change frequency to 91.7 mhz; change TL; operate RC from SL; increase ERP to 116 w; change HAAT to 249.27 ft.; change type trans. and make changes in ant. sys. Action Aug. 27.

■ ***WPLS-FM** (96.5 mhz) Greenville, SC—Granted CP to change frequency to 96.5 mhz. Action Aug. 31.

■ **WCVR-FM** (102.3 mhz) Randolph, Vt.—Granted modification of CP (BPED-80114AB) to change TL. Action Sept. 9.

■ ***KFAE-FM** (89.1 mhz) Richland, Wash.—Granted modification of CP (BPED-80114AB) to change TL. Action Sept. 9.

TV actions

■ **WBBH-TV** (ch. 20) Fort Myers, Fla.—Granted MP (BPCT-7910016KE) to change ERP to 5,000 kw vis., 500 kw aur.; change HAAT to 1,482 ft.; also change ant. sys. Action Sept. 2.

■ **WDXL** (ch. 9) Miami—Granted MP (BPCT-800430KF) to change ERP to 5,000 kw vis., 500 kw aur., and change HAAT to 700 ft. Action Sept. 2.

■ **KTVB** (ch. 7) Boise, Idaho—Granted CP to change ERP to 195 kw vis., 32.2 kw aur.; change HAAT to 2,645 ft. Action Aug. 31.

■ **WQPT-TV** (ch. 24) Moline, Ill.—Granted MP (BPET-801210KK) to change ERP to 147.6 kw vis., 14.76 kw aur. Action Sept. 2.

■ **KLAX-TV** (ch. 31) Alexandria, La.—Granted MP (BPCT-791031KG) to change ERP to 1,619 kw vis., 98 kw aur.; change HAAT to 203.8 ft. and change TL. Action Aug. 31.

■ ***WLAE-TV** (ch. 32) New Orleans—Granted MP (BPET-810710KG) to change TL. Action Sept. 2.

In contest

FCC actions

■ ALJ Edward J. Kuhlman granted Family Broadcasting Group CP for new FM on 101.1 mhz at Ponce, P.R., and denied competing applications of Zaba Radio Corp. and Marsona Broadcasting Corp. for same facility. ALJ found Family application superior on grounds of media diversification and integration of ownership and management. Decision becomes effective 50 days after release unless appeal is filed within 30 days or FCC appeals case on own motion. Action Sept. 1.

■ FCC review board granted application of TV-8 Inc.

CP for new TV on ch. 16 at Somerset, Ky., and reversed action of ALJ which awarded grant to competing applicant, Bluegrass Media Inc. ALJ had initially concluded that public interest would not be served because principals of TV-8 Inc. also own WTLO(AM) Somerset. ALJ instead decided satellite service of Bluegrass was needed. Review board said that, in addition to money saved by joint operation of AM and proposed TV, TV-8's cross ownership would provide first full time local TV service to Somerset and would advance FCC's policy of UHF development. Review board said Bluegrass's proposed satellite would largely duplicate programming of its WBKO(TV) Bowling Green, Ky. Action Sept. 8.

■ FCC affirmed its Nov. 12, 1981, action eliminating public notice stage that formerly preceded initiation of proposed rulemaking to amend TV and FM table of assignments. Action Sept. 14.

■ FCC granted Sound Radio Inc. CP for new AM on facilities of WNJR(AM) Newark, N.J., and reversed June, 1978, review board decision that found all applicants in proceeding unqualified to operate station. Action Sept. 14.

■ Ford County Broadcasters Inc., applicant for new FM at Paxton, Ill., has been denied review of order designating its application and that of Plowshares Broadcasting Inc., for comparative hearing.

■ FCC partially granted appeal by Clay Television Inc., one of two applicants for new TV at Orange Park, Fla., by deleting from evidentiary record transfer of ownership issue designated against Clay by presiding ALJ. Action Sept. 14.

Call letters

Applications

Call	Sought by
New AM's	
KKMC	Gonzales Broadcasters, Gonzales, Calif.
WUCO	Mid America Broadcasting Co., Marysville, Ohio
New FM	
KBYO	Sco-Kim Inc., Tallulah, La.
KMGZ	Broadco Inc., Lawton, Okla.
Existing AM's	
KTNX	KANC Anchorage, Alaska
WEUS	WLCO Eustis, Fla.
KVSV	KRJJ Beloit, Kan.
KZZM	KTLB Tallulah, La.
KOBR	KYBR Brainerd, Minn.
Existing FM's	
WVSI-FM	WCEZ Jupiter, Fla.
KVSV-FM	KRJJ-FM Beloit, Kan.
WZDQ	WIRJ-FM Humboldt, Tenn.
KIKX	KEAN Abilene, Tex.
Existing TV	
WVNY	WEZF-TV Burlington, Vt.

Grants

Call	Assigned to
New AM	
WIDS	James Wesley Bottoms, Russell Springs, Ky.
New FM's	
KROZ-FM	KRDZ Broadcasters Inc., Wray, Colo.
KWGG	Wayne E. Grant, Hampton, Iowa
KLYX	Long Line Broadcasting Inc., Thermopolis, Wyo.
New TV's	
WJLH	Capitol Broadcasting Co., Laurel, Miss.
WRDG	National Group Telecommunications of Burlington Inc., Burlington, N.C.
Existing AM's	
KHTT	KXRX San Jose, Calif.
WIMZ	WHEL Knoxville, Tenn.
KBBW	KKIK Waco-Marlin, Tex.
KGGR	KZUN Opportunity, Wash.
Existing FM's	
WOLZ	WCBY-FM Cheboygan, Mich.
WTWR	WVMO Monroe, Mich.
KXLP	KNUJ-FM New Ulm, Minn.
WIMZ-FM	WIMZ Knoxville, Tenn.

Summary of broadcasting

FCC tabulations as of July 31, 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	123	4,791
Commercial FM	3,379	1	0	3,380	284	3,664
Educational FM	1,112	0	0	1,112	81	1,193
Total Radio	9,158	1	1	9,160	488	9,648
Commercial TV						
VHF	524	1	0	525	13	538
UHF	271	0	0	271	131	402
Educational TV						
VHF	103	1	3	107	9	116
UHF	162	2	4	168	16	184
Total TV	1,855	5	7	1,867	313	2,180
FM Translators	486	0	0	486	285	751
TV Translators						
UHF	2,734	0	0	2,734	285	3,019
VHF	1,635	0	0	1,635	410	2,045
Low power						
VHF	95	0	0	95	143	238
UHF	4	0	0	4	75	79

*Special temporary authorization

**Includes off-air licenses

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KJAZ-FM/Sales Manager. America's premier jazz radio station in the San Francisco Bay area needs dynamic, high energy, proven successful Sales Manager (including national sales experience) who loves the music, understands radio sales, and is a natural leader. Opportunity exists to become General Manager and to earn an equity interest in station! Entire sales program must be revamped with special emphasis on retail sales; focusing on high quality listening audience, not Arbitron numbers. Forward resume to: KJAZ, Inc., PO. Box 1450, Alameda, CA 94501.

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HELP WANTED SALES

Immediate opening for self-starting sales person. Advancement unlimited for right person. Small market AM. Send resume to WAPR, PO. 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, PO. Box 31037, Omaha, NE 68131. No phone calls, please.

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, WTSL Radio, Box 1400, Lebanon, NH 03766.

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, PO. 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.

New opportunities in radio air time sales. Our FM station is growing and our prospective owners are adding an AM station. If you believe in yourself and in the power of radio advertising, if you have strong retail or telephone sales experience plus the ability to follow the proven RAB selling techniques of research, consultant sell and cooperative advertising, if you are a CRMC or Jennings trained sales professional, then you have the qualities we are seeking. Send complete resume, references and a 60 second tape to Charles Thompson, GSM, Box 5683, Hilton Head Island, SC 29938. Equal opportunity employer.

Immediate opening for an experienced sales person. We are looking for an account executive that is a dedicated individual, energetic, goal-oriented person who wants to grow with a dynamic broadcast group. Excellent benefits, salary plus commission, and auto allowance. Call for an appointment or send resume to: Lisa Harter, KVOI Radio, 4909 N. La Canada, Tucson, AZ 85704. Phone 602-293-6172.

Salespersons for D.C.—Based national radio feature. Sales manager and/or partnership possibilities. D.C. Audio, 370 National Press Building, Washington, D.C. 20045.

Top 10 suburban station with successful "Big Band" format seeks highly motivated account executive experienced in retail sales. Excellent compensation plan and fringe benefits. Send resume and sales record to Box G-150. EOE/MF.

New Gulf Coast 24 hr. C&W FM station seeking aggressive salesperson with proven retail sales track record. Guarantee + commission. 512-565-4106.

HELP WANTED ANNOUNCERS

Opening for evening shift announcer. Experience a must, as well as good production. Dave Madi, KWHW, Box 577, Altus, OK 73521. EOE.

Top rated FM now looking for talented person for overnights. 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.

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.

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.

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, PO. Box 47, Eau Claire, WI 54702. An Equal Opportunity Employer.

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.

Easy listening WXTZ, Indianapolis, is seeking an experienced full-time personality. Please send tape and resume to WXTZ, PO. Box 88456, Indianapolis, IN 46208. An equal opportunity employer.

Opening for DJ with good copy writing skills. AM adult contemporary on the beautiful St. Lawrence River. Tape, resume and references to WSLB, Box 239, Ogdensburg, NY 13669.

News/talk person, small city oriented. Northeast. Resume to Box G-123.

Major eastern market wants prime time, established talk host. We talk issues, controversy and pac man. You must be able to handle them all, including an occasional scrap with our opinionated audience. Resume only to Box G-133.

Staff announcer needed for "beautiful/easy listening" station. Mature voice & some experience necessary. Night shift. Good advancement opportunities for right person. EEO. Tape & resume to WSRS, West Side Station, Worcester, MA 01602.

HELP WANTED TECHNICAL

Radio Chief Engineer. Immediate opening. Excellent facilities and equipment. 100,000 watt FM stereo, daytime AM plus AM on Gulf Coast coming soon. Must have First Class/General License, broadcast experience and best references. We offer top pay and benefits. Send complete information first letter to Raymond Saadi, KHOM, Station 2, PO. Box 728, Houma, LA 70360. Equal Opportunity Employer.

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.

Virginia Beach—Chief Engineer (operator) needed for AM/FM market leader. Nearly all equipment less than two years old and state-of-the-art, studio to antenna. Salary commensurate with background. Send resume with salary history and references to: W.H. Weller, G.M., WCMS AM/FM, 900 Commonwealth Place, Virginia Beach, VA 23464. No phone calls, please. Affirmative action. EOE, M/F.

Experienced combo engineer needed in the heart of big snow country. Must have experience in directional systems, automation and be a hands-on engineer. Good working conditions, good salary and benefits for group-owned operation. Position must be filled as soon as possible. Contact: Mike Nelson, General Manager, WJMS/WIMI Radio, Ironwood, MI 49938. Call 906-932-2411 between 8am and 5pm. EOE.

HELP WANTED NEWS

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.

HELP WANTED NEWS CONTINUED

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.

News reporter wanted for East Texas AM/FM combo. Texas background and college-trained applicants preferred. Send tape and resume to: Rick Watson, KEBE/KOOI Radio, P.O. Box 1648, Jacksonville, TX 75766. EOE.

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.

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.

Solid AM/FM combo looking for morning personality with programming experience—good pay and benefits. Call Bernie Brobst, 216—373-1440.

Program Director/talk. We're looking for a seasoned programmer for our major market talk station in Northeast. If you're professionally established with experience and credentials in talk radio, send resume to Box G-132.

Northwest Wisconsin small market AM/FM needs creative copywriter/producer. Some board work required. Equal opportunity employer. Send resume, tape, and samples to: John Munson, WJMC, P.O. Box 352, Rice Lake, WI 54868.

Program Director/air personality wanted for east Texas AM/FM combo that reaches into 80 counties. One of America's best facilities. Work with congenial, professional staff. Send tape, resume, and salary requirements to: Alan Mather, KEBE/KOOI Radio, P.O. Box 1648, Jacksonville, TX 75766. EOE.

KSTT Quad Cities—seeking adult contemporary program director for AM facility. Send aircheck (composite, if available) and complete resume. Attn: General Manager, KSTT, P.O. Box 3788, Davenport, IA 52808. EOE. No calls.

Program Director for Midwest major market country FM. Prior experience and track record required. Send resume and salary requirements in confidence to Box G-141.

SITUATIONS WANTED MANAGEMENT

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.

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.

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.

GM, qualified all phases, heavy sales, available due to sale of station. 816—431-2529, evenings.

Radio turnaround management specialist with documented track record ready to do the same for your mid to major market station or chain. Box G-129.

Seven of my former employees are now station managers. Sales-oriented. Available Southeast. 813—837-1629.

Investments/Economics/Business commentator. Senior portfolio manager-investment analyst with M.B.A. (finance); chartered fin. analyst (C.F.A.), certified fin. planner (CFP), plus 10 years' experience. Author of Economic "Outlook" for a top regional bank. Excellent communicator! Phone 813—323-1340, evenings. Writing samples available.

Radio management professional Knowledgeable in all aspects. Nineteen years' experience, seeking General Manager or Sales Manager position. Self starter, community active and people oriented. Excellent credentials and references. Write Box G-138 or call Jeff Guier, 503—342-4261/344-7826.

Contemplating selling your station and need to increase its value substantially? Management pro that takes poorly performing stations and makes them winners is your answer. Box G-130.

Sales warfare strategist. Front-line sidewalk SM! Will provide artillery to win the battle and the war! Top 100 only. Box G-118.

General Manager—sales-oriented with major market experience. Excellent track record. Available immediately. If you want a heavy hitter that can get the job done, write Box G-146.

Station Manager and GSM. No-nonsense manager, organizer, teacher. Sales specialist. Immediate results with spread sheets to show proven performance. Over a decade in sales and management. Employed now. Want a proven track record, profits and a professional operation? Let's go for it! Seeking West (north or south) from Utah to California. Write Box G-131.

Compatibly employed GM. 13 years stable management. Seeking change. Good, by-the-book operator. Very professional broadcast standards! Sales-oriented. Excellent quality promotions. Documented credentials, references. Box G-119.

General Manager. Heavy on experience, ability. Mature, profit-oriented, seeking station or group needing take-charge manager. Also, interested investing in turn around possibility. SE only. Box G-147.

Northwestern grad, MBA in management. That and 60¢ will buy you a cup of coffee. But, in addition, I take winning stations to new heights; losing stations through the ceiling. Very management intensive! Box G-135.

SITUATIONS WANTED SALES

General Sales Manager. With great understanding of employees and ability to motivate. Reply Box G-43.

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.

Sls. Mgr. has proven tonic for anemic bottom line. 816—431-2529, evenings.

I'll make you rich. Just give me a list and let me do your sports play-by-play and I'll add \$200,000 minimum to your annual billing based on your market. Currently GSM for two stations. RAB, Jennings, RKO, Youngs and Walker trained. An organized pro who can jump in and start getting you the big bucks immediately. Play-by-play is network quality. One of the industry's best all-around people. Sorry I can't give you my name but your 20 cent letter could be worth hundreds of thousands of dollars to you. Box G-120.

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

Announcer/Sportscaster. Six years' experience. Know rock format. Southern Rockies, West Coast only reply. Anytime, 303—651-3549.

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.

Witty film reviewer with six years' experience now available to join arts-conscious station. Call Cary at Klose-Up Productions, anytime, 415—483-5343.

I work! Experienced jock, can also do production and news, desires your format. Dependable. Box G-70.

Professional sound and attitude. Dependable, cooperative, eager for first break. Available now. Brian Davis, 414—255-2078.

Talk show host with major market experience, including 3 years in New York. Lively, provocative interviewer, strong one-to-one communicator. 212—534-4475.

Career minded. Excellent reader and voice. Some experience. Bill Hess, 11401 Arrowhead Trail, Hales Corners, WI 53130; 414—425-4924.

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.

4 years commercial experience on-air. B.A. from University of Georgia in Telecommunication Journalism. Dependable, versatile, creative. Tight board, good production, smooth delivery. Tape and resume available. Call Brian, 912—283-2893.

Christian communicator desires Christian radio job. Six years' commercial experience; PBP football, baseball, basketball; writing/reading news and sports; interviews; production. Jeff Nelson, 911½ Water Street, Webster City, IA 50595. 515—832-4509.

Talk Host—top 10, network O&O professional. 13 years news talk experience. Unbeatable track record & references. Seeking on-air or programing position. Prefer large major, but open. Available now. Write Box G-127.

New England area. Professional sound, attitude. Relocate immediately. Chip Durant, 5317 S. Tuckaway Dr., Greenfield, WI 53221. 414—282-6314.

College grad. with commercial experience needs small or medium market job. Will relocate. Michael Kelly, 415—887-8315.

DJ-draft exempt Vet. Available immediately—any format. Prefer big band or adult contemporary. Good voice, good board, 3rd phone. Experienced small market. Tape, resume, references available. Mike Weaver, Star Rte 1, Box 114P, Pryor, OK 74361. 918-434-6339.

Ambitious schooled, hard-working, 20-yr-old looking for full-time, preferably West Coast. Good voice/ production 916—927-2183, Tom.

SITUATIONS WANTED TECHNICAL

Experienced Chief Engineer desires permanent position with stable organization. Write Box G-107.

SITUATIONS WANTED NEWS

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.

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.

SITUATIONS WANTED NEWS CONTINUED

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.

News Director seeks career advancement. Coastal locations. 3 years' experience, B.A. journalism, print-talk-board experience. References. 505-864-3124.

Hustler & digger for hire. Articulate & intelligent News Director looking for medium market reporting position. I'm great. Rich, 612-699-1210.

Broadcast graduate, jack of all trades. News, sports, PBP. A star is born. James Prenliss, 319-324-8744.

Newsman, 24, 4 yrs. experience, B.A., seeks radio or TV news position in Michigan or New York. 313-573-0105.

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.

Successful, business-oriented PD at longtime winner ready for new major market AC/CHR challenge. Reply Box G-149.

Successful Country programmer with excellent track record, seeking permanent position in Northeast. 16 years' experience. Reply Box G-128.

Experience and quality make radio a profit-oriented business. As an experienced programmer, my background ranges from sales to operations manager in contemporary, country, A/C radio. Call 215-435-4283.

TELEVISION

HELP WANTED MANAGEMENT

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.

Financial Manager (Business Manager II). Oversee the budget and business concerns of growing public television organization. Responsible for the overall operation of three-person business office and all record-keeping, financial reports, and personnel activities. Requires demonstrated supervisory and administrative ability, thorough knowledge of budgets and cost-accounting. Familiarization with data processing, two years post high-school education in business and/or accounting and five years of related experience or Bachelor's degree and three years of related experience. CPA preferable. Salary range: \$18,240 to \$28,430, depending on experience. Send inquiries and resumes to General Manager, New Hampshire Public Television, Box Z, Durham, NH 03824. Application deadline is October 8, 1982. The university is an affirmative action/equal opportunity employer.

Southeast, medium market, network affiliate seeks Promotion Manager. Assistant ready to move up. Promo producing/production experience essential. EOE. Write Box G-103.

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.

Promotion Manager. New York station. Minimum 5 years' experience in TV promotion. Solid background in on-air promotion, print advertising, radio & sales promotion. Candidates should be bright, creative, innovative & aggressive. Send resume with salary requirements to P.O. Box 1111, Grand Central Station, NYC 10163.

International Manager. To manage all international activities of the 700 Club TV show and other syndicated television broadcast efforts. Applicant must have at least five years' experience in television and print promotion at the local station or network level, or ad agency or brand management experience. Bilingual capability would be helpful, but not necessary. The 700 Club TV Show and Christian Broadcasting Network, Inc., are evangelical Christian ministries. If you are interested, please send your resume to: Personnel Department, Christian Broadcasting Network, Inc., CBN Center, Virginia Beach, VA 23463.

Accounting Supervisor—top 100 ABC affiliate is seeking an accounting supervisor. Must have accounting degree, computer experience (preferably IBM 34) and one year of supervisory experience or 2 years' experience in broadcast accounting. Interested applicants should send complete resume including salary requirements to Box G-121. Equal opportunity employer.

HELP WANTED SALES

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.

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.

San Diego: account executive. KUSI-TV in America's finest city is requesting written contact by America's finest sales persons. Please address your updated resume, a letter explaining your sales aptitude and attitudes with your income expectations to: GSM, KUSI-TV, P.O. Box 11985, San Diego, CA 92111. An equal opportunity employer.

GSM for new maximum power VHF in beautiful southern Illinois locale which penetrates top major market. The individual we seek is a television pro with a track record of sales and management potential. A take charge leader, responsible directly to licensee. Age, sex and race not a factor. WCEE-TV, Box 200, Carbondale, IL 62901.

Local sales. Network affiliate in top 25 market is looking for an experienced local television account executive. Broadcast experience is necessary. Group operator, excellent benefits, equal opportunity employer. M/F. Send resume to: Bruce Rakow, P.O. Box 10, Sacramento, CA 95801.

General Sales Manager—the ability to manage and motivate five-person sales department. Must have broad experience on national rep. and agency level. Medium market NBC affiliate in beautiful southern area. Salary commensurate with experience. Send resume & salary requirements to Box G-142.

East & West Coast sales managers. Well-established firm experiencing rapid growth needs top-notch syndicated sales managers for East & West coasts. Must have successful experience in first-run programming & movie packages. Reply in confidence with resume & salary requirements to Box G-125.

HELP WANTED TECHNICAL

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 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.

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.

Assistant Chief Engineer—small market, Rockies. 3-5 years minimum experience. Great hunting, fishing, skiing, family area. Good salary. Contact Cecil Cope, KIFI TV, 208-523-1171. EOE/M/F.

Video Maintenance Engineer, Spend the winter on Florida's beaches. Independent Christian UHF station needs video maintenance engineer with strong background in studio maintenance, tape, and RF. Permanent, full-time position. Contact WTGL-TV 52, Box 1852, Cocoa, FL 32922, or phone 305-631-2730.

So. Fl. TV station needs maintenance engineer. Minimum 3 years' experience on ENG/EFP equipment; TK76, BVU, M/A, ECT. Send resume, references and salary requirements to Box G-122. EOE.

KCRA-TV, Kelly Broadcasting Co./Sacramento, CA, has opening for assistant chief engineer. Must be experienced in administration-system layout-maintenance & transmission. Contact: W. Karpisek, Chief Engineer, KCRA-TV, 310 Tenth Street, Sacramento, CA 95814. 916-325-3247. EOE, M/F.

Maintenance Engineer for Midwestern regional network station. Must have maintenance experience in microwave, Ampex VTR and UHF transmitters. Management responsibilities possible. Send resume and salary requirements to Box G-137. EOE.

Experienced tape operator/supervisor, familiar with all formats; strong on editing. Position requires supervision of tape operations. Must be able to perform minor tape machine maintenance and adjustments. Send resume to Wilbur Brann, WPTF-TV, P.O. Box 1511, Raleigh, N.C. 27602.

HELP WANTED TECHNICAL CONTINUED

New full power VHF in beautiful southern Illinois community seeks a take charge Chief. WCEE-TV, Box 200, Carbondale, IL 62901.

Video Maintenance Engineers. A rapidly growing full-service facility is planning a major expansion. There is an immediate need for engineering and maintenance personnel with experience in the following areas: one inch and two inch VTR's; computer editing systems; 24-track audio systems with video sync; broadcast cameras; digital video processing equipment; SEG's and routing switchers. The ideal applicant will have a BSEE and at least two years' experience in broadcast television. Salary will be commensurate with experience and ability. Please call or send resume to Greg Thomas, American Film Factory, Inc., 4150 Glencoe Ave., Marina Del Rey, CA 90291. 213-823-8622.

Chief Engineer. Needed for leading cable network. Must be able to order, install and maintain, and to supervise twenty man staff. Send resume to Box G-139.

KMGH-TV, Denver, Co., seeks applications from qualified maintenance engineers. Minimum 3-5 years repair and maintenance experience on ENG, VTR, camera, microwave, switchers and other studio equipment. General class FCC license. Send resume to: Kent Gratteau, KMGH-TV, 123 Speer Blvd. Denver, CO 80217. Equal opportunity employer. M/F.

HELP WANTED NEWS

News Director. If you're currently an experienced 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.

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.

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.

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 southeastern U.S. Send a detailed letter on news philosophy, resume and salary requirements to Box G-83. E.O.E. All replies confidential.

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.

Reporter—Top-rated news department searching for reporter—possible consumer assignments. Rush tape and resume to News Director, WFMY-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.

Medical reporter & action/consumer reporter. 2 positions open in top 10 market. Must have at least 4 years reporting experience and one year as a specialist. Send tape and resume to: KDFW-News Dept., 400 N. Griffin St., Dallas, TX 75202. EOE. No phone calls.

Primo People, Inc. News directors, anchors, reporters, weathercasters, sportscasters and producers now invited to send tapes to nationwide talent specialists. All markets. No fees. Immediate openings. Contact: Steve Porricelli, Primo Newservice, 182 Sound Beach Avenue, Old Greenwich, CT 06870. 203-637-3653.

Meteorologist: Midwest CBS affiliate is seeking a meteorologist with strong communications skills. Top 100 market, where weather gets high priority. Some television experience and degree in meteorology. If you know weather and can explain it, send tape and resume to: News Director, WEHT-TV, P.O. Box 25, Evansville, IN 47701. EOE-M/F.

Anchor-reporter for early and late news in a Southern market. We're looking for a person with on-the-air experience with solid writing and reporting abilities. Must be experienced. Prefer person with Southeast background. Send resume to Dave Basinger, News Director, WCBI-TV, P.O. Box 271, Columbus, MS 39701. No phone calls. EOE.

I-team, top 5 market, seeks smart, creative investigator/off-air reporter. Write Box G-145.

KMOT-TV is looking for a full time sports director. Duties include anchoring the 6 and 10 PM sportscasts, as well as co-producing a Saturday night sports interview program. Candidate 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. We are an equal opportunity employer.

Reporter. We are holding open a position for a hard working, hard hitting hard-news reporter who can deliver investigative angles in daily stories. You must be prepared to enterprise your own stories, incorporating contemporary field and post production techniques. Substantial experience is an absolute prerequisite. This is a spot for a top reporter to make his or her mark. Send resume and video cassette to News Director, KPIX, 855 Battery St., San Francisco, CA 94111. Equal Opportunity Employer.

Anchor/Producer: We need an experienced professional to co-anchor early and late news on a medium market Midwest station. Send resume and salary requirements to Dick Westbrook, WAND-TV, 904 Southside Drive, Decatur, IL 62525. An equal opportunity employer.

Meteorologist. Expanding our weather department. Need weekend/noon meteorologist to work with and learn from one of the best in the country. Southwest network V. Send resume to Box G-144.

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.

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.

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.

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.

Production Manager: Small market station looking for a working production manager. Must be able to write, produce, switch, and manage. Write Box G-116.

Wanted: Award-winning, aggressive producer, to head up 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.

Production Manager—WRTV is looking for a person with production manager experience and an interest in programming to head a twenty-person staff. Send resume to Ken Ladage, WRTV, 1330 N. Meridian, Indianapolis, IN 46206.

Videographer for group-owned network affiliate in Sunbelt top 50 market. Will shoot all local commercials, promotion and some feature material. Excellent lighting and camera technique required. Client contact. Directorial experience helpful. Write Box G-124.

Master control switcher & videotape operator. Only those who will assume responsibility need apply. Send complete resume with salary requirements to: Bill Baldwin, Production Mgr., KSWO-TV, Box 708, Lawton, OK 73502. No phone calls, please. EOE.

KCRA-TV, Kelly Broadcasting Co./Sacramento, CA, is looking for a producer for issue-oriented morning talk show, involving guests, studio audience and viewer phone calls. Producer will manage show on a day-to-day basis. Applicants must have a minimum 3 years television experience. Resumes to: Kurt Eichsteadt, Program Director, KCRA-TV, 310 Tenth St., Sacramento, CA 95814-0794. 916-325-3244. Equal opportunity employer, M/F.

National award-winning major market Pacific Northwest public television station seeks executive producer for local programming with management skills interested in maintaining station's track record. Will be responsible for all day to day editorial and program operations of local production units. MQ: BA in Communications or closely related field. May substitute equivalent work/training experience. Five years' experience as producer/director in broadcast television; two years' experience in television broadcast management; verifiable national production credits in a key role (producer, executive producer) or acceptable equivalent demonstrated ability. Salary: \$22,248-\$34,776, plus liberal benefits. Deadline: October 18, 1982. Resume to Selection Committee 82-P-11E, c/o Fujita, KCTS/9, University of Washington, 4045 Brooklyn Ave., NE, Seattle, WA 98105. EOE/AA.

Producer-Director wanted for location VTR production with progressive production co. Must be able to direct talent, shoot and edit. Film background helpful, creativity a must. Send tape and resume to: Showcase Productions, 2230 Idle Hour Bldg., Lexington, KY 40502.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Producer/Director. WFSB-TV has an opening for a full-time producer/director. Applicants must have at least three years' experience directing and producing at a medium or major market station. Applicant must have substantial background in directing news programs, special events and formatted studio programs. Please send a demonstration cassette and resume to: Susan Paulauskas, Personnel Manager, WFSB, 3 Constitution Plaza, Hartford, CT 06115. An equal opportunity employer, M/F.

Media Producer to write and direct television, audio and multi-image programs for Marquette University's Instructional Media Center. Broadcast or broadcast quality credits, one-inch and three-quarter inch tape editing experience and some technical knowledge required. Two or more years of professional production experience with M.A. preferred. Some experience with still photography, graphic design and CAI desirable. This is an established position on a staff of thirteen in a modern production facility. Affirmative action/equal employment opportunity. Send resume only before October 18, 1982, to: John Grozik, Director, Marquette University, Media Center, 1131 W. Wisconsin Ave., Milwaukee, WI 53233; 414-224-7532.

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.

Investments/Economics/Business commentator. Senior portfolio manager—investment analyst with V.B.A. (finance); chartered fin. analyst (C.F.A.), certified fin. planner (CFP), plus 10 years' experience. Author of Economic "Outlook" for a top regional bank. Excellent communicator! Phone 813-323-1340, evenings. Writing samples available.

Current state government public affairs director, 3 years. Experienced television, print reporter. Seeks position with TV station. Community-minded, issue-oriented. Journalism degree. Top notch writer. Sharp on camera. Can relocate. David Johnson, 402 W. 45 St., No. 1A, NYC, 10036. 212-587-5794 (weekdays).

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.

Experienced TV ENG cameraman and reporter. College background. Resume and tape: A. Bengier, 390 Wadsworth Avenue, NYC 10040. 212-927-6197.

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. 315-455-5797.

Sports reporter/anchor, recent college grad rained 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 who also edits, produces and shoots seeks small or medium market reporter position. Has won awards. Paul, 312-679-4025.

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.

Field producer/photographer—5 years' experience producing, shooting, and reporting. Currently assignment editor. Want to move back East from Midwest. Degree, awards. Evenings, 712-255-3498.

Highly-motivated black male wants to be a full time team player, not a token. Currently at a number one station in the 30's. Will drop a few notches to report 5 days a week. 3 years' exp. anchoring and live shots. Degree, honest track record, and references. Write Box G-126.

Experienced News Director/producer wishes to relocate. I will be a productive member of your news team. Call me at 717-866-2690.

Honest, I resigned to work for you! If you're a small-medium market TV operation with space for a man who'll grow with you. 31-over 10 years successful radio experience; programming, sales, management—some TV experience. This is the move I've been preparing for—excellent references. Let's talk and set up an audition—you'll like what you see/hear. Al Aplin, 616-426-3786. Available Oct. 1st.

News team: Anchors, reporters, photo-editors. One, all or combination. Serious inquiries only! Box G-134.

Producer. Currently small market news director seeks to return to what he does best. A winner with proven track record. Hurry. Reply Box G-148.

No hype hustler & digger seeks entry level news reporting position. Radio news director who knows local news, has good camera presence and understandable delivery. Familiar all aspects ENG. I'm good! Tape & references. Rich, 612-699-1210.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

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.

Videographer/Editor—Two years experience in commercial production and news. Will consider any entry level position. Will relocate. Contact Michael at (914) 561-0054.

Attention O&Os! I want "in" with your production staff. Need a director, A.D. or multi-format video tape editor? Call 615-870-2793.

Talented broadcast—journalism grad, with internships, ready to AD, floor manage, or produce. Currently in entry-level job at NY network. Tired of watching others do what I can do better. Neal, 201-420-0855; 203-288-2444.

Experienced ENG cameraman, producer, editor, anchor. Also great studio skills. Tape and references waiting for your call. Will relocate. Gary, 516-751-8742.

Experienced producer seeks new challenge. Master's degree. 5 yrs' experience as field producer for Evening/PM Magazine, S.F. CA. Will relocate. 415-453-2797.

CABLE

HELP WANTED SALES

Marketing/Cable Manager, affiliate relations—multinational organization is seeking experienced salespersons to market its cable programming to MSOs and individual cable systems in the U.S. We are looking for candidates with proven cable sales experience who are dynamic, resourceful self-starters with excellent organizational skills. Base salary mid-20's + commission. Requires travel and possible relocation. Send resume, including salary history, to Box G-136. We are an equal opportunity employer.

ALLIED FIELDS

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Videographer to shoot videotape and to oversee video production unit for television programs used in college credit telecourses. Skills required include: shooting, supervising staff and freelance crews, and supervising editing. Work experience plus college degree required. Write to: Bob Crook, Center for Telecommunications, Dallas County Community College District, 4343 N. Highway 67, Mesquite, TX 75150; 214-324-7993. An equal opportunity/affirmative action employer.

WANTER TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Western Electric amplifiers, tubes, mixers, other products. Call 213-576-2642.

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.

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.

FM RCA-BTF-5D, exc. condition. Will warrantee. 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.

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. Stewart, 215-626-6500.

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 pan/tilt 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.

Ampex VPR-20 portable 1" VTR. SMPTE, low hours, current factory updates. \$32,500. 515-472-6393, Bob.

Quality broadcast equipment: new and used, buy and sell! Transmission, video and audio. Formed my own company. Call Ray LaRue, 404-563-9331.

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.

Sony tri-standard receivers—brand new at bargain prices. PAL/SECAM/NTSC 4.43. 8 KV1420ME's 1 KV2020 ME, Perfect for those working overseas. \$5000 for the lot. Individual prices too. 206-939-1902, Ext. 343.

FOR SALE EQUIPMENT CONTINUED

Two solid state TV exciters on Ch. 22, spare boards. Used four years. D. Zulli, 213-466-5441.

New & Reconditioned equipment for sale: Ikegami ITC-350 ENG cameras w/saticons; Hitachi HR-200/HST 1" type-C VTR; Hitachi SK-91 camera; Hitachi FP-40SS camera; Hitachi FP-21 camera; Sony BVU-200 edit system; Sony VP-2011 3/4" player; Sony VO-2610 3/4" recorder; Sony DXC-1640 camera; DVS DPS-1 time base corrector; CVS 504 time base corrector; Panasonic WV-9240 3/4" VCR; Panasonic WJ-5500P SEG; Jatec USEC-42T edit controller; monochrome & color monitors; Call Bob, Ted or Terry, 518-449-7213.

Used broadcast television equipment. Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

1000 Fidelipac model 300 carts, all useable tape lengths from 3 minutes to 5 minutes. Golden opportunity to save money. Erase them and use as is or rewind with new tape. Priced \$1.00 each. Send cashier's check plus 10% for postage. For sale in multiples of 50. KADI, 7530 Forsyth Blvd., St. Louis, Mo. 63105.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letterhead). O'Liners, 1448 C West San Bruno, Fresno, CA 93711.

"Phantastic Phunnies" - humor service of world's top comics! Month's 500 topical jokes - \$2.00. 1343-B Stratford, Kent, OH 44240.

MISCELLANEOUS

Minority investors needed for pursuit of large West Coast FM relicensing application. Operational broadcasting experience required. Moderate investment; exceptional potential. Reply Box G-140.

Notice: I am interested in contacting broadcasters who are having (or have had) problems involving trade agreements of radio advertising for jingles or production aids. Galen Gitbert, 214-272-0322.

RADIO PROGRAMING

West Virginia to beat Oklahoma! UPI Audio's football analysis was the only network pigskin prophet to call the season's biggest upset. Who's number one with football fans? Football analysis! Call for details: 212-850-8690.

INSTRUCTION

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

Radio & TV Bingo. Oldest promotion in the industry. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288. Copyright, 1962.

Top New York Agent expanding representation of personable, creative anchors, reporters, weathercasters specialists. Send tape/resume to Box 1103, N.Y., N.Y. 10101.

Radio, television, cable operators. Telephone sales bring more results at less cost. Have your own phone room. Why pay 60% to outsiders? Expert will consult in person. Phone room set for individual needs. Obtain and retain new accounts. 305-588-7173.

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BROADCASTING's
Classified Advertising**

RADIO Help Wanted Management

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.

SALES MANAGEMENT

We are looking for 2 sales managers (1 Southeast, 1 Midwest). They will direct the sales effort of 2 top 100 FM AOR's. Candidates must demonstrate an ability to plan, project, commit and adhere to goal. Previous experience will come from either extensive medium to large market list development or smaller market sales management. They will be business-like in appearance, creative, aggressive, excellent at follow through and willing to accept a systematized approach to management. They will be compensated based on performance and expected to assist top management in accepting the economic realities of the times. Success will bring substantial financial rewards in addition to opportunity for advancement. Send resume and salary requirements to: Continental Broadcast Consultants, Inc., 29336 Lake Road, Bay Village, OH 44140.

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.

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. WOAI Radio, 6222 NW Interstate 10, San Antonio, TX 78201.

NEEDED

Dynamic morning newsperson that is sound-oriented for Gulf Coast AM radio. Send tape & resume to HJB, 6512 Midnight Pass Rd., Sarasota, FL 33581.

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.

Situations Wanted Programing, Production, Others

MAJOR MARKET EXPERIENCE

as D.J./programing asst./production asst./music research asst./music library asst. looking for major-market AOR opening. Was part of No. 1 AOR station in U.S.A. Young, aggressive, and hard working. First ad. For tapes/resume/references, call Russ, 212-472-2109.

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TELEVISION

Help Wanted News

EXECUTIVE NEWS PRODUCER

TV News Management & Production

Baltimore's top-rated Group W Station needs a shirt-sleeve pro with solid TV News management and production experience to assume general responsibility for the total look of our News product. While supervising our on-line Producers/Production staff, you'll also be an active participant in the planning and production of WJZ's local specials and series.

We welcome the opportunity to review your qualifications and invite you to forward your resume and salary requirements to:

Human Resources Dept.
WJZ TV
Television Hill
Baltimore, MD 21211

Equal opportunity employer. M/F/H

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.

ANCHOR POSITION

We are looking for the most aggressive take-charge anchor available to replace our 22-year veteran. If you have a good track record and are looking for a long term commitment at a top-rated station, this is your chance. We are a competitive market with an outstanding quality of life. PM host will be considered. Richard Howard, WJBF-TV, P.O. Box 1404, Augusta, GA 30903.

For Fast Action Use BROADCASTING's Classified Advertising

Help Wanted News Continued

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

AG TV PRODUCER

To oversee content and production of daily, nationally syndicated agricultural television program. Must have **strong** working knowledge of American agriculture. Must have 3-5 years producing or reporting ag news and features. To work with experienced, professional reporting and anchor team. Experience with 3/4" editing a plus. Contact Buddy Cohen, 612-642-4225. Equal opportunity employer. M/F



COUNTRY DAY

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.

Help Wanted Management

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.

SALES & MARKETING DIRECTOR

For Pacific Northwest-based independent production company. Want experienced sales person with management skills to supervise staff of ten. Prefer television or TV production marketing background. Looking for creative, innovative self-starter. Send resume & salary history. An equal opportunity employer. M/F, Write Box G-153.

Books For Broadcasters

T5213 A HANDBOOK OF RADIO PUBLICITY & PROMOTION, by Jack MacDonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1,500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8 1/2 x 11" bound in long-life 3-ring binder. **\$34.95**

T5819 JOURNALIST'S NOTEBOOK OF LIVE RADIO-TV NEWS, by Phillip Keirstead, network news producer, adjunct prof., Fordham Univ. Written to provide broadcast journalists with a solid understanding of journalism concepts and techniques. Covers the techniques of gathering, processing, writing, and broadcasting live news, using the latest electronic equipment. Contains special sections on laws relating to journalism, documentaries, and editorials. 252 pp., 29 ills. **\$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 _____

Firm or call letters _____

Address _____

City _____

State _____ Zip _____

Help Wanted Sales

SALES

ACCOUNT EXECUTIVE

OUTSTANDING OPPORTUNITY

... with Arbitron's Chicago office. Fast growing recognition and acceptance of our service has generated an exceptional opportunity for an account executive to join our TV stations Sales Department.

The person we're seeking should have at least 3+ years experience in TV broadcast sales. You should be a self starter, ready to travel, committed to hard work and ready to meet the challenge of a competitive environment.

We offer an excellent starting salary and incentives, generous and comprehensive fringe benefits, and a professional atmosphere conducive to professional advancement.

To explore this unusual opportunity, send your resume with salary history, in confidence, to:

Jim Mocarski

The Arbitron Ratings Company

A Control Data Company

1807 Tribune Tower
Chicago, IL 60611

An affirmative action employer

ACCOUNT EXECUTIVE

This network affiliated, top 50 Sunbelt station is looking for a creative, promotion-oriented salesperson with TV, radio or other intangible sales experience. The right person will be paid well. Knowledge of major retelling, co-op and vendor programs important. Send your resume and your most creative idea on how to develop untapped resources and I will call you promptly. Write Box G-152. An equal opportunity employer. M/F.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms
International

300 North Zeeb Road, Dept. PR., Ann Arbor, MI 48106

ALLIED FIELDS Help Wanted Management

MEDIA RESEARCH SUPERVISOR

Requires 1 to 3 years media or marketing research experience, with background in electronic media and quantitative techniques. Writing, presentation and supervisory skills necessary. Computer experience helpful.

Exceptionally good benefit package including profit sharing and pension plans. Salary based on experience. Send résumés only, please, to: Tom Nossem.



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Employer M/F

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RADIO JOBS

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PUBLIC NOTICE

The Executive Committee of Public Broadcasting Service will meet at 9:00 a.m. on October 6, 1982 at the PBS offices, 475 L'Enfant Plaza, Washington, D.C. Agenda includes reports from officers and Task Force on Future Services; Program Advisory Committee nominations; underwriting policy; captioning; membership appeals; contractual policy; Board/Committee meeting plan/schedule.

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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.

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CONTACT

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Peter Stromquist	(612) 831-3672
Bill Chapman	(404) 458-9226
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Jim Mackin	(207) 623-1874
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MS	AM	300K	50K	Small
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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).

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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.

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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.

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Fates & Fortunes

Media

Gary Stevens, president, Doubleday Broadcasting Co., New York, assumes additional duties as corporate VP of parent company, Doubleday & Company Inc.



Eugene Sherman, VP, market development, office products division, Xerox Corp., Dallas, joins Warner Amex Cable Communications, Dallas, as president. He will also serve as VP, Warner Amex Cable Communications, New York.

Thomas Sharrard, area manager, new markets development,

Group W Cable in Southfield, Mich., named general manager of company's Dearborn, Mich., cable system. **Pat Brennan**, director of governmental affairs, coastal district, Group W, New York, named general manager of Group W Cable's El Paso, Tex., system.

E. Thayer Bigelow, assistant to group VP-video, Time Inc., New York, named VP-treasurer, Time Inc. **Kevin Dolan**, controller, and **J. Winston Fowikes**, treasurer, named VP's.

Bruce Boyle, manager, human resources, Westinghouse corporate headquarters, New York, named VP-human resources, broadcasting, Westinghouse Broadcasting and Cable. **N. John Garcia**, corporate personnel consultant, Westinghouse Electric Co., Pittsburgh, named VP-human resources, Group W Cable, New York. **William Woodson**, president of consulting firm, Brooks-Woodson Associates, New York, joins Group W Cable as director, organization planning and development, human resources department. **Robert Arena**, liaison since August 1981 between Group W Cable and Westinghouse Broadcasting and Cable and 23-year veteran of Group W, named director of accounting services for Group W Cable.

Kenneth Miller, VP-general manager, KMPC(AM) Los Angeles, resigned, effective last Monday (Sept. 20). He joined station in 1970 and was named general manager in 1978. **Bill Ward**, president of radio division of licensee, Golden West Broadcasters, assumes Miller's duties until successor is named.

Dixon Lovvorn, senior VP and general manager, Cosmos Broadcasting's WDSU-TV New Orleans, joins co-owned wis-tv Columbia, S.C., in same capacity. **Michael Corken**, VP and general manager, WNYT(TV) Albany, N.Y., succeeds Lovvorn.

Dana Horner, sales manager, KING-AM-FM Seattle, joins KJZZ(AM)-KZAM(FM) there as general manager.

Stephen Godofsky, music consultant, Al Ham's Music of Your Life, Huntington, Conn.,

joins WYLF(FM) Rochester, N.Y., as general manager.

David Liroff, broadcast manager, noncommercial WGBH-TV Boston, named station manager.

Christopher Ridley, manager of public information, named marketing manager.

Ed Rodriguez, production director, WASH(FM) Washington, joins WXAM(AM) Charlottesville, Va., as general manager.

Dennis Wright, director of public affairs, WNEV-TV Boston, named executive assistant to general manager.

Donald Phillips, vice president, operations, Warner Amex Cable, Cincinnati, joins Com-muniCom, cable multiple system operator based in Los Angeles, as senior vice president, operations.

James F. Guthrie, senior VP and chief financial officer, Grace Restaurant Co., subsidiary of W.R. Grace & Co., New York, to senior VP and treasurer, Times Mirror Cable Television.

Ben Emanuele, manager of labor relations, RKO General Inc., New York, named director of labor relations.

E. Richard Hodgetts, division marketing

manager, AT&T, joins National Public Radio, Washington, as VP-business services.

Robert I. Ratcliff, VP/broadcasting division, Home News Publishing Co., New Brunswick, N.J., named consultant, effective Dec. 31.

Kathleen Hillery Cybulski, assistant director of educational services, Northeastern Educational Television of Ohio Inc. (NETO Inc.), named director of educational services.

Bob Thompson, sales manager, Metro West, Oregon-based subsidiary of Storer Cable, Miami, appointed sales manager for Oregon area, which includes Clackamas and Washington counties, Storer Cable.

Advertising

Victor Bloede Jr., VP-account supervisor, Ted Bates Worldwide, New York, joins D'Arcy-MacManus & Masius there as senior VP-management supervisor. **Gerald Mandel**, group creative director, Gardner Advertising, St. Louis, joins DM&M there as VP-creative director.

Alan Goldin, senior VP-media director, BBDO, New York, joins Kenyon & Eckhardt Advertis-

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ing as VP-media director of New York office.

James Wagner, corporate marketing supervisor, Young & Rubicam, New York, named VP.

Joe Carri, vice president, creative director and general manager of Cole & Weber, Portland, Ore. (an Ogilvy & Mather subsidiary), joins Needham, Harper & Steers, Washington, as VP-creative director.

Brian Gardenhire, media planner, Bozell & Jacobs, Omaha, and **Jo Delle Burwell**, graduate, University of Georgia, Athens, join Barkley & Evergreen, Overland Park, Kan., as media supervisor and media coordinator, respectively.

Nina Gallagher, media director, Cohen & Marino Advertising, New York, joins Bozell & Jacobs, Minneapolis, as senior account executive.

Mary Baglivo, **Lisa Barnett** and **Ellen Stafman**, staff assistants, Tatham-Laird & Kudner, Chicago, named account executives.

Donna Goldberg, media planner, Advertising to Women Inc., New York, named media supervisor. **Marjory Frummer**, assistant media planner, named media planner.

Dave Donelson, general sales manager, Avery-Knodel Television, New York, named VP-

sales. **Maureen Kvam**, manager, Avery-Knodel, Minneapolis, named VP.

Judy Kleinberger, senior associate at Vitt Media International, New York, joins Seltel Inc. as national sales manager for white team.

Kathy Crawford Gilbert, from Los Angeles office of Petry Television, named sales manager for new regional office in Denver. **Carol Charon**, manager, Seltel, Detroit, joins Petry there as account executive.

Deanna Cassin, account executive, Marketing Showcase, New York, joins John Blair Marketing there in same capacity.

Paul J. Jellinek, account executive, KPLR-TV, St. Louis, joins sales staff of Katz American Television, Atlanta office.

William Lucano, director of national sales, CBS-TV, New York, named VP-director of Eastern sales.

Rob Krieghoff, national sales manager, WLWT(TV) Cincinnati, named general sales manager.

Ron Jordan, from CBS Radio Spot Sales, Chicago, joins CBS-owned WBBM(AM) there as national sales manager.

Don Boyles, general manager, WKHK(FM) New York, joins KLZ(AM) Denver as general sales manager.

Joe Mazza, general sales manager, WPTF-TV Raleigh, N.C., joins WRTV(TV) Indianapolis as local sales manager.

Linda Spalla, account executive, WHNT-TV Huntsville, Ala., named local sales manager.

Janis Thomas, sales research coordinator, WRC-TV Washington, joins Black Entertainment Television there as advertising director.

Named account executives, WDIV(TV) Detroit: **Barbara Berent**, from WNIC-AM-FM Detroit; **Alan Foraker**, former Detroit manager for Screenvision, and **Henry Graham**, from WXON(TV) Detroit.

Frank Savage, national sales manager, KMPH(TV) Fresno, Calif., joins KFTY(TV) Santa Rosa, Calif., as VP, sales. **Michael Granados**, local marketing manager, KMPH, succeeds Savage there.

Mary Bennett, account executive, WNIC-AM-FM Dearborn, Mich., named local sales manager.

Robin Carpenter, from WSGN(AM) Birmingham, Ala., joins WNSI(AM) St. Petersburg, Fla., as senior account executive.

Anne Wholey, from KYW(AM) Philadelphia, joins Radio Advertising Representatives, New York, as account executive.

Jill Godfrey, from WRQX-FM Washington, and **Ely McGuire**, from WCOZ(FM) Boston, join WAVA(FM) Washington as account executives.

Michael Beverly, account executive WBFF(TV) Baltimore, joins WJZ-TV there in same capacity.

Steve Chambers, account executive, KIXK(FM) Denton, Tex., joins KAAM(AM)-KAFM(FM) there in same capacity.

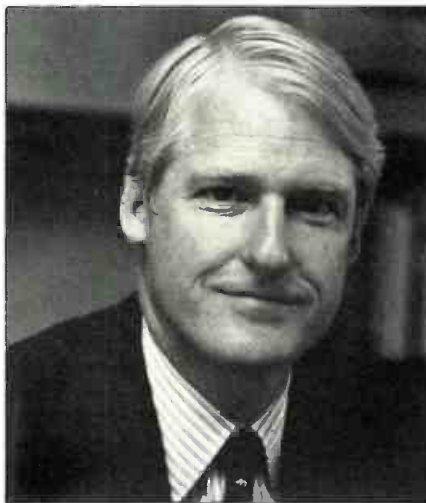
John Fink, from KIKI(AM)-KMAH(FM) Honolulu, joins KGMB-TV there as account executive.

Irv Lichtenstein, account executive, WINX(AM) Rockville, Md., named local sales manager.

Bernie Tutson, account executive, named cop coordinator.



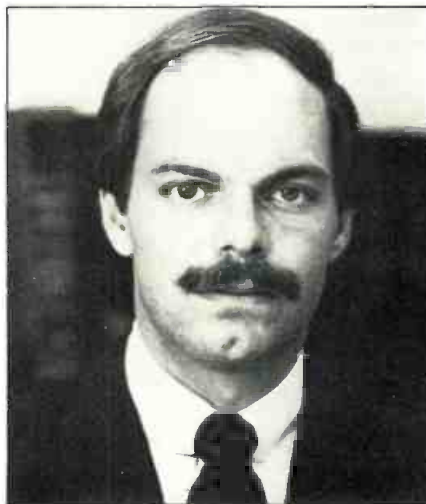
Goldstein



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Billings

The Comsat shuffle. Over the next few weeks, Communications Satellite Corp. will undergo a reorganization that will see Irving Goldstein, president of Satellite Television Corp., the Comsat subsidiary pursuing the direct-to-home satellite broadcasting business, take on the number-two job at Comsat. As executive vice president, Goldstein will be responsible for all of Comsat's competitive businesses, except STC. That, along with the noncompetitive, jurisdictional Intelsat and Inmarsat businesses, will remain under the direct control of Comsat President and Chief Executive Officer Joseph V. Charyk. Taking over at STC will be Richard S. Bodman, president, Comsat General Corp., the subsidiary that now manages most of Comsat's competitive businesses. He'll be joined at STC by Michael S. Alpert, vice president, communications and information products. Comsat General, one of the early developers of Comsat's satellite broadcasting service. George Billings, vice president for business development. STC, will also move from STC to the front office, where he'll be in charge of corporate development and report directly to Goldstein.

In his new position, Goldstein will be responsible for the competitive businesses now grouped under Comsat General, which itself is being reorganized. Those activities include, among others, the Comstar domestic satellite system, Amplica, TeleSystems and the partnership (with Aetna and IBM) in Satellite Business Systems. Goldstein will also direct three corporate offices: personnel, general services and corporate development.

Aaron Olander, local sales manager, WUAB(TV) Cleveland, named national sales manager. **Robert Brady**, account executive, succeeds Olander.

Lon Snider, general sales manager, KEX(AM) Portland, Ore., joins newly formed Harte-Hanks Marketing there as manager.

Jack Firestone, from Syndicast Services Inc., New York, joins Lionheart Television there as Eastern sales supervisor.

Corinne Parker, from KYUU(FM) San Francisco, joins Torbet Radio there as account executive.

Donald Young, partner, Media Marketing Services, New York, joins Petry Television there as account executive, condors sales team.

Mary Johnson, from Investors Diversified Services, Toledo, Ohio, joins WSPD(AM) there as co-op sales coordinator.

Terry Rich, general manager, Ames, Iowa, cable system of Heritage Communications, Des Moines, Iowa, named to newly created position of director of special events, marketing department. Heritage telecommunications group, Des Moines. **Rebecca Davis**, marketing manager, named director of marketing, telecommunications group.

Jeannie Holmes, account executive, KNDO-TV Yakima, Wash., and **Anita Watkins**, account executive, Harrington, Righter & Parsons, San Francisco, join KCPQ(TV) Seattle-Tacoma in same capacities.

Michal Beverly, account executive, WBFF(TV) Baltimore, and **Mark Sciumeca**, sales manager, WLIF(FM) Baltimore, join WJZ-TV there as account executives.

Trey Littlejohns, salesman, Southern Pacific Communications, Burlingame, Calif., joins KSBY-TV San Luis Obispo, Calif., as account executive.

Jeff Anderson, from KARM(AM) Fresno, Calif., joins Fresno Cable TV as account executive.

Thomas Minninger, account executive, CKLW AM-FM Windsor, Ont., joins WRIF(FM) Detroit in same capacity.

Gail Edwards, account executive, KAFM(FM) Dallas, joins KEGF(FM) there in same capacity.

Jim Allendinger, account executive, KOMO(AM) Seattle, joins KPLZ(FM) there in same capacity.

Programing



Levin

Alan Levin, VP, business affairs and administration, CBS Entertainment, Los Angeles, named to newly created post of executive VP, CBS Entertainment, directing five departments—advertising and promotion, finance, programs, press information and business affairs. **Judith Jenkins**, talent coordinator and assistant to director of talent and casting, CBS Entertainment, New York, named manager, talent and casting. **Rosalie Joseph**, director, casting, named director, talent and casting.

Lisa Tumbleson, manager, programing operations, Home Box Office Inc., New York, named director of intermission programing.

David Verdery, client service manager, Bon-neville Broadcasting System, Tenafly, N.J., named VP/programing. **Bob Carpenter**, client services associate, replaces Verdery as client services manager.

William Ketcham, senior marketing manager, Pepsi-Cola Bottling Group, Purchase, N.Y., joins Entertainment and Sports Programing Network, Bristol, Conn., as VP, consumer marketing.

Scott Puritz, consultant, CBS Theatrical Films, joins United Satellite Television as manager, program development.

Appointments, SelecTV, Marina del Rey, Calif.: **Lucy Stutz**, manager of acquisitions, to director of programing; **Glen Meridith**, manager, film distribution, Jack H. Harris Enterprises, Los Angeles, to manager of scheduling and research; **Sandy Karpman**, sales coordinator, 20th Century-Fox Television, to affiliate relations representative; **Elaine Nass**, editor, pay-TV publications, Ingle Co., Los Angeles, to director of publications, and **David Alexander**, writer-editor for ON-TV, Los Angeles and Detroit, to editor, nine SelecTV guides.

Kate Taylor, television producer, Boston Broadcasters Inc., Boston, joins Public Broadcasting Service, Washington, as associate director of newly created children's and cultural programing department.

Diane Abramson, from WPHL-TV, Philadelphia, joins Alcare Communications there as Southeastern regional manager.

John Risk, local programing director, Falcon Communications, Los Angeles, joins Group W Cable, Santa Ana, Calif., in same capacity.

Thomas McDermott, president, Wrather Entertainment Corp., Los Angeles, resigns to devote full time to Tom McDermott Productions, his recently restructured production company in Los Angeles.

John Kelly and **Marilyn Turner**, hosts of morning show, WXYZ-TV Detroit, assume additional duties as hosts of *Good Afternoon, Detroit*.

Susan Levit, executive producer, *Evening Magazine*, WBZ-TV Boston, named special projects producer. **Joe Heston**, associate program producer, succeeds Levit.

Don Gollidge, sales and operations manager, MCC Video Productions, Kansas City, Mo., joins KAKE-TV Wichita, Kan., as production manager.

Joan Everett, associate producer, *PM Magazine*, WHAS-TV Louisville, Ky., named producer.

Ken Bell, from WISN-TV Milwaukee, joins WLNE(TV) Providence, R.I., as sports director.

Scott Edwards, public relations director, Indiana Pacers professional basketball team, joins WSBT-AM-TV-WTHQ(FM) South Bend, Ind., as sports director.

Alan Cohen, production assistant, WRC-TV Washington, joins WJLA-TV there as stage manager.

Gershon Lesser, internist/cardiologist and professor of medicine, University of Southern California, Los Angeles, named medical ad-

viser, *Alive & Well* program, USA Cable Network there.

Mercedes Sabio, producer, noncommercial WGBH-TV Boston, joins noncommercial WOUB-TV Athens, Ohio, as program director.

Tom Dvorak, director of programing, noncommercial WTVP(TV) Peoria, Ill., joins WMVS(TV) and WMVT(TV), both Milwaukee noncommercial stations, as program operations manager.

William Einreinhofer, producer-writer, *Dateline: New Jersey*, and producer-host for nationally syndicated *Jazz Evolution*, noncommercial WNET(TV) Newark, N.J., named executive producer, New Jersey programing.

Timothy O'Donnell, director of editorials and special services, WBBM-TV Chicago, named special projects director.

Sherman Cohen, music research director, KRLA(AM) Los Angeles, joins KHYT(AM) Tucson, Ariz., as program director.

John Castagna, graduate, University of North Florida, Jacksonville, joins WTLV-TV there as producer.

Dale Crowe, production director, WCBI-TV Columbus, Miss., joins WGXA-TV Macon, Ga., in same capacity.

Bruce Keiden, sports editor, Pittsburgh *Post Gazette*, to host three-hour talk show on KDKA(AM) there.

Sharon Richter, continuity director, KJEO(TV) Fresno, Calif., named film director.

Joe Flores, from KILT-FM Houston, joins

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Johnny Shannon, announcer and production director, K TSA(AM) San Antonio, Tex., joins KEY(FM) San Marcos, Tex., as morning air personality.

News and Public Affairs

Sid Freidman, news field producer/writer, WNBC-TV New York, named director, radio news operations, NBC News, New York.

Don Dunkel, ABC special projects producer, who has been on assignment in Italy, named news director, KING-TV Seattle.

Bob Rand, producer, Group W's KYW-TV Philadelphia, joins co-owned KPIX(TV) San Francisco as executive producer, news.

Bob Jordan, news director, KSTP-TV Minneapolis, rejoins WFTV(TV) Orlando, Fla., as news director and anchor.

Bob Knowles, news manager, WHNT-TV Huntsville, Ala., named news director.

Rick Schneider, anchor-reporter, WPTV(TV) West Palm Beach, Fla., joins WFTV(TV) Naples-Fort Myers, Fla., as news director.

Joyce Kulhawik, arts and entertainment reporter, WBZ-TV Boston, and **Chris Conangla**, co-anchor, WLNE(TV) Providence, R.I., named co-anchors, WBZ-TV.

Steve Blue, from KRON-TV San Francisco, joins WNEV-TV Boston as executive director, news.

Donna Harris, from WMAQ-TV Chicago, joins WFLD-TV there as executive producer, CNN Headline News.

Alan Kraschsky, from KTBC-TV Austin, Tex., joins WLS-TV Chicago as general assignment reporter and fill-in weather anchor.

Donna Fowler, anchor, WTBS(TV) Atlanta, joins WGXA(TV) Macon, Ga., in same capacity. **Bob Pape**, meteorologist, O'Hare Field, Chicago, joins WGXA in same capacity.

Cheryl Deutsch, reporter for WFMY-TV Greensboro, N.C., joins WJZ-TV Baltimore as consumer reporter.

Patricia Plant, stockbroker, Sutro & Co., San Francisco, joins WTLV-TV, Jacksonville, Fla., as consumer reporter.

Lisa Karlin, air personality, WBCN(FM) Boston, joins WEEI-FM there as anchor and co-host.

Stephanie Ballard, news director, WWIL(AM)-WHSI(FM) Wilmington, N.C., joins South Carolina (sports) Network, Columbia, S.C., as anchor-reporter.

Rob Meyer, afternoon anchor and evening talk show host, KNST(AM)-KRQQ(FM) Tucson, Ariz., joins KAIR(AM)-KJYK(FM) there as morning news anchor.

Tracy Baxter, bureau chief, WGNV(AM)-WFMN(FM) Newburgh, N.Y., joins Orange County Cablevision, Middletown, N.Y., as news director.

David Grant, meteorologist, KING-TV Seattle, joins Weather Channel, Atlanta, in same capacity.

Lois Shoenholz, public service director, WNEV-TV Boston, named director of public affairs.

Jim Pound, associate producer, KITV(TV) Honolulu, named writer, Satellite News Channels there.

Bob Branom, reporter, KIRO-TV Seattle, named anchor. **Ann Hedreen**, news writer, United Press International, Chicago, joins KIRO-TV in same capacity.

Nancy Benson, reporter, KXJB-TV Fargo, N.D., joins KTHI-TV there in same capacity.

Kevin Speese, reporter, KCCI-TV Des Moines, Iowa, joins KENS-TV San Antonio, Tex., as reporter.

Allan Eustis, from KTVI(TV) St. Louis, joins WJLA-TV Washington as weekend weather anchor and science reporter.

Howie Levings, police officer, Boston, joins WNEV-TV there as investigator, *Newsbreakers* unit.

Andy Field, from WLUK-TV Green Bay, Wis., joins WJLA-TV Washington as reporter, consumer service team.

Beth Konrad, editorial director, WDIV(TV) Detroit, assumes additional responsibilities in newly created position of public affairs director.

Promotion and PR

Jack Heller, director, creative services and advertising, MGM/UA Home Video, New York, named VP-creative services and advertising.

Barbara Sobocinski, promotion producer, KGW-TV Portland, Ore., named promotion director.

Gregory Savage, film director, WHNT-TV Huntsville, Ala., named promotion manager.

Terri Barrett, production director, KATT(FM) Oklahoma City, joins KEGF(FM) Fort Worth as director of promotion and public affairs.

Steve Taylor, assistant program director/operations, WHLY-FM Orlando, Fla., named promotion director.

Paula Wilcenski, personnel coordinator from auto parts distribution center in Raleigh, N.C., joins WPTF(AM) there as promotion coordinator.

Rhonda Gunderson, copywriter, Dancer Fitzgerald Sample, San Francisco, named public relations manager.

Linda Lirette, promotion manager, Encyclopaedia Britannica, south Texas division, joins Goodwin, Dannenbaum, Littman and Wingfield, Houston, as public relations account executive.

Technology

Michael Teichmann, president and chairman of board of Micro Control Products, Boca Raton, Fla., joins Scientific-Atlanta as general manager of its German subsidiary, based in Munich. **Charles Rhodes**, chief engineer for long-range planning, Tektronix, Beaverton, Ore., joins Scientific-Atlanta in Atlanta as principal engineer.

Peter Abitanto, vice president of technical services, Satellite Communications Network, Glen Rock, N.J., takes on additional duties as VP and general manager. **Nancy Barron**, administrator of marketing and public relations, SCN, named manager of same departments.

George Mierisch, marketing manager, Scientific-Atlanta, joins Magnavox CATV Systems, Manlius, N.Y., as account executive.

John Wright, operator of Media Wright Productions, industrial TV production company, joins Jerrold Division of General Instrument Corp., Hatboro, Pa., as account executive for Chicago area.

Brian Lay and Al Rouff, engineering supervisors, WNEV-TV Boston, named engineering managers.

Thomas Zoss, from C.G. Conn Ltd., Elkhart, Ind., joins Electro-Voice Inc., Buchanan, Mich.-based manufacturer of broadcast equipment, as advertising manager.

Richard Mertz, manager of engineering, WRC(AM) Washington, joins United Broadcasting Co., Bethesda, Md., as director of engineering.

Gary Schroeder, technical director, Bonnevill Broadcasting, Tenafly, N.J., named VP, with responsibility for technical management for both New York and Chicago divisions.

Bob Fulkerson, director of engineering, non-commercial KPTS(TV) Hutchinson, Kan., named director of restructured department of corporate facilities.

Chuck Ammann, assistant chief engineer, KTTV(TV) Los Angeles, named chief engineer.

Allied Fields

Robert Steinberg, VP-finance and administration, Meredith Broadcasting, New York, elected president of Broadcast Financial Management Association.

Douglas Webbink, former deputy chief, FCC's Office of Plans and Policy, joins Cornell, Pelcovits & Brenner Economists, Washington. **Jerry Duvall**, economist, Office of Plans and Policy, named special assistant to FCC Commissioner Anne Jones.

Charles Kadlec, executive vice president, Frazier, Gross & Kadlec, broadcast, cable and management consulting firm in Washington, elected president and chief executive officer, succeeding retiring **Horace Gross**.

Dan Spice, program director, KWEN(FM) Tulsa, Okla., joins Lund Consultants, San Francisco-based broadcast management consulting firm, as associate consultant.

Deaths

Roger Zylstra, 43, cable television lawyer, system owner and founding partner in Cole, Zylstra & Raywid, Washington law firm, died Sept. 19 of cancer in Yankton, S.D. Zylstra founded firm in 1964 and left in 1979 to assume ownership of cable systems in South Dakota, Iowa and Minnesota. Survivors include his wife and three children.

Joseph Killeen, 71, executive director of Wisconsin Broadcasters Association for last seven years, died Sept. 10 at Columbia hospital in Milwaukee. He worked for WTMJ-TV Milwaukee from 1949-1974, serving as station manager from 1965 until leaving station to join Wisconsin Broadcasters. Survivors include his wife, Gertrude, daughter and son.

John Hudimak, 59, part owner and manager of WRML(AM) Portage, Pa., and retired NBC-TV cameraman and video switcher, died of stroke Aug. 10 at his home in Cresson, Pa. He is survived by his wife, Agnes, and three children.

James McKenna: consummate counsel

On almost anybody's list of the top 10 communications lawyers, one name that could be expected to show up is that of James A. McKenna Jr., the managing partner of McKenna, Wilkinson & Kittner. He has been ABC's legal counsel in Washington since ABC merged with United Paramount Theaters Inc., a merger he helped bring about as a young lawyer, in 1953. He has also played the lead role in developing the firm into one of the majors in communications practice, with a number of blue chip clients in addition to ABC. And over the years, he has earned a reputation as a lawyer whose successes have been based not only on a thorough knowledge of the law but, what is probably at least as important, on good instincts.

In outline, his career recalls the difficulties Hollywood had years ago in making a movie of the life of Cole Porter. He had started out as a success early in life, and went on from there. Hollywood, being Hollywood, simply took its brand of dramatic license with the facts of Porter's life. With McKenna, the drama is always there.

It's evident in the quiet intensity with which he approaches his work, in the high standards to which he holds lawyers in the firm ("he's easy to get along with—90% of the time," says a colleague. "He does get upset"), and in his real-life view of the fallibility of even a major law firm, like his. "When you ask what I've been doing for the past 40 years," he says—and that introductory remark is a little startling, given his thick, wavy, dark-brown hair and his striking, light-blue eyes—"it sounds like a lot of the same. But we try to keep up with what's going on in technology. When you represent companies like ABC and General Electric, you do—or they find somebody who can." In short, the pressure to perform does not cease simply because of yesterday's successes.

McKenna's career is written on an upward curve. He had graduated from Catholic University, in Washington, at 19, with a BS in chemical engineering, passed the bar at 22, a year before he graduated, first in his class, from Georgetown University Law School, in 1942. Service in the Navy during World War II—he was a communications officer on an attack transport (which, he says, saw little action)—interrupted what was then a career as a government lawyer. But after his discharge, he started practicing law with the late Andy Haley, one of the leading members of the communications bar at the time. (While still in law school, McKenna had impressed Haley and his then partner, Paul Porter, with some findings he had written for them for a brief they were preparing in



James Aloysius McKenna, Jr.—managing partner, McKenna, Wilkinson & Kittner; b. Poughkeepsie, N.Y., July 1, 1918; attended Manhattan College, 1934-35; BS, Catholic University, 1938; LL.B., Georgetown University law school, 1942; counsel, Civil Aeronautics Board, 1941-42; assistant to general counsel, office of Alien Property Custodian, 1942-44; U.S. Navy, lieutenant, j.g., 1944-46; practiced law with Andrew Haley, 1946-52; member, Haley & McKenna and Haley, McKenna & Wilkinson, 1948-52; managing partner, McKenna & Wilkinson and, since 1970, McKenna, Wilkinson & Kittner, 1952 to present; president and owner of KQRS-AM-FM Minneapolis, WCMB(AM)-WSFM(FM) Harrisburg, Pa., and WWQM-AM-FM Madison, Wis., and 8% owner and director of WCLQ-TV Cleveland; president and director of Hudson Land Corp. and of Hudson Investment Corp.; m: Rebekah Ann Rial, Sept. 1, 1941; children—Michelle Marie Nassif, James, Dennis, Matthew, Marc, Aileen.

an FCC hearing case.) And his career, as he says, "took off." After all, he was an able young lawyer with some significant clients in an industry that was experiencing dramatic growth.

McKenna began representing ABC, a client of the firm, in 1946, during the early stages of what was to become the interminable KOB case—a fight between KOB(AM) Albuquerque, N.M., and ABC's WABC(AM) New York over the 770 khz clear channel on which WABC continues to broadcast. But it was his representation of ABC in the FCC proceeding that led to approval of the merger between ABC and UPT that so impressed Leonard Goldenson, who was the president of UPT and who was to become the president of the resulting AB-PT, that he picked the 35-year-old lawyer—rather than the prestigious Hogan & Hartson firm, which had represented Paramount in the proceeding—as ABC's Washington counsel. By that time—1953—Haley, McKenna & Wilkinson (Vernon Wilkinson had become a partner in 1948) had become

McKenna & Wilkinson. (Why the split? "There had been," says McKenna, "personality problems" between him and Haley.)

Today, the firm, with its 20 lawyers, is still exclusively in the communications business. But its clients represent the varied nature of that business. Besides representing several hundred radio and television stations, the firm is increasingly active in the common carrier field; it represents all three major networks in rate-making proceedings before the FCC and state utility commissions.

The legal profession is not McKenna's only occupation. He is a broadcaster in his own right, as president and owner of KQRS-AM-FM Minneapolis, WCMB(AM)-WSFM(FM) Harrisburg, Pa., and WWQM-AM-FM Madison, Wis., as well as 8% owner of WCLQ-TV Cleveland, which is operating as a pay-television station. (Among other things, he says, such ownership gives him insights into the broadcasting business. A balance sheet, he suggests, is a very revealing document.)

But those occupations remain sidelines to the law to which, associates say, he devotes most of his energy. "Work is pretty much his hobby," a colleague says. And he practices it, the colleague adds, with unusual talent. "He has good instincts. A lawyer reasons, analyzes, sees possible difficulties. But in the end, he must have a feel for the way a court or the commission will go. McKenna has a wonderful instinct in that regard."

His skill and experience have given him an influential role at ABC, the only one of the radio-television networks that does not have house attorneys in Washington. "I've seen him throw a lot of weight when he thinks something shouldn't be done, or should be done better," says one ABC official. "He's a very important guy where the law is concerned."

Everett H. Erlick, ABC's senior vice president and general counsel, agrees with that appraisal. He noted that McKenna had been a major resource for the company in connection with its decision to introduce its Home View Network—the groundbreaking service that will transmit scrambled pay programming in early morning hours for recording and playback at the viewer's convenience. "There were lengthy discussions between Jim and me on how we should proceed," Erlick recalls. "They were very useful."

Goldenson, now chairman of ABC, took a long look back over more than 30 years since he first hired McKenna, and offered this comment: "[McKenna's] advice and counsel have contributed much to the continued success of our company. I also, along with our entire management, hold him and his firm in the highest esteem." McKenna and the firm, apparently, are still on the upward curve. ■

Way was cleared Friday for **CBS-TV and ABC-TV to carry college games on Sundays** in addition to their regular Saturday college lineups—under certain conditions. National Collegiate Athletic Association was said Friday afternoon to have approved plan in which Sunday games could **alternate weekly between ABC and CBS**. CBS proposed instead to add NCAA games every Sunday, starting Oct. 3, for duration of strike that has cancelled Sunday pro games. CBS sources said NCAA was agreeable—provided it's approved by ABC and by **Turner Broadcasting**, which has **NCAA cable rights**. At ABC, where pro games have been Monday rather than Sunday fixture, spokesman said late Friday that idea of introducing Sunday college games was "under consideration" (but that there were no plans to try to schedule college games on Monday nights). ABC spokesman had no immediate comment on CBS's every-Sunday plan. Observers questioned how many major colleges would want to risk anger of local and alumni ticket-holders by moving game dates around at virtually last moment, but CBS officials said many colleges had volunteered their willingness to do so.

National Cable Television Association meets with National League of Cities this week to discuss cable legislation. James Mooney, NCTA executive vice president, said association thought it was good idea to meet and clear up any confusion about Senate cable bill (S.2172). NLC has ardently opposed bill. He said meeting does not indicate willingness by NCTA to compromise its policies or position on the bill nor should it be interpreted as NCTA backing off S. 2172." NCTA President Tom Wheeler went coast-to-coast last week, on stump for passage of bill. Wheeler spoke to cable gatherings in Washington state, Boston and New York (see "Cablecastings").

John Blair & Co., New York, has filed informal complaint with **FCC, claiming McGavren-Guild has violated commission rules** against combination sale of advertising time on two or more separately owned radio stations in same market. Blair said McGavren's nonwired network has "repeatedly" offered to advertisers, as part of single nonwired network buy, time on two or more radio stations in same market that are not under common ownership. Blair cited recent case in which McGavren allegedly offered one advertiser (California Table Grape Commission), as part of single nonwired network buy, time on two or more radio stations not commonly owned in same markets. Ralph Guild, president of McGavren-Guild Radio, said company does not combine rates on separately owned radio stations in same market. He said each network rate is negotiated individually with each station and all decisions for sale of time, including rates, are left to individual licensee. Guild added that offering therefore was aggregate of separate station rates. Guild also contends Blair is wrong in contending that joint sales practices involved in "rep" networking are included within FCC's ban on combination rates. Guild's communications law firm, Haley, Bader & Potts, in advisory to Guild, said its "rep networking activities and, in particular, the California table grapes campaign, represent joint sales practices which the commission in 1975 [when it adopted its first report on combination rates] specifically exempted from the operation of its combination rate policy." Firm, in letter signed by Michael H. Bader, also said it understands Blair was "unsuccessful bidder" for California table grapes campaign and that "it would appear, therefore, that Blair found itself unable to compete in the marketplace... so it now asks the commission to change the rules."

Armed with new statute, **FCC last week issued second notice of proposed rulemaking** to permit use of **lottery** to choose among mutually exclusive applicants for initial licenses. This time around, **only broadcast services commission is proposing to use lotteries for low-power television and television translators**. But it also proposes using them for other services where qualifications of competing applicants are so close "that

no material difference between their ability to serve the public interest can be differentiated," FCC said. Under proposal, entities 50%-or-more controlled by minority would get 2 preference; applicants that control no other media interest get 2:1 diversity preference, and applicants that control anywhere from one to three mass media outlets will receive 1.5-1 diversity preference. Applicant's qualifications won't be examined until after lottery is held.

All-industry TV station group, having won district court suit to invalidate ASCAP and BMI blanket music licenses (BROADCASTING, Aug. 23, et seq.), **told court last week what it thinks court order should say**: essentially that neither ASCAP nor BMI, nor their members, could collect from stations for music in programs already produced or bought, or in any program produced and broadcast within one year from date of order; after that, ASCAP, BMI and their members could negotiate with stations for music to be used in local programs, but could not base their rates on station revenues; ASCAP, BMI and their members could negotiate at any time with syndicate-program producers (but not with stations) for music in syndicated programs; music payments already made by stations and being held in escrow pending outcome of trial (estimated unofficially at \$17 million to \$20 million) would be released "forthwith" for pro rata return to stations; ASCAP and BMI could be liable for damages as well as attorneys fees and costs, with amounts to be determined. That's gist of station's idea of how it should work. ASCAP and BMI are due to submit their proposals—undoubtedly much different—within week.

More business news and life-style features coupled with realignments of existing programs are slated for **CBS Radio's broadcast schedule**, starting in January. New shows include: *Business Update*; *Your Money Minute*; *Byline*; *Countdown to Tomorrow*; *The Golf Spot*; *The Tennis Spot*; *Curt Gowdy Outdoors*, and *First Line Report*.

Suit of nine movie companies against Arlington, Va., cable system alleging that 35-channel system had not been keeping up with payment of its compulsory license fees (BROADCASTING, Aug. 9), has been **settled out of court**. **Arlington Telecommunications Corp.**, which said failure to pay distant-signal fees in 1980 and underpayment of them in 1979 and 1981 was "iradvertent," agreed last week to **pay movie companies \$60,000**. Suit was instigated by Motion Picture Association of America to which nine movie companies belong. "We will continue to pursue our efforts to identify those cable systems that are not in strict compliance with their copyright obligations," said MPA President Jack Valenti in prepared statement, "and will bring violations to the attention of the affected copyright owners."

FCC last week authorized **Satellite Business Systems** to offer a variety of **high-speed digital transmission private line data and videoconferencing services** between U.S. and United Kingdom. Commission said expansion of SBS into international services will "enhance the efficiency and productivity of the company's services by providing its users with an integrated network." Commission also said SBS entry into international markets would "foster greater customer choice and possibly decreased rates."

Tampa, Fla., has awarded rights to wire its 114,000 homes for cable to **Tribune Cable Communications**. Tribune, Mahwah, N.J. won award on strength of promised 122-channel, interactive system with three tiers of service. System is expected to take less than four years to build.

Finance and Revenue committee of **Los Angeles city council** last Wednesday (Sept. 22) heard testimony from representatives of city's broadcasting, newspaper and magazine industries

concerning proposal to impose gross revenue tax on publishers of commercial stations doing business in Los Angeles. City is exempted broadcasters, newspapers and magazines from its gross revenue tax since 1949, but council member Art Snyder is proposed waiver be abandoned. Tax, currently set at \$3.50 or \$1,000 of gross revenue taken in through local sales transactions, would generate at least \$1.5 million for city annually. It would be difficult to impose fairly on broadcasters, it was argued, because coverage areas reach beyond city limits, and their stations not licensed for city reach into it.

National Association of Broadcasters president-elect, Edward Fritts, told Washington State Association of Broadcasters last week he will ask NAB's bylaws committee to review and "come up with more clearly defined election process." Fritts, who addressed group at its annual conference in Spokane, said while he was "not disappointed to win" NAB presidency, he was sorry his election evoked so much controversy.

The Video Information Services (TVIS), which will begin full-scale teletext experiments on cable systems in San Diego and Orlando, Fla., later this year, has retained services of six advertising agencies to explore avenues for advertising on teletext. Agencies, selected from pool of 15 expressing interest in project are BBDO, Doyle Dane Bernbach, J. Walter Thompson, McCann-Erickson, Ogilvy & Mather and Young & Rubicam. Agencies will be on retainer for six months.

Defense Department and U.S. Information Agency have set more modest goal for possible cooperation between American Forces Radio and Television Service and Voice of America. SIA chief, Charles Z. Wick, and Defense Secretary Caspar Weinberger had been talking of coordinated overseas public information program ("Closed Circuit," Aug. 23). However, after lawyers for both sides looked at proposal, they concluded it could be barred by law. VOA, for instance, is prohibited from broadcasting to U.S. citizens, and American armed forces are FRTS's target audience. Cooperation two sides are now discussing is in technical area. Henry E. Catto Jr., assistant secretary of defense for public affairs, says that "technical discussions" have taken place and will continue on "ad hoc basis."

National Association of Broadcasters Task Force on Radio Locations met last week with members of FCC's Advisory Committee on Radio Broadcasting. Meeting focused on number of broad-based issues. Advisory committee updated broadcasters on ongoing bilateral talks with Canadians and discussed status of current and future FCC proceedings concerning FM marketing and use of subsidiary communications authorization (SCA).

Cablevision Systems Development has put previously announced \$72.4 million debentures plus warrant offering on market. Proceeds are to be used to reduce bank debt and fund cable system construction; offering is managed by Drexel Burnham Lambert. Coming up from Cablevision \$30-plus million offering to help finance Boston build.

Eagan administration next year will examine radio frequency management issues and will focus particular attention on whether present bifurcated system—where National Telecommunications and Information Administration deals with government use of spectrum and FCC, nongovernment—"makes sense." Study is one of several legislative projects involving telecommunications that Assistant Secretary of Commerce for Communications and Information Bernard J. Wunder Jr. said Administration would undertake in next Congress. Others mentioned in addressing AT&T Long Lines President's Conference, Pocono Manor, Pa.; Legislation providing for "basic changes

in license renewal process"; he indicated it would be repeat of effort in present Congress to eliminate comparative-renewal proceeding. Common carrier bill focusing on national defense, division of jurisdiction between federal and state governments, and "regulatory forbearance." And legislation governing regulation of cable television," which is no longer an obscure, cottage industry." Wunder also said NTIA, under recently enacted authorization bill, is required to study international telecommunications and information policy topics.

CBS Radio network's election night coverage this nonpresidential election year will be cut back. Instead of three nine-minute segments per hour, network will provide two seven-minute reports per hour.



David Brinkley (l) has been awarded Radio-Television News Directors Association's Paul White Award for distinguished service to broadcast journalism in taped ceremony at Washington bureau of ABC News. Jack Hogan, chairman of Paul White Committee and news director at WZZM-TV Grand Rapids, Mich., presented award to Brinkley. Tape will be shown at RTNDA convention in Las Vegas, Oct. 2, since Brinkley will be touring China during convention. Brinkley, who began his journalism career in 1943, is host of Sunday morning news and interview program, *This Week with David Brinkley*, and will provide political and election coverage for ABC. Paul White Award is named for pioneer CBS radio news executive, and previous recipients include President John F. Kennedy, Edward R. Murrow and Walter Cronkite.

Frank Stanton, vice chairman of CBS Inc. until his retirement in 1973 and chairman of American Red Cross from 1973-79, has been elected to board of trustees of public television station WNET-TV New York. Twenty years ago, under Stanton's direction, CBS was instrumental in helping finance purchase of commercial station that eventually became WNET-TV.

Judy Woodruff, NBC White House correspondent, has been named chief Washington correspondent for *Today* and will conduct newsmaker interviews and provide analytical reports. Jane Pauley, while continuing as *Today* co-anchor, will be assigned to additional newsmaker interviews and will take on more outside reporting assignments.

Gene Pell, former NBC correspondent in Moscow and in Washington and now Voice of America's deputy director of programs for news and current affairs, joins Metromedia Inc.'s WCVB-TV Boston on Oct. 1 as chief correspondent. Pell had been with VOA only since February. In taking job with WCVB-TV, he is returning to city where he had worked for most of 12 years between 1963 and 1975 as anchor for Westinghouse Broadcasting Co.'s WBZ-TV.

Early warning

UHF television broadcasters who think that their channels were made safe from further raids by land-mobile radio interests when the FCC reallocated spectrum space between the two services a decade or so ago ought to think again. A report issued by the FCC's Private Radio Bureau just may turn out to be the battle plan for the next assault on the UHF portion of the spectrum.

The report forecasts a shortage of land-mobile communications capacity in most major population centers by 1990. It lists four ways to increase capacity by then: development of new technologies and systems that husband spectrum space, additional sharing of existing frequencies by land-mobile services, release of all frequencies now allocated to land-mobile but still held in reserve, and "new allocations/sharing." The last is clearly a preferred choice.

The report speaks approvingly of the Los Angeles County Sheriff's Department request to the FCC for the reallocation of UHF channels 14 through 20 to land-mobile use, but says the addition of that spectrum space would not be enough.

"The supply of spectrum for land-mobile could also be increased," the report notes, "by reallocating the 614-806 mhz band [UHF channels 38 through 69] in compliance with WARC 79." The World Administrative Radio Conference of 1979 authorized the U.S. to share UHF spectrum with land-mobile and broadcast television if interference with neighboring nations were avoided. It will not be found emphasized in the FCC's Private Radio Bureau report that WARC merely permits, and did not dictate, the sharing to be done.

If there is any doubt that the bureau has targeted broadcasting for renewed attack, it disappears with the reading of this passage from the bureau's report: "The broadcast industry is allocated over 40% of the total spectrum (for VHF-TV, FM radio and UHF-TV) between 30 and 960 mhz. The land-mobile industry, which basically serves the same populace with many services, is allocated less than 23% of the same spectrum . . . This unequal distribution includes the reallocation of the spectrum which was undertaken by commission direction in Dockets 18261 and 18262." The last reference is to commission action that took channels 70 through 83 away from UHF television and gave them to land-mobile and that instituted sharing on channels 14-20, effectively quadrupling land-mobile spectrum space.

In a study commissioned by the FCC preceding its reallocation of space, Stanford Research Institute concluded that there was spectrum enough for land-mobile if it were managed right. The Private Radio Bureau report suggests that an interest in improving management is still subordinate to the demands of its land-mobile constituency.

Broadcasters had better prepare for a fight.

Turnover

Vincent T. Wasilewski is to change employers this week, an experience to which he is unaccustomed. On Thursday, Sept. 30, he will leave the presidency of the National Association of Broadcasters. On Friday, Oct. 1, he will report to work as a partner in the Washington law firm of Dow, Lohnes & Albertson. If, by habit, he unwittingly appears on Friday at the office he left the day before, after 17 years of tenure and a 33-year career at the NAB, he can easily repair his mistake. The Dow, Lohnes offices are just across N Street from the NAB's.

Wasilewski has set a record for longevity in the office he is leaving. Before he got the job, he saw a lot of NAB presidents come

and go, one felled by death, others by harsher dispositions. Nor was his service without its trials.

There are a good many reasons for his survival, not the least of them his unflinching cheerfulness and genuine compassion for mankind. Beyond those qualities, Wasilewski has a knowledge of the association and its members that others have lacked. He was there to observe the emergence of television, the changes in radio, the arrival of rival electronic delivery schemes. He has been a student of the crosscurrents of conflicting interests within the NAB membership. He has known too much to be sucked under. Of more importance to the organization, he has known when it could act effectively and when it could not.

His successor, Eddie Fritts, has been tumbled in the crosscurrents already, before taking office. If Fritts turns out to be as steady at the helm as Vince Wasilewski has been, the association will have made a good choice.

In public's interest

Compromise legislation revising the copyright law is on its way to the floor of the House, where acceptance is predicted. The outlook in the Senate is less bright. Sports interests continue their dogged campaign to kill the copyright bill unless it gives them rights beyond those given to any of the other parties in the copyright system.

Unfortunately, time and Senate rules are on sports' side. A recess for the Hill is imminent. In the lame duck session that is promised after the November elections, major controversies on other legislation are inevitable. As noted in the story in this issue, the objection of one senator can keep the House bill from going directly to the Senate floor. Still, the parties to the copyright compromise must continue to do everything they can to move the legislation. The public will be the loser, if copyright law as now on the books remains unrevised.

Cable operators were driven to accept a compromise many of them didn't want out of fear of a growing movement for a law that would expose them to full copyright liability. Broadcasters were driven by a desire to reclaim program and carriage rights that were repealed or threatened by FCC deregulation. Motion picture producers wanted full copyright liability for cable but settled for protection of territorial exclusivity in program contracts. As passed by the House Commerce Committee last week, the bill promises to restore reasonable equilibrium to the television program market and thus widen opportunities for innovation and expansion. That's how the public would gain.



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Amoco is using 100,000,000-year-old clues to help solve our energy needs today.

Many of the world's petroleum products used in this century were created by the living organisms that flourished on our planet during the Mesozoic age. Fossilized plant and animal life from this same geologic period are performing a vital role in Amoco's exploration today.

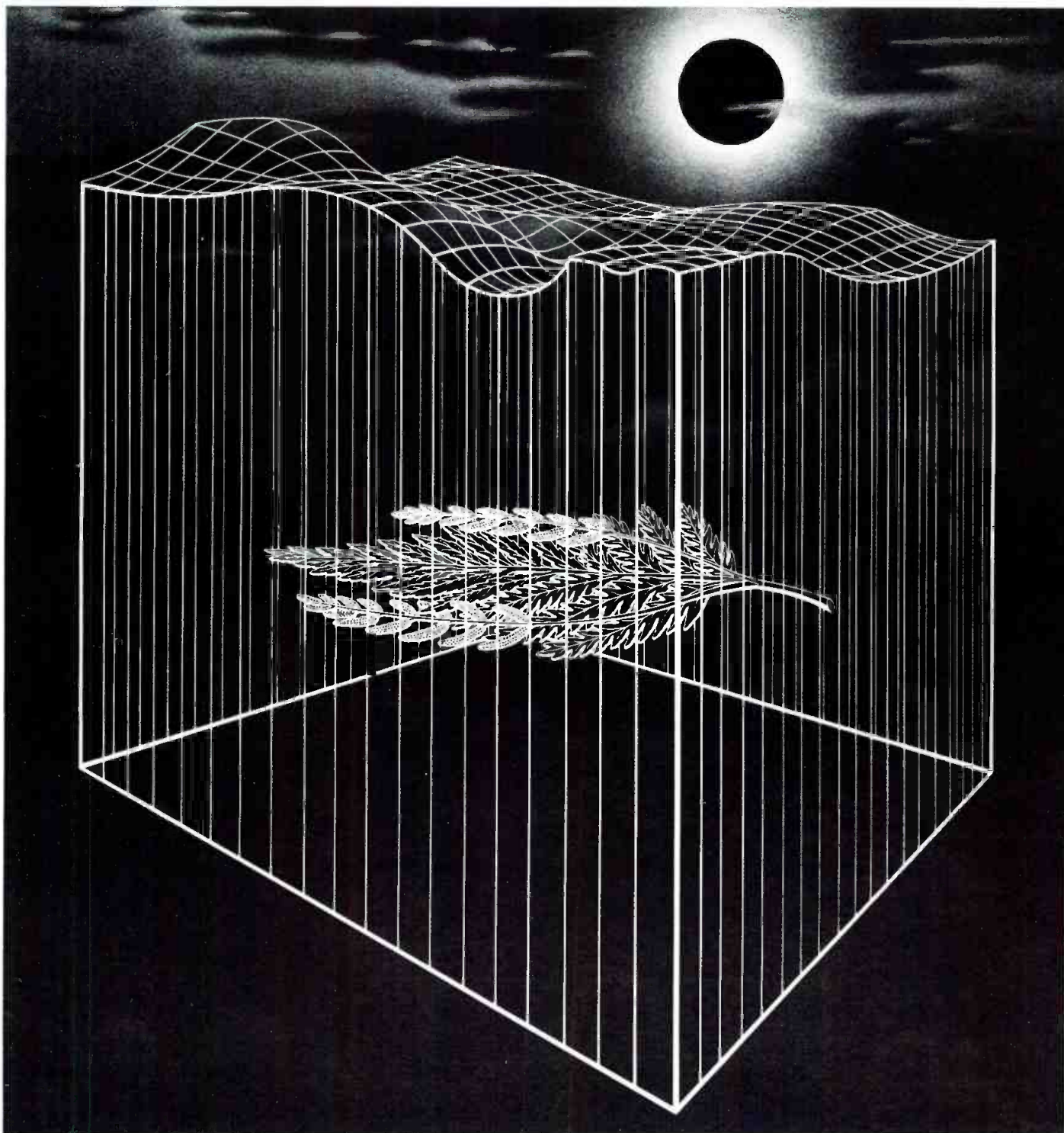
Amoco palynologists examine 100-million-year-old fossil plant spores, which provide clues to the

discovery of hidden energy sources underground. Lessons learned from the fossilized remains of these organisms have been vital to the discovery of extensive new hydrocarbon reserves in Wyoming and Utah.

Palynology is just one science Amoco is using to find the energy America needs today, and to keep growing in the year 2000...and beyond.



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A DIGITAL EFFECTS SYSTEM SO ADVANCED, EVEN WE DON'T KNOW ALL ' CAN DO.

Maybe we'd better explain.

We do know the limits of our new E-FLEX DVE® system.

It's just that those limits are so theoretical, they have almost no impact on what E-FLEX can do in the studio.

And what it can do in the studio is virtually limitless.

To start with, E-FLEX has some of the most sophisticated effects ever offered in a digital video system. Like a new, two-channel reciprocal function. Our mosaic and posterization effects. Multi-move, so you can put up to 16 copies of a moving image on the same screen. And a trajectory function that lets you control the movement of an image along a curved path.

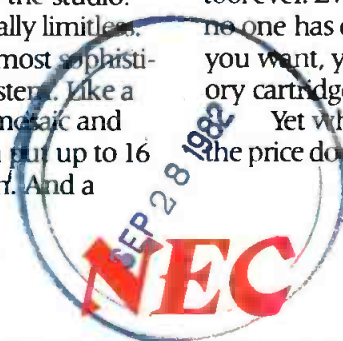
But E-FLEX is so advanced, you can also combine our "basic" effects in new,

unheard-of ways. And this is where the theoretical limits come in. There are so many possible combinations, no one will ever know what they all look like.

That makes E-FLEX the most potent creative video tool ever. Every time you turn it on, you can create an effect no one has ever dreamed of. And when you've got what you want, you can store it permanently on a bubble memory cartridge that never wears out.

Yet while E-FLEX's capabilities may approach infinity, the price doesn't. It'll fit comfortably into your studio budget.

And that's all the more reason to call for a demonstration tape today. Because once you've seen a little of what E-FLEX can do, nothing will stop you from discovering the rest on your own.



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