

Broadcasting Oct 4



THE NEWS IN TAMPA BAY IS NEWS AT TEN.

America's 17th largest market now has a new news at a new time. Eyewitness News — weeknights at 10 on WTOG-TV, Channel 44.

We've recruited a team of top news professionals to bring a bright, fresh new look to Bay area news. All part of our commitment to stay a step ahead of a market on the move.

For more information, call WTOG-TV Sales (813) 576-4444 or your nearest Petry office.

Tampa/St. Petersburg
A Division of Hubbard Broadcasting, Inc.

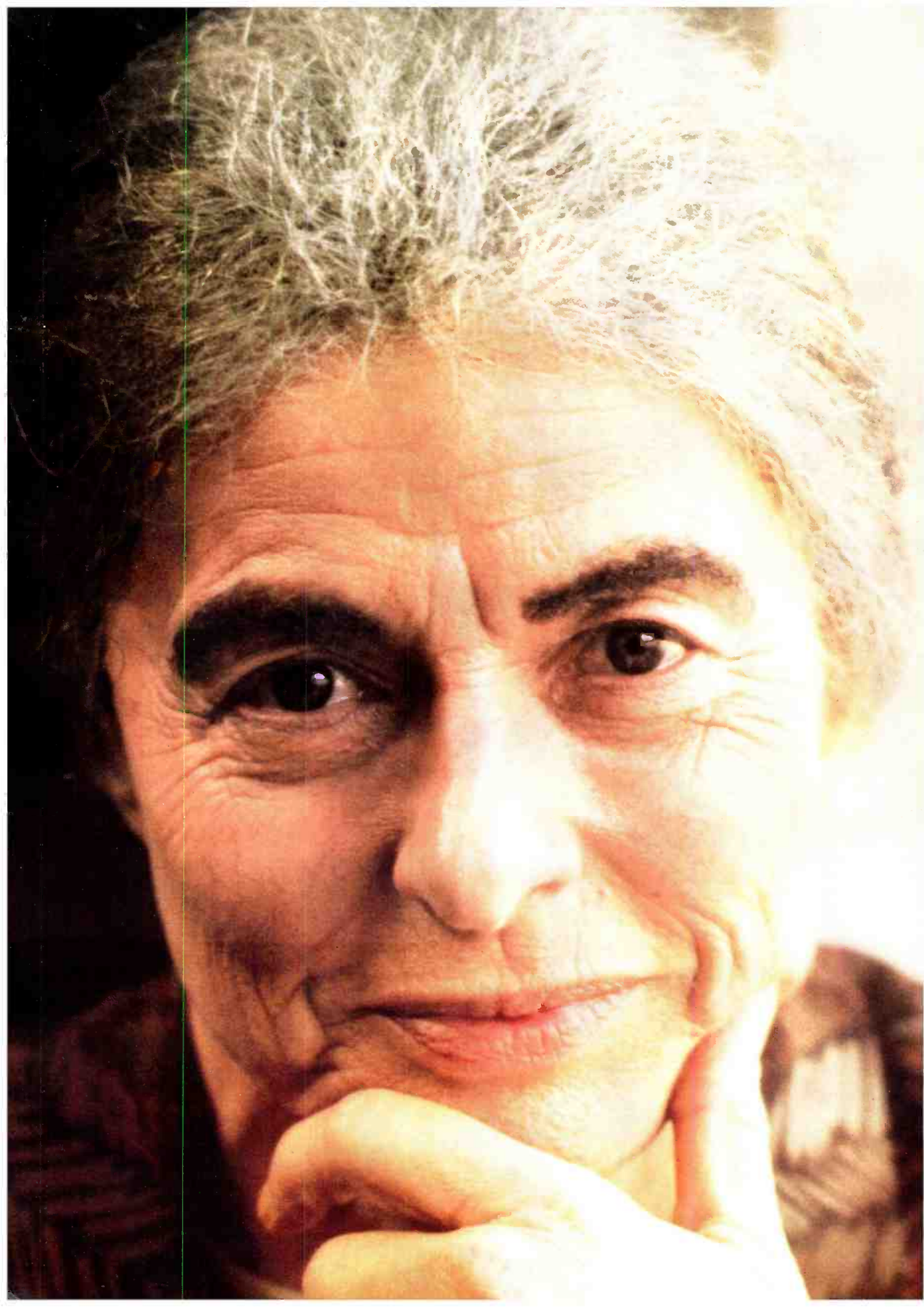


51st Year 1982

Special report on RCC's
RTNDA in Las Vegas
Gannett upgrades

3011213RAB164 SCK DEC/84
A U L I B R A R Y
U S A I R F O R C E
S E R I A L A C Q U I S I T I O N

MONTGOMERY AL 30112



Paramount Television Domestic Distribution
is grateful to the Academy for honoring
"A Woman Called Golda" as the Outstanding
Drama Special of the 1981-1982 season—
the first original-for-syndication program
ever to have earned that distinction.

The Award is a lasting tribute to the memory
of two outstanding women—one an inspiring leader,
and the other a truly remarkable artist.

It is also a well-earned recognition
of the many talented people who contributed
to the creation of a television classic.

**THE 1981-1982 EMMY AWARD FOR
OUTSTANDING DRAMA SPECIAL**

A Woman Called

Golda

Harve Bennett Gene Corman
Executive Producer Producer

**OUTSTANDING LEAD ACTRESS
IN A LIMITED SERIES**

Ingrid Bergman
as Golda Meir

**OUTSTANDING FILM EDITING FOR
A LIMITED SERIES**

Robert F. Shugrue



TELEVISION DOMESTIC DISTRIBUTION

The #1 adult station in Colorado Springs runs TRANSTAR 21 hours from 9am to 6am everyday

If you're aiming to build better adult audience—
with reduced costs—look at what our affiliate in Colorado
Springs, KSPZ, is doing running Transtar all day and night
(after 9AM). Not only #1 in the Spring Arbitron 25-49 and
25-54 adults, but in the numbers from the latest
market study by **The Research Group:**

September 1982					
25-44			25-54		
KSPZ	#1	17.2	KSPZ	#1	15.1
Station	#2	10.7	Station	#2	9.6
Station	#3	10.7	Station	#3	9.3

That's #1 in a market of 18 stations (14 local—
7 AM's and 7 FM's—plus 4 strong signals from outside).
And their adult audience is **still growing**. Great
services, great programming, for greater profit.



Programming and Affiliation Information: (303) 578-0700
545 Middlefield Road, Suite 170, Menlo Park, CA 94025

Broadcasting Oct 4

Football waits another Sunday □ Gannett upgrades its television portfolio □ United Tribune stays hot in cable franchising □ RCC business takes off

RTNDA IN DENVER □ Reagan's videotaped remarks fault media performance and disappoint association convention delegates who wanted to hear words of encouragement on First Amendment fight. Turner's keynote speech is criticism of networks and pitch to own fourth network. Brenner restates FCC Chairman Fowler's desire for spectrum fee. **PAGE 23.**

FOOTBALL LABOR PAINS □ Second week of NFL strike finds meager ratings, prospect of so-so substitute programming and broadcasters and advertisers worrying about long-range effects. Only football action is exchanges among players association, networks and Turner. **PAGE 25.**

CABLE SERVICE IN SHOPPING MALLS □ Denver-based company starts offering franchises for consumer buying in local retail stores. **PAGE 27.**

SACRAMENTO WINNER □ United Tribune joint venture gets cable franchise award on ninth ballot. **PAGE 28.**

PACKWOOD SUPPORT □ Oregonian's fight to gain full First Amendment rights for electronic media gains momentum during two days of hearings on Capitol Hill. **PAGE 29.**

GANNETT PORTFOLIO UPGRADED □ It will swap KOCO-TV Oklahoma City plus \$100 million for Chronicle's KRON-TV San Francisco. In aside, Gannett sells KARK-TV Little Rock, Ark., to local group for estimated \$25 million. **PAGE 30.**

NETWORK BUDGET BLUES □ Lagging economy spurs major TV organizations to greater cost consciousness. CBS News may trim staff, shutter some foreign bureaus. **PAGE 30.**

RADIO'S TECHNICAL TOTS □ Radio common carrier industry is in whirlwind of change. This special report discusses revolution in mobile telephony promised by cellular radio. And RCC's other major offering, radio paging, is exploding as well. **PAGE 39.**

FAST OUT OF GATE □ Four new TV series make top 20 in week before official start of 1982-83 prime time season. Two help CBS take Sept. 20-26 honors. **PAGE 50.**

BURGER KING IN HOT GREASE □ McDonald's and Wendy's take court actions against TV ads that claim Whopper superiority over Big Mac and Single hamburgers. **PAGE 57.**

TV NEWS CREDIBILITY □ *TV Guide* polls public on its trust of networks, individual journalists and of overall performance of medium. **PAGE 58.**

\$17 MILLION IN FREE TIME □ That is possible cost to broadcasters under liberal think tank's proposed formula to offset effects of unrestricted independent political action committees. **PAGE 61.**

JERSEY TEXT MARKET TEST □ CBS and AT&T begin seven-month trial run with 100 households in Ridgewood. **PAGE 65.**

DOW ALERT □ *Wall Street Journal* publisher fast lining up subscribers and FM broadcasters for business and financial information service. **PAGE 66.**

HOOKE ON CABLE □ Bob Johnson went to Capitol Hill for government background in furthering foreign service career. But while there, he became intrigued by cable, diversion that restructured his goals and brought him to presidency of Black Entertainment Television. **PAGE 87.**

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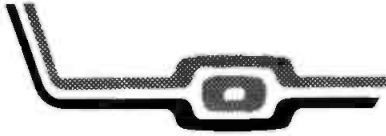
Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$1.75 except special issues \$2.50 (50th Anniversary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

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Cablevision Systems Development Company



\$75,000,000 13⁷/₈% Senior Subordinated Debentures due 1997

(Interest payable March 15 and September 15)

2,475,000 Equity Participation Warrants

Each Unit consists of \$1,000 principal amount of 13⁷/₈% Senior Subordinated Debentures and 33 Equity Participation Warrants. The Debentures and the Warrants will not be separately transferable until after December 27, 1982, or such earlier date as may be determined by the Company with the consent of Drexel Burnham Lambert Incorporated.

Price \$965.40 Per Unit

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September 23, 1982

Go or no go

Question facing FCC is whether to await U.S. Court of Appeals verdict on commission's deregulation of radio before untying proceeding aimed at deregulating television. Argument for waiting is that commission would be able to address any problems court might have with radio deregulation before making time mistakes in TV proposal. Argument for launching TV proposal before court is that if court has big problems with radio order, it might make it difficult to convince solid majority of commissioners to launch deregulation of TV.

U.S. Court of Appeals in Washington already has heard arguments for and against radio deregulation (BROADCASTING, May 31). Decision could be announced any day. FCC Chairman Mark Fowler is said to be leaning toward untying TV deregulation proposal as soon as work on proposed notice has been completed, maybe as early as beginning of next month.

Wirth's cable friends

John V. Saeman, vice chairman and chief executive officer, Daniels & Associates, and chairman, National Cable Television Association, threw fund raiser at his Denver home last Sunday night for reelection bid of House Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.). Around \$25,000 was raised for Denver congressman's campaign war chest. Wirth's next stop on circuit is 21 Club in New York tomorrow evening (Oct. 5), when Gustave Hauser, chairman and chief executive officer, Warner Amex Cable Communications, will act as fund raiser host.

Skyborne STV

Oak Industries, one of nation's leading TV programmers, is planning to procure two satellite transponders and distribute East and West Coast feeds of pay package to STV broadcasters beginning in January. Programming would be scrambled by Oak's Orion system.

Wait and see

ABC-TV affiliates board of governors decided last Thursday not to oppose controversial proposal to exchange industry deregulation for spectrum fees, recently endorsed by FCC Chairman Mark S. Fowler and raised again by him last week (see page 24). At annual meeting in Chicago, board decided to defer judgment until more details about proposal, which

has been advanced by National Radio Broadcasters Association and National Public Radio and has drawn interested response from House Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.), are defined. National Association of Broadcasters' 48-member board of directors has unanimously opposed payment of fees for spectrum use.

Code for nonwireds?

McGavren-Guild Radio, New York, has asked Station Representatives Association to consider setting up new organization inside or outside SRA to establish guidelines for nonwired radio networks so there would be uniformity of operation in all areas, especially sales practices. Ralph Guild, president of McG-G, says his suggestion does not stem from recent Blair Radio complaint to FCC accusing McGavren of violating commission rules against combination sale (BROADCASTING, Sept. 26) but adds that matter of this type could be settled through nonwired radio group that he's proposing. SRA says it will consider suggestion.

Buildup

Real test of AMIP—American Market for International Programs—won't come, of course, until foreign programming show debuts in Miami Beach in November 1983. But preliminary signs look good. To promote market year in advance, AMIP early next month will fly nine American "experts" to Paris to explain U.S. telecommunications to foreign distributors (BROADCASTING, July 26). Within week after seminar invitations went out, AMIP reported about 50 acceptances in hand, not just from companies in France but others as far off as Hong Kong. Based on that, AMIP expects about 200 to attend briefing. Meanwhile mailing for AMIP itself in 1983 goes out next month.

Round and round

National Association of Broadcasters continues efforts to tackle problem of Cuban radio interference. Members of NAB's All Industry Task Force on Cuban Interference went to State Department last week to plead their case to Assistant Secretary of State for Inter-American Affairs Thomas O. Enders. State Department has asked for suggestions from task force on how to get Cubans to negotiating table. Inherent in problem is U.S. intention (if Congress goes along) to put Radio Marti on air, against strong Cuban objections.

Sooner than later

One of gleams in American Cable Connection Inc.'s eye as it contemplates nationwide chain of franchised video-computer stores (story page 27) is high-definition television. Daniels & Associates Vice Chairman John Saeman, principal in new venture, thinks HDTV will be key element in television medium within 10 years, with cable medium particularly suited to take advantage of technological and creative potential. Whole point of "The Connecting Point" venture is "to look at the [telecommunications] business expansively and openly," says Saeman, who sees cross-media synergy more powerful than threatening.

Square one

Despite flurry of activity nearly six weeks ago, when claims emerged from city hall in New York that "substantial progress" had been made in cable franchise negotiations, and that final talks would be wrapped up in few short weeks, prospects don't look bright for speedy resolution. Reason for City Hall optimism then is said to have been intense pressure from City Council President Carol Bellamy on cable negotiators to complete talks by time she moved into mayoral office, on assumption that Mayor Ed Koch would resign after defeating Mario Cuomo in Democratic gubernatorial primary on Sept. 23. Koch lost, and pressure receded.

Stretching it

Winds of War, slated to be TV's longest mini-series at 16 hours, could get even longer. Given wealth of material shot, ABC is considering adding another hour or two. Whether expanded or not, mini-series will run on consecutive nights Feb. 6-11 and then conclude Feb. 13.

Satellite gains

ABC Radio Network is about to announce commitments from 560 of 1,800 affiliates to purchase satellite receiving dishes, with commitments now from stations in all 50 states. CBS Radio Network and its youth-oriented network, Radioradio, have secured between 150 and 200 commitments from combined total of 500 affiliates. NBC Radio Network, which has not released figures on affiliates' commitments to purchase downlinks, will launch series of regional meetings with its affiliates next Wednesday (Oct. 7) at which top network officers will present in-depth report on satellite transmission and explanation of reorientation under way in network programming.

From Fourth to Fifth Estate

Following the lead of scores of other newspapers, the employee-owned *Omaha World-Herald* is making its initial foray into the world of electronic media. Starting today (Oct. 4), Cable News Inc., a wholly owned subsidiary of the newspaper, will produce a five-minute local newscast each hour that will be inserted into the Satellite News Channels feed and carried on the local cable system, Cox Cable Omaha. The newscast will emanate live from the *World-Herald* newsroom 18 times a day.

CNI has also acquired a channel on Cox's 54-channel system for a 24-hour-a-day teletext news service and has agreed to provide a data base of news and classified advertising for Cox's Indax videotext service. The teletext service, which will consist of a continually updated 12-minute loop (36 sequential 20-second frames), is set to go Nov. 1. CNI will begin contributing to the Indax information pool on Dec. 1.

For the newscasts, says John Gottschalk vice president for management, The World-Herald Co., CNI has set up a mini television studio in the *World-Herald* newsroom. Drawing on the news gathering ability of the newspaper's 160-man editorial department, CNI's news staff of seven will prepare and deliver before two cameras the local news 54 minutes after the hour. The news will be read primarily by three rotating anchors. Although the newscasts will contain no outside video—"We don't intend to chase fires and produce dramatic film footage," says Gottschalk—the anchors will "debrief" newspaper reporters on important stories.

Gottschalk will not say how much the paper is spending on its cable services, allowing only that it's "a hell of a lot." Whatever it is, he hopes to recover it and more through the sale of advertising. CNI is making three 30-second spots available on each newscast ranging in price from \$11 to \$40. Six of the 36 frames of each teletext loop will contain advertising and the space around the edges of the informational videotext pages will also be sold. "We are not in this for experimental purposes," Gottschalk says. "We are in it to make money and we fully intend to do so."

Ad exhortation

In a speech delivered to the American Advertising Federation at a gathering in Salt Lake City, Lloyd Werner, senior vice president, sales and affiliate relations for Group W Satellite Communications, said that the advertising industry's "blatant refusal to invent and invest in new media is both foolhardy and a rejection of the very cornerstone that the advertising industry is built on—creativity." Cable, he said, offers advertisers "a new means by which to



Werner

deliver your advertising message, that can pinpoint your market more precisely," and for less money.

"With network rates increasing on the order of 15% a year, each year reaching a smaller segment of the audience, and thereby freezing out the moderate size advertiser, how much longer is it going to take for the advertising community to realize and accept the fact that a valuable and viable alternative is [available]?" He said that the advertising community seems to regard cable "only within the limits of acceptable failure." Werner said that cable needs the same kind of support that advertisers extended to independent television stations 20 years ago, "at a time when their audience was in question," and to UHF broadcasters 10 years ago, "when most TV sets did not have UHF receivers."

He conceded that broadcasting "is, and will remain the most potent advertising form in communication," but that it's not the only game in town. "By expanding and broadening your media mix to include cable, you will find an additional and extremely useful weapon in your arsenal."

Windy City ads

The Chicago Cable Advertising Network (CCAN) has been established to sell spots on systems and assist advertisers in reaching cable audiences. According to Robert Cohen, president of CCAN Inc., CCAN will sell regional and national advertising from its inventory of local availabilities on the satellite-delivered channels of Chicago-area cable systems, thus enabling an advertiser to reach the TV audience with one buy, saving advertisers and their agencies the inconvenience of having to buy each community's cable system individually.

Advertising sold through CCAN will be distributed to local cable systems over the Centel Videopath Network, a microwave

electronic delivery system which will interconnect Chicago-area cable system. CCAN anticipates selling a majority of 30-second and 60-second avails on Cable News Network (CNN), USA Network, ESPN and Music Television.

Copyright limbo

The cable copyright bill, H.R. 5949, hit another snag last week despite the fact the measure successfully passed the House 347-53. The bill was adopted during the final days last week, before Congress recessed, but is now holed up in the Senate. Senator Robert Kasten (R-Wis.) along with others have requested that the measure be referred to the Senate Judiciary and Commerce Committees, effectively killing the bill's chances for passage before last Friday's recess. Proponents of the measure hoped it could bypass those committees which have jurisdiction over the matter, and go directly to the Senate floor.

According to a spokesman from Kasten's office, the senator is asking for clarification of the bill's effect on sports franchisees. Otherwise, the spokesman said, Kasten supports the measure. Sports organizations which tried unsuccessfully to gain House support for their version of the bill, have been pressing their case in the Senate. The sports organizations want copyright protections for sports events beyond that offered by H.R. 5949.

As passed by the House, the sports legislation would prohibit retransmission of more than 120 miles from a VHF station or 40 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 also codifies 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.

Meanwhile, the National Cable Television Association remains optimistic that there will be time to work for its passage even though the bill will now be taken up during a lame-duck session. NCTA is confident there is support for the measure despite the efforts of sports organizations to stall the process.

The fate of still another cable bill (S. 2172) will also be decided by the Senate during the lame-duck session ("Closed Circuit," Sept. 27). The measure, which cleared the Senate Commerce Committee is being hotly opposed by the National League of Cities. The committee staff is working to reach a compromise on the measure with Senator Slade Gorton (R-Wash.) who is objecting to provisions in the bill limiting city and state authority to regulate cable.

Although the House Telecommunication:

committee, which has jurisdiction over legislation, has indicated it won't get to measure this year, NCTA says it probably at least get through the Senate.

Sun stroke

able program services beamed to systems of the premiere cable bird, Satcom IIIR, will experience some degradation in signal transmission for a 10-minute period between 3:30 and 4 p.m. NYT for eight days, Oct. 3-11. The difficulties will arise due to a phenomenon known as "sun outages," which effect any satellite (twice yearly) when, due to the earth's rotation around the sun, the sun is positioned directly behind the satellite for a few minutes each day for a period of about a week. The strongest interference will occur at the end of the cycle, Oct. 6-8, when during that daily 10-minute period, the satellite signals are expected to disappear almost completely. Showtime has announced that it will present an on-air explanation of sun outages to viewers on its "Letters to Showtime" series. Satcom IIIR's next encounter with sun outages will be in March 1983.

Artsy

When Elizabeth Taylor and Richard Burton team up next year to star in a stage production of Noel Coward's "Private Lives," the performance will also be taped for an early

Do-it-yourself stereo

Warner Amex Satellite Entertainment, purveyor of cable rock via its Music Television, has teamed up with Viewsonics to offer cable affiliates a low-cost FM stereo hookup "any subscriber can install." The idea is to make it easier for cable systems to market stereo hookups (or boost their interest in doing so) by eliminating the need for a service call. The cost to operators is around \$6.

1984 cablecast on Home Box Office. The play will be the premiere production of the Elizabeth Theater Group; its co-founder with Taylor, Zev Bufman, will produce the HBO program.

ABC Video Enterprises announced "relationships" with two artistic organizations—Walker Arts Center in Minneapolis and Los Angeles's Center Theater Group/Mark Taper Forum—with an eye on the production of programming for cable and other new video markets. The Mark Taper Forum deal gives ABC Video Enterprises first refusal rights on a variety of live stage productions and other projects presented or originated by Mark Taper Forum.

In addition, ABC Video Enterprises signed an agreement with Joseph Papp, pro-

ducer of the New York Shakespeare Festival, providing for production of six hours of programming for use on ARTS and in residual markets as well. Among the programs to be produced under the agreement are: "A Midsummer's Night Dream," directed by James Lapine and starring William Hurt, and "Swan Lake, Minnesota" directed by Kenneth Robins.

School days

Jeffrey Hollender, New York's 27-year-old pop educator, is all set to begin production of "How to Borrow Money," the first in a series of P-P-V programs for Warner Amex's Qube systems. Under his agreement with Warner Amex, he plans to produce several instructional programs each comprising four to eight half-hour segments. Also on the drawing board for Warner Amex, Hollender says, is "Wrinkles, Wrinkles," lessons on how to ward off some of the physical effects of getting old. The first of the programs are expected to be available to Qube subscribers early next year. The P-P-V programming is an off-shoot of Hollender's Network for Learning, which offers New Yorkers about 160 classes a year with titles ranging from "Raising Capital for Business" to "How to Flirt" and "How to Marry Money." Hollender says he is also converting some of the lighter courses like "How to Cook with Insects" into 55-second shorts for broadcasters.

"EL MEJOR REGALO"

A new, and very special radio drama for the Christmas season.

She is young, disillusioned, and very far from everything Christmas ever meant to her. After a chance meeting with a kindly gentleman, the young woman realizes Christmas is not merely being with loved ones, exchanging gifts, or the keeping of family traditions but is the miracle of God becoming human like us for the salvation of mankind. "The Best Gift" is a moving, dramatic celebration of Christmas, in Spanish, from the International Lutheran Laymen's League.

You can schedule this Christmas special as one 30-minute program or two 15-minute segments, each with distinct emphasis. Both options are available on one 12-inch disc, free of charge on an out-of-the-house basis. Do a little more for your Spanish-speaking listeners. Move them.

To order, return the coupon, or call Vi Knickrehm at 314-647-4900.

PLEASE SEND ME, AT NO CHARGE,
EL MEJOR REGALO - Christmas Special

Name _____

Station _____

Address _____

City _____

State/Zip _____

MAIL TO:
International Lutheran Laymen's League
EL MEJOR REGALO - Christmas Special
2185 Hampton Ave. St. Louis Mo. 63139

Business Briefly

TV ONLY

Richman Brothers □ Campaign for men's clothing begins Oct. 16 in nine markets. Nine-week flight will air during football games and target is men, 25-54. Agency: The Marschalk Co., Cleveland.

Kal Kan Foods □ Crave dry cat food campaign begins this week for six-week flight on network TV supplemented by 84 spot markets. Spots will air in early fringe and news times. Target: women 25-54. Agency: D'Arcy-MacManus & Masius, St. Louis.

Jamaica Tourist Board □ Campaign for Jamaica tourism begins this week for five weeks. Flight will run in eight markets during day and fringe times. Target: adults, 25-54. Agency: Young & Rubicam, New York.

John E. Cain Co. □ Campaign for mayonnaise begins Oct. 11 for four weeks. Product will be advertised in six markets. Target: women, 25-49. Agency is Harold Cabot & Co., Boston.

National Railroad Passenger Corp. □ Campaign for Amtrak begins Oct. 11 in

26 markets. Four-week flight will run in early fringe, late fringe, news, prime and prime access times. Target: total adults. Agency is Needham, Harper & Steers, New York.

Uniroyal □ Image tires begins this week for four-week flight in 19 markets. Commercials will run in all dayparts targeting men, 25-54. Agency is Young & Rubicam, New York.

H.I.S. □ Campaign begins this week for women's Chic jeans. Flight will run from two to four weeks in 45 markets. Commercials will air in prime, early fringe, late fringe, fringe and news times. Target: women, 18-49. Agency is Vitt Media International, New York.

Swift & Co. □ Campaign begins this week for Stew Starter. Three-week flight runs in 15 markets in day, fringe, weekend and prime access times. Target: women, 25-54. Agency is Foote, Cone & Belding, Chicago.

Regal Ware □ Advertising for Cookware Electric begins in late November for two weeks. Campaign runs in 10 markets in

day, fringe, news and weekend times. Target: women, 25-54. Agency is Rober L. Cohn Inc., Northbrook, Ill.

Richway Stores □ Division of Rich's Inc., Atlanta, begins campaign in late November for small electric products. One-week flight will air in six markets targeting adults, 25-54. Agency: William B. Doner & Co., Southfield, Mich.

Book-of-the-Month Club □ Subscription drive begins Oct. 11 for one week in 11 markets. Spots will run in all dayparts targeting adults, 25-plus. Agency is Wunderman, Ricotta & Kline, New York.

Tyson Foods Inc. □ Campaign for Country Fresh chicken begins Oct. 6 for three flights in fall, winter and spring 1983. Advertising will be in St. Louis; Chicago; Kansas City; Nashville, Knoxville, Tenn.; Peoria, Ill., and Huntsville-Decatur-Florence, Ala. Commercials will run in all dayparts, targeting women, 25-54. Agency is Nob & Associates, Springfield, Mo.

Garden Pharmaceuticals □ Campaign is under way for Thicket hair thickener. Varying flights run through Oct. 10 in Cleveland and Detroit, and through Oct. 17 in Washington. Spots run in day, early fringe and late fringe times targeting adults, 18-54. Agency is Popofsky Advertising, New York.

RADIO ONLY

Swisher Sweets Cigars □ Campaign for King Edward king cigars is currently under way in network radio, supplemented by spot in 40 markets with high intensity in South. Flight runs into December during 6 a.m.-7 p.m. times. Target: men, 18-34. Agency is Morgan & Associates Advertising, Richmond, Va.

Rep4Report

KKSN(AM) Portland, Ore.: To Concert Music Broadcast Sales from Jack Masla.

□

WFMR(FM) Milwaukee: To Concert Music Broadcast Sales from Roslin Radio.

□

CHNS(AM)-CHFX-FM Halifax, Nova Scotia: To Brydson Spot Sales from Pates/Walton.

#1 BINGHAMTON

WMRV-ADULT CONTEMPORARY
Total Persons 12+

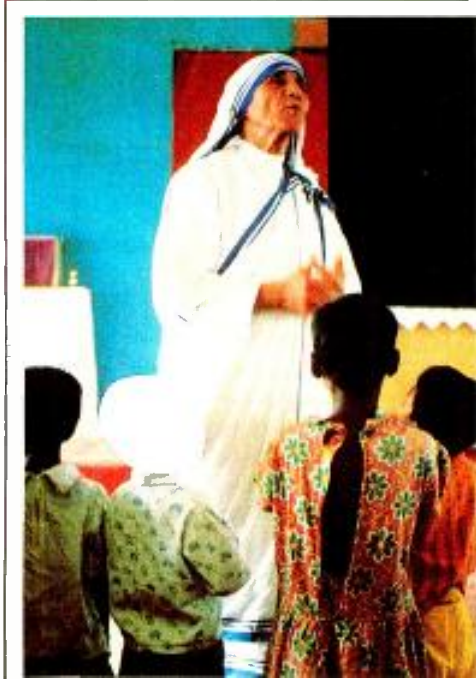
Consulted by

*Drake
Chenault*

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

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

**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.”



Television Distribution

AdVantage

Cost cutter. Southwestern Bell has launched campaign promoting its business network services (Bell Telemarketing and Teleconferencing) and to increase Bell Calling Card usage. Advertising will air in Missouri, Arkansas, Kansas, Texas and Oklahoma and consist of six 30-second TV commercials and six 60-second radio spots. Campaign demonstrates how Bell network can help businesses cut costs and improve productivity. TV and radio spots carry theme "The Bell Network. It's the way to get things done. Today." Humorous business situations convey message. D'Arcy-MacManus & Masius, St. Louis, is agency for Southwestern Bell's business and residence network products and services. Campaign will run through end of 1982.



Bell



Citibank

Reaching real people. Citibank, New York, launched new television campaign this month featuring actual customers who use various financial services bank offers. One commercial centers on family, which consolidated its business at Citibank and thereby obtained mortgage that is saving family \$1,000 per year (photo). Another focuses on high school basketball coach depositing his paycheck by mail. Campaign, created by SSC&B Inc., New York, to reach adults over 35, will concentrate on early and late news programs, specials and prime time programs including *20/20*, *Taxi*, *Hart to Hart* and *Hill Street Blues*.

New USA clients. USA Cable Network, Glen Rock, N.J. has booked more than \$8 million in new business and renewals during June through September, including major commitments from Pillsbury and General Mills on *USA Daytime*. Jeff Lawenda, vice president, advertising sales and commercial program development, said "activity this summer in advertising sales on USA has demonstrated that cable industry on the whole is quite healthy and the ad community has a great deal of faith and support for this medium." First-time buys on USA have been made by American Gas Association, Cella Wine, *Life* magazine, Mattel, General Foods, Pontiac motors, Satellite News Channels, Warner Bros., American Express Co., Anheuser-Busch, British Airways, Kellogg's and Xerox.

Joint effort. Chevrolet and Eastern Airlines plan extensive advertising for promotion of their "Buy Now and Fly" campaign in which round-trip ticket for two on Eastern will be provided for purchasers of designated Chevrolet cars and Chevrolet and GMC trucks. Starting this week, three 30-second Chevrolet commercials stressing offer will be carried on NBC, CBS and superstation WTBS(TV) Atlanta. Eastern is including promotion in its on-going radio and print advertising. Campbell-Ewald, New York, is agency for Eastern and Chevrolet.

Corning Glass Works Campaign for photochromic contact lenses begins this week for five weeks in Baltimore; Miami; Boston; Portland, Ore., and Fort Lauderdale, Fla. Spots will air in all dayparts targeting adults, 25-49. Agency is Calet, Hirsch, Kurnit & Spector, New York.

Business People Inc. Campaign for technical job fair begins in early November for one week in 14 to 15 markets. Fair is geared toward computer professionals and electrical engineers with three to 20 years experience. Target: men and women, 25-plus. Agency is Fischbein Advertising, Minneapolis.

RADIO AND TV

Cates Inc. Campaign for dill, sweet and bread and butter pickles begins Nov. 11 in 18 markets. Eight-week flight will run during 6 a.m.-7 p.m. times. Target is women, 25-49. Agency: Leslie Advertising, Greenville, S.C.

Kings Department Stores Campaign begins Nov. 22 for discount stores. Five-week campaign aimed at lower-income women, 25-54, will air in 52 radio markets and 14 TV markets in all dayparts. Agency is Saxton Communications Group, New York.

K-Tel International Commonwealth Advertising, Minnetonka, Minn., is promoting Country Rainbows record beginning Oct. 11 in over 70 markets for two to three weeks. Commercials will air in day, early fringe, prime access, late fringe and weekends. Target: adults, 18-49.

Armour-Dial Inc. Campaign for Star chili begins Oct. 16 for two weeks in seven markets. Target: women, 18-49. Agency is Foote, Cone & Belding, San Francisco.

Western Airlines Campaign for fall travel will begin this week and run through October in 50-plus markets. Target: adults, 18-49. Agency is McCann-Erickson, Los Angeles.

PK SEMINAR ON HOW TO BUY A RADIO STATION

Friday / October 15 / Monterey Conference Center / Monterey, CA

Radio station appraiser Paul Kagan will "buy and sell" stations in real-life dramatizations with the following veteran broadcast executives:

Registration fee (\$325) includes cocktails & luncheon plus portfolio of industry statistics. To register, call or write PK Services Corp. 26386 Carmel Rancho Lane Carmel, CA 93923 (408) 624-1536

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

Anniversary. MMT Sales, New York, celebrates its 10th anniversary next month, ending decade during which billings grew from \$10 million to \$180 million in 1982. Gary Scollard, founder-chairman, envisages next 10 years as period marked by stern competition as new electronic media exert pressure on television advertising, but is confident that well-managed TV representative firm can flourish. MMT Sales started operations in October 1972 with six offices, staff of 44 and five television stations on its list. It now employs 200; has 14 offices and represents 26 stations. MMT is expected to wind up 1982 on fairly high note, with Scollard projecting 23-24% increase over 1981.



A runaway Saturday morning hit on ABC.
Now...110 half hours available in syndication.

SUPERFRIENDS

This is the series that completely dominates its Saturday morning time period for ABC.
The series that captivates legions of 6-to-11-year-olds throughout the nation.

The series that packs the tremendous appeal of the most popular children's superheroes into one powerful attraction.
SUPERFRIENDS.

110 half hours for April, 1983 start.
Available on an advertiser-sponsored basis, with all national advertising from General Foods.
Important: SUPERFRIENDS is available for early start—fourth quarter 1982—in selected markets, with extremely interesting terms for choice time period placement.
Distributed exclusively by LBS. (212) 838-1185.

LBS

LEXINGTON BROADCAST SERVICES COMPANY, INC.
777 Third Avenue, N.Y., NY 10017
(212) 838-1185; Telex No. 640818

A broadcast advertising commentary from John Meskil, Warwick Welsh & Miller, New York

Widening the ad horizon with color graphics

All businesses are looking to the new technology to help solve problems and improve the way they do business, and media departments of advertising agencies are no exception. Media people are always looking for ways to improve client presentations. Annual television pre-and post-buy analysis meetings with clients can get pretty routine when all involved sit looking at one black and white, acetate chart of numbers after another. So when our media department learned about the new color computer graphics systems that had become available, we were interested. We wanted to see what color graphics of the data would add to a presentation.

We looked to the computer produced color graphics from our own art department. We wanted to reduce the expense involved in pre-empting time in the art department and we also wanted to reduce the lead time necessary for presentations, if at all possible. The computer system provided us with a usable alternative that we would control from a cost and time standpoint. Although we have our own in-house computer, using an outside computer service company is often a good way to try out new systems.

The computer services company we chose to work with is Interactive Market Systems in New York. IMS offers a standard group of graphics that can be ordered from a book with a choice of color use and set-up. It also has a custom graphic design service for something out of the ordinary. The graphics can be ordered over the telephone or "on-line."

The graphics can be prepared in a variety of ways. There are slides and acetates for projector use, which is what we were interested in. The graphics can also be printed on poster board for display or on paper for use in presentation books. When the order for the graphic is given, the information is fed into the computer, a trial graphic is run on the plotter and then it is sent to the agency for approval before a final graphic is agreed upon and prepared for use.

The graphics we used in a recent client presentation were a set of bar graphs in two colors comparing our ratings estimates with A.C. Nielsen actuals for two television seasons for households, men and women 25-54, GRP comparison and C-P-M comparison. Plus we used a line graph in two colors showing the spot television performance for two seasons for men and women 25-54 in 28 cities. To compare the impact of the graph with the traditional black and white numbers charts, we



John J. Meskil, executive vice president, media and administration, Warwick, Welsh & Miller, New York, has spent his entire career in the advertising agency business. Prior to joining Warwick, Welsh & Miller in 1966 (at that time Warwick & Legler, Inc.), Meskil had been director of media at West, Weir & Bartel and at Marschall, division of Interpublic, and before that as media manager at two other agencies, Fletcher, Richards Inc. and Grey Advertising, all in New York. An active member of the media community, he has served as secretary-treasurer, member of the executive committee and chairman of the board of the Traffic Audit Bureau, which audits outdoor advertising circulation, and continues to serve as a member of the board of directors. He is a member of the Media Directors Council of New York. In addition to serving as speaker at meetings of salesmen, the 4A's media seminars, and on media discussion panels, he contributes regularly to various marketing and advertising trade publications.

showed the two side-by-side.

The value of using the graphs was immediately apparent in the client's reaction to the presentation. The graph made the presentation of numbers more exciting. The use of color was attention-getting and gave emphasis to the story we were telling. Like the old adage, "a picture is worth a thousand words," the graphs enabled us to give the client in one view what would take many numbers and sometimes several charts to convey.

In one word, the client representatives were "impressed." They had not seen color computer graphics before and, like us, they liked what they saw. They were also impressed with our use of this new technology. The graphics dressed up the presentation and made it look all the more

professional. The quality of the graphics excellent, and the color adds a tremendous amount. In some cases, we have realized, the colors can also have special meaning for the client in relation to the product.

There are other advantages to color computer graphics, besides one of presenting the data more effectively in a fashion that is easier to read, more meaningful and more creative. When you use them, you are not taking art department time or, more frustrating, waiting for the art department to get to the graphic you need for a presentation. The hours would take for an artist to prepare graphic points to another plus for the computer graphics. The graphic preparation time on the color plotter may be as little as 10 minutes or as much as 25 for a complete graphic. The time involved now with the graphic being plotted at the IMS offices 48 hours from initial order to receipt of the completed, approved graphic. If an agency chose to buy a plotter and run the system in-house, obviously the time involved would be shorter.

At this point, the cost of the color computer graphics, although nowhere near as high as artist-drawn graphics, causes them to fall into the category of something special to be done for client presentation. It is not yet everyday in cost. When an outside computer services company such as IMS is used, the cost is figured on the basis of the agency's relationship with the computer services company, as a regular client for other services or as a client only for the basic color computer graphics service.

The cost factor will be reduced in the future, however, as it has been in most of the computer areas. For instance, IMS has just introduced its "second generation" color graphics services, this one called PicturePac. PicturePac is a stand-alone graphics system with 35 mm slide and color or Xerox production capabilities. Using a laser printer, the PicturePac system can produce paper copies of graphics in color as well as overhead transparencies. Multiple copies can be produced at a relatively low cost per copy.

Although our media department has thus far used computer color graphics only in media buy analysis presentations, the usefulness of this sophisticated method of presenting data is evident for other applications in presenting media and research data. There is no question that we plan to use computer color graphics more in the future. The reaction of our client to the presentation that included color graphics was enough to convince us of its value.

SAN FRANCISCO'S KTVU AND KGO-TV ARE REALLY GETTING TO KNOW THEIR TOWN.

DEPT STORE (HIGH LINE)
SAN FRANCISCO-OAKLAND FEBRUARY 1982

RBA		
Age	% response	thousands
18-24	38.0	1,384
25-34	31.1	1,112
35-44	10.8	406
45-54	38.2	1,481
55-64	3.9	138

Total Sample		
PSA%	PSA%	thousands
17.8	17.5	
18.8	20.3	
2.2	17.3	
4.4	13.5	
	25.3	
	100.0	

47.8	
53.1	
100.0	
12.7	
87.2	
84.4	
18.9	
6	
5	

Estimates in the buying areas of
San Francisco/Oakland
February, 1982
(Feb. 1-28)

Quantiplex

data compiled by Quantiplex Inc. © 1982
data compiled by Quantiplex Inc. © 1982
MO-17

Successful station sales managers, like those at KTVU and KGO-TV know that the more they know about their audience, the more successfully they can market their air time. KTVU and KGO-TV bought Quantiplex because, obviously, they felt their other sources were not telling them what they had to know.

With Quantiplex they know more than just age and sex. They know exactly who their audience is, how large those families are, what they buy, what they can afford to buy and even what they are thinking about buying.

And that's not all.

They also know what, if any, newspapers their audience reads, what radio stations and programs

they listen to and where they do most of their shopping.

Imagine what a station's sales force can do when armed with that kind of information. Information they can back up with solid proof. Not only can they accurately target an advertiser's TV budget, but they can develop new retail revenues for advertisers who have been spending all their money in print.

What KTVU and KGO-TV are finding out about San Francisco, you can get to know about your town. Call Bill Morris or Ron Laufer at Quantiplex, today. You'll prove to yourself and your advertisers, that you're reaching the customers they want.

Quantiplex



A DIVISION OF JOHN BLAIR & COMPANY

919 Third Avenue, New York, N.Y. 10022 (212) 980-7117

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SO IF YOU CAN'T BEAT 'EM,
WHY NOT JOIN 'EM!

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BATON ROUGE
BEAUMONT

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WNYT
KOB
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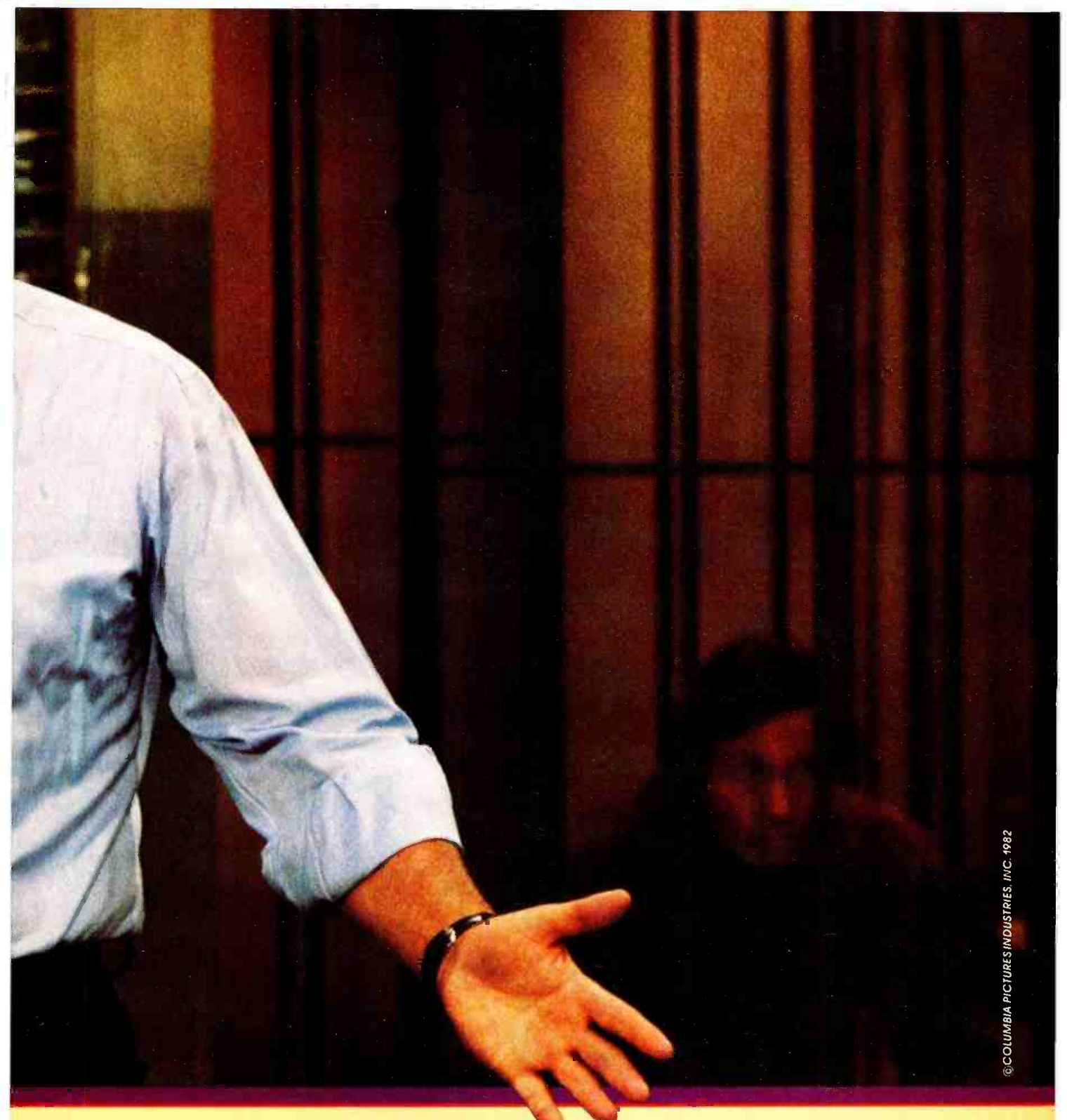
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ADISON	WISC	PALM SPRINGS	KESQ	SALT LAKE CITY	KSL	TOPEKA	WIBW	WEST PALM BEACH	WPTV
EDFORD	KTVL	PANAMA CITY	WJHG	SAN ANGELO	KCTV	TRAVERSE CITY	WWTV	WHEELING	WTOV
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IAMI	WCIX	PHILADEPHIA	WPHL	SAN DIEGO	KGTU	TULSA	KJRH	WICHITA FALLS	KAUZ
ILWAUKEE	WVTV	PHOENIX	KPHO	SAN FRANCISCO	KTVU	TYLER	KLTV	YAKIMA	KAPP
INNEAPOLIS	KMSP	PITTSBURGH	WPGH	SAN JOSE	KMST	UTICA	WUTR	YOUNGSTOWN	WYTV
OBILE	WKRG	PORTLAND, ME	WMTW	SANTA BARBARA	KEYT	VICTORIA	KAVU		
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EW ORLEANS	WVUE	RAPID CITY, SD	KOTA	SIOUX CITY	KMEG				
EW YORK	WPIX	RENO	KCRL	SIOUX FALLS	KELO				
ORFOLK	WYAH	RICHMOND	WWBT	SPOKANE	KXLY				
DESSA	KOSA	ROANOKE	WSLS	SPRINGFIELD, IL	WAND				
LAHOMA CITY	KOKH	ROCHESTER	WUHF	SPRINGFIELD, MO	KYTV				
MAHA	KMTV	SACRAMENTO	KTXL	SYRACUSE	WSTM				

BARNEY MILLER

A Four D Production distributed by



COLUMBIA PICTURES TELEVISION

Datebook

This week

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

Oct. 3-5—*New Jersey Broadcasters Association* 36th annual convention. Speaker: former 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* 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.

■ Indicates new or revised listing

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.

Also in October

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

Oct. 10-12—*National Religious Broadcasters* South western 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. Color 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**—Seminar-workshop on "electronic publishing, cable and newspapers," sponsored by *Journalism Resources Institute and New Jersey Press Association*. Speakers include Richard Levine, Do Jones; Henry Heilbrunn, Venture One, CBS-AT&T experiment in Ridgewood, N.J., and Kathleen Crine American Newspaper Publishers Association, Rutgers State University of New Jersey, New Brunswick, N.J. campus.

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. 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—*Intelmatix '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



THE BECK-ROSS COMMUNICATIONS STATIONS

Dynamic...Vibrant...In Touch.

WBLI-FM LONG ISLAND, N.Y. WKMF-AM FLINT, MICHIGAN	WHCN-FM HARTFORD, CT. WGMZ-FM FLINT, MICHIGAN	WKTZ-FM JACKSONVILLE, FLA. WKTZ-AM JACKSONVILLE, FLA.
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heraton-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 semi-annual conference. Washington Hilton, Washington.

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

Oct. 19-21—Mid-America Cable TV Association 5th annual meeting and show. Tulsa Excelsior hotel and Tulsa Assembly Center Arena, Tulsa, Okla. Information: Rob Marshall, (913) 887-6119.

Oct. 19-21—Alabama Cable Television Association annual meeting. Ramada Inn, Fort Walton Beach, Fla.

Oct. 19-21—Washington Journalism Center's Conference for Journalists, "Nuclear Freeze: World Arms Issues." Watergate hotel, Washington.

Oct. 19-21—Intelmatix '82 conference sponsored by U.S. Independent Telephone Association and conducted by U.S. Telecommunications Suppliers Association. Hyatt Regency O'Hare, Chicago.

Oct. 20—Cabletelevision Advertising Bureau conference. Drake, Chicago. Information: Barbara Hobart, (212) 751-7770.

Oct. 20—Radio Advertising Bureau sales clinic. Americana Inn/Cincinnati Airport, Cincinnati.

Oct. 20—International Radio and Television Society newsmaker luncheon. Speaker: George Steinbrenner, principal owner, New York Yankees, Waldorf-Astoria, New York.

Oct. 20—Connecticut Broadcasters Association annual meeting and fall convention. Speakers and panelists include Gene Jankowski, president, CBS/Broadcast Group; Eddie Fritts, president-elect, National Association of Broadcasters, Tom Wheeler, president, National Cable Television Association, and Anne Jones, FCC commissioner. Hotel Sonesta, Hartford, Conn.

Oct. 20-24—Music Personnel Conference, hosted by Minnesota Public Radio. Raddison St. Paul. Information: Rhoda Marx, (612) 221-1500.

Oct. 21-22—Services by Satellite Inc. (SatServ), subsidiary of Public Service Satellite Consortium, annual conference, following PSSC conference. Washington Hilton, Washington.

Oct. 21—Federal Communications Bar Association luncheon. Speaker: National Association of Broadcasters President Edward Fritts. Touchdown Club, Washington.

Oct. 22-23—Friends of Old Time Radio annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 795-6261, or (203) 248-2887.

Oct. 22-24—Massachusetts Broadcasters Association annual convention. Sheraton Lincoln, Worcester, Mass.

Oct. 22—11th annual Colorado State University "CSU Broadcast Day" Speaker: John Summers, executive vice president and general manager, National Association of Broadcasters. Information: Dr. Robert K. MacLauchlin, Colorado State University, Fort Collins, Colorado, 80523.

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

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

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

Oct. 24-26—North Carolina Association of Broadcasters annual convention. Marriott hotel, Raleigh, N.C.

Oct. 25—Cable Television Administration and Marketing Society Atlantic show "Track Day." Bally's Park Place, Atlantic City, N.J. Information: Emily Burch, (202) 296-4219.

Stay Tuned

A professional's guide to higher moments of the media week

Television □ CBS: *Filthy Rich*, Wednesday, 9:30-10 p.m.; *Tucker's Witch*, Wednesday, 10-11 p.m.; *Simon & Simon*, Thursday, 9-10 p.m.; *GE Theater: Two of a Kind*, Saturday, 9-11 p.m.; NBC: "National Lampoon's Animal House," Sunday, 9-11 p.m. ABC: TV coverage of American League championship series begins Tuesday 8:25 p.m.; National League championship series begins Wednesday, 3:15 p.m. or 8:25 p.m. PBS: *National Geographic Polar Bear Alert*, Tuesday, 8-9 p.m.

Radio □ CBS Radio will air both American and National League series.

Cable □ Hearst/ABC ARTS channel, Nightcap series: *Jazz*, Sunday, 10-11 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) Memorial tribute to Henry Fonda, now through Oct. 16; film retrospective on Alfred Hitchcock's work of the 1950's, now through Oct. 30; Steve Allen lecture: "Sid Caesar and [Allen's] other favorite TV comedians," Thursday, 12:30-2 p.m.

Oct. 26—Radio Advertising Bureau sales clinic. Red Lion Inn-Airport, Seattle.

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

Oct. 27—Radio Advertising Bureau sales clinic. San Francisco Airport Hilton, San Francisco.

Oct. 27—National Academy of Television Arts and Sciences. New York chapter, drop-in luncheon. Speaker: James Duffy, president, ABC-TV, Copacabana, New York.

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

Oct. 28—Radio Advertising Bureau sales clinic. Hyatt at Los Angeles Airport, Los Angeles.

Oct. 29—Broadcasters' Promotion Association board meeting. Hyatt Regency, Atlanta.

Oct. 29-30—National Federation of Local Cable Programers Midwest region fall conference. Howard Johnson's Central, Kansas City, Mo.

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

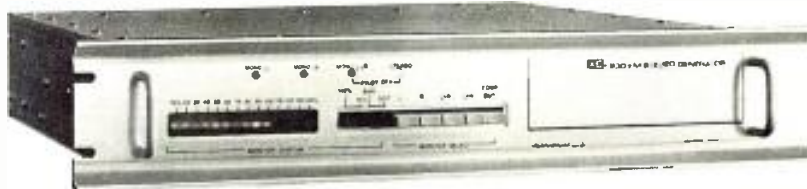
Oct. 29-31—Satellite Television Technology's ninth Satellite Private Terminal seminar and trade show. Dunfey/Atlanta hotel, Atlanta.

Oct. 30-31—National Alliance of Third World Journalists first conference, in cooperation with Howard University, department of radio, TV, film, titled "The New World Information Order and the Global Struggle for Truth." Howard University, Blackburn Center, Washington. Information: (202) 462-5331.

November

Nov. 1-2—15th annual Connectors and Interconnection Technology Symposium, sponsored by Electronic

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Connector Study Group. Franklin Plaza hotel, Philadelphia.

Nov. 1-3—National Translator Association, Low-Power Television/Translator Group, 20th annual NTA convention and exposition. Aladdin hotel, Las Vegas. Information: Paul Evans. (801) 237-2623.

Nov. 1-3—Satellite Communications Symposium, sponsored by *Scientific Atlanta*. Marriott hotel, Atlanta.

Nov. 1-14—Seventh annual international exhibition of audio and video works, "Magnetic Image 7," sponsored by *Atlanta College of Art*. Atlanta College of Art Gallery 413. Atlanta.

Nov. 1-15—China Comm '82, U.S. telecommunications exhibition and seminars program, jointly sponsored by *Electronic Industries Association* and *National Council for U.S.-China Trade*. Beijing (Peking) Exhibition Center, Beijing. People's Republic of China.

Nov. 2-5—Eleventh General Assembly of Unda-USA (national association for Catholic broadcasters and allied communications). Palmer House, Chicago.

Nov. 3—Radio Advertising Bureau sales clinic. Marriott hotel, New Orleans.

Nov. 3—American Newspaper Publishers Association workshop on cable television, co-sponsored with Newspaper Advertising Bureau. Chicago Marriott O'Hare hotel, Chicago.

Nov. 3—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: James Perkins, president, Hearst/ABC Video Services. Copacabana. New York.

Nov. 3-5—International Film and TV Festival of New York. Sheraton Center hotel, New York. Information: Festival office, 251 West 57th Street, New York, 10019.

Nov. 4—Radio Advertising Bureau sales clinic. Amfac hotel, Dallas.

Nov. 4—Bay Area Cable Club meeting. San Francisco Press Club, San Francisco.

■ **Nov. 4—Midwest Radio Workshop** sponsored by

Radio Broadcasters of Chicago and Radio Advertising Bureau. Marriott hotel, Chicago.

Nov. 4-5—American Newspaper Publishers Association low-power television workshop, co-sponsored by Newspaper Advertising Bureau. Chicago Marriott O'Hare hotel, Chicago.

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

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

Nov. 5-7—National Broadcasting Society, Alpha Epsilon Rho, Southern Illinois University chapter, mid-East regional convention. SIU Student Center, Carbondale, Ill.

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

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

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

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

Nov. 8-10—National Association of Broadcasters radio management training seminar. Airport Hilton Inn West. Oklahoma City.

■ **Nov. 8-10—"Wideband Communications"** conference, sponsored by *Pergamon Infotech* of Berkshire, England. Regent Center, London.

Nov. 8-11—Information Industry Association's 14th annual convention, "The Information Business: Profits or Promises?" Walt Disney World Resort, Buena Vista, Fla.

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

Major Meetings

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 programming conference, featuring Awards for Cablecasting Excellence (ACE) presentation. Biltmore hotel, Los Angeles.

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

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

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

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

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

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

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

12-15, 1987.

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

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

May 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, 1983—Broadcasters Promotion Association/Broadcast Designers' Association annual seminar. Fairmont hotel, New Orleans. Future seminars: June 10-15, Caesars Palace, Las Vegas; June 5-9, 1985, Hyatt Regency, Chicago, and June 10-15, 1986, Loew's Anatole, Dallas.

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 Programming Conference. Dallas Amfac hotel, Dallas.

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

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

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

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

Nov. 10—Academy of Television Arts and Sciences luncheon. Speaker: presidential counselor Edw. Meese. Century Plaza, Los Angeles.

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

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

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

Nov. 11-12—International Broadcasting Symposium on Radio and Television Engineering, sponsored by *Japan Broadcasting Corp.*, *Japan's National Association of Commercial Broadcasters* and *Electronic Industries Association of Japan*. Nippon Press Center Tokyo.

Nov. 12-14—Loyola Radio Conference 13th annual convention. Conrad Hilton hotel, Chicago.

Nov. 13-15—National Cable Television Association National Cable Programming Conference, featuring Awards for Cablecasting Excellence (ACE) presentation. Biltmore hotel, Los Angeles.

Nov. 13-16—Canadian Association of Broadcasters Central Canada Broadcast Engineers and Central Canada Broadcasters Association convention. Toronto Sheraton Center hotel, Toronto.

Nov. 16—Cable Television Administration and Marketing Society Western show event "Track Day Disneyland hotel, Anaheim, Calif.

Nov. 16-18—Washington Journalism Center's Conference for Journalists. "Changing Population Patterns: Immigration, Race and Equality" Watergate hotel, Washington.

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.

Nov. 17-19—Sixth annual International Rehabilitation Film Festival, sponsored by Rehabilitation International U.S.A. American Red Cross Building, New York.

Nov. 17-22—Fourth annual New York World Television Festival. Carnegie Hall Cinema, New York. Information: Harvey Chertok & Co., 40 West 57th Street, New York, N.Y., 10019.

■ **Nov. 18-19—Practicing Law Institute's** 10th annual "Communications Law 1982" program. New York Hilton, New York.

Nov. 22-23—Conference on "The Responsibilities of Journalism," sponsored by *University of Notre Dame Center for Study of Man in Contemporary Society* with grant from Gannett Foundation. University Center for Continuing Education, Notre Dame, Ind.

Nov. 23—International Radio and Television Societies newsmaker luncheon. Speaker: Dan Rather, CBS. Waldorf-Astoria, New York.

■ **Nov. 23—Advertising Research Foundation** workshop. New York Hilton, New York.

Nov. 30—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Tony Malara, vice president and general manager, CBS-TV. Copacabana, New York.

December

Dec. 1—Academy of Television Arts and Sciences "forum series" luncheon. Speaker: Brandon Stoddard, president, ABC Motion Pictures. Century Plaza hotel, Los Angeles.

Dec. 2-5—California Chicano News Media Association national Hispanic media conference. Town and Country hotel, San Diego.

ec. 6-9—*Arbitron Radio Advisory Council* meeting. Sheraton Plaza, Palm Springs, Calif.

ec. 9-10—*Federal Communications Bar Association/Practicing Law Institute* conference, "The New Communications Era After the AT&T Settlement." Shoreham hotel, Washington.

Dec. 10—*International Radio and Television Society* Christmas benefit. Entertainment: Rich Little, impressionist. Waldorf-Astoria, New York.

Dec. 14-16—*Washington Journalism Center's* Conference for Journalists, "Economic Outlook for 1983." Watergate hotel, Washington.

Open Mike

irace time

EDITOR: It was probably an honest error that resulted in Satellite News Channels' Tom Capra telling BROADCASTING in its Sept. 27 story on cable news that CNN headline News held the story of Grace Kelly's death until the top of the 6 p.m. program, because, he said, we couldn't go live and that we were stuck in tape replay.

It was probably an honest error that resulted in Capra claiming that as a result of our holding that story SNC beat us on



the air with it by 12-14 minutes. The taped record, documented by our slow-scan 24-hour recording of the Sept. 14 program day, shows clearly that CNN Headline News anchor Peter Ford read that story with a photo of Grace Kelly on screen at 5:51:58 p.m. NYT, just a few minutes after UPI broke with its first bulletin and at a time when Capra claims erroneously that we were trapped in a taped replay (above).—*Ted Kavanau, executive vice president, CNN Headline News, Atlanta.*

Likes lottery

EDITOR: Your Sept. 6 editorial, "Some lottery," characterizing Congress's weighted lottery favoring minorities as "discrimination in reverse," is puzzling and troublesome, both in its conclusion and in its mocking tone.

Race is but one factor to be considered, under the legislation, in granting a license for a new broadcasting station. Because of this, the new law meets the Supreme Court's test in *Bakke v. Regents of University of California* separating permissible affirmative action from impermissible reverse discrimination.

Affirmative action for broadcast station ownership is particularly appropriate where minorities account for nearly one-fourth of the country's population but control only 1.6% of all broadcasting stations.

In making fun of minorities and minority ownership in this way, you have trivialized a serious national issue and done an injustice to minorities, your readers and yourselves. In saying this, I do not cast any negative aspersions on your coverage of minority ownership issues, which continues to be outstanding.—*Pluria W. Marshall, chairman, National Black Media Coalition, Washington.*

Sterility

EDITOR: It was kind of amusing to see Rick Sklar attribute WABC(AM) New York's loss of ratings to "audience fragmentation" (BROADCASTING, Sept. 20). Maybe it was Rick Sklar himself with his rigid programming at WABC that forced listeners to tune elsewhere.

We live in an age of sterile radio: the same records (90% oldies), the same headlines, the same scores. There are quite a few stations in this area that make a great case for satellite programming. It's no secret that sterile radio, especially so-called "adult contemporary" radio, has helped bring the record industry to its knees. I have an honest feeling that if program directors don't start doing something original, and soon, those in radio broadcasting will be finding an empty audience.—*Charles E. Everett, Bridgewater, N.J.*

Economies of scale

EDITOR: FCC docket No. 80-90, if approved, will open a can of worms and permanently cripple the profitability of many of our nation's radio stations. Many markets do not have enough revenue to support their current crop of stations and now the FCC wants to add more! The key factor overlooked by the FCC about radio stations is that they are not like gas stations. If a market has more gas stations than it can support, the excess close their doors and go away. Those that remain can reasonably expect to turn a profit. However, when a radio operator goes broke because of oversaturation in a market, the station does not go away. It's just transferred to another poor soul that will more than likely go the way of his predecessor.

Let's bring new stations into markets that can support them by analyzing them individually, not the blanket sprinkling of assignments without any regard to whether a market is already saturated or not. This is what docket No. 80-90 proposes.—*John D. Marshall, president, WFIG(AM)-WWDM(FM) Sumter, S.C.*

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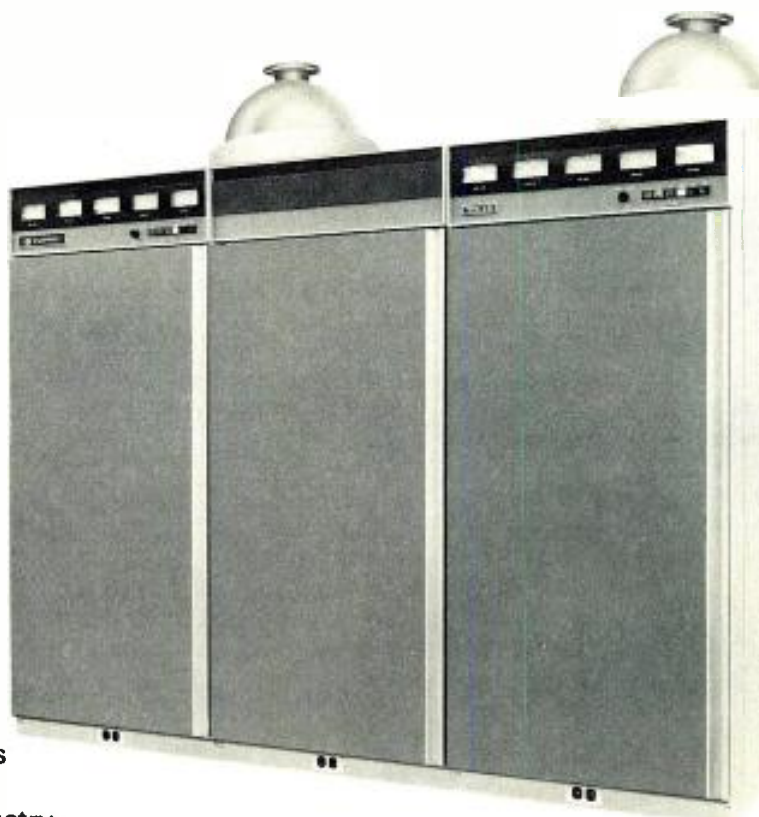
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Vol. 103 □ No. 14

TOP OF THE WEEK

President chills 'em in Vegas

Rather than coming out strongly for full First Amendment rights for electronic media, President, in taped message to RTNDA, criticizes reporting; Turner keynote pushes fourth network

President Reagan played the Palace last week, and bombed. Radio-Television News Directors Association members meeting in Caesars Palace, in Las Vegas, had hoped to hear the President, in his videotaped message, encourage them in their hopes of achieving full First Amendment rights. What they heard instead was that journalists are too persistent in efforts to uncover government secrets and, in covering major stories, are inclined to miss the point—as, the President said, was the case in coverage of the energy crisis. The remarks, said RTNDA President Dean Mell of KHQ-AM-FM-TV Spokane, Wash., “were a disappointment.”

Nor was there any uplift in what was billed as the “keynote address,” delivered by Ted Turner, chairman of Turner Broadcasting and pioneer in 24-hour, all-news cable networking. In the free-wheeling style that has become his trademark, he criticized television news—local and network—as essentially antisocial, and pitched the fourth network he says he intends to establish (BROADCASTING, Sept. 20, 27).

But Turner, as is his custom, worked for laughs. “Television news is scaring the country to death”—and broadcast journalists simply shook their heads.

The President's remarks were another matter. He had expressed unqualified support for broadcaster's First Amendment rights in his letter to the National Association of Broadcasters convention last spring (BROADCASTING, April 12). And, although he appeared to waffle on the issue in subsequent statements, RTNDA officials had hoped for an NAB-type statement at their gathering, RTNDA's 37th annual international conference.

But what concerned the President, in his message, was what he said was the lack of balance “between the media's right to know and the government's right to confidentiality in running the affairs of state, not to mention the national security.” And if the government for many years was “too secretive,” he said, “today the pendulum has swung to where very little goes unreported,” with results he does not think serve the public interest.

“I wonder if we're any better informed on many of the matters that really count,” he said, adding, “I wonder whether such hot-light coverage has aided public understanding of our nation's problems or whether in some instances it actually had hindered government's functioning and, thus, slowed the solution to our problems.”

The President's remarks were read against the background of a failed administration effort to weaken key provisions of the Freedom of Information Act. An administration-backed bill amending the act in ways media representatives thought detrimental was revised to the media's



Podium hopping: Ted Turner (l) and Dean Mell.

general satisfaction. And the President's criticism of coverage of the energy crises paralleled the criticism expressed in a report issued last week by the Media Institute, a nonprofit group monitoring the media's coverage of business and economic affairs.

Both the President and Media Institute report said the government—under previous administrations—had been at fault, too. Reagan said the media found it easier to “fill oil tanks and raise questions about oil companies holding back supplies than to show the price and allocation regulations had distorted the market. Likewise, the government focused on the specifics of regulation rather than on the real problem, which was, in large measure, government interference itself.” Both the media and the government, the President said, should use “a wider angle lens” to view the nation's problems.

The remarks were not well taken. Mell said, “It was not what we wanted. It was gratuitous. We hoped for a statement supporting freedom of the press for broadcasters.” He noted that the President had made such a statement in his letter to the NAB and that FCC Chairman Mark S.

Fowler has called for legislation to achieve that goal. Mell said he was also disappointed that the President had not subjected himself to questions from RTNDA members on the matters he raised. The temper of the gathering might also have been indicated by Elmer Lower, former president of ABC News and now on the faculty of the University of Missouri. “We don't need a lecture from the President,” he said.

Turner took advantage of the forum offered him as keynoter to cheer himself on in what he described as his war with the networks. Indeed, he analogized the competition to the Allied invasion of Normandy. With his Cable News Network and CNN Headline News, he said, he has established “a beachhead.” “When I break through the next perimeter the networks have,” he said, “nothing will stop me



from reaching the heartland of Germany. The networks are going to be in a constantly retrenching position,” he predicted. For network affiliates, he said, “this is the best thing that has ever happened to them.”

In his view, the affiliates can only benefit from the competition for their allegiance. To win them to his banner, Turner said he would give them four of the six commercial minutes in early evening news now sold by networks. “Why should the networks get the six minutes?” he asked. “Get them to give you three minutes,” he urged representatives of affiliates in the audience. He called his offer of four minutes an “opening day sale.”

It wasn't only the four minutes Turner offered as a lure. It was a larger budget of “good” news. He said network and local news is a “turn off” for him when he watched it; he said he no longer has the time to watch any news shows but his own. But he recalled that he used to criticize television news because it was so negative. He estimated that “85% of television news time is devoted to something wrong.” The CNN percentage, he said,

"is closer to 50%."

"It makes people lose confidence in their country and their way of life if so much [television] news is downbeat," he said.

But beyond the four minutes of commercial time in the early evening news and the larger budget of "good" news, there is, Turner suggested, an even more exciting reason to follow his lead. He predicted, first of all, that "in several years, every major market will have an all-news station." Such stations, he said, will be in the best position to withstand the competition. He went further: "The first station that does all news will own the market." And "stations affiliated with us," he said, "will have that option."

With Reagan taking a critical look at broadcast news and Turner carrying on his war with the networks, it was left to Tom Pettit, executive vice president of NBC News and the luncheon speaker on the first day of the conference, on Thursday, to offer the closest approximation of a keynote address. His message was that broadcast journalists should not be so overcome by the versatility of their technology as to lose sight of their mission as reporters.

"I'd like us to be as honest as we can," he said. The equipment—three-quarter-inch tape and editing machines and all the rest—makes it "so easy to make the little movie, we forget the little movie is not fiction," he said. "We're not in this to make movies; we're in this to purvey the truth." A collateral and complicating problem, he said, is the ratings competition. "The job of conveying the truth can get lost in that. All of us can get lost in that."

Then he said: "We here are bound by the belief that journalism is essential to democracy. Without it, the country suffers. It is our job to pursue a higher form of democracy than we now have. It's a simple goal, one we sometimes forget."

And machines can't do the job, he said. "They have no feelings about injustice or fraud. We must run the machines instead of the machines running us." □

Fowler again asks for spectrum fee

In speech to RTNDA, delivered by Brenner, chairman again suggests trade-off to obtain full First Amendment rights

The notion of broadcasters, and all other spectrum users, offering to pay modest spectrum-use fees in exchange for broadcast deregulation appears to have struck a receptive chord in FCC Chairman Mark Fowler's mind.

He addressed those fees in a speech at the National Radio Broadcasters Association annual convention (BROADCASTING, Sept. 20). The following week, he expanded upon the concept in a discussion



In the wings. Ed Godfrey, news director of WVE-TV Louisville, Ky., was elected president-elect of the Radio-Television News Directors Association at its international conference in Las Vegas last week. Godfrey, an incumbent director-at-large and a member of the executive committee, was the only candidate recommended by a nominating committee. He will succeed Dean Mell as president at the 38th annual conference next September.

with BROADCASTING editors (BROADCASTING, Sept. 27). And last week, in a speech delivered by Daniel Brenner, one of Fowler's legal assistants (Fowler was ill), he urged the Radio-Television News Directors Association to support the notion. "I ask you to join us in Washington to get the job done—to bring full First Amendment rights to broadcasters," Brenner said. "Consideration by Congress of a user fee may be the nudge that opens a window of opportunity."

According to Brenner, broadcast deregulation was "overdue," whether or not a fee is imposed. "But some feel that a modest fee is a fair return to the public for a grant of channel exclusivity," he said. "If adopted by Congress in connection with deregulation, the fee would replace the old quid pro quo under the trustee regime—content regulation and other 'taxation by regulation' in exchange for a likelihood of license renewal," he said.

If Congress deemed it appropriate to impose such a fee, it could use the funds raised to support public broadcasting, Brenner said.

"As we move away from content oriented rules for commercial broadcasters, there may remain program needs that the marketplace fails to meet. Children's programming and long-form radio news are two examples that some feel are in too short supply in the commercial arena," Brenner said. "User fees collected from broadcasters and other spectrum users could be used to support these types of programs," he said.

Deregulation and public broadcasting each makes sense on their own terms, Brenner said. The user fee might make sense on its own terms, too, Brenner said. "But by combining these three concepts there could develop a system of broadcast regulation that best serves the American people," Brenner said. "We would have a system that leaves you free absolutely to do what you do best—report, edit, critic-

ize, extol or simply kibbitz."

Brenner urged RTNDA members to support H.R. 5584 and H.R. 5585, bills introduced by Representative James Broyhi (R-N.C.) that would repeal the fairness doctrine and remove content controls over broadcasting.

He also urged RTNDA members to try to convince their local representatives, and members of their local communities—including newspaper publishers—of the importance of full First Amendment protection for broadcasters. "It's important to educate your station management about the dividends to your news departments of true broadcast deregulation," Brenner said. "I think it's time—indeed time is overdue—for comprehensive broadcast deregulation, including an end to content controls." □

More news as good news is debated in aftermath of new 24-hour cable competition

Given the explosion in news programming at the local and network levels over the past five years, is there still room for more? The answer, it appeared, at a panel session at the RTNDA last week, depends on who is answering.

Mary Alice Williams, vice president of Cable News Network in New York, no surprisingly, contended that "there will never be enough news on television." And Paul Beavers, news director of WMAQ-TV Chicago, said research indicates "it's economically viable to expand local news." But Ralph Renick, vice president of WTVJ(TV) Miami, indicated he would be content to stand pat with the traditional half-hour local news, the format WTVJ employs—successfully, Renick said.

But there was a common thread running through the remarks of the panelists—the importance of quality in the news programming produced. If there is not enough news on television now, Williams said, "there is enough 'infotainment'" —which she described as magazine-type programming, a type, she acknowledged, that shows up on CNN. "But there is room in local markets for fast-paced, straightforward national and international news"—of a type she might have said, but didn't, that is available to stations 24 hours a day from CNN Headline News. "It works," she said. "It's cheaper than entertainment, and audiences choose it"—an assertion she backed up with figures from the first Nielsen book on CNN's popularity, for July.

Beavers said quality is the answer to holding an audience. "You can't give a rehash of earlier news." As a result, he said, there will be a substantial increase in informational services. At the same time, Beavers said the market for news is not infinite. "News has a diminishing utility," he said. "If we try to push it too far, we may make it too thin. The quality will drop."

Renick thinks that is already the case with expanded news shows. More is not necessarily translatable into better, he

said. "More could be better if it meant more in-depth reports. That hasn't happened." □

LPTV dilemma: What to air?

Trade conference provides showcase for mixed plethora of programing, an aspect of the service many applicants had until now ignored

With most of their regulatory problems behind them, low-power TV broadcasters and would-be broadcasters are shifting their attention to programing. And what to put on the stations that will be authorized by the FCC at a rate of perhaps 250 a month next year has become an increasing problem, especially for the many who ignored the subject in the scramble for LPTV channels.

Fortunately for the shortsighted, the LPTV East trade show, held over the past weekend (Oct. 1-3) at the Shoreham hotel in Washington, provided some solutions to the problem.

Among the 61 exhibitors were more than a dozen companies offering programing to the LPTV operators. The programing ranged from explicit X-rated movies to "inspirational" public affairs programing from the Catholic Church. It came in the form of videotapes and of full-fledged satellite-delivered networks.

Recognizing the interest in programing, the National Institute for Low Power Television, the Reston, Va.-based group that sponsored the show, organized a programing festival, which permitted the programers to screen their wares on each of the show's three days.

The festival featured ad-supported and pay satellite networks (SIN Television Network, Satellite Programing Network, PTL-TV Network and SelecTV of California); alphanumeric services (Associated Press and UPI Cable News); program packagers (VuTV Inc. and Dorasan Corp.); public-affairs programers (Real to Reel and March of Dimes), and syndicators (Fremantle USA and Reeltime Distributors).

What drew all the programers to the conference was the belief that the LPTV universe will one day consist of thousands of stations each hungry for programing. They recognized that the market has not yet arrived, but they wanted to make sure they were there when it did.

SelecTV sees LPTV as just another outlet for its pay and pay-per-view network. The first LPTV station in the country—John Boler's in Bemidji, Minn.—said SelecTV's director of affiliate relations, Diane Nicusanti, downlinks SelecTV programing from Westar TV and broadcasts it to subscribers and SelecTV expects to convert several more LPTV stations to its brand of STV before the end of the year.

Karla Mumma, of Satellite Program Network, Southern Satellite Systems' advertiser-supported cable network, said LPTV would be a "big market as soon as the

FCC got its act together. . . We are projecting good growth." SPN, which is free to LPTV operators, is available on a part-time or 24-hours-a-day basis, she said.

Although many LPTV broadcasters opt to affiliate with a network and rid themselves of many programing headaches, others will choose to program their stations from the ground up. It was the latter group that syndicators and videotape suppliers were after. "That's the reason we're here," said Diana Rivera, Fremantle USA. "If they are going to do their own packaging, they are going to need what we have to sell."

Like all the other new pay media, it seems that low-power STV will be a vehicle for adult programing. Reeltime Distribut-

ing Corp., according to Brad Lebosse, expects to repeat the success it's had in selling its adult titles to STV operators in the LPTV market.

Jeff Begun, VCIII Cablevision Inc., said adult programing is "the alternative" to conventional sorts of television programing. He expects to reach the LPTV market directly by selling individual operators tapes and indirectly by selling programing to SelecTV and other program packagers.

The NILPTV is sponsoring a second conference, Jan. 24-26, 1983, at the Disneyland Hotel in Anaheim, Calif., and show organizer David Cheifetz believes that programers will be more prominent there than they were in Washington last week. □

Football standoff drags on

Broadcasters and advertisers continue juggling schedules as fears mount over loss of games

The first in-season National Football League players strike ended its second week with no settlement in sight and with broadcasters and advertisers facing major damage to one of the year's most important commercial vehicles. While the networks were scheduling a second round of substitute programing, they received the disappointing news that last week's stand-ins had drawn ratings far lower than those earned a year ago by NFL games, probably necessitating make-goods to many advertisers.

At the local level, most TV affiliates predicted little or no revenue loss if the strike lasts only two or three weeks, but offered a much grimmer outlook if there is no season at all.

Meanwhile, the players' union announced it had leased Washington's RFK stadium for the first in a series of all-star games to be broadcast starting on Oct. 10 by the Turner Broadcasting System on an ad-hoc network of stations and cable systems (see box, page 50). A New York State Supreme Court judge, accepting a request from eight NFL team owners for an injunction against those games, has asked Turner Broadcasting to explain by Wednesday why it should be permitted to air them.

In yet another complication, the players association has threatened to sue the networks for interfering with strike negotiations by having advanced payments to team owners in early September for TV rights to the games.

NFL fans stayed away from their TV sets in droves on the first Sunday without live NFL football. A year earlier, three NFL games—a doubleheader on CBS and a singleton on NBC—brought in ratings totaling 45.1. On Sept. 26, on the same networks, a Canadian football doubleheader (NBC) and a rerun of Super Bowl XVI (CBS) produced a total of 15.7—approximately one-third as much as the NFL regular-season games 12 months

before.

CBS's Super Bowl rerun led the day's football offerings, scoring a 5.6 rating and 16 share. NBC's first Canadian Football League game, British Columbia against Toronto, pulled a 5.1/15, and its second, Calgary against Edmonton, came in with a 5.0/12. Against them, baseball, which normally comes in second to NFL, proved superior. Baltimore-Milwaukee and St. Louis-Chicago, carried by ABC, had a 6.4 rating and 18 share.

CBS's *NFL Today*, running from 12:30 to 1:20 p.m. NYT, scored a 5.8/20. NBC's pre-game *NFL 82* had a 4.3/15.

□

Advertisers and their agencies were in a period of serious reappraisal last week, particularly because the substitute programing offered by the networks scored so dismally in the ratings. One executive said he would estimate that 50% of the NFL advertisers invested in the substitute programing the first week but only 25% would go that route for the second week, allocating the remainder to other prime time programing or other dayparts, or taking a hiatus if practicable.

Robert (Bucky) Buchanan, executive vice president and U.S. media director for J. Walter Thompson, New York, noted that some firms, such as insurance companies, can take a breather for a few weeks but an auto manufacturer (Ford is a JWT client) needs TV exposure during this new car introduction period. For Ford, JWT makes its decisions on a week-to-week basis. Buchanan declined to specify, for competitive reasons, its advertising commitment for the second week of the strike.

Another problem facing advertisers, he said, is that the NFL has reported plans to add two weeks of games after the strike is over. "If money is spent on substitute programing or in other programs, where is the added money going to come from?" Buchanan asked.

A spokesman for McCann-Erickson, New York, said during the first week of the strike most of the agency's NFL clients opted for programing other than the substitute and believed it achieved its



Turner-NFL players press conference last week (see page 50).

rating goals. He added it won't be known if demographic objectives were achieved until additional data is released.

He indicated that for the second week—with several different advertisers involved—some clients were holding back while deciding in which other dayparts they may invest in or use the money at a later date. He said that if the strike drags on there probably will be a reassessment of media usage, with the possibility some funds will be diverted elsewhere.

At SSC&B, according to a spokesman, two clients have decided not to use their participations in NFL for this weekend but intended to use them later in the season on games they had not originally bought, provided the strike is settled. Another client is continuing its sponsorship this weekend on NBC Canadian football.

The "wait and see" attitude among advertisers who could afford to wait for an end to the strike appears to have held true at many local stations, where most local and national advertisers are said to have sponsored substitute programming during the strike's first week at the same rates they would have paid for NFL games. "If this is a three-week thing, it won't have a significant effect on revenues," said Jim Babb, executive vice president, WBTV(TV) Charlotte, N.C., and chairman of the CBS-TV affiliates board. If the strike lasts longer, however, Babb and other station operators predict revenue losses, although in varying degrees according to their stations' involvement in locally produced pre-game programming and the amount a station depends on football for overall ratings.

Affiliates are generally "standing by the network" and willing to air substitute programming, said Babb, although the fare scheduled by CBS for this week's game—NCAA Division III games—is far less attractive than was last week's Super Bowl rerun. "I'm hearing basically the same thing from affiliates," he said. "The alternatives are not that attractive for this week and if that continues, some local opportunities will be sought."

At the CBS Radio network, where no substitute programming is being offered for NFL Monday night games, about two-thirds of scheduled advertisers have switched to lower-priced regular network fare or baseball programming, according to Dick Brescia, network vice president,

general manager. The other third "are holding out" for an end to the strike, he said. Advertisers who moved to other programming generally did so because their campaigns were timely and could not be moved to later in the year, he said.

Mutual Broadcasting System claims 90% clearance for its substitute for Sunday afternoon games, a six-hour sports call-in program called *Sportscan*. Joe Hildebrand, Mutual vice president for sales, said advertisers are continuing to support the substitute programming at rates they would have paid for NFL games.

At radio stations, advertising appears to have held up, but not quite as well. Unlike TV stations, which can buy the local rights only to pre-season games, radio stations can buy the local rights to most of the home games of their local teams and network those games to other stations.

At WHK(AM) Cleveland, flagship station for the Cleveland Browns, two broadcasts of old NFL games were aired during the first week of the strike—one on Sunday afternoon and the other on Monday night—in place of the Sunday afternoon game the station would have broadcast. Advertisers were offered two games for the price of one, according to Operations Manager Ron Jones, and most chose to support the substitute or buy regular station programming. Last week, however, Jones predicted only about 50% of regular advertisers, both national and local, would accept another week of substitute programming. Most are holding out, he said, for a resumption of NFL games. This week, WHK plans to air a re-creation of the 1964 championship game between the Browns and the Baltimore Colts, broadcast by station announcer Gib Shanley, who did the original play-by-play of that game.

The National Football League Players Association further complicated the networks' lot last week by threatening them with possible lawsuits. The union charged that the networks may have violated antitrust laws and interfered in the "bargaining controversy" by giving the NFL the first payment for this year's rights.

Negotiations between the players association and NFL management council resumed last Thursday and continued through Friday, with reports late Thursday that talks were finally becoming "productive." Even if the strike had been settled over the weekend, however, the NFL an-

nounced Thursday it had cancelled game originally scheduled for this week.

One report put the first contract payment, received early last month, at between \$65 million and \$83 million—a sum that eventually would be returned, prorated, depending on the strike's turnout.

Careful to explain that his information was based on press reports and that first-hand contract terms weren't available to the union, Ed Garvey, NFLPA executive director, wrote ABC Chairman Leonard Goldenson, CBS Chairman William Paley and NBC Chairman Grant Tinker:

"Unless you immediately withhold payments that have not been made or demand repayment of sums already advanced for unplayed games, we will assume that you regard the networks as parties to our disputes with the NFL and we will take appropriate legal and other actions to protect our members."

Garvey claimed that the payment supports the owners, "makes a settlement less likely and disservices [the networks'] real interests" in returning NFL football to the air.

"If the owners have indeed extorted from the networks a promise of financial support by payments during a strike and illegal lockout for a product which you will not receive, then such payments are a flagrant violation of the antitrust laws and an interference by the networks in the bargaining controversy between the NFL owners and our union," he said.

Garvey gave the networks until last Tuesday (Sept. 28) to respond. All three did but apparently not to the satisfaction of the union.

An ABC attorney answered that ABC's deal with the NFL "does not give rise to any valid unfair labor practice claims, nor does it in any way violate the Sherman Act." ABC "assured" the union that "it is our intention to remain neutral. . . ."

NBC Sports President Arthur Watson also answered that the network "is not and does not regard itself as party to any dispute between the NFL and the NFL Players Association." He denied that NBC had violated "anyone's rights" and said the network "must reserve to itself the decision of how it must perform [contract] obligations including its payment obligations." Watson said NBC couldn't comment further because the union demanded an answer by Sept. 28 and the Garvey letter only was received a day earlier.

CBS Sports President Neal Pilson also "flatly denied" the charges, according to a network spokesman. CBS would not release Pilson's response.

In college football, the conventional Saturday pattern was back in place last week, but supplemented by a Sunday twist: CBS scheduled regional telecasts of four small-college games yesterday (Oct. 3) to replace what normally would have been its NFL afternoon.

The National Collegiate Athletic Association had cleared the way for a major col-

age game to be telecast each Sunday, subject to agreement by the three major TV rights holders. CBS, one of the three, had applied for the privilege, and ABC, another, was considering doing so even though Monday night, not Sunday afternoon, is its usual NFL time (BROADCASTING, Sept. 27). But Turner Broadcasting's MTBS(TV) Atlanta cable network, the third NCAA rights holder, nixed any such plans last Monday by demanding concessions that neither the NCAA nor the other networks would accept.

A Turner spokesman declined last week to describe the desired concessions (and implied that ABC had sought some of its own), but other network sources said Turner had wanted, among other things, removal of restrictions imposed by its original NCAA contract, plus assurance that the proposed college games would not conflict with Turner's coverage of the "all star" pro games being developed for Sunday afternoons.

CBS then turned to its original NCAA contract and invoked a provision that permits coverage of Sunday games between teams of NCAA Division III members,

meaning small colleges. That required the approval of only the NCAA—and the colleges whose teams would be involved—and CBS lined up four games for yesterday: Baldwin-Wallace vs. Wittenberg at Springfield, Ohio; West Georgia vs. Millsaps at Jackson, Miss.; the University of San Diego vs. Occidental at Los Angeles, and Wisconsin-Oshkosh vs. Wisconsin-Stout at Menomonie.

CBS officials said they had reached no decision on how to fill NFL time this coming Sunday, or on future weekends, if the strike continues. They indicated the decision would depend in part on how well yesterday's small-college games fared in the ratings, both in themselves and in comparison with those of the Super Bowl rerun that CBS showed the preceding Sunday. (A question developed, however, about whether CBS could add more small-college games. NCAA officials said the four scheduled last Saturday were called for in the basic NCAA contract and that scheduling others would be subject to approval—which they thought unlikely to be given—by the NCAA TV committee.) The alternatives included reruns of other

major NFL games and a variety of other sports including boxing, hockey, preseason basketball games, tennis, golf and auto racing. One thing appeared certain: CBS would continue its half-hour "pre-game" *NFL Today* throughout the strike, offering updates on the strike situation and sports-related news and information.

Another thing was certain: The small-college games yesterday cost CBS a lot less than a major college game would have. Each participating school reportedly received \$11,250, plus a \$3,750 incentive fee for moving its game to Sunday. The customary payment for major colleges was said to be \$550,000 for a national telecast, \$300,000 for a regional showing.

Meanwhile, an ABC spokesman said his network was not interested in college football on Monday nights, even if it could be arranged, and a Turner spokesman said the cable network's interest in college games is focused on Turner's original NCAA package, played mostly on Saturday nights. Both CBS and ABC were scheduling major-college Saturday games as usual. □



Welch

Connecting Point mockup

Saeman

MARRYING WIRED NATION WITH ELECTRONIC MEDIA EXPLOSION

Cable goes video with 'The Connecting Point'

Daniels-backed franchise plan will put systems into the retail business for all manner of television product; first store opens in Greeley; target is 675 by 1986

The cable television industry may soon be talking about a different kind of franchise.

American Cable Connection Inc., a newly formed company based in Denver, is offering cable operators franchises for retail stores where consumers will be able to buy not only their cable services, but also microcomputers, videodisks, videotape players and television sets and all the necessary software.

ACC is a closely held corporation, whose stockholders include several executives at Daniels & Associates, including Chairman Bill Daniels and Vice Chairman and Chief Executive Officer John V. Sae-

man. Larry Welch, former president and chief executive officer for American Home Video Corp., which owns and operates a chain of home video stores (Video Concept), is president and chief executive officer of ACC and another of the stockholders.

"We have married cable and consumer electronics into one package," said Welch. Connecting Point stores, as they will be called, "will allow people to see what they're buying and understand through actual demonstrations the differences between cable television channels or microcomputers or video recorders," he said. "Plus, the stores will provide customers services including a variety of payment methods, service repair and installation scheduling."

Considering the ownership of the corporation, it's not surprising that Daniels & Associates, an MSO with more than

220,000 subscribers nationwide, was the first to buy franchises. It will open the first of 10 stores at its systems in Greeley, Colo., later this year. ACC's plans call for the introduction of 675 stores in small- and medium-sized towns around the country by 1986.

The stores are designed to be a new marketing tool for cable operators. According to Welch, the cable industry's services are becoming more complex and, consequently, such traditional marketing techniques as door-to-door sales "are not going to be as effective." In the stores, he said, consumers will come in contact with highly trained, highly motivated salesmen who will have the advantage over the door-to-door salesman of being able to demonstrate the services.

The availability of the other products and services in the store has a twofold purpose, Welch said. It gives consumers who

have some cable service a reason to return to the store where they can be exposed again to old services and introduced to new ones. It also provides the cable operator with an additional source of revenue. "There is no reason why cable operators should not be participating in the retailing of consumer electronics."

The concept for the store was borrowed from other companies in the communications and information processing business, Welch said, noting AT&T's Phone-Center stores and Xerox stores.

The stores are not intended to supplant the traditional forms of cable marketing, Welch said, but rather to supplement them. He said operator franchisees could dispatch their door-to-door salesmen from the stores.

"The Connecting Point stores have the potential to become the marketing focal point for our industry," said Saeman, who doubles as chairman of the National Cable Television Association. "They will enhance the local image for every cable system and the industry as a whole."

According to Welch, the cost of the franchises to cable operators will be \$30,000 plus an annual royalty amounting to 4% of the total revenues, but the cost will rise with time. (MSO's that sign up for multiple franchises, he said, will get a break on the cost.) Franchisees also will be obliged to contribute one-half of 1% to an advertising pool, he said. "You can't make franchise fees so high," he said, "that the stores can't make money."

In exchange for those fees, Welch said, ACC will provide its franchisees with plans and sources of fixtures for the stores, which typically will be in unenclosed malls; national supplier agreements; training and operational assistance; an accounting system, and advertising and merchandising support.

In addition to the franchise fees, operators will have to invest between \$200,000 and \$300,000 to build and buy inventory for their stores, Welch said. Noting that the franchisees will be big companies, he said, ACC will not be providing any financing.

As franchisees, the stores will be required to buy the consumer electronics from "approved" companies with which ACC has agreements. ACC will receive no kickbacks from the companies, Welch said, and, because of ACC's national agreements, the prices charged by those companies should be lower than normal. Although Welch said ACC has struck deals with some suppliers already, he declined to reveal who they were.

At least for the time being, ACC is targeting cable systems in communities with populations ranging from 25,000 to 100,000. ACC has decided to stay out of the large, urban markets for several reasons, Welch said. First, few big cities have large cable subscriberships. Second, the stores would not be as attractive in big cities where scores of similar video stores are already in business. Third, the presence of several cable systems in a metropolitan area makes dividing the ter-

ritory difficult. And fourth, the competitive pressures from other video stores would shrink profit margins.

In towns within ACC's target market that have more than one cable system, Welch said that cable operators could co-operate and set up one store. Or, one operator could set up the store and sell the services of the others for a commission.

It's Welch's opinion that the stores' franchisees should sell all types of home video services, even those that compete head to head with cable. If a consumer is given a chance to compare cable, MDS and STV side by side, he said, he will more often than not go with cable. And if for some reason he should choose one of the others, he said, why shouldn't the cable operator make a profit from it? The satellite earth station would be attractive to consumers in rural areas, he said.

Welch said that he and other executives and owners of ACC have had informal discussions with top MSO's and that "so far there has been pretty uninformed acceptance of the notion. There is nobody telling us it's a bad idea." □

United-Tribune joint venture emerges victor in Sacramento

After nine ballots, city awards 360,000-home cable franchise

The city of Sacramento, Calif., and the county of the same name that surrounds it jointly awarded last week a 15-year cable television franchise for their 360,000 homes to a joint venture of United Cable Television and Tribune Cable Communications.

"As a citizen of Sacramento," said Mary Lou Wright, franchise director of the venture, United Tribune Cable of Sacramento, "I can say it's a victory broader than United Tribune. The city and county won and the elected officials won. It was truly a decision based on the merits."

Not everybody was a victor. Three other MSO's that had submitted bids along with United Tribune last March—Maclean-Hunter's Greater Sacramento County Cable, Cablevision and Warner Amex Cable Communications—were all losers. William Freeman, assistant county executive, believes they will quietly pack their bags and leave town. He expects no "sour grapes" lawsuits. "We had about as open a process as you'll find across the country," he said.

Although United Tribune was the favorite of the cable consultant, its victory was not an easy one. Because the franchise involved the city and county, the award required majority votes of the five-member county board of supervisors as well as the nine-member city council. It took

United Tribune nine successive ballots and some two hours to win those majorities last Monday night (Sept. 27).

United Tribune quickly picked up the necessary three votes from the county but couldn't muster the necessary five city council votes until the ninth ballot when City Councilman Blaine Fisher gave up on Warner Amex, which had strong support among the councilmen, and switched to United Tribune. By the ninth vote, four county supervisors were strongly committed to United Cable, Fisher said, and there was "no way" he or any of the other councilmen favoring Warner Amex were going to persuade two of those supervisors to vote for Warner Amex. "It became a question of who the hell was going to switch [to United Tribune] first. I happened to be the guy." Fisher said he feared that if someone hadn't given in, the meeting would have ended deadlocked and the two and a half years it had taken the franchise process to get to that point would have been wasted. "We could have ended up with nothing," he said.

United Tribune's proposal is four separate systems in one. It includes a dual-cable, 120-channel (440 mhz), 2,464-mile residential system; a 60-channel, 875-mile institutional system interconnecting schools, medical buildings, businesses and municipal buildings; and two fiber-optic "mini-networks"—one interconnecting businesses and government buildings outside the city. The cost of building the system, Wright said, will be \$150 million.

United Tribune will offer three tiers of services to the homes in the franchise area. The 38-channel first tier includes the local broadcast stations, a smattering of basic programming services and access channels and two premium options for \$1.50. The 84-channel second tier includes more basic cable programming, including Cable News Network, CNN Headline News and Satellite News Channels, and four more pay options for \$5.95. And the 126-channels third tier includes still more basic programming and six more pay channels for \$9.95. Indax videotext service, under exclusive license from Cox Cable, will also be available on all three tiers for an additional \$4.95.

Part of the credit for United Tribune's triumph goes to the city-bounty's cable consultant, Howard Gan of the Cable Television Information Center. When pressed by the county board of supervisors, Gan ranked United Tribune slightly ahead of Warner Amex and just slightly farther ahead of Greater Sacramento. United Tribune edged out the others, he said, "because of its large commitment to local programming and institutions as well as overall system excellence and tiering structure." There was nothing wrong with the Warner Amex bid, he said. "We just liked United Tribune's better."

Because of the unusual nature of the Cablevision bid, Gan said, it could not be ranked with the others and had to be evaluated separately. Cablevision proposed a no-option basic service including

HBO and a computer terminal for accessing a videotext service and communication with other subscribers. The cost of the service was \$19.50, and the subscriber could decline neither HBO nor the computer terminal. Gan's primary problem with the Cablevision bid was the extraordinary cost of implementing it. Over the 5-year life of the franchise, he said, Cablevision would have had to spend nearly \$440 million, twice that of any of the other bidders. Gan said he was not convinced by Cablevision projections that such a system, despite its promise, could be supported by Sacramento.

According to Freeman, the joint commission representing the city and county will begin negotiating a franchise agreement with United Tribune. If all goes well, he said, that agreement should be signed early next year. After that, he said, United Tribune will have 51 months to make good on all of its promises. □

Packwood hears support for liberation of modern media

Witnesses tell his Senate unit that full First Amendment rights are owed whole Fifth Estate

The case for extending constitutional protection under the First Amendment to the electronic media was made in Senate hearings last week. During two days of testimony, technological and legal experts told the Senate Commerce Committee that spectrum scarcity is no longer a valid argument for excluding the electronic media from First Amendment rights.

Senator Robert Packwood (R-Ore.), chairman of the committee, is proposing a constitutional amendment to guarantee full First Amendment rights to all electronic media. The hearings were the first held on the matter. Packwood was joined the first day by Senators Barry Goldwater (R-Ariz.) and Larry Pressler (R-S.D.).

"The notion that the government must regulate electronically transmitted information because of spectrum scarcity simply ignores today's reality and tomorrow's promise," Packwood said, opening the hearing. "Scarcity, or any other ra-



Packwood, Senior Counsel Ward White, Goldwater

tionale which permits the government to regulate speech and press, must be re-examined."

The first day's session featured witnesses illustrating how technological developments are eliminating scarcity.

Dr. Solomon Buchsbaum, executive vice president of Bell Telephone Laboratories, argued that advances in technology are continually permitting wider and more efficient spectrum use. And such developments as digital technology are expanding the capacity of the wire networks now in use, thus reducing dependence on the spectrum, he said.

Buchsbaum also maintained that "technology is blurring the traditional definitions of communications media and their uses." He said today's distinctions among press, radio, television and telephone will be lost in the future.

Dr. John Harrington, senior vice president, research and development director, Comsat Laboratories, reported that digital data compression techniques can be used to get the maximum utilization of spectrum. When asked by Packwood whether, given today's technological developments, "you can trade one UHF channel for 300 radio voice channels," Harrington replied he thought it possible.

Harrington also referred to increases in the capacity of satellite communications. He described a technique called time division multiple access (TDMA) that permits "several earth stations to time share the entire bandwidth and power of a transponder. Each earth station in a TDMA network transmits voice and video information grouped in the form of short digital bursts. Each earth station's burst is transmitted to arrive at the satellite transponder at a specified time so as not to 'overlap' and interfere with another station's burst. Receiving earth stations decode the burst and reconstruct the original signal for further transmission via terrestrial facilities."

Harry Smith, vice president, technology, CBS, agreed that the radio spectrum is a limited resource, but "so are the trees from which newsprint is produced" and "the copper from which telephone and cable television systems are made today."

He said the question is not whether the "radio spectrum is limited, but whether scarcity of spectrum justifies special kinds

of government regulations on the electronic media which are not imposed on other media." He said it did not and then listed new uses to which the spectrum is being put: low-power television, MDS, DBS, among them. He also spoke of the growth of multichannel cable delivery.

Charles Jackson of Shooshan & Jackson, a Washington communications law firm, stated that "any 'scarcity' that ever existed was created by the lawyers, not the engineers." Jackson saw a profusion of "electronic channels of video, audio and text" entering the average household in America over the next 10 years.

Witnesses during the second day agreed that scarcity is no longer a valid legal argument for regulating the broadcast media.

Thomas Krattenmaker, professor of law, Georgetown University Law Center, said "the Supreme Court has told us that broadcasting is different because it's electronic. Analytically, that's not true."

Krattenmaker said current limitations on broadcasters could lead to "massive confusion in the coming decades over the constitutional rights of anyone who employs electronic media to communicate."

Professor Ithiel de Sola Pool, of Massachusetts Institute of Technology, suggested Congress pass a joint resolution applying the First Amendment to the broadcast media. In response, Packwood voiced his intention to stay with his idea of a separate amendment.

Pool said the First Amendment should apply to all, including common carriers. "Universal carrier systems such as the post, telegraph and telephone, and now the new carrier, cable, are areas where monopoly elements have existed," said Pool. "Carriers have, therefore, been required to serve all users without discrimination. That is as far as regulation should go. To prohibit carriers or anyone from publishing violates the spirit of the First Amendment. But it is legitimate to assure general access to monopoly facilities," Pool said.

Professor William Van Alstyne of the Duke University Law School drew a parallel between the English licensing of printers in the 16th century, after movable type revolutionized publishing, and the U.S. licensing of broadcasters after radio stations began going on the air. □



Krattenmaker



Pool

Networks keeping a tight rein on their budgets

All three are feeling the effects of a lagging economy; CBS News considers trimming staff, closing some foreign bureaus

All three major TV network companies are in the process of developing budgets for the coming year, and the word from all three—to no one's surprise, in the current economy—is that they're trying to keep a lid on costs.

Officials aren't saying what the lid is. In fact, nobody officially acknowledges that a specific lid exists. They concede, however, that a downhold psychology is prevalent everywhere, although they emphasize that the effort is to control the growth of budgets, not to reduce budgets.

The downhold pressures have generated a lot of speculation—not unusual at budget time. But it's more evident, this year, at CBS News than in other CBS divisions or at either ABC or NBC. The speculation at CBS News runs to talk of possibly severe cutbacks involving staff layoffs, the closing of some bureaus—Hong Kong, Bangkok and Bonn are mentioned as possibilities—and the trimming of bureau operations and documentary production.

The situation seems particularly acute at CBS News because just today (Oct. 4) it is launching two new weekday broadcasts, *CBS Nightwatch* and *CBS Early Morning News*, totaling 25 hours of air time a week.

CBS News sources say they've been told the division's new budget shouldn't exceed the present one by more than a certain percentage. (They don't say what the percentage is, but speculation is that the average increase for all divisions of the CBS/Broadcast Group, including CBS News, is about 11%.) Whatever CBS News's assigned percentage is, sources there say the two new shows alone will take care of "more than half" of it, leaving "very little" to cover inflation, normal pay increases, new contracts and, most unpredictable and potentially the most expensive of all, the coverage of unanticipated major news events.

So along with the dollar figures it's putting into the new budget proposals, according to these sources, division management is preparing a hit list, showing what cuts would be required. These are being evaluated, and will be evaluated again.

Gene Jankowski, group president, discounted the 11% report last week. "Our target," he said, "is to keep within the revenue stream—and we won't have the figures for a couple of weeks." (At the analysts' meeting, Jankowski said he expected 1983 revenue growth in the "high teens.") What CBS is doing now, he said, is no different from what prudent organizations everywhere are doing, especially in the current economy: "We're taking a close look at the way our people

want to spend their money."

The new-program pinch that CBS News is feeling may also be felt at ABC News and NBC News. Both have recently started, or are gearing up to start, major new broadcasts of their own (BROADCASTING, Sept. 27). Unlike CBS News, however, NBC and ABC news authorities are talking more of expansion than of cutbacks under the new budgets.

On a broader basis, too, NBC and ABC officials said they were under normal con-

straints in preparing new budgets and the no arbitrary caps had been imposed. "Mine totaled 12%-15% more than last year," one NBC source said. "They could send it back to be whittled down, of course, but they haven't yet." At ABC, spokesman said "normal budget pressures" are at work. "I wouldn't call them severe," he added. "The atmosphere is similar to last year and the year before—they're looking at every dime very carefully."

Gannett to swap KOCO-TV plus \$100 million for Chronicle's KRON-TV

Parties cite pressures on co-located multiownership; KARK-TV, papers to be spun off

The Gannett Co., buying its first TV station in a top 10 market, has agreed to swap KOCO-TV Oklahoma City and pay \$100 million for Chronicle Broadcasting's KRON-TV San Francisco. The deal comes one month after Gannett agreed to buy WTCN-TV Minneapolis for \$75 million from Metromedia.

Because it owns the maximum of five VHF's (and two U's) allowed by the FCC, Gannett is selling KARK-TV Little Rock, Ark., to make room for WTCN-TV. The station is going for an estimated \$25 million to a group of local investors headed by KARK-TV's general manager, David Jones. Also, since Gannett owns two daily newspapers in the San Francisco market, *The Oakland Tribune* and *East Bay Today*, it will have to spin them off to comply with FCC crossownership rules.

Chronicle Broadcasting, a subsidiary of the Chronicle Publishing Co., publisher of *The San Francisco Chronicle* and owner of cable systems in the San Francisco Bay area, said it decided to sell KRON-TV to relieve itself of pressures for the diversification of media interests. Although the Supreme Court upheld the FCC's grandfathering of existing co-located cross-ownership when the agency elected to prohibit future acquisitions or formations of newspaper-television combinations in the same market, there is currently a matter pending before the FCC to break up commonly owned TV's and cable systems that lie within the TV station's grade B contour. Richard Thieriot is president of Chronicle Publishing.

Francis Martin, president of Chronicle Broadcasting, said there has been action of one kind or another every year for the past 15—either from the public or private sectors—to break up Chronicle's co-located media interests and he hoped the proposed trade would help put matters to rest. Not exactly trusting in the longevity of the FCC's crossownership grandfathering clause, Chronicle's Washington attorney, Robert Heald, said: "We've been fighting for a long time, [and we're] not going to take any more chances."

Al Flanagan, president of Gannett Broadcasting and the man who approached Chronicle about selling KRON-TV, said the value of KRON-TV will be realized in three to five years after its acquisition. He would not comment on the value of KOCO-TV. However, brokers put it in the \$60 million to \$75 million range. Gannett, which announced it would sell KARK-TV when it agreed to buy WTCN-TV, "felt an obligation" to sell the Little Rock station to local group, according to a broker who has dealt with Gannett.

In an effort to offset financial problem suffered by its Bay Area newspapers, Gannett earlier this month said it would stop publishing the afternoon *Oakland Tribune* and merge it with the morning *East Bay Today*.

KRON-TV is an NBC affiliate on channel 4, 100 kw visual, 15.1 kw aural and antenna 1,608 feet above average terrain. KOCO-TV is an ABC affiliate on channel 5 with 100 kw visual, 14.5 kw aural and antenna 1,520 feet above average terrain. KARK-TV is an NBC affiliate on channel 4 with 100 kw visual, 20 kw aural and antenna 1,650 feet above average terrain.

The Gannett players



Neuharth



Flanagan

The Chronicle players



Thieriot



Martin

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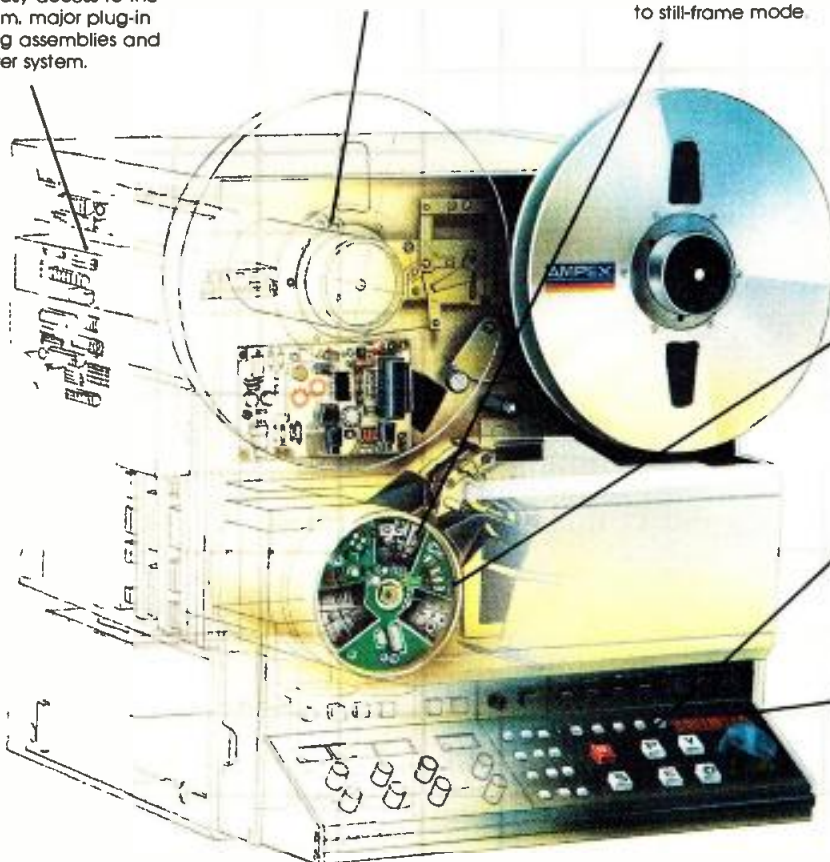
Quickly with only a screwdriver. No mechanical adjustment or drum change required.

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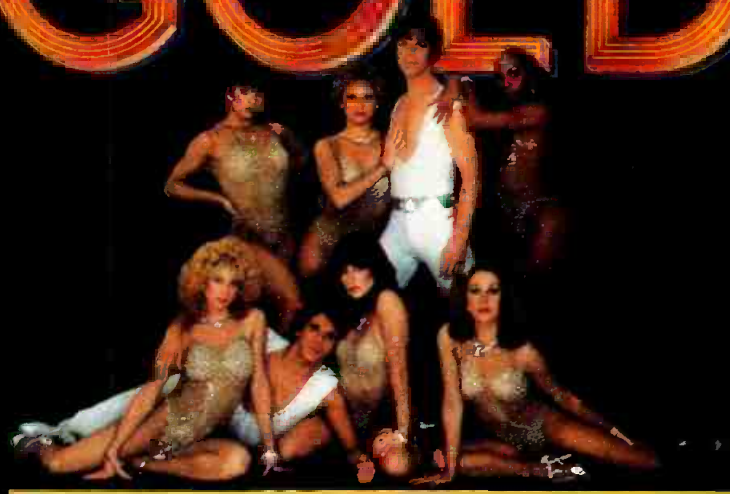
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A phenomenal average audience of 18,700,000 viewers a week throughout the entire season* —
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An amazing 135% more viewers in the key record-buying age group (12-49)
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4 weeks ending 4/18/82



Rex Smith Marilyn McCoo

Alba
Adam & The Ants
Air Supply
Alabama
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ee Gees
at Benatar
George Benson
ebby Boone
James Brown
Kim Carnes
Cher
Natalie Cole
Commodores
Rita Coolidge
Christopher Cross



Rick James Billy Joel

Charlie Daniels Band
Devo
Dr. Hook
Earth, Wind & Fire
Heena Easton
Roberta Flack
Lleetwood Mac



Heena Easton Eddie Rabbitt

Aretha Franklin
**Larry Gatlin &
The Gatlin Brothers**
Crystal Gayle
Andy Gibb
Mickey Gilley
Go-Gos
Hall & Oates
Deborah Harry
Rupert Holmes
James Ingram



Kim Carnes Crystal Gayle

Rick James
Billy Joel
Journey
Elton John
Kiss
**Gladys Knight
& The Pips**
Kool & The Gang
Little River Band
Loverboy



Earth, Wind & Fire

Melissa Manchester
Chuck Mangione
Barry Manilow
Johnny Mathis
**Paul McCartney/
Stevie Wonder**
Marilyn McCoo
Don McLean
Bette Midler



Rick Springfield

Roger Miller
Stephanie Mills
Eddie Money
Anne Murray
Rick Nelson
Juice Newton
Olivia Newton-John
Stevie Nicks
Oak Ridge Boys
O'Jays
Osmonds
Ray Parker, Jr.
Peaches & Herb



Deborah Harry Melissa Manchester

Pointer Sisters
Jean-Luc Ponty
Charlie Pride
Quarterflash
Queen
Eddie Rabbitt
Bonnie Raitt
Lou Rawls
Jerry Reed
REO Speedwagon
Charlie Rich



The Commodores



Cher

Cliff Richard
Smokey Robinson
Rolling Stones
Leo Sayer
John Schneider
Neil Sedaka

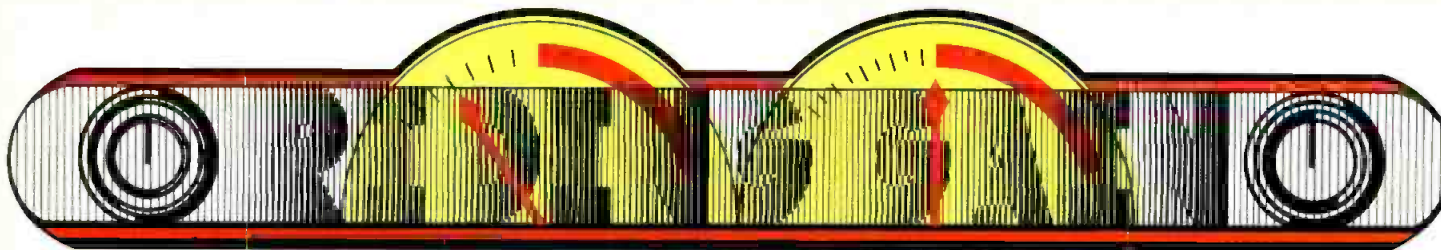


Air Supply

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War
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Olivia Newton-John



• RIDING • GAIN •

A NEW DEPARTMENT ABOUT RADIO

Satellite regions

Although three of the five major radio networks, ABC, NBC and CBS, have had to push back deadlines for satellite delivery to most of their affiliates, two regional networks, MissouriNet and the Louisiana and Mississippi Radio Network, appear on the way to having satellite transmission systems in place and operating to most of their affiliates by early next year. MissouriNet, which has secured a 20 khz channel on Westar III and placed three staffers in the field to promote satellite delivery, has commitments from 70% of its 135 affiliates to purchase downlinks and plans to be transmitting via satellite alone as of the first of next year. At the Louisiana and Mississippi network, plans have been laid for a 7.5 khz channel and less expensive transmission at lower power (10 dbw) than that used by most audio channels, which broadcast at 19 dbw.

Satellite Systems Corp., Virginia Beach, Va., is to supply two uplinks to the network as well as downlinks, to be purchased separately by the network's 89 affiliates. Narrowband Communications Co., a subsidiary of Satellite Systems Corp., will supply the satellite channel. Satellite Systems Corp. also installed 650 downlinks for the Mutual Broadcasting System. The system at the Louisiana and Mississippi network is to be fully operational, according to Satellite Systems' president, Fred Poteet, by early next year.

New age, new team

"Advertising agencies are finally realizing that the age of radio directors has arrived," said Alan Barzman, who for the past 11 years has headed his own radio commercial production firm, Barzman & Co., Los Angeles, and who recently joined forces with a new partner, Bert Berdis, formerly of the creative team, Dick & Bert. Under the new company name of Barzman & Co., Now With Bert, Berdis and Barzman are on the road, promoting what they say is a service advertising agencies don't often find when the need is a new radio advertising campaign. Agency broadcast producers typically have TV directors who can hire talent and coordinate a spot, said Barzman, but for radio, the producer most often must do double duty as director, in a field in which he often has few connections with talent and little expertise. Barzman and Berdis, and their third partner Jim Kirby, who takes care of much of the business end of company operations, act as radio directors, said Barzman, producing a campaign that has been written by an agency or, in other cases, creating and producing the campaign from the bottom up. The company, which



Barzman and Berdis

specializes in comedy charges up to \$10,000 to \$15,000 for a top-notch national radio campaign, has its own recording studio, Newjack Sound Recorders Inc., in Hollywood. It has created radio campaigns for such national accounts as American Express, RC Cola, A.B. Dick and McDonald's and is currently putting together proposals for radio campaigns for Paine Webber, Sunoco and Vernors Soft Drinks.

News arrangement

NBC Radio Network will eliminate five feature programs early next year and will concentrate on upgrading its primary product—news, commentary and sports—according to Michael Eskridge, vice president, NBC Television Stations/Radio, who said the programs to be dropped have had generally low clearances and are not nationally sponsored. They are: Dr. Joyce Brothers' *Together*; Gene Shalit's *Man About Anything*; David Horowitz's consumer report, *Fight Back*; Mike Jensen's financial report, *The Jensen Report*, and Willard Scott's *Willard Weather*. The network will continue to broadcast four sports-related features, Stan Martyn's *Morning Line*; Jack O'Rourke's *Sports Odyssey* and *Sports At Large*, and Gary Hahn's *Weekend Sports*. It will also retain *Newsline Extra*, a five-part weekly news series. In other changes under way, *NBC Nightly News* co-anchor Tom Brokaw has begun broadcasting a daily two-minute commentary on the radio network along with weekly commentators Edwin Newman, Richard Valeriani, Marvin Kalb and Bernard Kalb. John Dancy, NBC news correspondent and Lloyd Dobyns, co-host of *NBC News Overnight*, will host daily newscasts on the radio network, beginning this month, Dancy's at 9 a.m. and Dobyns's at 7 p.m.

Meeting in St. Louis

The St. Louis Radio Association (SLRA) has been formed to promote the proper use of radio. It replaces the Greater St. Louis Radio Association, restricted to radio station members, which has been dissolved.

The difference with SLRA, according to board member Merrell Hansen of WRTH(AM) is that its membership is open to all facets of the radio industry, including stations, advertising agencies, production houses, station representatives and advertisers. Hansen believes this enlarged roster of membership is a plus, providing input from different segments of the industry. Membership stands at about 70.

The organizations will be sponsoring educational and entertainment programs throughout the year. The first event under the new SLRA banner was "The Radio Workshop," held in August and centering on a discussion of radio timebuying and planning. On tap for Oct. 14 is a presentation by Dick Orkin, formerly with the Dick & Burt radio team and now a partner in the firm of Barzman & Co., Los Angeles.

Barry Baker of KMJM(FM) is president of SLRA. In addition to Baker and Hansen, board members are Karen Carroll, KSLO(FM); Glen Jamboretz, Stolz Advertising; Robert Kochan, Six Flags; Frank Kopec, D'Arcy MacManus & Masius; Phil Trammel, KSD-AM; and Ben Turec, Turec Advertising Corp.

Independent look

Audio Independents, a nonprofit service organization for "independent radio producers and audio artists," has published results of a study of producers and users of independently produced radio programming. The 67-page report, prepared by Crane Enterprises for the San Francisco-based organization, found the need for adequate funding was an issue of key concern to independents, followed by "marketing, access and distribution." The survey of 56 producers also found that, in general, "respondents were most attracted to the idea of marketing and distribution assistance in both commercial and noncommercial markets." Those interviewed also told Crane "that [overall] commercial radio is 'where the money is' and noncommercial radio is 'where you have to go if you want to remain an independent and produce the kinds of shows you want.'"

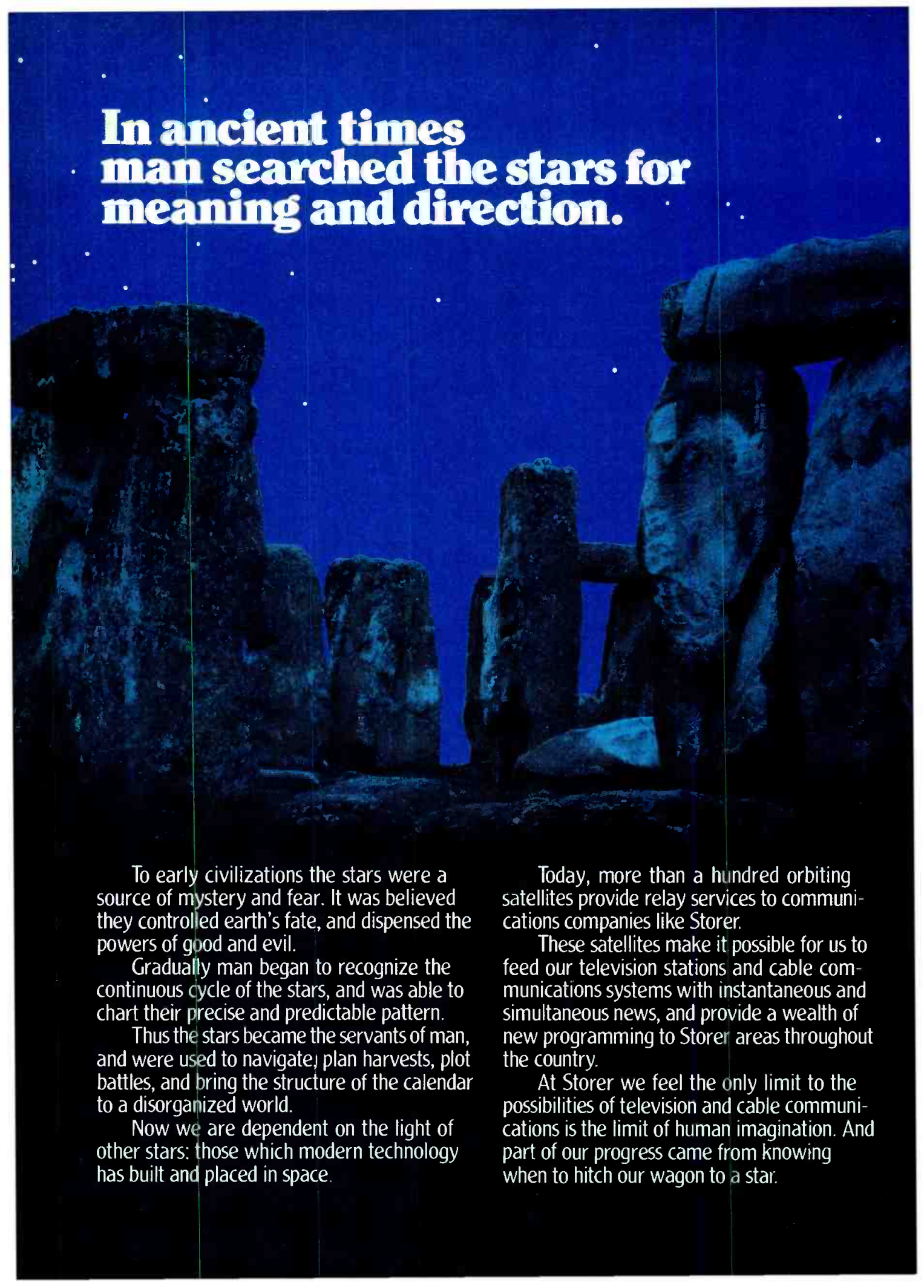
The researchers also contacted 67 broadcasters and several radio program distributors, who stated that "subject matter, applicability to format and audience interest along with production quality and

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Roy Acuff and Charlie Daniels, photographed
for American Country Countdown by Les Leverett



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man searched the stars for
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To early civilizations the stars were a source of mystery and fear. It was believed they controlled earth's fate, and dispensed the powers of good and evil.

Gradually man began to recognize the continuous cycle of the stars, and was able to chart their precise and predictable pattern.

Thus the stars became the servants of man, and were used to navigate, plan harvests, plot battles, and bring the structure of the calendar to a disorganized world.

Now we are dependent on the light of other stars: those which modern technology has built and placed in space.

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At Storer we feel the only limit to the possibilities of television and cable communications is the limit of human imagination. And part of our progress came from knowing when to hitch our wagon to a star.

A photograph of the Stonehenge monument at night, illuminated by a blue light. The sky is dark blue with several stars visible.

**Today, the world communicates
with stars man put in space.**



STORER
BROADCASTING COMPANY

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

cost" played the most important part in determining whether independently produced programs would be aired. Commercial stations "tended to be most interested in the 'entertainment but informative' type of programing," while noncommercial stations preferred "news and public affairs, concerts, drama and unique, well-produced features."

Another turnaround

WHYT(FM) Detroit, formerly WJR-FM, changed its format two weeks ago from beautiful music to "Hot Hits," under the direction of veteran program consultant Mike Joseph and station general manager, Maureen Hathaway. Joseph, who has consulted 65 stations in the past 25 years, has been thrust into the limelight this year for the success of two of his most recent client stations, WBBM-FM Chicago and WCAU-FM Philadelphia. WBBM, after adopting the Hot Hits format last year, increased its share of listenership

from a 2.7 to 5.3 in 12 months and WCAU, which switched to Hot Hits this year, has boosted its share from 2.6 to 6.4. Joseph, who also consults other formats, calls Hot Hits a "variation on the top-40 theme," which he developed as "Big Hits" at WPJB(FM) Providence, R.I. in 1975, "Super Hits" at WZUU-FM Milwaukee in 1972-73 and "Music Connection" at WTIC(FM) Hartford, Conn., in 1977. The "same philosophy and technique," which includes a short playlist of songs that are all contemporary (no oldies), have always characterized top-40 radio, said Joseph, who is credited with a number of station turnarounds during his career, including that of WABC(AM) New York in 1960-61, WFIL(AM) Philadelphia in 1966-67 and WKNR(AM) Detroit in 1963.

Sports connection

After a nine-year hiatus, WHN(AM) New York will offer play-by-play sports in 1983, as

the flagship station for the New York Met baseball team. Under a three-year agreement, which gives WHN exclusive rights to 179 regular season games, the station will share its advertising revenues from the broadcasts with the team (about a 50-50 split), instead of paying a flat rights fee a most flagship stations do. WMCA(AM) New York has been the Mets' flagship since 1978. Before that, it was WNEW(AM), from 1975 to 1977, and before that, WHN, from 1972 to 1974. Brian Moors, vice president general manager at WHN, said he doesn't know yet whether the agreement with the Mets will lead to a greater overall commitment to sports at the station, which will continue to program country music 24 hours-a day except during baseball season. Also competing for the 1983 rights to the Mets, he said, were WMCA and WOR(AM) New York.



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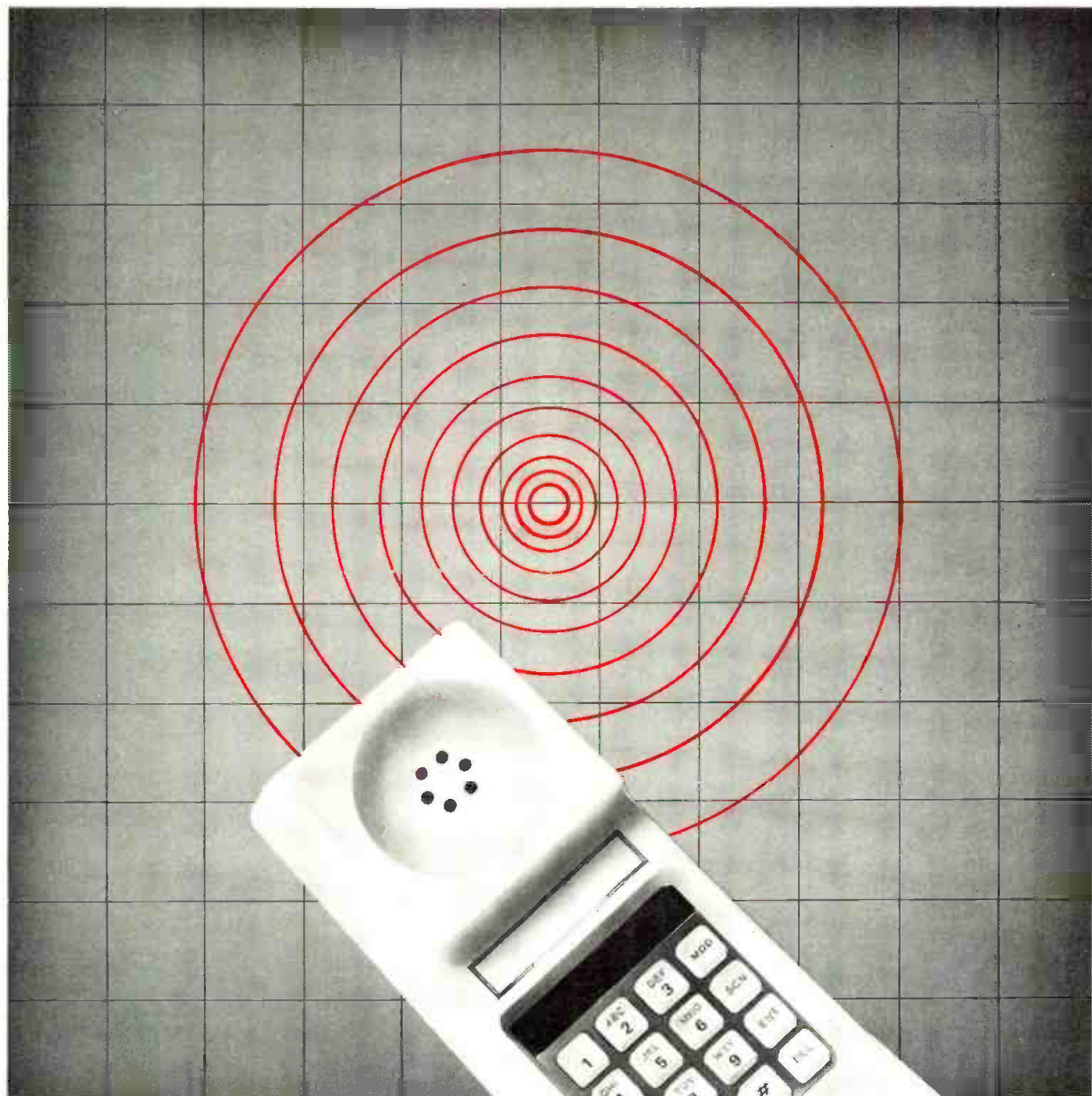
San Francisco — 2225 Union Street
San Francisco, Ca. 94123/415-563-3252
Dallas — 7616 LBJ Freeway
Dallas, Tex. 75251/214-960-1707

Barter/co-op

"Dragnet," one of nine old-time radio dramas syndicated by Charles Michelson Inc., Beverly Hills, Calif., now has a national sponsor and is being offered to stations on a barter as well as a cash basis. In Michelson's first venture into barter syndication, Bardahl Oil Co. is sponsoring 26 weeks of the program and has placed it on 40 stations, including KNBR(AM) San Francisco, WFAA(AM) Dallas, KVI(AM) Seattle, KARZ(AM) Phoenix and WSMB(AM) New Orleans. Michelson's programs, which continue to be available to stations for prices ranging from \$15 to \$100 per episode are now being offered to advertisers at a rate of \$40 per episode, in a "barter/co-op" arrangement Michelson said he has modified from practices used in TV advertising sales. Programs from Charles Michelson Inc., which also include "Suspense," "The Lone Ranger," "Gunsmoke" and "Gangbusters," are currently carried on more than 50 stations.

Syndicator

Howard University-owned WHUR-FM Washington is supplying five weekly 90-second programs to 18 subscribing stations in its first venture into national syndication. Targeting black and urban contemporary formats, the programs include *Health Report*, offering advice on dieting, beauty and exercise, *Investor's Guide*, analyzing investment opportunities for black families, and *Profiles in History*. Stations carrying some of the programs include WRBD(AM) Pompano Beach, Fla.; WEAL(AM) Greensboro, N.C.; WEAS(AM) Savannah, Ga.; WILD(AM) Boston, and WAOK(AM) Atlanta. Also in the works at HUR Syndications, WHUR-FM division created to syndicate the programs, are two musical programs, one featuring oldies and the other mellow music.



RCC

The radio common carrier industry has been swept into a whirlwind of change. Cellular radio is revolutionizing mobile telephone communications, one mainstay of the RCC business. Paging, RCC's other major offering, is exploding as well.



"I'm Philip Till Reporting Live from West Beirut."

NBC RADIO NEWS.

**OUT OF THE STUDIO.
ON THE SCENE.**

10AM NYT Newscast, July 16, 1982

"Cars are stalling in the streets, out of gas. Hospitals are desperately short of supplies and could not handle another wave of victims if heavy fighting breaks out again. The American Hospital of Beirut has put out an urgent appeal for trained nurses. Many of theirs have either had nervous breakdowns or been killed. This is Philip Till in West Beirut."

For radio reporting that's live and "in color" count on the unique sound of NBC Radio News.

We take your audience to the scene of history-making events, anchoring newscasts live.

On a day-to-day basis, NBC provides consistent, high-quality, "full color" radio news, offering more actualities and newslines than anyone else.

We take the story—big or small—and bring it to life for your listeners.

NBC Radio News. We're there when you need us the most.



For stations committed to news

The FCC's decision to authorize cellular radio is expected to revolutionize mobile telecommunications. The new technology will make high-quality mobile telephone service readily available to far more customers—at lower cost—than existing mobile telephone technology can (BROADCASTING, June 7).

Cellular also is starting upheavals in the radio common carrier industry, which has been providing radio paging and mobile telephone service in competition with telephone companies for more than 30 years. "Cellular is really dragging the industry into a new era," said Tom Lamoureux, executive director of the Telocator Network of America, an association representing the RCC's.

Largely because of cellular, the RCC industry, long composed of a relatively large number—anywhere from 650 to more than 1,000—of relatively small companies, is heading toward greater concentration.

Large companies without roots in the business are moving into it, buying up some of the healthiest RCC's around. To attract and pool capital for the expensive cellular systems they hope to put in place, RCC's have been joining forces in partnerships and joint ventures to apply for cellular franchises. Still others are expected to form joint ventures with competing cellular applicants, hoping to avoid comparative hearings that could prevent them from getting in on cellular while the getting is good.

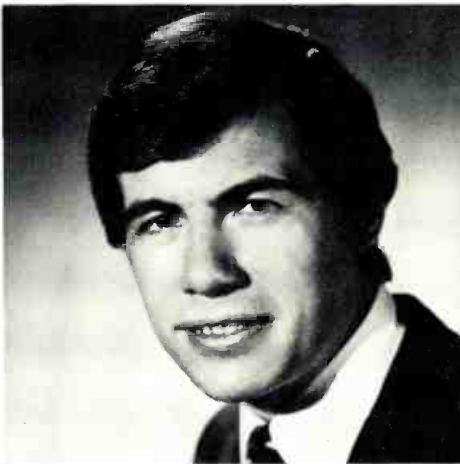
But while most of the attention has been riveted on mobile telephony, the RCC's other major line of business—radio paging—has been going through a revolution of its own.

New technology is making—indeed, it already has made—paging much more than a beeper business. Recent FCC proceedings have, or will shortly have, the effect of more than quadrupling the amount of spectrum available for paging. And a general trend toward deregulation—combined with FCC moves designed to ease entry into the paging business for newcomers—promises to pave the way for plenty of new competition.

The typical paging operation isn't a com-

plicated affair. It runs off a centrally located transmitter, which has a range of about 25 miles. A terminal is connected by landlines to the local telephone company's facilities. Incoming calls are coded by the terminal, then broadcast through the transmitter across the local service area.

The paging operator generally buys the pagers from a manufacturer, then leases them out to customers. The lease and the service charge for a tone-only pager (the



Verne

rudimentary kind that simply emits a beep) generally costs a subscriber \$20 a month or less.

While paging hasn't received much publicity, it has long been the RCC's biggest business.

The RCC business got its start in 1949, when the FCC allocated 44 two-way channels for the then-budding field of two-way mobile telephony. The FCC authorized RCC's to provide the service to offer competition to the telephone companies.

While the commission also earmarked four channels for one-way paging, the industry never really took hold until 1968, when the FCC, in its Guard Band decision, allocated four, more desirable, frequencies in the 150 mhz band for paging. The paging business has been growing significantly since then.

Because of a severe frequency shortage, and because the existing mobile telephone technology is relatively spectrum inefficient (the problem that cellular radio cures), mobile telephone service hasn't expanded much over the years. In 1976, according to Telocator figures, 115,571 mobile telephones were in operation nationwide; in 1980, there were still only 157,541, with RCC's offering about 53% of them (and the telephone companies supplying the rest).

In comparison, paging subscribers in the country grew from 423,905 in 1976 to 1,117,313 in 1980, and currently there are about 1.5 million (RCC's serve about 85% of them).

The paging business is expected to keep on growing, at least for the near term. Most industry analysts say it should continue to expand by about 20% a year over the next several years. Now generating an-

nual revenues of about \$400 million, it should be producing annual revenues of more than a billion dollars by the end of the decade, if those prognosticators are accurate.

The industry's growth over the past decade and its potential for further expansion are making the paging business increasingly attractive to outsiders. Reports that many RCC's are still said to be getting anywhere from 30% to 40% returns on their investments for paging operations have added to their allure.

Metromedia Inc., the major broadcast group that recently added WCVB-TV Boston to its stable for \$220 million, promises to be one of the biggest players in the RCC business. Since last April, it has announced agreements in principle—for an estimated \$150 million—to purchase six large RCC's: Radiofone Corp., Englewood Cliffs, N.J.; Beep Communications, New York; Zip-Call Inc., Boston; Rogers Radio Communications Services, Chicago; Radio Broadcasting Corp., Philadelphia, and ICS Communications, Anaheim, Calif. If the FCC approves those purchases, Metromedia, overnight, will become the largest radio paging company in the United States, serving about 200,000 customers.

George Duncan, Metromedia senior vice president, said the company originally had been looking only at cellular telephony (for which it now has nine applications on file in the top 30 cellular markets) but in the process discovered RCC's. On closer examination, Duncan said, Metromedia realized that paging was "an excellent, stand-alone business" and decided to move into the industry in a big way.

Another recent entrant into the RCC business is MCI Telecommunications Inc. Its recent acquisition of Western Union International—and WUI's RCC arm, Airsignal International—has made it one of the largest paging companies around. It serves about 75,000 customers in 17 states. Jerry Taylor, president of the newly formed MCI Airsignal, said the company has big plans for cellular and paging. (It now has 12 applications pending for non-



Duncan



Taylor

wireline franchises in the top 30 cellular markets; it also plans to apply for "more than half" of the nonwireline franchises for the next 30 markets, Taylor said.)

Graphic Scanning Corp., at the moment is the largest paging company in the country, serving about 160,000 pagers in 28 major markets, according to Dennis Healy, the company's assistant treasurer. Graphic Scanning, which has doubled the paging units it serves in the past two years, is the only company that applied for nonwireline franchises in all of the top 30 cellular markets. "We want to be a major telecommunications company," Healy said. "We believe we are right now."

Associated Communications Corp., the Pittsburgh-based owner of 11 radio stations, also has purchased two RCC's in the New York City area that serve more than 1,000 customers. Mark Mancini, vice president of the new subsidiary, Associated Communications of New York Inc., said that while the company has filed for eight nonwireline franchises for cellular in the top-30 markets, it also has filed for more than 60 of the new "lowband" paging frequencies recently allocated by the FCC and intends to become a major participant in the paging industry. When it comes to paging's potential, "the surface hasn't even been scratched," Mancini said.

□

While many RCC's are still running relatively small paging operations from one central transmitter, more and more are adding a transmitter or two—either on their own or through agreements with neighboring RCC's—to serve their customers with "wide-area" paging systems.

For example, ICS Communications, the Anaheim, Calif.-based RCC that Metromedia has agreed to buy, now serves about 50,000 paging customers from 16 transmitter locations that cover much of a six-county area in southern California, according to Russ Harris, company president.

Radiofone Corp., the Englewood Cliffs, N.J.-based RCC that Metromedia also has agreed to buy, serves more than 40,000 paging subscribers with another wide-area system. According to John Deitrick, Radiofone director of marketing, that system consists of about 100 transmitters along the Eastern seaboard, which serve customers from Wilmington, Del., to New Haven, Conn.

Richard Verne, LIN Broadcasting Corp. group vice president, said LIN, which now serves about 30,000 pagers in New York and Houston, intends to push the wide-area concept a step further. It has filed enough applications for the new low-band paging frequencies to establish a "regional network that would stretch from Maine to Virginia," Verne said.

Paging technology also has been improving significantly over the years. The improvements have increased the efficiency of systems and the number of functions a pager can perform, thereby expanding

the market for paging.

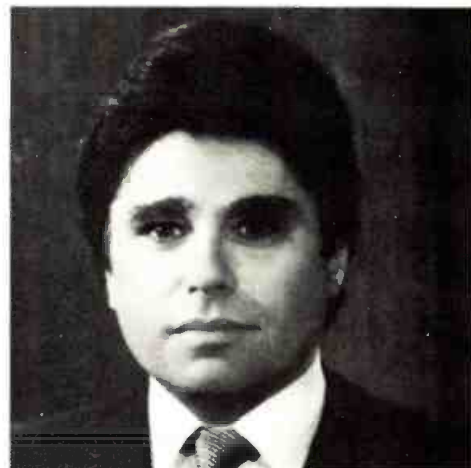
According to ICS's Harris, in the technology of 1969 an RCC could fit only about 5,000 pagers on one channel in a market. In 1971, he said, Motorola Inc. came along with the technology to fit about 70,000 tone-only pagers on one channel. "Eventually the technology will lead to having 300,000 to 400,000 on a single channel," Harris said.

Not only has paging technology generally become more efficient, it has also become more versatile. While the tone-only models are still the most prevalent, their functions are essentially limited to letting a subscriber know he should call his home office. (A variation on that theme vibrates instead of beeping, silently letting the subscriber know that he has received a call.)

With a tone-voice pager, a customer can receive a 12-second voice message. The advantage of that pager, of course, is that a customer can receive a message, can be told whom to call when, or anything else that can be summed up pithily. The drawback is that tone-voice pagers are more costly and take up more spectrum space. With state-of-the-art technology, up to 100,000 tone-only pagers can be accommodated on a single channel, but only 1,200 tone-voice pagers can be fitted into one.

Another variety of pager recently placed into service uses either a 10- or 12-digit liquid-crystal display to convey information. Because that information is coded digitally and can be compressed before it is transmitted, it is far more spectrum efficient than tone-voice technology.

Stan Krejci, vice president and general manager of Metrocall, an RCC based in Alexandria, Va., and serving about 10,000 pagers, said his company is offering 10-digit paging now. Under the Metrocall service, the first digit conveys the level of a call's priority; the next two digits identify



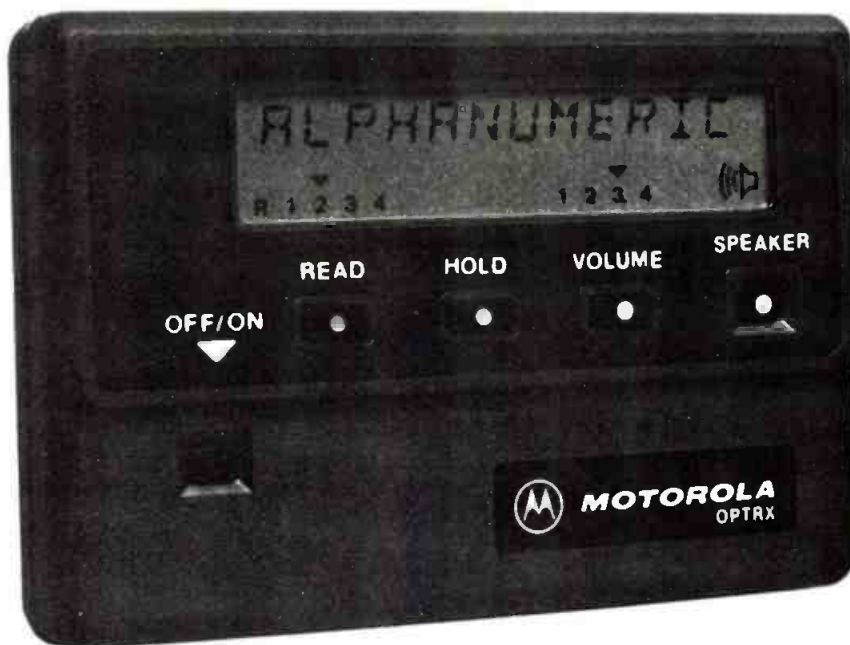
Post

the caller, and the remaining seven digits identify the phone number of the caller.

Industry sources say the 10- or 12-digit displays can be used for a host of other purposes as well. They can be used to send stock quotes and commodity prices to subscribers who are away from their offices. They also can be used to transmit betting information—or any other kind of information that can be coded tersely.

According to Bill Hunt, president and chief executive officer of Communications Industries Inc., a Dallas-based corporation that, through a subsidiary, Gencom Inc., provides service to more than 81,000 paging customers in 10 markets, one of the more exciting technologies that his company is offering is a voice-retrieval system for paging.

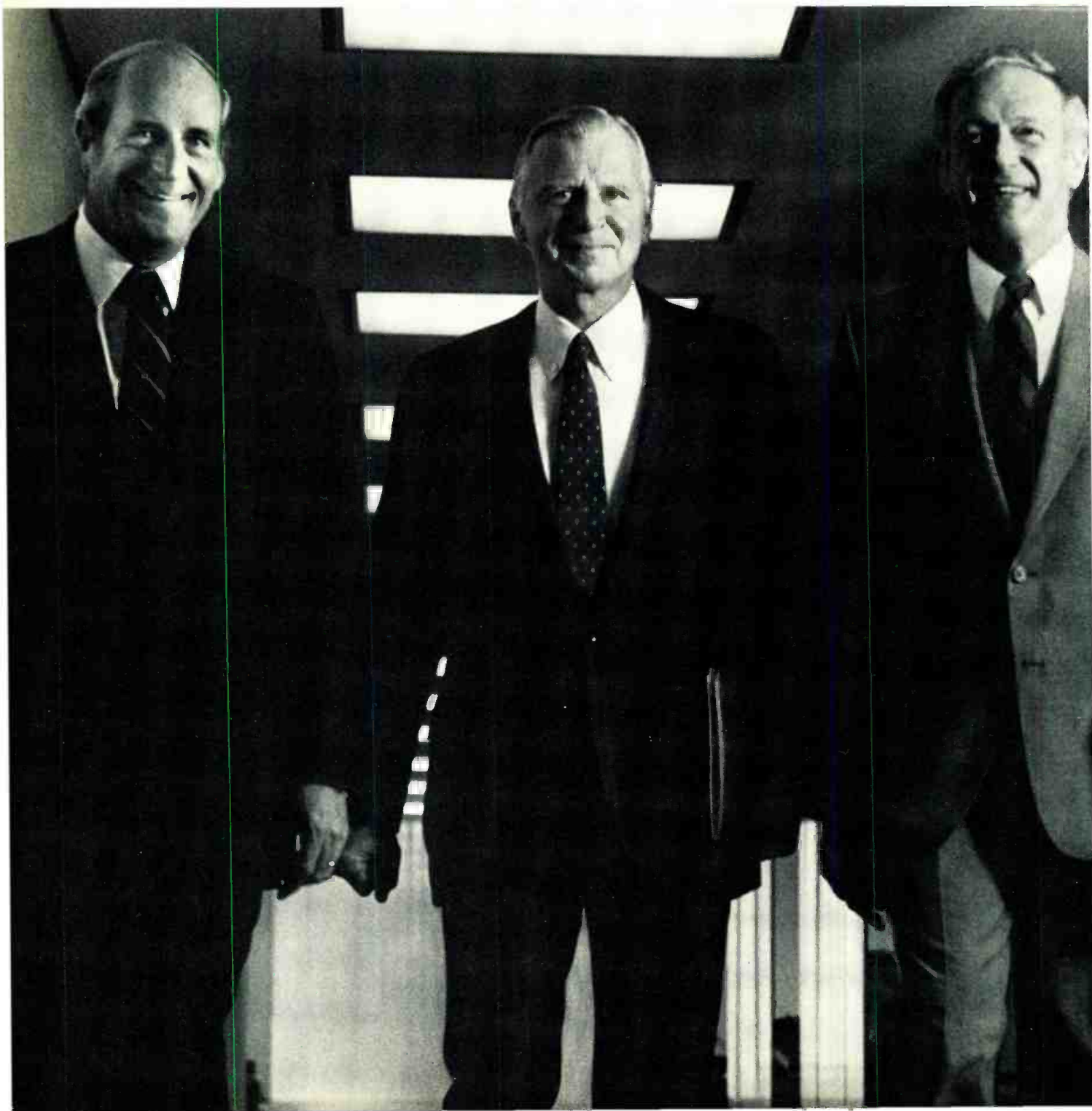
With this technology, Hunt said, a caller's message is encoded digitally and stored electronically in a "voice mailbox." The subscriber's pager beeps at intervals until he retrieves the call. That technology permits the subscriber to get whatever message is awaiting him, without having to contact the caller. "This is going to be a



Motorola's new alphanumeric beeper

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(left to right)
Jack W. Fritz, President, John Blair & Company
Harry B. Smart, Chairman, Blair Television
Walter A. Schwartz, President, Blair Television

powerful concept," Hunt said. "With nationwide paging, it will be ideal."

Perhaps the most-anticipated technology on the near horizon is the alphanumeric pager, which can display alphabetical as well as numerical information. Motorola plans to start shipping orders of its version of this technology this month, a company spokesman said.

The Motorola model, being marketed as Optrex, will be able to handle 80-character messages, and will have the capacity to store messages for later reference. The units will start at about \$500 apiece, the spokesman said. Because information can be digitally encoded and compressed before it is transmitted to the pagers, this technology promises to be far more spectrum efficient than tone-voice paging. In fact, according to the official, operators using Optrex will be able to handle about 15,000 of the units on a single channel.

"The alphanumeric pager will turn the pager into a pocket information terminal," Radiofone's Deitrick said. "It will be more than a signal reception device; it will be an information reception device."

Associated's Mancini, however, says that the true breakthrough for paging lies in developing technology to encode voice messages digitally and to send those in high-speed transmissions directly to the pager, where they could be stored. Mancini said his company was exploring that technology. The shortcoming of the alphanumeric systems, he said, is that a minicomputer is needed to transmit to them. But if a spectrum-efficient method for transmitting voice messages can be developed, "the market will expand by at least 1,000%," he said.

Metromedia's Duncan sees even "greater opportunities" in paging down the pike, with pagers being used to transmit all sorts of data, including electronic mail. Eventually, Duncan said, he expected to see what he referred to as "desk pagers," which could be located in a subscriber's home or office and would have the ability to print out hard copy. "What we really think we see is a dramatic growth potential," Duncan said.

While paging has almost entirely been devoted to business purposes in the past, many within the industry are hoping that they'll be able to tap into the consumer market soon.

Wayne Schelle, president of the American Radio-Telephone Service Inc., a Baltimore-based RCC that serves about 27,000 pagers and already has an experimental, eight-cell cellular system in place in the Baltimore-Washington market, said the consumer market was "just around the corner."

Although tone-only pagers cost about \$90 to \$100 a unit, a year and a half ago, he said, the same units cost \$179. "When pagers cost below \$50, they'll become a consumer appliance you'll be able to pick up at Safeway or Giant or wherever you do your shopping," Schelle said. When pagers become a consumer appliance, 5% to 10% of the population will be using



Hunt

them, Schelle said.

One of the most exciting frontiers in the paging world, however, is nationwide paging. While some current paging systems can page over large regional areas—and some can even transmit pages to selected distant cities through special arrangements with distant RCC's—currently there is no practical, cost-efficient way for a subscriber who travels widely to receive pages.

Nonetheless, thanks to the FCC, that sort of paging should be readily available soon. In an order adopted last April, in which 900 mhz of spectrum was allocated specifically for paging, the commission allocated one channel specifically for nationwide paging, and two other channels for nationwide or regional paging.

Among the companies eager to provide that new sort of service is Mobile Communications Corp. of America, a Jackson, Miss.-based RCC that serves more than 76,000 pagers in about 27 markets nationwide and has applied, either on its own or through joint ventures, for nonwireline cellular franchises in five of the top 30 markets.

According to Carroll McHenry, MCCA vice president, marketing, the company has agreed to enter a joint venture with National Public Radio to launch a nationwide paging venture called National Satellite Paging Inc. Under the plan, McHenry said, MCCA would apply for 900 mhz channels in all of the markets it currently serves and would attempt to interest other RCC's in applying for 900 mhz channels in their markets, becoming MCCA's affiliates in the venture.

Calls on the network would be uplinked through NPR's Washington facilities and transmitted by satellite to the more than 200 downlinks in the NPR system throughout the country. The signals would then be transmitted directly to the affiliated RCC's, which would transmit the signals throughout their service areas over the nationwide paging frequency. McHenry said that as many as 15% to 20% of the existing paging customers were "prospective subscribers" for the service. "It's a big market," McHenry said.

Also forging plans to enter the nationwide paging business through a joint effort

are Metromedia, MCI, Communications Industries and American Express Co. The plan they're discussing might be hard to match. For starters, if the FCC approves Metromedia's RCC acquisitions, the co-venturers would have a pool of 356,000 paging customers to draw from (representing more than 25% of the paging customers in existence). The RCC's also would already be represented in many of the nation's largest markets.

According to MCI's Taylor, MCI, moreover, would offer the co-venturers access to its own 200-city long-distance telephone network, as well as access to its customer base. American Express would market the service and handle its billing functions, Taylor said.

David Post, president and chief executive officer of PageAmerica, New York, also is planning to apply for channels for a nationwide paging system. And he said his system would even have the capability to page internationally.

Perhaps the major obstacle to RCC growth in the past has been a lack of spectrum. In 1949, when the FCC originally endorsed the notion of having RCC's compete with the telephone companies for mobile telephone service, the commission allocated 44 channels for that service. For most of the 30 years the RCC's have been in existence, both the telephone companies and the RCC's had a total of eight channels to use for paging (and industry sources claim that four of those channels weren't well suited to paging anyway). In its cellular order, however, the commission released 666 two-way channels for cellular radio. In conjunction with the particularly spectrum-efficient cellular technology, cellular operators should be able to accommodate whatever demand exists for that two-way service for a long time to come.

In July 1981, the FCC turned over 20 new channels for paging in the 35 and 43 mhz bands. Last July, it made an additional eight channels in those bands available. (According to an FCC official, about 2,500 applications have been filed for the first 20 of those so-called "low-band" frequencies.)

Then last April, the commission adopted an order allocating the 120 channels between 929 mhz and 932 mhz for private and common carrier paging systems. Of that 3 mhz, 40 channels were allocated for private paging use (that is, for noncommon carriers, institutions such as hospitals that wish to establish private paging systems for internal use); another 40 mhz will be held in reserve, and the remaining 40 mhz were allocated to common carriers. Of the 40 mhz allocated to common carriers, 37 were marked for local services, one for nationwide paging, and the remaining two for either nationwide or regional paging.

To encourage competition, the commission also said that an applicant for an initial paging channel in a community wouldn't have to demonstrate a need for a 900 mhz channel. Those who already had

a channel in the community would either have to trade their current channel for a 900 mhz one, or demonstrate their existing channels were too overloaded to meet increased demand.

Applications for the 900 mhz frequencies won't be accepted until the beginning of December, but an FCC official said the commission expected to receive another "several thousand" applications for those as well.

In another proceeding, the commission also has proposed to permit FM broadcasters to use their subcarriers to offer paging (BROADCASTING, July 9).

As a result, where there once was scarcity, there promises to be abundance. And many RCC's appear to be concerned about what such an abundance will mean for the industry they've had more or less to themselves.

Skip Teel, president of Mobilfone Service Inc., a Tulsa, Okla.-based company with mobile phone service in Oklahoma, Texas and Arkansas, predicts the new abundance may mean hard times for some.

For while Teel said his company has always had at least one competitor in the markets it serves, with the new frequencies about to come into use there will probably be more. "That's going to result in price wars," he said.

ICS's Harris said he wasn't worried that newcomers would be able to out-compete established carriers in terms of service. His worry is that they will undercut the established carrier's prices, cause everyone anguish, and then "go broke," alienating a lot of present paging customers in the process.

At the same time more competition is expected to enter, paging costs are plummeting, both because of technological advances and because competition in the equipment market has increased. While industry analysts say that Motorola has had up to 85% of the paging equipment market in the past, the Nippon Electric Co. and Matsushita Communication Industrial Co. have stepped up their sales of pagers in the United States and are starting to make inroads into Motorola's share. (Motorola has asked the Department of Commerce and the International Trade Commission to intervene, alleging that the Japanese firms have been "dumping" their pagers in the U.S. market. Last Wednesday [Sept. 29], the ITC made a preliminary finding that there were grounds for the complaint. As a result, Commerce will continue its investigation. If it is ultimately concluded that the Japanese firms are selling their pagers in the U.S. for less than they do at home or in other markets, import duties could be raised to offset any price differences.)

With price competition among RCC's expected to increase, and with equipment costs going down, the consumer could only seem to benefit. At the same time, those days of 30% to 40% returns on investment for paging operations just may be nearing their end. □

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designed to give people in the Twin Cities what they've always
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The news.

**A newscast
for people who really
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Studies show that people in the Cities are more well-educated, well-informed than people in parts of the country. And for the thirty-three years, we've done everything we could to meet the needs of this demanding audience. But we've found that many viewers are looking for a more intelligent, more timely, more pertinent approach to television news. And after months of careful thought, we're ready to present our solution: a dramatically different *10 pm Report*. One designed to give viewers more of the news they want and less of the news they don't. Making the thirty minutes spent watching worth every second.



**Finally,
format follows function.**
When you're going for late-evening stories, it only makes sense to put your people as close as possible to your sources of information. On the new *10 pm Report*, viewers will see the typical anchors-behind-a-line-up. Instead, they'll see five of the Cities' most respected television anchors anchoring from the places conducive to gathering and telling the news.

Some stories are written to fill space in a newscast.
Ours are written to fill space in our viewer's mind.
Somewhere along the line, somebody in television decreed that a newscast should consist of thirteen minutes of news, five minutes of weather and six minutes of sports. We think a newscast should consist of news. From now on, the length and content of any given story (be it news, weather or sports) will be determined according to importance. Not convenience.

A local newscast that's at ten shouldn't be a rerun of the local newscast that's on at six.

Many viewers have complained that the ten o'clock news shows are

little more than warmed-over versions of earlier newscasts.

At WCCO-TV, we think reruns should be left for the networks. And we'll be making a concerted effort to make sure that what we call "news" at 10 p.m. really is news at 10 p.m.

From our newsroom, local editor and anchor Pat Miles will update viewers on late-breaking stories. Add new perspective to important stories that happened during the day. Interview newsmakers. Debrief reporters. And provide our viewers with more local news than ever before.

Why we elected to send our representative to Washington.
Skip Loescher is a veteran political reporter who (after serving for eight years in Minnesota and four years

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When we were looking for someone to help us give the Twin Cities its best local television source for national and international news, Skip seemed like the perfect man for the job.

WCCO-TV's new *10 pm Report* is the first local newscast in the country to have a co-anchor in Washington, and Skip will report live, via satellite, weeknights on the *10 pm Report*. He'll tell Minnesota what its representatives are doing to and for the state. And give national and international news a perspective that's uniquely Minnesotan.

The New 10 pm Report
WCCO-TV

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Meteorologist Mike Fairbourne will be reporting from our state-of-the-art weather center because that's the place from which he can best monitor the weather. Not because we think viewers want to see more charts, more graphs, and more color radar.

In fact, we think our audience will find our new weathercast to be refreshingly devoid of high-tech gimmickry and long winded speeches about how we make predictions.

You see, we don't think people watch a weathercast to hear a meteorological lecture. They watch to get the weather. If that means giving an in-depth, highly illustrated report, we'll give it. But if that means giving a one-minute forecast (and it often does) we'll give that. Period.

A sports report that's not a cheerleading section for the home team.

The way we see it, a sports report should be like any other good piece of journalism. And that doesn't include being a public relations outlet for local teams.

That's the way Mark Rosen sees it, too. He'll be the sportscaster for the new *10 pm Report*. And Mark would rather dissect a fatal play than show the expected highlight. He'd rather interview a key personality than give a laundry list of statistics. And he'd rather dig around behind the scenes than give a glib little account from the press box.

In short, Mark sees sports from the eyes of a guy who loves hard hitting sports reporting. From now on, our viewers will, too.

**Dave Moore:
The one person who could pull it together.**

Obviously, we're trying to do a lot in thirty minutes. And we think that's as it should be.

To pull it all together, we'll need one strong, central personality. Someone with years of experience, a lot of insight, and an uncanny sense of news judgement.

Fortunately, that person has been working at WCCO-TV for the last thirty years.

As controlling anchor, Dave Moore will make the pieces of the puzzle fit together into a cohesive, comprehensive, thoroughly comprehensible newscast.

**Content by design,
not by accident.**

We've made these changes because we believe they'll allow us to bring the Twin Cities a more informative, more worthwhile newscast, night after night.

News for thinking people.

New season off to semi-start

Week before 'official' beginning sees four new series in top 20; CBS finishes first by wide margin

The 1982-83 prime time TV season officially began last Monday (Sept. 27), but the starting gate opened a week earlier for about a dozen and a half new and returning series.

Four new entries—NBC-TV's *Knight Rider*, CBS-TV's *Gloria* and *Bring 'Em Back Alive* and ABC-TV's *Tales of the Gold Monkey*—placed among the week's top 20 shows. Less auspicious were the first results for ABC's *Matt Houston* and NBC's *Family Ties*.

Over all, CBS took the week by almost two rating points, averaging a 17.6 rating and 29 share to ABC's 15.8/26 and NBC's 14.4/24.

Led by Monday's *The Royal Romance of Charles and Diana* made-for-TV movie (24.0/37), CBS earned the top five positions on the ratings list and 12 of the top 20. The previous Friday, ABC had beaten CBS to the air with its "royal" story,

Charles and Diana: A Royal Love Story, but that pulled only a 14.3/27 ("Ratings Roundup," Sept. 27).

CBS won Monday, Friday and Sunday; ABC Tuesday and Wednesday, and NBC Thursday and Saturday.

On Wednesday, premieres kicked off all three networks' lineups. ABC's two-hour *Gold Monkey* debut (20.2/31) defeated NBC's 90-minute *Real People* season opener (16.3/26) and the launch of *Family Ties* (15.4/23). CBS was third with the formal premiere of *Seven Brides for Seven Brothers* (15.1/24), down from the special "preview" of that series (19.7/30) the previous Sunday.

With the return of the *Dukes of Hazzard* (20.0/36), debut of *Bring 'Em Back Alive* (19.0/34) and a *Dallas* rerun (18.4/35), CBS had an easy victory on Friday. Against the *Dukes* premiere, NBC's *Powers of Matthew Star* in its second outing suffered a 10.4/19.

Saturday opened with the return of ABC's *T.J. Hooker* (14.9/27) against NBC's repeat of *Diff'rent Strokes*

(14.3/26) and debut of *Silver Spoon* (15.3/27) and CBS's *Walt Disney: The Apple Dumpling Gang* (12.7/23). Late that night, an NBC special, *Facts of Life Goes to Paris* (18.2/31), squeaked by a two-hour *Love Boat* rerun (18.1/31) while CBS's repeat movie, "Revenge of the Pink Panther" (11.4/20), was a low third.

Victory went to CBS on Sunday. The night also brought good news for NBC's *Knight Rider* but bad news for ABC's *Matt Houston*.

Having already started *60 Minutes*' new season, CBS returned the rest of its Sunday lineup and launched *Gloria* (20.9/32) sandwiched between *Archie Bunker's Place* (19.2/30) and *Jeffersons* (21.9/33). *One Day at a Time* and *Trapper John M.D.* scored 21.7/33 and 22.8/38 respectively.

While *Knight Rider* has a regular Friday slot, NBC succeeded in giving the show considerable early sampling with a special two-hour opener on Sunday. *Rider* pulled a 21.7/33 against CBS's four Sunday situation comedies. The big loser that night was *Matt Houston* which managed only a 14.9/23 for ABC against the half-hour comedies and the *Rider* special. Also premiering for ABC on Sunday was *Ripley's Believe It or Not* (11.9/20) against



Owens and Wussler

Studio football. Turner Broadcasting System hopes to gross between \$25 million and \$38 million from televising a 19-game series of all-star games being organized by the striking National Football League Players' Association. Bob Wussler, executive vice president, TBS, who appeared with several other organizers of the games at RFK Stadium in Washington last Tuesday (Sept. 28), said that by selling 30-second spots for more than \$100,000 each, TBS could pull between \$1.3 million and \$2 million per game. Revenue is to be split between TBS and the NFLPA, Wussler said, with the NFLPA guaranteed \$500,000 per game.

To command those big-league advertising rates, TBS is putting together a network that will include not only the 22 million cable homes of TBS's superstation, WTBS-TV Atlanta, but millions more reached by network-affiliate and independent broadcast stations. As of last Tuesday Wussler said, TBS had cleared 73 stations, reaching 62% of all TV homes. By the start of the first game (Oct. 10 at RFK Stadium), he added, TBS will have signed up enough stations to reach 90% of the nation's television audience and the top 75 television markets. Contrary to earlier reports (BROADCASTING, Aug. 23), organizers have imposed a 35-

mile television blackout in cities where games are played. Two games will be played each week during the "players' all-star season"—one on Sunday at 4 p.m. NYT and one Monday at 9 p.m. NYT. A Monday game at Franklin Field in Philadelphia will follow the season opener.

Sheldon A. Saltman, the NFLPA's television consultant who will act as executive producer for the telecasts, claimed that his production of the games will "rival that of the networks" and surpass them, in one respect by putting microphones on the sidelines. Tony Verna was named coordinating producer and director of the games. Chick Hearn, voice of the Los Angeles Lakers, and former Green Bay Packer star Paul Hornung will handle the coverage of the Monday night games. Tom Kelly, Kermit Alexander and Alex Hawkins will be in the booth on Sunday afternoons.

Saltman, who presented the idea for the games to the broadcasting cable industry, said he received five offers to televise them—three from broadcasters, one from TBS and one from another cable programmer. He declined to identify any of the rejected bidders.

There was much skepticism expressed by sports reporters at the press conference as to whether the NFL's big names would be participants. Former NFL player Brig Owens, who has been named commissioner of the strike league, tried to dispel such notions, saying that "everybody wants to play" and that he expects to have "no problem" getting the NFL stars onto the field. The 45-man rosters for the six teams (each representing one of the NFL's divisions) are being determined by voting among the players. But as they do with the NFL's annual post-season Pro Bowl game, Owen admitted, the players have an option not to participate in any of the all-star games.

It is not the intention of the NFLPA to "dismantle the NFL" by scheduling the all-star games, Owens said, but rather to get some "good collective bargaining going." There has not been, he said, "that much good faith bargaining" since the strike began Sept. 20.

At this point two things could preclude the playing of the all-star games. The first is an injunction preventing the players from participating in games on grounds that they are under contractual obligation not to play football outside the NFL. (In anticipation of the owner's asking for such an injunction, the NFLPA has asked a federal court in Washington to declare that players are free to play [BROADCASTING, Sept. 27].) The second is a settlement of the strike prior to Oct. 10.

powerhouse *60 Minutes* (23.6/41).

Among the week's other ratings, ABC's pre-strike *NFL Monday Night Football*, Green Bay vs. New York Giants, scored a 19.9/34 against the top numbers of *Charles and Diana*. An *NBC White Paper: The Man Who Shot the Pope* on Tuesday brought NBC a meager 8.8/15.

The week's "First 20" rankings were the following:

CBS's *Royal Romance* (24.0/37), *60 Minutes* (23.6/41), *Trapper John M.D.* (22.8/38), *Jeffersons* (21.9/33) and *One Day at a Time* (21.7/33); NBC's *Knight Rider* (21.7/33); CBS's *WKRP in Cincinnati* (21.0/31) and *Gloria* (20.9/32); ABC's *Hart to Hart* (20.7/36) and *Too Close for Comfort* (20.5/32); NBC's *TV's Censored Bloopers* (20.2/34); ABC's *Tales of the Gold Monkey* (20.2/31); CBS's *Dukes of Hazzard* (20.0/36); ABC's *NFL Monday Night Football* (19.9/34) and *Three's Company* (19.7/31); CBS's *M*A*S*H* (19.7/31), *Magnum P.I.* (19.4/32) and *Archie Bunker's Place* (19.2/30); NBC's *Hill Street Blues* (19.0/34), and CBS's *Bring 'Em Back Alive* (19.0/34).

The "final five" were all NBC's: *Powers of Matthew Star* (10.4/18), *CHiPs* (9.7/16), *NBC White Paper* (8.8/15), *Martian Chronicles* conclusion (8.0/15) and a 14-minute Canadian Football League rerun (5.5/11). □

INTV gets into football game

It wasn't only the football-powerhouse plaintiffs that had reason to regret the decision of a federal appeals court to stay a lower court order invalidating the contracts under which the television rights to college football games are sold to ABC and CBS. (BROADCASTING, Sept. 27). The television stations not affiliated with any network are disappointed, too.

The Association of Independent Television Stations had filed a friend of the court brief, with the 10th Circuit Court of Appeals, in behalf of the University of Oklahoma and the University of Georgia, which had challenged the validity of the National Collegiate Athletic Association's football deals with television and had opposed the requested stay.

Herman W. Land, president of INTV, in an affidavit filed with the brief, said that many of the 84 station members of INTV are interested in carrying college football games but that "only a handful" of them have been able to do so. The primary reason, he said, were the "restrictions" in the NCAA television plan.

He also said INTV had expressed the association's concerns to NCAA officials last December, before they negotiated their new contracts with the networks, and were told the NCAA would consider proposals INTV had made to enable local broadcasters to negotiate for rights to carry games of interest to their viewers. However, Land added, the new network contracts and the 1982-85 NCAA football

television plan, "so far as we can ascertain, are at least as restrictive as their predecessors."

Grant of the stay that was being requested, one that would extend through the current season, pending appeal, Land said, "would result in substantial, immediate injury to independent stations and all other broadcast and cable outlets which

are presently unable to carry live intercollegiate football as a result of the NCAA's football television plan and network contracts."

At a minimum, Land had asked that the court permit schools whose games were not selected for broadcast under the NCAA plan to make alternative arrangements for live broadcasts. □

Monitor

Hollywood strike threat. Strike-authorization ballots will be counted this Wednesday (Oct. 6) from 22,000-member International Alliance of Theatrical & Stage Employees union representing craft workers in motion picture and television production. Strike could shut down most production within 30-mile radius of Hollywood including most TV series. As of last week, bargaining between IATSE and Alliance of Motion Picture and Television Producers had stalemated over size of wage and fringe benefit increases over next three years, with union seeking 34% hike and producers offering what they term "final offer" of 19%. Talks between two sides broke off in mid-September but are expected to resume shortly. Several other union locals representing teamsters, plasterers, plumbers, laborers and electrical workers have already rejected latest contract offered and given leadership power to call industrywide strike. IATSE has never called strike in more than 40 years of existence and industry observers believe walkout will be averted. □

In the marketplace. *Blood and Honor*, Daniel Wilson Productions' five-hour drama about Hitler youth movement, has cleared 23 markets so far or about 40% of country, according to distributor D.L. Taffner Ltd. With Field group, WPIX(TV) New York, KTLA(TV) Los Angeles, WUAB(TV) Cleveland and KSTP-TV Minneapolis-St. Paul, sales list counts nine of top 10 markets so far, all but Dallas-Fort Worth. Special, in two parts, is scheduled for week of Nov. 28. Syndicast Services has *Olympic Dreams*, series of 26 half hours about events and top contenders. Series is available beginning second quarter next year and leading up to 1984 summer Olympics in Los Angeles. Paramount Television Domestic Distribution says *Madame's Place* will premiere this fall in more than 110 markets "largest lineup of stations ever for a first-run syndicated strip." Group W Productions has hour special, *PM Magazine Star Spangled Superspecial*, available for prime time airing by *PM Magazine* stations in October. Show includes "memorable moments" of *PM* over past five years. *The Songs of Christmas*, hour family music special dramatizing origins of Christmas carols, is being distributed by Blair Video Enterprises. It's first commercial production effort of Franciscan Fathers' Franciscan Communications. □

Live theater. "The Member of the Wedding," Carson McCuller's play, will be broadcast live on NBC-TV Monday, Dec. 20 (9-11 p.m. NYT) from Nashville's James K. Polk Theater. It's third *NBC Live Theater* special, following 1981's "All the Way Home" with Sally Field and William Hurt and 1980's "The Oldest Living Graduate" with Henry Fonda. Casting of Gideon Production in association with NBC is to be announced "shortly." □

Oriental touch. Private Screenings, New York-based adult pay-TV programmer, has entered into agreement with National Group Television Inc., licensee and operator of STV station KSTS-TV San Jose, Calif., (ch. 48), to supply programming for and operate (including marketing, sales, billing and promotional functions) third tier of three-tier STV service station launched Sept. 19. Third tier consists of Private Screenings adult program fare, and is scheduled nightly from 11 p.m. to 1 a.m. Two other play tiers comprise Oriental programming, Japanese service from 7 to 9 p.m., followed by Chinese service from 9 to 11 p.m. Oriental tiers are priced at \$19.95 each, and Private Screenings, as add-on, is priced at \$4.95. As stand-alone service, adult tier would cost \$11.95. □

New league. Tom Villante, executive director of marketing and broadcasting for major league baseball, announced resignation effective Dec. 1. Villante, who created "Baseball Fever... Catch It!" promotional campaign, plans to form his own sports marketing company in New York. Villante joined baseball commissioner's office in 1978 after 28 years with BBDO. Successor has not yet been named. □

Daytime directions. NBC-TV will begin airing past episodes of its Wednesday night situation comedy, *The Facts of Life*, in 10-10:30 a.m. NYT slot beginning Dec. 13, replacing reruns of *Diff'rent Strokes*, which continues in prime time Saturday evenings. □

Spotlight on health. Action for Children's Television is holding competition for best television and radio spot announcements promoting health practices among children. Eligible are stations, cable systems, producers, community and national agencies and other interested parties. Further details are available from ACT, 46 Austin Street, Newtonville, Mass., 02160.

P-P-V takes off with 'Star Wars'

20th Century-Fox distribution turns in 30% penetration on cable and ON TV

Early returns last week indicated that about 30% of the available audience tuned in Sept. 25 for the first nationally distributed, pay-per-view motion picture showing, "Star Wars," which set box office records in its original theatrical release in 1978, was made available to subscription television stations and cable systems with pay-per-view technology by 20th Century-Fox Telecommunications, a division of the movie studio that released the film. If the 30% figure holds up, the showing could take in well over \$3 million from among the estimated 1.5 million subscribers who have addressable receivers. The income is being divided between the operators and 20th Century-Fox.

"The response in all of our five markets to this premiere TV showing of 'Star Wars' was very satisfactory," said R.K. (Hank) Sauer, senior vice president of television operations for Oak Communications, which has an estimated 613,000 subscribers to its ON TV STV service. "We are extremely happy that with only three weeks to actively promote the movie, we were able to attract almost one-third of our ON TV viewers."

Oak expects to take in about \$1.3 million from the showing, which it will split with the studio. It estimates 185,000 viewers paid from \$7 to \$8 to see the film.

The 30% clearance is below the nearly 50% of subscribers who have taken several major boxing matches during the past 18 months via pay-per-view, but is higher than the 25% who selected last year's nationally distributed Rolling Stones concert.

Another major STV operator, SelecTV, estimated 21%-30% clearance among subscribers in its Los Angeles and Milwaukee coverage areas. A spokesman said it would take about a month for a final figure to be tabulated.

In Los Angeles, cable penetration was lower than on STV. Valley Cable reported 15% of subscribers tuning in, and Com-muniCom said about 7% signed up. □

CBS to adapt magazines to cable

Though its own cable cultural service is dead, publishing division will do video versions of 'Cuisine' and 'Road & Track'

As the CBS/Broadcast Group's CBS Cable effort plays out its run, the publishing operations of CBS are pushing ahead with cable and new media productions of their own.

CBS Publications, the magazine arm of CBS Inc., announced two projects based

on titles in its roster—*Cuisine* and *Road & Track*. While the titles of the video versions have not yet been announced, "each reflects the quality and spirit of its source magazine," CBS said. Both are conceived as advertiser-supported programs for national distribution in 1982-83.

The publications unit is already associated with the *Woman's Day/USA* series produced by Young & Rubicam and cablecast on the USA Network: the two new projects will be the first on which CBS Publications is sole producer.

The *Cuisine*-style pilot is a weekly half-hour hosted by Penelope Hall, former WNEW-TV New York reporter/anchor. The *Road & Track* concept is a monthly hour program hosted by CBS Sports's Ken Squier.

Separately, CBS Publishing has concluded an agreement with Coast Community College of Orange county, Calif., to develop and market telecourses for schools and the home video market. The CBS involvement is under the aegis of the CBS Educational and Professional Publishing wing; the telecourse materials are to be based on and used with texts and study guides published by that CBS unit.

CBS and Coast will jointly market their productions to colleges and universities. CBS gets to market and distribute them to secondary schools and for home video, "including cable, videocassettes and videodisks." □

CBS Radio realigns programing schedule

More business news, an expanded lineup of comment and new features on health and "futuring" will be coupled with realignments and streamlining of existing programs in the CBS Radio network's broadcast schedule starting in January.

The changes were presented to CBS Radio network affiliates at their biennial convention in Phoenix by Richard M. Brescia, senior vice president, CBS Radio networks, who called them "part of a continuing growth process." He said they were based in part on surveys of listeners (BROADCASTING, Sept. 27) and of CBS Radio affiliates.

Business Update, consisting of three-minute reports, will be fed live every other hour from 9:25 a.m. through 3:25 p.m. Monday through Friday. CBS News Reporter Frank Settipani, former Wall Street Journal Radio Network reporter, currently heard on several CBS Radio *News on the Hour* broadcasts, will anchor the new series.

Your Money Minute, a series of five 60-second broadcasts a week, will offer specific tips that "listeners can act on immediately to make or save money." Marshall Loeb, host of CBS Radio network's *Your Dollars*, will also anchor the new series.

Byline, featuring observations by CBS News correspondents, will be presented weekdays at 10:25 a.m., with correspon-

dents Andy Rooney, Bob Schieffer and Jeff Greenfield joining Harry Reasoner and Charles Kuralt as regular contributors.

A broadcast on health will be scheduled weekdays at 2:25 p.m. by Dr. Peter Salgo who anchors *Doctors on Call* on CBS's WCBS-TV New York.

Countdown to Tomorrow, covering social, scientific and technological developments with future effects on listeners' lives, will be added at 7:25 a.m. on Saturdays. It will be anchored by Jim Donnelly, morning drive co-anchor of WCBS(AM) New York.

Affiliates will get some time back: The network's drive-time, midday and early evening features, of varying lengths but mostly in the three-and four-minute range, will be shortened by 30 seconds each, and most Saturday and Sunday features will be cut by 25 seconds.

The Golf Spot and *The Tennis Spot* weekend features currently running year-round, will be made seasonal features, to appear April through September, "to bring these programs more closely in line with listener and station interests."

In other changes, CBS Radio sportscaster Curt Gowdy's current weeknight broadcasts will be replaced, at a different hour, by *Curt Gowdy Outdoors* and CBS News reporter Judy Miller will become anchor of the *First Line Report* morning news analysis broadcasts.

Multipart specials, each now comprising 20 four-minute reports, will be shortened to 16 three-and-a-half-minute segments. The 1983 schedule calls for 14 of these, starting with a Super Bowl special Jan. 29-30 (unless the current pro football players' strike wipes out the Super Bowl). □

ABC O&O's to produce early fringe program

First show, 'Good Afternoon Detroit,' will air on network's WXYZ-TV there

The ABC Owned Television Stations Division is moving into early-fringe information/entertainment programming with the production of a daily, 60-minute show for the company's WXYZ-TV Detroit that could be extended to other ABC O&O markets if the concept proves successful.

The program, *Good Afternoon, Detroit* will begin on Oct. 25 and will be telecast from 4 to 5 p.m. Its hosts will be John Kelly and Marilyn Turner, who are married to each other and already serve as co-hosts of the station's morning series *Kelly & Co.*, which they will continue. Producers Bob and Ann Shanks are national consultants on the projects and helped develop the concept.

Beth Forcelledo, vice president, program development, ABC Owned Television Stations, New York, executive in charge of the project, said a pilot of *Good Afternoon, Detroit*, is expected to be completed within the next week or two. She said the series will appeal to women and will provide information, not news. Topics will include medicine, health, consumer

information and beauty and travel tips, and each segment will contain a mini-entertainment package focusing on developments in show business.

ABC apparently will get a jump on two other recently announced projects in the late-afternoon information entertainment area—programs planned by The Bennett Group in association with the CBS Owned and Operated Television Stations and Don Ohlmeyer, and Telepictures Corp. in association with the Gannett Group. □

Los Angeles holds hearings on hiring practices in film, broadcast industries

The Los Angeles Human Relations Commission remains undecided about whether it will recommend that city filming permits be restricted to companies with affirmative action plans, following three days of hearings during which the commission heard testimony on minority hiring practices within the entertainment industry. One commissioner said the restriction was being considered "only as a last resort."

The city-sponsored nine-member panel began considering the affirmative action requirement after its affirmative action subcommittee heard criticism of industry hiring practices from representatives of Media Artists Against Discrimination (MAAD). Those comments spurred the commission to schedule the hearings, which included testimony from representatives of industry guilds, unions, broadcast networks, advertisers and production companies ("In Brief," Sept. 20).

Actor Vernon Washington, MAAD's founder, praised the commission for holding the hearings, contending at their close that the sessions "definitely already had a positive effect." Sumi Haru, an actress representing the American Federation of Television and Radio Artists (AFTRA) and the Screen Actors Guild (SAG), testified earlier that "people of color are not being given the opportunity to be active in this industry."

But the bulk of the testimony by industry employers defended present programming and hiring practices, insisting that programs represent minorities fairly and hiring policies are in compliance with equal opportunity regulations. Several representatives of production companies and networks insisted that union hiring agreements limit the amount of control they can exercise over employee selection and promotion.

At least one network official, CBS vice president of personnel, Jerome Dominus, complained directly to the commission about the scope of its inquiry. "[The hearings] bring into question the First Amendment and whether a city can involve itself in creative matters ... We believe in producers' freedom to create negative or positive images without governmental intrusion." □

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Effros calls for cable regulators to come to earth

He says industry must become realistic in self-appraisal; cities should loosen grip on cable

The representative of the country's small and independent cable systems told a group of local cable regulators that a gap exists between their perception of cable and the reality of cable.

"We are not an industry that is going to take over the world and create a wired nation," Steve Effros, executive director, Community Antenna Cable Association, said before some of the 170 local officials that attended the National Association of Telecommunications Officers and Advisers conference in Seattle. "We are an industry that delivered entertainment programming to the public and found it willing to pay for it.

"We have to start to get realistic," he added. "The cable industry is in big, big trouble whether you know it and whether

the cable industry knows it."

Effros's dose of reality therapy was meant to persuade the regulators to temper their demands in the franchising and rebranding processes and to loosen their regulatory grip on cable operators.

The cities' demands have induced cable operators to make promises they may not be able to keep, Effros said. Many of the bids are based on the hope that the industry will find another source of revenue, such as pay television, that allows operators "to double the bottom line" without any significant increase in costs. So far, he said, the operators haven't found the cost-free source of revenue, and "the further down the road with the increasing competition we look, the more the indications are it doesn't exist."

Although communities—large and small—want "state-of-the-art" cable systems, Effros said, they don't seem to know what a "state-of-the-art" system is. Citing the boast of one official who succeeded in getting a promise for a 440 mhz, 60-channel system for his town, Effros said that such a system really doesn't exist. High-capacity systems, he said, "have not been proved yet to be technologically

capable of operating on a large-city level.

The cable industry, he said, also hasn't figured out how to make addressable work. Two of the largest companies in the business, he said, posted losses for the year because the addressable converter they sold "didn't work and had to be sent back for repair."

The cities, he said, have developed "more is better" mentality that "may totally disserve [their] citizens and be the undoing of cable in the large, urban areas."

And franchising in the urban areas has a ripple effect, he said. The small-town and rural operators are "watching in horror" the bids and awards being made in the big cities, Effros said. They fear that the city officials where they have franchises coming up for renewal will take their cues from their big-city counterparts, he said.

"If you are going to be responsible officers of the government," Effros said, "it is not simply your job to get more. It is your job to make sure what you get works."

One of the officials' prime concerns should be to make sure the cable system is economical. He advised those assembled to sit down with their cable operators and figure out "what's sensible for their community."

"Have any of you in your great ascertainties and studies ... included the equation of what's going to happen if we don't make any money on institutional loops, teletext and data communications?" They should, he suggested, because American Bell, the surviving AT&T entity, intends to offer the same services. And American Bell, Effros assured them, "is going to compete very well."

Effros was particularly concerned about the cities' demands for access channels and studios and money to run and staff the studios. "There is no free lunch," he said, "so if you do require access it's going to cost something and somebody has got to pay for it."

Effros urged the city officials, who believe the Senate's current cable bill (S. 2172) goes too far in deregulating cable, to go one step further. He proposed legislation that would virtually free cable of regulation upon a showing that cable in a community has competition based on the Justice Department's long-established criteria. "Let the marketplace control," he said, rather than "social engineers."

Despite his suggestion, Effros said that the question of cable regulation would ultimately fall to the courts.

Regulators should keep in mind, Effros said, that cable will have many competitors in the future and because they can regulate cable and not the others doesn't mean they should "regulate cable to death." □

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10/4/82

Changing Hands

PROPOSED

KIEL(AM)-KEZQ(FM) Jacksonville, Ark. □

Sold by Security Broadcasting of Little Rock Inc. to KEZQ Limited Partnership for \$1.5 million. **Seller** is owned by Edmond Muniz (50%) and D. Brennan Bridgeman and Michael O'Keefe Jr. (25% each). Muniz owns WNNR(AM) New Orleans and WAIL(FM) Slidell, La. Bridgeman owns two-thirds of KALO(AM)-KZZB(FM) Beaumont, Tex. **Buyer** is owned by general partner Robert Understein and group of eight limited partners including Washington communications attorneys Jason Shrinsky, Bruce Eisen and James Weitzman. They are principals in WXS-AM-FM Medford, Mass., and WUSQ(AM)-WVAI(FM) Winchester, Va. Understein also is former principal in WAVA(FM) Arlington, Va., which was sold to Doubleday Broadcasting last year for \$8 million (BROADCASTING, Dec. 8, 1981). KIEL is 1 kw daytimer on 1500 khz. KEZQ is on 100.3 mhz with 100 kw and antenna 300 feet above average terrain.

WLYN-FM Lynn, Mass. □ Sold by Puritan Broadcast Services Inc. to MCC Broadcasting Inc. for \$1.1 million. **Seller** is owned by Theodore Feinstein and family, who also own co-located WLYN(AM). **Buyer** is owned by Stephen Mindich, who is publisher of *The Boston Phoenix*, weekly newspaper, and has no other broadcast interests. WLYN is on 101.7 mhz with 3 kw and antenna 170 feet above average terrain.

WMID(AM) Atlantic City and WGRF(FM) Pleasantville, both New Jersey □ Sold by WMID Inc. to AMCOM Inc. for \$1 million. **Seller** is owned by Julann Griffin, former wife of talk show host Merv Griffin and owner of WENE(AM)-WMRD(FM) Endicott, N.Y. **Buyer** is owned by John Mullen, Media, Pa., businessman, who has no other broadcast interests. WMID is on 1340 khz with 1 kw day and 250 w night. WGRF is on 99.3 mhz with 3 kw and antenna 290 feet above average terrain. *Broker: Blackburn & Co.*

KICS(AM)-KEZH(FM) Hastings, Neb. □ Sold by Highwood Broadcasting Co. to Tri-Cities Broadcasting Inc. for \$800,000. **Seller** is owned by James De Palma and wife, Letitia (50% each), who have no other broadcast interests. **Buyer** is owned equally by Robert Hanna and Edward Tricker. Hanna is Dallas media broker and principal owner of KCLW(AM) Hamilton, Tex., and with Tricker part owner of KERV-AM-FM Kerrville, Tex., and KROX(AM) Crookstown, Minn. KICS is on 1550 khz with 500 w full time. KEZH is on 93.5 mhz with 3 kw and antenna 260 feet above average terrain.

KRDG(AM) Redding, Calif. □ Sold by Red-

ding Broadcasting Co. to David T. Newman for \$450,000. **Seller** is owned by Howard N. Martineau (75%) and Reinard Brandley (25%), who have no other broadcast interests. **Buyer** is general manager of KONE(AM)-KOZZ(FM) Reno, and is 51% owner of applicant for new FM at San Luis Obispo, Calif., and 50% owner of applicant for new FM at Peoria, Ariz. KRDG is on 1230 khz with 1 kw day and 250 w night. *Broker: Hogan-Feldmann Inc.*

WTYS(AM) Marianna, Fla. □ Sold by Jackson Broadcasting Corp. to Joseph Davis for \$285,000. **Seller** is owned by William F. Dunkle III and family, who have no other broadcast interests. **Buyer** is president and 49% owner of WACR-AM-FM Columbus, Miss., which has been sold, subject to FCC approval, for \$500,000 (BROADCASTING, Sept. 6). WTYS is on 1340 khz with 1 kw day and 250 w night. *Broker: Chapman Associates.*

□ Other proposed station sales include: KBNC(FM) Anchorage, (BROADCASTING, Sept. 27); KACJ(AM)-KAJJ(FM) Greenwood, Ark.; KHOT(AM)-KUUL(FM) Madera, Calif.; KLAK(AM)-KPPL(FM) Lakewood, Colo. (BROADCASTING, Sept. 27); WHIT(AM) Miami (BROADCASTING, Aug. 30); WNJY(FM) Riviera Beach, Fla. (BROAD-

CASTING, Sept. 20); WTRR(AM) Sanford, Fla. (BROADCASTING, Sept. 27); WABX(FM) Detroit (BROADCASTING, Sept. 27); WAVN(AM) Stillwater, Minn. (BROADCASTING, Sept. 27); KTRF(AM)-KOSN(FM) Thief River Falls, Minn. (BROADCASTING, Sept. 20); WMYD(AM) Wickford, R.I. (BROADCASTING, Sept. 27); WNIR(AM) Woonsocket, R.I. (see "For the Record," page 68).

APPROVED

WOWO(AM) Fort Wayne, Ind. □ Sold by Westinghouse Broadcasting and Cable Inc. to Price Communications Corp. for \$6 million. **Seller** is New York-based MSO and group owner of seven AM's, five FM's and six TV's. Richard H. Harris is president of Group W Radio. **Buyer** is recently formed, publicly traded New York-based company whose principal stockholders include Robert Price, former general partner of Lazard Freres, New York-based investment banking firm, and current special counsel to that firm; Citicorp Venture Capital Ltd.; John Alden Insurance Co., based in Coral Gables, Fla., and Michael David-Weill, senior partner, Lazard Freres. This is first purchase for Price Communications, which was formed to acquire communications properties. WOWO is on 1190 khz with 50 kw full time.

□ Other approved station sales include: WSSJ(AM) Camden, N.J. (see "For the Record," page 69).

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Changing of the guard at NAB

National Association of Broadcasters President Edward O. Fritts officially assumed office last Friday. He succeeded out-going President Vincent Wasilewski, who retired after 17 years in the post. Wasilewski joined the Washington communications law firm of Dow, Lohnes & Albertson.

As Fritts begins his first full week as president (he has been at the NAB since his election in August on a temporary basis) the NAB's executive committee gathers this week for its monthly meeting. Fritts will address the Illinois Broadcasters Association Monday. The executive committee meets Tuesday and Wednesday.

Joint Board Chairman William Stakelin, executive vice president, Bluegrass Broadcasting, Orlando, Fla., said the meeting primarily is to consist of updates on the cable copyright compromise and other legislative matters.

He noted that the association's bylaws committee will be formally asked to review the association's election process and offer possible recommendations for revision. Fritts, in a speech to Washington state broadcasters last month, said he would ask the committee to review the process.

The review by the bylaws committee is in response to controversy surrounding Fritts's own election. Fritts, who was head of the NAB's presidential search committee, charged with finding a new president, stepped down and ran for the post him-

self. A prime source of concern to some members was that two of the three major network representatives actively campaigned on his behalf and all six network representatives reportedly voted in his favor.

Stakelin also said the bylaws committee will be instructed to examine the board's composition. He explained that the committee will look at the number of radio board members as compared to TV board members. Stakelin noted that during a meeting last August in Chicago, with several TV board members, such an examination had been suggested. However, Stakelin insisted that a review does not necessarily mean a change will be recommended.

The joint board chairman said Fritts will report on progress made on the association's future report. Fritts says it will only be an update and that no major announcements will be made.

Other items to be addressed by the group include: Cuban interference, FM allocations, Region II implementation, and the committee will discuss the association's position on an FCC rulemaking to allow public broadcasters to offer subscription television.

Both Stakelin, who is the former NAB radio board chairman, and Fritts, former joint board chairman, will be honored Tuesday night at an International Club reception in Washington. □

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Wasilewski shindig. It was on a three-hour moonlight cruise on the Potomac River that the Washington chapter of the Broadcast Pioneers gathered to honor former NAB President Vincent Wasilewski. Wasilewski officially retired last Friday from the post he held for 17 of the 33 years he spent at the association. The celebration centered on a western theme, complete with a country and western band, featuring Sherrie Dixon and the Hillbilly Allstars. Dixon is the sister of Donna Dixon, star of ABC-TV's *Bosom Buddies*. Included as part of the salute to Wasilewski was a country song written especially for him: "Country Music for Vince Wasilewski." The first verse, sung to the tune of "Red River Valley," follows:

*It's not easy to lose Wasilewski, just the prospect can make tough men wince.
You get used to the best very quickly, and they don't make 'em better than Vince.*

Left photo: Dixon (l) joins country singer, Henry Sachs (center), in singing Vince's song as Harry Ockershausen, with the Washington communications law firm of Dempsey & Koplovitz, holds the lyrics. Ockershausen is president of the Pioneer's Washington chapter. The broadcasters also paid tribute to Wasilewski by presenting him with a self-portrait sketched on a large poster board and signed by all those on board. Right photo: Making the presentation to Wasilewski (r), who donned a Stetson for the occasion, was Frank Fletcher (l), with the Washington law firm of Fletcher, Heald & Hildreth.



Burger brouhaha

McDonald's and Wendy's go to court over new Burger King ad

McDonald's Corp., Wendy's and the Burger King Corp. are embroiled in a legal battle over a Burger King comparative advertising campaign on television and in print that claims superiority for its hamburgers over those of McDonald's and Wendy's.

McDonald's, based in Oak Brook, Ill., filed its complaint in U.S. District Court in Miami, headquarters of Burger King, alleging that the Burger King advertising is "false and misleading." In a hearing last Monday (Sept. 27), Judge Eugene Spellman granted a McDonald's motion to expedite the delivery to McDonald's of Burger King material dealing with the campaign, including tapes of the TV commercials, the methodology of its comparative tests and pertinent promotional data.

A McDonald's spokesman denied reports that the company had asked the court for a preliminary injunction against the showing of the Burger King commercials, which began on network television on Sept. 26. He said the purpose of seeking the Burger King data is to ascertain if other litigation is warranted.

The Burger King 30-second commercials, created by the J. Walter Thompson Co., New York, assert that in blindfold taste tests the Burger King "Whopper" beat McDonald's "Big Mac" and Wendy's "Single" sandwich. The commercial points out that by a margin of almost two out of three, consumers preferred their meat broiled and says Burger King broils while McDonald's and Wendy's fries. It shows a Burger King female employee discussing the tests but no scenes of the tests or of the burgers.

Burger King said its current campaign has "the heaviest media weight of any campaign in the company's history." The schedule includes the baseball playoffs and the World Series, *Three's Company*, *Hill Street Blues*, and *Happy Days*. Last year Burger King spent more than \$80 million on advertising and promotion, of which more than half was in advertising.

Wendy's filed suit on Tuesday (Sept. 28) for \$25 million in damages against Burger King, alleging BK's advertising is "false, misleading and deceptive." It also asked the U.S. District Court of Columbus, Ohio, for an injunction to halt Burger King's advertising.

Wendy's also filed a complaint with the three television networks, saying the Burger King claims are inaccurate. Wendy's challenged both Burger King and McDonald's to a taste test to be monitored by an independent research company.

McDonald's insists the Burger King

campaign is "misleading" in that it portrays McDonald's hamburgers as fried while Burger King's are broiled. McDonald says this is not true and further claims that Burger King hamburgers often are steamed and then re-heated or warmed in microwave ovens.

McDonald's is by far the largest advertiser in the fast-food field, having invested more than \$130 million last year in television and radio out of a total advertising-promotion budget of about \$230 million. □

Y&R publishes singles research

The media habits of the growing singles market are described in a new study issued by Young & Rubicam's communications service department.

Single adults (divorced, separated, widowed or never married) tend to watch less television than the average adult in all

dayparts except late fringe, Y&R pointed out. Single women can be reached through use of daytime drama and situation comedies while their male counterparts are avid viewers of regularly scheduled and special sports telecasts, the agency said. Singles also can be reached through late-night fringe programs.

Singles listen to radio three hours and 26 minutes a day, compared to three hours and 27 minutes a day for all adults, according to Y&R. But within the singles category there are variations in listening, depending on the marital background. For example, the never married, who tend to be younger, prefer the AOR/progressive and the golden oldies format, while the divorced/separated tend to listen to all-news and beautiful music, and the widowed lean toward middle-of-the-road.

Y&R observes that the 18-34 singles represent the largest group in sheer number and the most influential in spending power. □



Boston bash. The fall sales party at WNEV-TV Boston attracted CBS luminaries Bill Kurtis of *CBS Morning* and Marla (Florence) Gibbs of *The Jeffersons* in addition to (l-r): WNEV-TV anchors Tom Ellis and Robin Young; Walter Cronkite; WNEV-TV president and general manager, Win Baker; CBS/Broadcast Group executive vice president, Jim Rosenfield; WNEV-TV vice president, sales, Fred Petrofino, and WNEV-TV vice president for news, Bill Applegate.

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TV news still number one, 'TV Guide' finds

ABC News, Reasoner, Brinkley, Rather get 'most-trusted' vote

While CBS's Harry Reasoner and Dan Rather ranked as the most trusted television journalist and news anchorman, respectively, on the air today, according to a nationwide survey commissioned by *TV Guide*, the same poll determined ABC to be the most trusted network. The survey also found that 56% of Americans currently rely on television as their principal source of news, with blacks and lower income earners more likely to fall in that category, *TV Guide* reported. The survey also indicated that only about a third of the public depends principally on newspapers.

The survey was conducted by Opinion Research Corp., Princeton, N.J., and was based on 1,004 telephone interviews (502 men and women) representing a cross-section of the U.S. adult population.

ABC was ranked as the most trusted network in the poll by 28% of the survey participants, compared with 20% each for CBS and NBC. *TV Guide* reported the findings in two parts, in its Sept. 25 and Oct. 2 issues.

Evening news expansion was viewed unfavorably by 47%, who said they prefer the current half-hour format, while 21% said they'd like to see expansion; 26% did not care.

Only 20% of those polled revealed a

"great deal" of confidence in network news programs, although 61% reported having a "fair amount" of confidence in those programs.

The survey also indicated that 68% of viewers feel that television news has been fair in its treatment of President Ronald Reagan, and that a majority also felt the same about coverage of former President Jimmy Carter.

One in 10 of those polled responded that political bias exists in TV journalism, while about 25% perceived ethnic or racial bias in television news reporting.

Respondents were asked to express how much confidence they had in each of 27 TV journalists listed in the survey (17 anchors, seven newsmagazine journalists and three commentators)—a great deal, a fair amount, little or none. Fifty-six percent said that they had a great deal of confidence in Reasoner's reporting, while 54% expressed similar faith in the reporting of David Brinkley, long-time NBC anchorman who now has an hour Sunday-morning series on ABC entitled *This Week with David Brinkley*. John Chancellor, NBC commentator (and former anchor) came in third overall with 50%. The third commentator on the list, CBS's Bill Moyers, received only a 20% vote perhaps due to the problem that most other low scorers in the survey had—low visibility. Slightly more than half (51%) responded that they did not know enough about Moyers to have an opinion one way or the other about his reporting. The three highest ranking anchormen on the confidence scale in the survey were Dan Rather (49%), Roger Mudd (37%) and Frank

Reynolds (33%).

Of the two women included in the survey, ABC's Barbara Walters received a 38% confidence vote and NBC's Saturday evening news anchor, Jessica Savitch, received 31%. □

CBS's other case

While attention is currently focused on Westmoreland suit, Herbert v. Lando libel case still waits to go to trial

As retired General William Westmoreland's \$120-million libel suit against CBS grabbed headlines, followers of journalism's recent tortuous path through the courts were wondering whatever happened to the case of *Herbert v. Lando et al* (the "et al" including CBS and CBS News Correspondent Mike Wallace). In that case, filed back in 1974, former Army Lieutenant Colonel Anthony Herbert sued for \$44.7 million, charging that Barry Lando, a producer with CBS News's *60 Minutes*, CBS, *60 Minutes* correspondent Mike Wallace and *Atlantic Monthly* magazine (which ran an article Lando wrote) falsely and maliciously portrayed him as a liar in a 1973 *60 Minutes* segment and in Lando's article for *Atlantic*.

The suit was last in the public eye back in 1979, when the Supreme Court, reversing a federal appeals court ruling, said that Herbert's attorneys, in their efforts to prove the "actual malice" on the part of the press that is necessary for a public figure like Herbert to win a libel judgment, had the right to ask Lando certain questions about his intentions and his editorial judgments. Lando had refused to answer the questions during the pre-trial discovery phase of the proceedings. He cited First Amendment guarantees.

That ruling was widely viewed as a setback for the press, with then CBS News President William Leonard calling it "another dangerous invasion of the nation's newsrooms" (recalling the year-earlier *Stanford Daily* case in which the high court ruled police armed with search warrants could search newsrooms for evidence). Leonard said that the court was "denying constitutional protection to the journalists' most precious possession—his mind, his thoughts and his editorial judgment."

In the almost three-and-a-half years since that ruling, the case still hasn't gotten to the trial stage. Discovery is over, however, after what Lando's attorney Adria Hillman calls a "very extensive and complete" process. Lengthy depositions have been taken by both sides.

On September 24, the defense law-



Get set. Principals in one of two new broadcasts that CBS News is launching today (Oct. 4) are shown here, between run-throughs for the premiere. They're co-anchors/interviewers for *CBS News Nightwatch*, which runs from 2 a.m. to 6 a.m. NYT, Mondays through Fridays, leading into the other new weekday entry, *CBS Early Morning News* at 6-7 a.m. (BROADCASTING, Sept. 27). The co-anchors/interviewers won't be seen together like this, but will work in rotations through the four-hour broadcast. Left to right: Correspondents Felicia Jeter and Christopher Glenn, Reporter Karen Stone and Correspondent Harold Dow. *CBS Early Morning News* will be co-anchored by Correspondents Diane Sawyer and Bill Kurtis, who also co-anchor the *CBS Morning News*, which follows it.

yers filed a motion for summary judgment, claiming that there are no material facts of law in dispute in the case. (Such motions are not unusual, and Herbert's attorney, Jonathan Lubell, actively opposes the motion.)

It is likely to be some time before U.S. District Court Judge Charles Haight is able to rule on that defense motion, and, should he order the case to proceed to trial, even longer before that comes about. While Herbert's lawyer Lubell said "we're certainly anxious to move ahead," CBS's outside counsel, Carleton Eldridge, although voicing confidence that the summary judgment motion would be granted and the matter thus ended, suggested that were Haight to deny the motion, it would be "into 1983" before the case was heard. (Eldridge represents CBS and Wallace. Lando has his own counsel because of his separate connection with the *Atlantic Monthly*, which in turn is represented by another law firm.)

Lando meanwhile has been asked many of the 84 questions that were at issue in the Supreme Court ruling in 1979. Although others, said Herbert's attorney, are being reserved until trial. "He gave answers" to those that were asked.

Conceivably, the Supreme Court ruling on this ability to probe journalists' intention and state of mind is of greater significance to the profession than a decision one way or another in this particular case. RTNDA spokesman Ernie Schultz, while saying that on some levels the ruling "does seem eminently reasonable," cautions that it must be looked at further, that it is a departure from what had been the standards believed set by the *New York Times v. Sullivan* case. Said Schultz, "It lets the plaintiff's lawyer try to get away from the classical legal definition of 'malice' as reckless disregard for the truth or facts, and move to a common English definition of malice—was the reporter out to get the plaintiff?" "What a journalist wants to be judged on is what he prints or broadcasts," said Schultz, "not what he says in the newsroom [about a source] ... I don't see doctors accused of malpractice asked if they ever called the plaintiff an S.O.B." But, Schultz said, "that's the ruling and we have to live with it and understand it."

In contrast to the Westmoreland case, in which he claims to have been libeled by CBS's charge he participated in a "conspiracy" to suppress and alter information on enemy troop strength in Vietnam, the Herbert case involves that former officer's claim that he was libeled by the questioning of his veracity in claiming to have been cashiered out of the service for trying to expose an official conspiracy to cover up Allied war crimes in Vietnam.

Meanwhile, life hasn't stopped for the principals in the case. Herbert, says his lawyer, is "doing some writing." Lando continues to serve as a *60 Minutes* producer. And investigative reporters, RTNDA's Schultz suggests, are probably closing their office doors before talking about stories in development, and putting less in their notes. □

NewsBeat

NNC ruling. National News Council has ruled that wtvj(tv) Miami exercised "questionable judgment" in engaging Rev. Gerard Jean-Juste, known as activist priest, as interpreter on story involving 118 Haitians who were about to be evacuated from Cay Lobos in Bahamas after being stranded there for more than month in November 1980. Council was acting on complaint of William Kalis, editor-in-chief of Bahamas News Bureau, who claimed Father Jean-Juste incited Haitians to resist evacuation, leading to coverage of incident by wtvj and other media. Kalis said coverage was "example of participatory journalism" and "deliberate and provocative act to create and manipulate news." In criticizing wtvj, council said there were other interpreters available who were not "obviously partisan activists."

□
Gergen's pastures. David Gergen, White House director of communications, may leave Reagan administration after November election. He told reporters at breakfast meeting that "after six or seven years in various White Houses," it is not surprising that he might think of other occupations. He had served in Nixon and Ford White Houses before Jimmy Carter's election in 1976.

□
New home. Group W's Newsfeed service Washington bureau has moved to expanded quarters: 1111 18th St., N.W.; phone: (202) 331-9240.

□
From Russia. *Nuclear War: The Incurable Disease*, special presentation of Public Broadcasting Service's *Inside Story*, is set to air nationally Oct. 13. Show features dialogue between American and Soviet physicians in Moscow and was aired by Soviet national television this summer.

□
CBS cleared. Complaints and compliance division of FCC Broadcast Bureau has denied fairness doctrine complaint against CBS for its five-part series, *The Defense of the United States*. In complaint, American Security Council had alleged that series hadn't presented full discussion of defense issues and had contained "an inordinate amount of factually inaccurate and misleading material." In denying complaint, division noted that group hadn't presented any showing on CBS's overall coverage of defense issue. In regard to allegations of inaccuracies, division noted that commission isn't "the national arbiter of the 'truth' of broadcast programming or the judge of its wisdom, accuracy or adequacy."

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Stock Index

Exchange and Company	Closing Wed. Sep 29	Closing Wed. Sep 22	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	47 3/4	47 1/8	+ 5/8	+ 1.32	8	1,374
N Capital Cities	93 3/4	91 1/8	+2 5/8	+ 2.88	14	1,229
N CBS	47 1/2	49	-1 1/2	- 3.06	7	1,329
N Cox	34 1/4	35 7/8	-1 5/8	- 4.52	16	970
A Gross Telecasting	25	25 1/8	- 1/8	- .49	7	20
O LIN	28 1/4	28 3/4	- 1/2	- 1.73	17	292
N Metromedia	254	253	+1	+ .39	17	856
O Mooney	4 1/4	4 1/4			4	3
O Scripps-Howard	18 1/4	18	+ 1/4	+ 1.38	10	188
N Storer	22 1/2	26 1/4	-3 3/4	-14.28	12	369
N Taft	36 7/8	38	-1 1/8	- 2.96	10	353
O United Television	9	8 1/4	+ 3/4	+ 9.09	13	108

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	22 5/8	22 3/4	- 1/8	- .54	16	90
A Affiliated Pubs.	27	26 3/4	+ 1/4	+ .93	9	140
O A.H. Belo	23	23 1/4	- 1/4	- 1.07	11	216
N American Family	12 3/4	12 3/4			11	172
O Associated Commun.	13 1/4	13 5/8	- 3/8	- 2.75	32	
N John Blair	40	41 3/4	-1 3/4	- 4.19	9	152
N Charter Co.	11 3/4	11 3/4			15	258
N Chris-Craft	42 3/4	43 5/8	- 7/8	- 2.00	15	93
N Cowles	39 1/2	40 1/4	- 3/4	- 1.86	23	157
N Dun & Bradstreet	83 1/2	85	-1 1/2	- 1.76	18	2,262
N Fairchild Ind.	16 1/4	16 1/4			8	212
N Gannett Co.	45 1/4	43 1/4	+2	+ 4.62	14	2,400
N General Tire	25 1/2	25 7/8	- 3/8	- 1.44	9	601
O Gray Commun.	36	36			9	18
N Gulf United	24 5/8	23 1/4	+1 3/8	+ 5.91	9	681
N Harte-Hanks	30 3/4	30 1/4	+ 1/2	+ 1.65	12	301
N Insilco Corp.	14 7/8	14 5/8	+ 1/4	+ 1.70	7	226
N Jefferson-Pilot	27 1/2	27 1/2			6	590
O Josephson Intl.	9	9			8	35
N Knight-Ridder	35 3/4	37 1/4	-1 1/2	- 4.02	12	1,154
N Lee Enterprises	27 3/8	27 1/8	+ 1/4	+ .92	10	188
N Liberty	15 5/8	15 1/2	+ 1/8	+ .80	9	200
N McGraw-Hill	59	61 1/4	-2 1/4	- 3.67	14	1,468
A Media General	39 1/2	39 1/8	+ 3/8	+ .95	9	274
N Meredith	70 1/2	70 1/4	+ 1/4	+ .35	8	218
O Multimedia	40 3/4	39 1/4	+1 1/2	+ 3.82	15	415
A New York Times Co.	44 3/8	44 5/8	- 1/4	- .56	10	556
N Outlet Co.	35	35			56	94
A Post Corp.	32 1/2	36	-3 1/2	- 9.72	16	59
N Rollins	12 7/8	14	-1 1/8	- 8.03	8	341
N Schering-Plough	35	36 1/2	-1 1/2	- 4.10	11	1,861
N Signal Cos.	19 1/2	19 7/8	- 3/8	- 1.88	8	1,411
O Stauffer Commun.*	43	43			10	43
A Tech Operations	16 1/4	17	- 3/4	- 4.41	7	15
N Times Mirror Co.	48 1/2	50 1/4	-1 3/4	- 3.48	13	1,656
O Turner Bcstg.	15 1/2	14 3/4	+ 3/4	+ 5.08	25	316
A Washington Post	41 3/4	44 1/2	-2 3/4	- 6.17	14	590
N Wometco	26 1/4	28 1/2	-2 1/4	- 7.89	15	358

CABLE						
A Acton Corp.	6 1/4	5 5/8	+ 5/8	+11.11	57	31
N American Express	49 1/8	49 1/8			9	4,569
O Burnup & Sims	9 7/8	10 1/2	- 5/8	- 5.95	10	86
O Comcast	19 1/4	19 3/4	- 1/2	- 2.53	17	86
N General Instrument	36	36 1/4	- 1/4	- .68	11	1,114
N Heritage Commun.	8	8 3/8	- 3/8	- 4.47	14	58
O Rogers Cablestems	6	6 3/8	- 3/8	- 5.88	25	132
O Tele-Communications	21 3/8	21 1/2	- 1/8	- .58	46	452
N Time Inc.	35 3/4	37 5/8	-1 7/8	- 4.98	13	1,808
O Tocom	8 1/4	8	+ 1/4	+ 3.12	8	43
N United Cable TV	22 1/4	22 5/8	- 3/8	- 1.65	16	243
N Viacom	24 1/4	24 5/8	- 3/8	- 1.52	16	275

Exchange and Company	Closing Wed. Sep 29	Closing Wed. Sep 22	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMMING						
O Barris Intl.	1 7/8	1 7/8			19	10
N Coca-Cola	41 1/2	42 1/8	- 5/8	- 1.48	11	5,634
N Disney	55 1/2	56 3/8	- 7/8	- 1.55	17	1,850
N Dow Jones & Co.	48 1/2	50 5/8	-2 1/8	- 4.19	17	1,523
O Four Star	3 1/8	2 3/4	+ 3/8	+13.63	17	2
N Getty Oil Corp.	52 7/8	54	-1 1/8	- 2.08	6	4,279
N Gulf + Western	14 1/4	14 5/8	- 3/8	- 2.56	4	1,054
N MCA	69	71 1/2	-2 1/2	- 3.49	18	1,646
N MGM/UA	5 7/8	6 1/4	- 3/8	- 6.00	12	292
N Orion	9 1/8	9 1/4	- 1/8	- 1.35	2	53
O Reeves Commun.	28 1/4	28	+ 1/4	+ .89	10	231
O Telepictures	8 7/8	8 5/8	+ 1/4	+ 2.89	31	49
O Video Corp. of Amer.	4 1/2	4 1/2			24	7
N Warner	38 1/2	38 7/8	- 3/8	- .96		2,445
A Wrather	21 5/8	22 1/8	- 1/2	- 2.25	24	48

SERVICE						
O BBDO Inc.	53	53 1/4	- 1/4	- .46	10	154
O Compact Video	3 1/4	3 3/8	- 1/8	- 3.70	3	11
N Comsat	71 5/8	69 3/8	+2 1/4	+ 3.24	16	573
O Doyle Dane Bernbach	16 3/4	16 3/4			8	96
N Foote Cone & Belding	34 5/8	34 7/8	- 1/4	- .71	8	94
O Grey Advertising	68 1/2	65	+3 1/2	+ 5.38	6	40
N Interpublic Group	36 1/2	39	-2 1/2	- 6.41	9	169
N JWT Group	18 1/2	19 1/8	- 5/8	- 3.26	15	97
O MCI Communications	23 1/2	23 1/4	+ 1/4	+ 1.07	26	2,259
A Movielab	2 5/8	2 3/4	- 1/8	- 4.54	4	4
O A.C. Nielsen	60 1/4	60 3/8	- 1/8	- .20	17	676
O Ogilvy & Mather	38 1/4	38	+ 1/4	+ .65	10	162
O Telemation	3 1/8	3 1/8			8	3
O TPC Communications	2 1/4	2 1/4			2	2
O Unitel Video	6	6 1/4	- 1/4	- 4.00	11	8
N Western Union	39 3/4	38 1/8	+1 5/8	+ 4.26	11	799

ELECTRONICS/MANUFACTURING						
O AEL	15 1/4	14 1/4	+1	+ 7.01	6	30
N Arvin Industries	14 3/4	15	- 1/4	- 1.66	12	101
O C-Cor Electronics	22 1/2	25 3/4	-3 1/4	-12.62	20	67
O Cable TV Industries	3 3/4	3 3/4			7	11
A Cetec	4 3/8	4 1/2	- 1/8	- 2.77	11	10
O Chyron	23 3/4	23 1/4	+ 1/2	+ 2.15	18	65
A Cohu	4 3/4	4 7/8	- 1/8	- 2.56	8	8
N Conrac	26 5/8	26 1/2	+ 1/8	+ .47	14	59
N Eastman Kodak	83	84	-1	- 1.19	12	13,486
O Elec Missile & Comm.	12 3/4	16	-3 1/4	-20.31	75	35
N General Electric	75 1/8	77 1/4	-2 1/8	- 2.75	10	17,021
N Harris Corp.	34 1/2	35	- 1/2	- 1.42	12	1,080
O Microdyne	8 7/8	9	- 1/8	- 1.38	13	40
N M/A Com. Inc.	16 5/8	17 1/2	- 7/8	- 5.00	15	650
N 3M	64 1/4	65 5/8	-1 3/8	- 2.09	12	7,555
N Motorola	71 1/8	75 1/2	-4 3/8	- 5.79	14	2,561
O Nippon Electric	73 1/2	79 3/4	-6 1/4	- 7.83	26	2,848
N N. American Philips	46	45 3/4	+ 1/4	+ .54	7	632
N Oak Industries	13 3/8	14 5/8	-1 1/4	- 8.54	6	218
A Orrox Corp.	10	6 1/2	+3 1/2	+53.84	17	22
N RCA	21 7/8	23 1/8	-1 1/4	- 5.40	11	1,651
N Rockwell Intl.	39 1/4	39 1/2	- 1/4	- .63	10	2,995
A RSC Industries	4 1/2	4 5/8	- 1/8	- 2.70	35	14
N Scientific-Atlanta	14 1/4	14	+ 1/4	+ 1.78	14	333
N Sony Corp.	11 3/4	12 3/4	-1	- 7.84	10	2,710
N Tektronix	41	43 1/2	-2 1/2	- 5.74	10	769
O Telemet (Geotel Inc.)	1 5/8	1 3/4	- 1/8	- 7.14	8	5
A Texscan	13 1/8	13 1/2	- 3/8	- 2.77	19	77
N Varian Associates	44	45 5/8	-1 5/8	- 3.56	19	359
N Westinghouse	32 1/8	33 3/8	-1 1/4	- 3.74	6	2,756
N Zenith	11 3/8	11 3/8			190	215

Standard & Poor's 400 Industrial Average 135.53 138.86 - 3.33

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.

More access to media is urged to combat effect of PAC monies

Democracy Project report suggests broadcasters provide free air time to candidates attacked by PAC's; plan would cost about \$17 million to implement during election year

Independent political action committees are a new force in electoral politics, spending lavishly and without statutory limit to defeat candidates they oppose. A new liberal think tank has issued a report suggesting an antidote to what it calls the PAC's "distortion without accountability"—free broadcast time for the candidates attacked, with broadcasters picking up a substantial amount of the cost. One proposal alone would cost broadcasters \$17 million in an election year.

The report, the first to be issued by the year-old Democracy Project, notes that independent expenditures in 1980 increased over 2000% since 1976, the last presidential election year, from \$792,953 to \$16.1 million. And the message for which those funds pay is less than scrupulously accurate, according to the author of the report, Andrew Buchsbaum, a third-year law student at the University of California.

The groups, he said, "engage in distortion without accountability, because voters cannot punish the authors of such distortions since they are not running for office."

The independent PAC's—the national Conservative Political Action Committee is probably the best known—generally do not endorse candidates. Their function is to attack—through broadcast commercials and direct mail—those they feel unworthy of election. And where the law limits corporate and labor political action committees to contributions of up to \$5,000 per candidate and individuals to \$1,000, the Supreme Court struck down a provision of the Federal Election Campaign Act that limited independent expenditure limits.

Because of that ruling, the report says, solutions cannot be found in limiting the money of some "but [in] expanding the voices of others." And that expansion would involve to a great degree broadcasting.

The proposal on which a price tag was placed would be designed to assure voters "access" to candidates by guaranteeing them a minimum of free television time or free postage for mail. Qualified House candidates would receive a total of two hours

of broadcast time—divided between commercial spots and program time—in the six weeks before a general election. A candidate in a highly populated urban area with many races in one media market, where broadcasting messages would be wasted on voters in other areas, could opt for a postage grant to cover one mailing to every voter. Senate candidates would receive three and a half hours of broadcast time, or a postage grant based on the population of their states. (The report says in a footnote that the proposal could be expanded to include radio but was limited to television and mail in the interest of space simplicity.)

The total cost of "voter access" is estimated at \$38 million, with \$34 million of that for television. And broadcasters, under the proposal, would pick up half of that amount, or \$17 million. Taxpayers would pay the \$21-million balance.

The time made available to candidates would be increased also, by a proposal to expand the fairness doctrine and equal

time law. The proposal would extend the doctrine to PAC ads. The personal attack rule would be extended to cover political candidates. The proposal would assure candidates who have been attacked the right to a free response under the equal time rule.

The president of Democracy Project, Mark Green, a former aide to consumer activist Ralph Nader, said, in releasing the report, "Candidate access to the electronic media is a constitutionally permissible, politically appealing and inexpensive solution" to the problem of dealing with independent PAC's.

And two congressmen who are the chief sponsors of legislation to limit the amount a candidate can accept from all PAC's, indicated the study could result in legislation. Representatives Mike Synar (D-Okla.) and Jim Leach (R-Iowa) said in a joint statement, "This study . . . represents a fresh approach to the problem and may be the basis for corrective legislation in the 98th Congress." □

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Kenya crew. Members and staff of the U.S. delegation to the International Telecommunication Union plenipotentiary conference that began last Tuesday posed for this picture at their last meeting in Washington, before departing for Nairobi, Kenya.

Front row (l-r): Ray Andres, Western Union International, delegate; Richard Nichols, AT&T, delegate; Margita E. White, former FCC commissioner and now communications consultant, delegate; Francis Urbani, National Telecommunications and Information Administration, vice chairman; Ambassador Michael Gardner, attorney, chairman; Kalman Schaefer, FCC, vice chairman; Bernard J. Wunder, assistant secretary of commerce for communications and information, senior adviser; and Joseph S. DeBlasi, International Business Machines, delegate.

Standing (l-r): Larry Palmer, FCC, delegate; Dexter Anderson, FCC, delegate; Steve Harris, FCC, staff; Clark Norton, State Department, delegate; Paul Phillips, Defense Department, staff; Ray Crowell, Communications Satellite Corp., delegate; Wayne Kay, White House Office of Science and Technology, delegate; James Pope, U.S. Information Agency, delegate; Maurice Tobin, attorney, delegate; Ron Hudson, U.S. Coast Guard, staff; John Gilsenan, FCC, delegate; Harold Kimball, National Aeronautics and Space Administration, delegate; Richard Parlow, NTIA, delegate; Riley Temple, Senate Commerce Committee aide, congressional

adviser; William Moran, NTIA, staff; Sandy Kimball, FCC, staff; Ward White, Senate Commerce Committee aide, staff; and Richard Shrum, State Department, delegate.

Others who will participate but were not present when the picture was taken are U.S. ambassador to Kenya, William C. Harrobb, who will serve as vice chairman of the delegation; FCC Commissioner Henry Rivera, senior adviser; Matthew Scocozza, deputy assistant secretary of state for transportation and telecommunication affairs, senior adviser; Michael Uhlmann, White House Office of Policy Development, senior adviser; delegates David Macuk, U.S. mission, Geneva; Phillip Onstad, Control Data Corp., and Samuel E. Probst, Systematics General Corp. and Anne Coffey, FCC staff. The conference is scheduled to end Nov. 1.

Gardner last week also announced 14 members of a home team that will work closely with the delegation. The members, some of whom are also on the delegation but will not spend the entire conference in Nairobi, follow: Michael W. Allen, Donald M. Jansky and Wunder, all NTIA; Earl S. Barbely, Gloria McShane and Commissioner Rivera, all FCC; Anne L. Case, Voice of America; William J. Cook, DOD; Ronald B. Frankum and Uhlmann, both White House; Mark L. Kieffer and Davis F. Struba, both NASA, and Scocozza and Gordon L. Streeb, State Department.

ACT wants to keep part of NAB's TV code

It files comments on consent decree saying code can go but part on children's TV should stay

Action for Children's Television filed comments (Sept. 24) asking U.S. District Court Judge Harold Greene (in his final ruling on the proposed settlement the Justice Department and the National Association of Broadcasters have struck on the NAB's TV code) to "permit continuation of the code provisions relating to children's television advertising." ACT is a Boston-based activist group.

If Greene decides not to retain the provisions, ACT asked the court to "without delay enter the proposed final judgment except for provisions that deal with children's television advertising, and refer those matters to the FCC for analysis."

ACT's comments are part of proceedings in which Greene has been asked to issue a consent decree on the settlement. The deadline for public comments was last week.

The settlement is the outcome of a suit filed in June 1979 by the Justice Department in U.S. District Court against the NAB. It charged that NAB's advertising standards in its TV code violated antitrust laws.

Greene, who heard the case, ruled that the NAB's TV code's prohibition on multiple product advertising in spots of less than one minute violated antitrust

laws and he set for trial two other standards—restricting time for commercials per hour and per program (BROADCASTING, March 8).

After that, the NAB suspended enforcement of the advertising standards, dismantled and elected to seek the settlement with which the Justice Department agreed. The proposed settlement would require the NAB to drop all three advertising standards: section 9, article five, articles one through five of section 14 and all of section 15.

ACT argued, in comments authored by Henry Geller, former head of National Telecommunications and Information Administration, that the court "has the authority, and indeed the duty, to consider the public interest in the era of children's television advertising."

The group pointed out that what has occurred is "one branch of the government—the antitrust division—attacking the legality of a practice that was deliberately fostered and relied upon by another branch, the Federal Communications Commission, with full and indeed 'leading' authority to so act."

ACT maintained that the FCC urged the industry to adopt self-regulating measures and met with NAB officials to promote such measures.

ACT quoted an FCC report: "The commission commends the industry for showing a willingness to regulate itself. Broad-

casting that serves the public interest results from actions ... [that] reflect a responsive and responsible attitude on the part of broadcasters toward their public service obligations."

While ACT said it "acknowledges" that advertising time should not be "artificially manipulated nor its cost artificially raised," it said, "the advertising time involved here is small; it is limited largely to weekend mornings. Because of this restricted, constricted window, there would be no clear benefit to the advertiser with the elimination of the code."

The comments claimed that the FCC policy "was strongly supported by the U.S. District Court of Appeals in the District of Columbia Circuit in *Action for Children's Television v. Federal Communications Commission* in 1977."

Somerset, Ky., TV decision is reversed

Review Board overrules ALJ and gives station grant to owners of local AM there

The FCC Review Board has granted the application for a new television station on channel 16 at Somerset, Ky., to the owners of a local AM there, TV-8 Inc., denying the competing application of Bluegrass Media Inc.

The Review Board's action reversed an

initial decision by Administrative Law Judge Edward Kuhlman. In his initial decision, Kuhlman noted that the principals of WTLO(AM) Somerset owned 70% of the stock of TV-8. Although TV-8 argued that joint operation of the proposed television station with the radio station would result in economies essential to the development of a local UHF station in the small Somerset market, Kuhlman concluded that such common ownership wouldn't serve the public interest. Instead, Kuhlman granted the application of Bluegrass, which proposed to operate the station primarily as a satellite of its full-service WBKO(TV) Bowling Green, Ky.

The Review Board, however, noted that although the FCC ordinarily denies grants of television construction permits to applicants that already own an AM broadcast station in the proposed community of license, an exception to that rule provides that applications for UHF television stations are to be handled on a case-by-case basis to determine whether common ownership would be in the public interest. In this case, the Review Board said, crossownership would serve the public interest because TV-8 would provide the first local full-service television station to Somerset and would further the FCC's long-standing policy favoring the development of UHF TV.

The Review Board added that Bluegrass had failed to demonstrate the need for its satellite operation.

The Review Board said that Somerset was a "very small" potential TV market, and that the establishment of a full-service station there would entail risk. "If Bluegrass were the only applicant, a finding of necessity might arguably flow from the facts in this record," the Review Board said. "But this is not the situation before us."

FCC gets budget boost from Senate

The FCC apparently won't have to lay off any employees for fiscal 1983 after all.

In fact, if the Senate Appropriations Committee has its way, the FCC will receive \$500,000 more than the House Appropriations Committee has approved. Those added funds would be specifically earmarked for the commission to keep its Anchorage, Alaska, monitoring station open.

In voting to allocate \$79.8 million for the commission for fiscal 1983 (which started last Friday, Oct. 1), the committee rejected order language suggested by Senator Dennis DeConcini (D-Ariz.), which would have required the FCC to give priority to certain translator applications before processing the remaining low-power television applications. (Specifically the language would have required that all translator applications that had been placed on cut-off lists before the commission adopted its LPTV order last March be processed before the LPTV applications,

BottomLine

Nielsen's share. Board of directors of A.C. Nielsen Co. has increased quarterly cash dividend from 28 cents to 31 cents per share on common stock payable Nov. 1 to stockholders of record on Oct. 12. At annual meeting in February 1983, board will recommend doubling of authorized capital stock to provide sufficient shares to permit splitting outstanding stock two for one (if conditions warrant) and to provide for other corporate purposes.

Record quarter. Wometco Enterprises predicted record revenue and income for 1982 third quarter. Company is estimating revenues will hit \$121 million, up 7%, with earnings up 7% to \$6.3 million and earnings per share, at 46 cents, up 5%.

Disney dollars. Walt Disney Productions international financing arm advanced offer of \$75 million in notes on international capital market. Proceeds of 12.5% notes due 1989 will help finance The Disney Channel and Epcot Center in Florida.

Capitol idea. MCI Communications is making public offering of \$250 million in 20-year debentures at interest rate of 12 7/8%. Debentures are to be discounted at time of sale, increasing effective yield at maturity to 15 1/8%. Proceeds from offering will be used for purchase of equipment and for construction. Underwriters will be Drexel Burnham Lambert and Shearson/American Express.

Profit fallout. Outlet Co., Providence, R.I.-based group broadcaster, posted record second-quarter net earnings of \$10,316,000 or \$3.62 per share, against last year's \$823,000, or 22 cents per share. Net earnings from continuing operations were \$6,636,000 for quarter, compared to \$517,000 year ago. Gain is largely attributable to net profit of \$5,364,000 on sale of WDBO-AM-FM Orlando, Fla., this year. Net earnings for quarter also reflected benefit from tax-loss carry-forward of \$3,680,000 resulting from 1980 sale of department stores and men's wear retail divisions. Revenue for second quarter was \$21,353,000, up from \$19,571,000 in 1981.

Chyron figures. Chyron Corp., Melville, N.Y.-based manufacturer of character generators, reports year-end (fiscal 1982 ended June 30) profit gains of 83% and totalling \$3,563,625 on revenues of \$12,798,038, up 33%. Per-share earnings totaled \$1.31, up only 36% due to expanded average shares outstanding for fiscal 1982.

Music deal. CBS Inc. has executed letter of intent to pay MGM/UA \$70 million for its catalogue of music copyrights. Deal buys MGM/UA's catalogue of 50,000 titles (CBS Songs division currently has own 100,000-title library) and co-publishing agreement with MGM/UA for rights to music created over next five years. MGM/UA will use proceeds to reduce its \$525 million debt (film library deal with Warner Communications that included music business fell through recently).

Trib down. Tribune Co., Chicago, sustained \$29.7 million loss in second quarter that ended July 27. Stanton R. Cook, president and chief executive officer of multimedia firm, said loss followed \$75 million special charge for restructuring of company's financially ailing *New York Daily News*. Special charge to earnings represents anticipated costs of job buy-outs, write-off of certain assets and \$44 million to relocate production facilities from Manhattan to Brooklyn and establishment of satellite printing facilities in Long Island and New Jersey. Cook also pointed out that company's businesses had been affected by poor economic conditions. In second quarter, Tribune's revenue rose 5.1% to \$369 million as compared to revenues of \$351.2 million in same quarter of 1981 and net income of \$25.4 million. For six months of 1982, Tribune reported loss of \$29.2 million on \$702 million in revenues, compared with net income of \$40 million on revenues of \$676 million in first half of 1981.

Western prospectors. David Sontag, creator of television's *James at Fifteen*, *The Paper Chase* and *My Father's House*, and former executive at ABC, NBC and 20th Century-Fox Television, has been granted license by FCC to operate new VHF TV on channel 3 with 100 kw at Glenwood Springs, Colo. Sontag, president of Glenwood Springs-based Western Slope Communications, expects ground to be broken for ktwc(tv) studios next month with on-air target date for fall 1983. Facility is estimated to cost \$1 million for construction and another \$2.5 million for first-year operating cost. Coverage area includes Aspen, Breckenridge, Crested Butte, Steamboat Springs and Vail. Other partners in Western Slope Communications include Aspen mayor, Herman Edel; former Colorado State legislator, Michael Strang, and Aspen financier, Michael Conviser.

Final edition. Bidding farewell, Cowles Media Co.'s *Buffalo* (N.Y.) *Courier-Express* said "Goodbye" in big, red letters across its front page Sunday, Sept. 19, after last-minute negotiations between representatives from Rupert Murdoch's News America Publishing Co. and Buffalo Newspaper Guild broke down after guild reportedly would not concede to News America's proposed one-third cut in payroll and operating costs. Cowles announced three weeks earlier it would shut down 148-year-old morning paper which it bought in 1979 along with co-located cable system for reported \$30 million. Cowles said it lost \$24 million on paper in past three years.

according to a DeConcini aide.) Instead, the committee substituted language suggested by Senators Lowell Weicker (R-Conn.) and Ernest Hollings (D-S.C.) directing the FCC to speed up its processing of LPTV applications.

While the House Appropriations Committee has already approved \$79.5 million for the commission for fiscal 1983, no immediate action on an appropriation bill is expected. Instead, according to a Senate Appropriations Committee staffer, Congress would probably pass a continuing resolution, funding the FCC at the \$79.5-million level approved by the House through December 22.

The staffer added that Congress would return for a lame duck session, tentatively at the end of November, and either pass appropriations legislation or pass another continuing resolution to fund the FCC, and other federal agencies, past December 22.

To meet President Reagan's recommended budget of \$74.5 million for fiscal 1983, the commission had proposed to cut 296 employee positions.

Low-power petition opposed at FCC

Comments from AMST, NAB, others say RF Power plan to offer law enforcement, home security services could result in interference to TV stations

Citing a danger of interference to television reception, several commenters have asked the FCC to reject a proposal to use new, low-power video and audio transmitters for law enforcement, home security and other purposes.

The comments came in response to a petition for rulemaking by RF Power Labs Inc., a manufacturer of communications and medical amplifiers. In its petition, RF Power asked the commission to amend its rules to authorize use of low-power transmitters for home security and other purposes on "existing and underutilized" UHF channels 14 through 20 on a noninterference basis.

According to the petition, users of the device would be responsible for taking "adequate precautions" to prevent harmful interference to existing licensees. And those users, the petition said, would have to suspend operations until any interfering condition had been eliminated.

Granting RF Power's request would be in the public interest because it would insure that "low-cost electronic devices [TV's] and cameras are available for immediate applications in areas not previously practical for closed-circuit video systems," RF Power said.

The Association of Maximum Service Telecasters, however, urged the commission to deny RF Power's petition, contending that the proposal would "create widespread interference to the public's television broadcast service, threaten

Washington Watch

Hearing argument. U.S. Supreme Court has scheduled oral argument for Oct. 12 in case involving question of public broadcasting stations' obligation to hearing-impaired. Noncommercial KCTV (TV) Los Angeles and FCC are appealing decision of U.S. Court of Appeals in Washington in case brought by hearing-impaired resident of Los Angeles who had petitioned FCC to deny license renewals of seven commercial stations and KCTV there on ground they had not met needs of hearing-impaired. Commission rejected petitions, but on appeal, court said that financial assistance noncommercial stations receive from federal government prohibits them from discriminating against hearing-impaired. Court affirmed commission's renewal of commercial licenses, but said commission's public interest responsibility requires it to protect interests of hearing-impaired in "meaningful access to commercial broadcasting," preferably through rulemaking (BROADCASTING, April 27, 1981).

□

New bureau approved. As expected, Congress has approved FCC proposal to merge Broadcast and Cable Television Bureau into new Mass Media Bureau (BROADCASTING, Sept. 20). FCC is slated to implement reorganization Nov. 30.

□

Burden remains. If commission adopts proposal to streamline rules regulating experimental radio service, FCC should make clear that protections against interference from experimental stations haven't been relaxed, Association of Maximum Service Telecasters said in comments. "The commission's proposal leaves intact, as it should, those protections against interference that currently exist," AMST said. "Experimental stations will continue to operate on a secondary, noninterference basis, and the burden remains upon the experimental station applicant to show, at the time of application, that interference will not occur."

□

Rivera on drop-ins. FCC's pending FM drop-in proceeding could open up as many as 1,000 new commercial FM broadcast stations, creating new ownership opportunities for minorities, FCC Commissioner Henry Rivera said in remarks before Congressional Black Caucus "communications braintrust." If rules proposed in pending VHF drop-in proceeding are adopted, about 200 additional VHF stations will be available in top 100 markets, Rivera said. "These proceedings have generated considerable opposition, particularly from existing broadcasters," Rivera said. Nonetheless, he said, he was "using my best efforts to have the commission finally act upon these proposals by the end of this year."

□

HDTV words. While CBS has said its study of 12 ghz demonstrates that use of that band for terrestrial broadcasting is "encouraging" (BROADCASTING, Aug. 23), United States Satellite Broadcasting Co. and Satellite Television Corp., both of which also have had direct broadcast satellite applications accepted for filing, don't see it that way. "To date, the available evidence shows broadcasting in the 12 ghz band to be impractical. CBS's study reaffirms that view," U.S. Satellite Broadcasting said in comments to FCC. STC agreed that results of CBS test were far from promising. "To the contrary, they highlight several of the infirmities in the position of parties advocating a domestic allocation of 12 ghz spectrum to terrestrial broadcasting," STC said. "Clearly, the commission should decline to provide such an allocation."

future regular and low-power television broadcast service and result in serious administrative problems for the commission."

According to AMST, the devices RF Power proposes to market would have the same interference potential as low-power television or television translator stations. The portability of the devices also would make it difficult to insure the avoidance of interference, AMST said.

"There is no basis to assume that the operator of these consumer-level devices will have the expertise to assure that 'adequate precautions' are taken to prevent interference... or will know when interference is being caused to someone else's television reception," AMST said. "There is also no basis to assume that a television viewer suffering interference from one or more of [RF Power's] devices will be able to identify its source. The commission's experience with CB radio confirms the

difficulty of tracking down consumer-level, portable sources of interference to television reception," AMST said.

The National Association of Broadcasters also asked the FCC to dismiss the petition. "There simply are not adequate procedures or safeguards that can be implemented to insure that the operation of these devices will not cause interference to television reception by the general public," NAB said.

RCA noted that a "proliferation" of the RF Power devices could generate enough unregulated background noise in UHF channels 14 through 20 to force the commission to re-examine its table of TV station assignments. RCA said RF Power hadn't demonstrated that the devices wouldn't cause interference to established co-channel TV stations. And until RF Power could prove that, it shouldn't be allowed to operate as it had proposed, RCA said.

□

Beyond the Fifth Estate

CBS, AT&T begin text market test

Ridgewood, N.J., is site for 100-home, 10,000-page, seven-month experiment

CBS and AT&T commenced their joint videotext field test at Ridgewood, N.J., last week, with about half of the initial 100 participating households on line and 10 homes being added each day. An additional 100 homes will be added early in 1983, when, in addition to the other services being offered—a variety of news and informational options, home shopping, games, electronic mail—electronic banking will be added.

The Ridgewood trial, said Harry Smith, vice president, technology for CBS, "is not a test of the technology," but rather a test of "the mass market appeal" of videotext services. "We are testing a new medium," he said. "We are evaluating consumer response to that medium." The trial also is designed to measure the cost parameters of creating a commercial videotext system, and potential revenue sources for financing and profiting from such a venture—subscription fees (although participants in this trial, advertisers and users, will not be charged), advertising revenues and transactional fees.

Neither Smith nor Dennis Sullivan, AT&T assistant vice president, both of whom attended a press conference last week at the Ridgewood facilities, would commit their companies to a post-test joint venture in videotext even if the trial proves successful—although the combination seems ideal, with AT&T's technological expertise and CBS's knowledge of programming. After the Ridgewood trial, said Smith, "We will be in a position to determine our next steps."

AT&T is providing the technology needed to conduct the test—home terminals, computer and interface software and frame-creation terminals that create the pages received by the home terminals. There will be 8,000 to 10,000 pages of text available at any one time. The home terminals can store up to 40 pages at a time. The telephone lines used to transmit the videotext material are being provided under tariff by New Jersey Bell.

Each individual in each participating home will have a separate identification number and password needed to access the system, so all usage can be monitored.

CBS is providing the content package. Smith would neither confirm or deny reports that CBS will spend \$10 million on the Ridgewood test. While Sullivan termed a report that AT&T would spend perhaps 10 times that much on the trial "speculative," he would not deny its accuracy.

Continuously updated news and information from more than 50 information providers will be accessible to the Ridgewood participants. Among the information providers are *The New York Times*, *The Wall Street Journal*, CBS News, and three local New Jersey papers, *The Star-Ledger*, *The Ridgewood News* and *The Record*.

Home shopping services will be offered by some 20 retailers, and direct marketers, including J.C. Penney, Saks Fifth Avenue and CBS Columbia House. The treasurer, a New Jersey-based automatic-teller network, plus two banks will offer transactional banking services during the second half of the trial, starting in February 1983.

More than 80 advertisers, represented by 16 different agencies, will participate in the test. Three ad strategies have been developed for the trial—awareness, or billboard type ads placed

adjacent to or underneath editorial matter; transactional advertising, ad copy followed by an order form to request more information or to order the product advertised, and informational advertising, which explains the product's use. □

Newspaper not major draw of electronic services

AP study of videotext customers finds electronic paper is good incentive to sign up, after which usage declines

"The newspaper product, as it is currently delivered on CompuServe, is not an inconsequential part of the overall data base. However, it also is unlikely to be the feature that drives acceptance of the concept of an [electronic home information] service. In fact, the newspaper may be more important in terms of promotion of [such as service] than in actual use on the system, at least as currently configured."

That's the conclusion of RMH Research Inc., the Fairlawn, N.J.-based firm tapped by the Associated Press to tabulate and analyze data collected over a two-year period (July 1, 1980-June 30, 1982) during an experiment in which AP and 11 of its member newspapers fed electronic versions of their products into a data base that CompuServe subscribers could access.

The 11 participating newspapers were *The New York Times*; *The Washington Post*; *Los Angeles Times*; *Columbus* [Ohio] *Dispatch*; *Norfolk* (Va.) *Virginian-Pilot* and *Ledger-Star*; *Minneapolis Star and Tribune*; *Atlanta Journal and Constitution*; *San Francisco Chronicle*; *San Francisco Examiner*; *Middlesex* [Framingham, Mass.] *News*, and the *St. Louis Post-Dispatch*.

The ultimate goal of the research effort, reports RMH, "was to create a management-information system which would allow AP member newspapers and CompuServe to share in consumer reactions to an electronically delivered news, information and



Screening the news. These futuristic newspaper racks for Gannett's new journalistic venture, *USA Today* (BROADCASTING, Sept. 20), were created by Yasumura/CYB, a design group based in New York. Their similarity in appearance to a television set is no accident. According to a spokesman, *USA TODAY* wants to attract those readers who are television watchers, who want "to get a quick fix on the news."

entertainment product."

A variety of approaches was used to determine the attitudes, behavior and demographic profile of the target audiences for electronic newspapers. Among them:

- The electronic monitoring of consumers' actual use of the CompuServe system. (Notes RMH: "This procedure yielded insights into the actual [rather than perceived] behavior of target audiences ...")

- Two mail surveys detailing demographic specifics of those consumers participating in the trial.

- An "in-home placement panel" comprising a selected number of nonsubscribers to CompuServe who were provided with videotext terminals and access to the service at no charge but in return were asked to complete diaries and submit to interviews.

- Individual market surveys by several of the participating newspapers.

While newspapers may not play a prominent, or at least not dominant, role in electronically delivered information to the home (EDIH), the potential for such services over all, RMH found, is "substantial, even at this early point in the product's development. The findings ... suggest that about one out of six of all consumers nationwide are serious and current prospects for a service like CompuServe."

The target consumer for EDIH services, concludes RMH, is predominantly young and male with an above-average income and a higher level of previous experience with computers, "often as a result of their occupations."

From the perspective of newspapers, "this potential audience is an attractive one," said RMH. "The interest among young people could offset the lower than average readership among these consumers."

Newspapers currently account for about 5% of all usage on the CompuServe data base. And while that service's subscriber base grew significantly during the AP experiment, from about 3,000 to

28,000, electronic newspaper usage did not. In fact, report RMH, accessing of the electronic newspapers by the so-called placement panelists, "showed strong declines" over one five month period during the study. And those panelists were described by AP as the "real people" in the test, demographically balanced, and perhaps more characteristic of a mass market.

Although overall interest in electronic newspapers by CompuServe customers appears low, the market for information is national in scope, leading RMH to conclude that "national newspapers (whose features and appeal most readily transcend regional differences) may be the first to benefit from an electronic edition of their newspapers."

Preference for printed papers, "electronic readability problems" (eye strain from reading a television screen), and lack of convenience and time, appeared to be the major reasons for low interest in the electronic newspapers.

The AP newswire service was the most widely accessed new product in the experiment, followed by *The New York Times* with the *Washington Post* and the *Los Angeles Times* ranking next. Among the most popular features on CompuServe, said RMH, were a text-equivalent citizen band service and electronic mail service, leading the research firm to comment that "effort to provide interactive features as part of the newspaper (e.g. electronic letters to the editor or interactive advice column) may enhance newspapers' appeal. . ."

As to pricing, RMH said there was a "strong preference" for a flat monthly fee as opposed to hourly access charges, such as those now charged by CompuServe (\$5 per hour). Concerns over tying up both telephone lines and the television set were expressed by consumers in the experiment.

The experiment indicated that those accessing the electronic newspapers continued to read whatever printed version they did. "Cannibalization of traditional newspapers by 'electronic editions' does not appear to be a major concern," it said. □

Dow Alert: Dow Jones's audio subcarrier news hotline

'Wall Street Journal' publisher is fast lining up subscribers and FM broadcasters for its business and financial information service

Two years ago, Herb Hobler, former network sales executive and principal owner of WHWH(AM) Princeton, and WPST(FM) Trenton, both New Jersey, grew annoyed at hearing the series of digital tones that opened and closed the network newscast at his ABC affiliated radio stations. "Get rid of it," he recalled, ordering his engineer to "filter it out or something." The engineer reported back that the tones were actually a signal sent out with the network feed to shut down and kick on automated radio stations between newscasts.

Shortly thereafter Hobler imagined how useful it would be if the tones could be employed to signal radio for specific broadcasts, "waking it up" as the ABC newscasts did at automated stations, and then turning it off and remaining silent until another transmission the radio specifically requested was fed.

Hobler is now chairman of Dow Radio 2, a Dow Jones Co. subsidiary that provides the latest business and financial news to subscribers through the company's Dow Alert service. Dow Alert is transmitted over audio FM subcarriers. Most subscribers are businessmen, says Hobler, whose help in setting up the venture includes former FCC Chairman Richard Wiley and former National Association of Broadcasters Joint Board Chairman Donald Thurston, both of whom sit on Dow Radio 2's board. The highlight of Dow Alert, Hobler and others stress, is its ability to select, from among 10,000 categories of business and financial news, only those items of interest to the subscriber. The subscriber punches in four numbers in his Dow-supplied radio receiver. The numbers make up a code assigned to a particular category. For example, if a subscriber wants to know the latest news of some agriculture interests, he can punch in the code for livestock and meat and the receiver will pick up only those Dow Alert

transmissions pertaining to those subjects. Dow Radio 2 executives report they have been able to fill up 8,500 of the 10,000 available categories. The data base covers a wide range of interests from aerospace to utilities. Market reports on stocks, bonds and futures plus all listings on the New York, American and Toronto stock exchanges as well as the over-the-counter market have codes and also are included.

There is another feature to DowAlert: "pass code" or private news and information network outside the general transmission that can only be picked up by receivers equipped with a special pass code module or "chip." Currently, Dow Radio 2 has signed up three groups for the pass code network that will provide industry bulletins to the group's clients and members. The groups include Heritage Travel, a Boston agency serving executive travel agents; Rooney, Pace Inc., a New York investment firm; and a consortium of the National Association of Broadcasters, Radio Advertising Bureau and BROADCASTING Magazine. All these groups will supply Dow Radio 2 with timely information in their fields and Dow Radio 2 in turn will send it out over Dow Alert to be heard only by those subscribers whose receivers are equipped with the special decoding chip. Heritage Travel and Rooney, Pace have each leased 50 receivers from Dow Radio 2 which they will distribute to their clients. Hobler reports that he also has about 40 broadcasters signed up for the broadcasting coded access information service, principally station owners or executives. The service is scheduled to be in operation by the end of October. Hobler expects a big response from the advertising community, too. DowAlert can transmit only one signal at a time. If general news is being transmitted the pass codes will not work.

The DowAlert transmissions originate from the Dow Jones administrative complex tucked in the soybean fields outside Princeton, a mile from RCA's David Sarnoff Research Center. There an editorial staff of 22, headed by John Prestbo, a 20-year veteran of the *Journal* and former chief of its Cleveland bureau, moni-



Dow Alert's newsroom and production studios in Princeton, N.J.

tors wire service reports and rewrites and edits stories for transmission. Although 80% of the transmissions are based on reports from the Dow Jones Wire Service, AP/Dow, UPI and UPI Audio, DowAlert also has its own reporters and editors who produce spot news reports and longer features, some up to five minutes.

From the Dow Jones complex, the transmissions are sent by land lines to New York, where they are microwaved to Western Union's satellite uplink facilities at Vernon Hills, N.J., and bounced off transponder one on Westar III.

Dow Radio 2, which bought 10,000 specially designed receivers from Johnson Electronics Inc., Casselberry, Fla., for \$3.4 million, is "approaching" 1,000 subscribers in New York, Philadelphia and Boston where it leases the FM subcarrier frequencies from the CBS owned and operated stations. Hobler also secured leases from CBS for subcarriers in Chicago, Los Angeles, St. Louis and San Francisco, plus Gannett radio stations in Detroit, Cleveland, Tampa, Fla., and San Diego.

Ed Anderson, vice president for development and former manager of Hobler's radio stations, said he anticipates DowAlert to be fed in Los Angeles and San Francisco at the beginning of next year. Anderson also said it would take "several thousand units before" the venture will turn a profit. The service, launched May 24 in Boston and Philadelphia and last month in New York, is winning 75% to 80% conversion and retention rate from the original, introductory offers, Anderson said. The service costs \$50 a month to lease the receiver plus \$150 for installation of the antenna. A three-month introductory offer of \$120 plus a waiver of the installation charge has been offered. Although Dow Radio 2 executives would not pin down a figure on Dow Jones's total investment in Dow Alert, it was estimated at "several millions" above the purchase of the receivers.

Editorial Director Prestbo said DowAlert puts out over 400 original transmissions daily including six general and six business news summaries plus three international business news summaries. Dow Alert is transmitted between 6 a.m. and 7 p.m. each day, with the intention to increase it to full time. Off peak hours

would be used for feature-length reports or instructional programming that can be recorded and played back later. In addition, DowAlert 2 hopes to establish news bureaus in New York, Washington and Chicago.

The heart of the DowAlert operation is its newsroom. Before a story moves on DowAlert, however, it is scrutinized in an intensive editorial process that has it pass through the hands of five editors before it is "lined up" and read by an announcer. When a story breaks or comes over the wire, an assignment editor gives it a priority status of one through five, with the lower number signifying a higher priority. A news assistant then enters the details of the story into a computer—its code, priority, source, brief topic description—and the story is then assigned to a writer for composition. Copies are then handed to a production editor who further aligns them in the order to be transmitted while the announcer goes through a practice reading. When he is ready, the announcer signals the control unit technician who releases the signal preceded by its four-digit code to alert the receivers with the matching codes. Prestbo said the majority of stories last less than 60 seconds with the average running 18 to 20 seconds. Longer features are also produced, along with less timely reports, such as reviews and schedules of current Broadway plays. Unlike many commercial broadcasts, which offer rounded-off stock quotients, DowAlert reports quotients to several decimal places, "because that's where businessmen make their money," Prestbo says.

Hobler and Anderson do not think they are competing with the *Journal*. Indeed, Anderson described the service as "complementary" because it points to what subscribers should be looking for the following day in the *Journal*. "Business news addicts thrive on this kind of stuff," Prestbo explained, "because no economist has [the only and correct] crystal ball." Hobler and company would not discuss what other directions DowAlert is prepared to travel—whether it would eventually attempt to provide a similar service over television sidebands or with a printer-receiver at the wireless end. They added, however, that the technical capability exists. □



Prestbo



Anderson and Hobler with Dow Alert receiver

For the Record

As compiled by BROADCASTING, Sept 20 through Sept 23, and based on filings, authorizations and other FCC actions.

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

New stations

AM applications

■ Pinehills, Fla.—Spanish Family Radio of Central Florida Inc. seeks 1140 khz. Address: 440 East 13th Street, Hialeah, Fla. 33010. Principals: Adib Eden Sr. (95%) and Marcos Perez (5%). Eden Sr. is president and principal in applicant for new TV at Hollywood, Fla., and limited partner in applicants for new TV's at Kenosha, Wis., and Los Cruces, N.M. Filed Sept. 16.

■ Alcoa, Tenn.—Cumberland Valley Communications seeks 1020 khz, 1 kw-D. Address: 522 Main Street, Williamsburg, Ky. 40769. Principals: Paul Estes, Frank L. Folsom Jr., James D. Roland and Allan W. Stealy (25% each), who also are applicants for new AM at Nicholasville, Ky. Estes owns WEZJ(AM) Williamsburg, Ky. Filed Aug. 30.

■ White Pine, Tenn.—J. Barry Williams seeks 880 khz, 10 kw-D. Address: Rt. 13, Briggs Hill Road, Bowling Green, Ky. 42101. Principal: Williams owns 1% of WKVL(AM) Clarksville, Tenn. Filed Sept. 17.

FM applications

■ Agana, Guam—Radio K-57 Inc. seeks 100.3 mhz, 50 kw, HAAT: 1,028 ft. Address: P.O. Box GM, Ayana 96910. Principals: Rick Wall (85%), Jon Anderson (10%) and Andrew Gayle (5%), who own KGUM(AM) Ayana. Filed Sept. 10.

■ Ellijay, Ga.—Lee Broadcasting Inc. seeks 93.5 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 613, Copperhill, Tenn. 37317. Principal: Della Rucker (100%), who owns 5% of WKRP(AM) Dallas, Ga., which principally is owned by her son, James W. Rucker. James

Rucker also owns WYYZ(AM) Jasper, Ga. Filed Sept. 2.

■ Hays, Kan.—Western Kansas Broadcasters seeks 99.5 mhz, 100 kw, HAAT: 760 ft. Address: Route 3, Box 106, Holts Summit, Mo. 65043. Principals: Vanessa L. Collins (60%) and Lloyd W. Collins (40%), who have no other broadcast interests. Filed Sept. 8.

■ Phillipsburg, Kan.—Northwest Enterprises Inc. seeks 92.5 mhz, 100 kw, HAAT: 511 ft. Address: 50 S.E. 4th Street, Apt. 1, Phillipsburg, Kan. 67661. Principal: Brian O'Neill (95.2%) and two others, who have no other broadcast interests. Filed Sept. 8.

■ Allen, Ky.—Floyd County Broadcasting Inc. seeks 100.1 mhz, 780 w, HAAT: 560 ft. Address: 375 Bold Ruler Trail, Corbin, Ky. 40701. Principals: Fate L. McAnally and Dale McKinney (50% each), who are permittee of WMDJ(AM) Martin, Ky. Filed Sept. 8.

■ Middletown, Md.—Barbara D. Marmet seeks 103.1 mhz, 3 kw, HAAT: 300 ft. Address: 2932 Thurston Road, Frederick, Md. 21701. Principal: Marmet is former principal in application for new AM at Gaithersburg, Md., before application was dismissed. Filed Sept. 8.

■ Middleton, Md.—Port Royal Broadcasting Inc. seeks 103.1 mhz, 1.3 kw, HAAT: 429 ft. Address: 5205 Brookway Drive, Bethesda, Md. 20816. Principals: Richard R. Leverrier and Michael G. Ferrel (48% each) and Nancy S. Southmayd (4%). Leverrier is account executive at WGMS-AM-FM Bethesda, Md., where Ferrel is general sales manager. They are applicants for new FM at Bluffton, S.C. Nancy Southmayd is wife of Jeffrey Southmayd, Washington communications attorney. Jeffrey Southmayd also is principal in applicants for new low power TV's at Bethesda, Towson and Glen Burnie, all Maryland. Filed Sept. 8.

■ Cadillac, Mich.—Mighty-Mac Broadcasting Co. seeks 107.1 mhz, 3 kw, HAAT: 300 ft. Address: 334 North State Street, St. Ignace, Mich. 49781. Principal: Donald E. Benson, who is principal owner of WLMV(AM)-WMKC(FM) St. Ignace, Mich., and applicant for new FM at Manistissee, Mich. Filed Sept. 8.

■ Ortonville, Minn.—C.G.N. Corp. seeks 101.5 mhz, 97.6 kw, HAAT: 1,001 ft. Address: 243 North Miles, P.O. Box 3, Appleton, Minn. 56208. Principals: Dean N. Tollefson is president, and has no other broadcast interests. Filed Sept. 3.

■ Billings, Mont.—Arnold Broadcasting seeks 103.7 mhz, 100 kw, HAAT: 534 ft. Address: 2540 Phyllis Lane, Billings 59102. Principal: Bert E. Arnlund (100%), who has no other broadcast interests. Filed Sept. 7.

■ Billings, Mont.—B.J. Runkle seeks 103.7 mhz, 42.7 kw, HAAT: 367 ft. Address: 2300 Hillway Drive, Boise, Idaho. Principal: Runkle is vice president of KYET(AM)-KWBj(FM) Payette, Idaho, and applicant for new FM at Missoula, Mont. (see below). Filed Sept. 9.

■ Jacksonville, Tex.—George Edward Gunter seeks 102.3 mhz, 3 kw, HAAT: 305 ft. Address: 650 North Bolton Street, Jacksonville 75766. Principal: Gunter also is applicant for new LPTV's at Jacksonville, Tyler, Palestine and Alto, all Texas. Filed Sept. 16.

■ Riverton, Wyo.—Wind River Communications Inc. seeks 93.1 mhz, 100 kw, HAAT: 1,731 ft. Address: Bo 2397 Loop Station, Minneapolis 55402. Principal: Kurt and Cindy Broull (jointly), Scot O'Malle, George Meeks (30% each) and David Hellema (10%), who have no other broadcast interests. Filed Sept. 8.

TV application

■ *Harlingen, Tex.—Faith That Please God Church Inc. seeks ch. 44; ERP: 5.4 kw vis., 986 kw aur HAAT: 370 ft.; ant. height above ground: 400 ft. Address: 1386 North Reagan Street, San Benito, Tex. 78586. Principal: Noncommercial, religious institution. Joe Sosa is president. Officers include Carlos Ortiz, who is applicant for commercial TV stations in Mayaguez and Carolina, both Puerto Rico and McAllen and Laredo, both Texas. Filed Sept. 14.

AM action

■ Madison, Ala.—The Great American Broadcasting Corp. granted 1360 khz, 500 w-D. Address: P.O. Box 36, Madison, Ala. 35758. Estimated construction costs: \$51,300; first-quarter operating cost: \$15,000. Principals: Wayne H. Steele (51%) and wife, Susan N. Steele (24%) and Carlton D. Swafford and wife, Dor A. Swafford (12.5% each). Wayne Steele is salesman at WAFF-TV Huntsville, Ala. Carlton Swafford owns 50% of WXRQ(AM) Mt. Pleasant and 50% of WLIC(AM) Adamsville, both Tennessee. (BPI 820416AJ). Action Sept. 13.

FM Action

■ Siloam Springs, Ark.—John Brown University granted 89.9 mhz, 11.4 w, HAAT: 92 ft. Address: 19 West University, Siloam Springs 72761. Estimated construction cost: \$14,500; first year operating cost \$15,500. Format: Educational. Principal: Non-profit, non stock corporation. John Brown Jr. is chancellor and John Brown III is president. They also own KUOA(AM)-KMCK(FM) Siloam Springs, KGOL(FM) Lake Jackson, Tex., and KGER(AM) Long Beach, Calif. It sold, subject to FCC approval KMCK(FM) for \$890,000 (BROADCASTING, Sept. 20). (BPED-810623AF). Action Aug. 31.

Ownership charges

Applications

■ KBCN(FM) Anchorage, Alaska (100.5 mhz, 25 kw, HAAT: 178 ft.)—Seeks assignment of license from Alaska Continental Inc. to Pacific Rim Broadcasters Inc. for \$775,000 (BROADCASTING, Sept. 27). Seller: Jerry Nichols, Jack Gwaltney, Bret Allair (25.9% each), and Robert Palmer and David Olsc (11.1% each). Olson owns 10% applicant for new TV Anchorage; others have no other broadcast interest. Buyer: Howard R. Trickey, president (7%), and seven others. Trickey owns 50% of KVOK(AM) Kodiak, Alaska, and also principal in KSHR-AM-FM Coquille, Ore., and principal in applicant for new FM at Kodiak, Alaska (BROADCASTING, Sept. 27). Filed Sept. 1.

■ KACJ(AM)-KAJJ(FM) Greenwood, Ark. (AM 1510 khz, 2.5 kw-D; FM: 106.3 mhz, 1.6 kw, HAAT: 280 ft.)—Seeks assignment of license from Tille Broadcasting to Red, White & Blue Communicator Inc. for \$185,000. Seller: William M. Cromwell and Jit Tilley (50% each), who bought KACJ(AM), KAJJ(FM) last year for \$125,000 (BROADCASTING, July 13, 1981) and seek waiver of three year rule on grounds of financial distress. Tilley also owns 44% of KJEM(AM) Bentonville, Ark. Buyer: Carolyn Pollan and Travis Miles (50% each). Pollan is member of a Board of Trustees of John Brown University.

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ilom Springs, Ark., educational institution that owns several broadcast stations. Filed Sept. 20.

■ **KHOT(AM)-KUUL(FM)** Madera, Calif. (AM: 250 khz, 500 kw-D; FM: 92.1 mhz, 3 kw, HAAT: 185 ft.)—Seeks assignment of license from Madera Wireless Inc. to Continental Broadcasting Corp. of Madera, Calif. for \$125,000. Seller: Brian Fernee and Roger Ridell (45% each) and John Schuyler (10%), who own **QIQ(AM)-KQYZ(FM)** Lemoore, Calif., and hold **1P** for new FM at Cresswell, Ore. Buyer: Jose Molina (100%), who owns **KXKS(AM)** Albuquerque, N.M., and **KPHX(AM)** Phoenix, Ariz., and applicant for new FM at Glendale, Ariz. Filed Sept. 15.

■ **KLAK(AM)-KPPL(FM)** Lakewood, Colo. (AM: 600 khz, 5 kw-U FM: 107.5 mhz, 100 kw, HAAT: 670 ft.)—Seeks assignment of license from Western Sun Inc. to Outer Banks Cablevision Inc. for \$7 million **BROADCASTING**, Sept. 27. Seller is subsidiary of Des Moines Register and Tribune Co., which owns **HON-TV** Honolulu, **KALI-TV** Waikiki, both Hawaii, and **KYXI(AM)** Oregon City, Ore., and **KGON(FM)** Portland, Ore.; **WQAD-TV** Moline, Ill., and **WIBA-M-FM** Madison, Wis. Register and Tribune Co. also owns 11.83% of voting stock of Cowles Media Co., which owns **WDRB-TV** Louisville, Ky., and **TVH(TV)** Wichita-Hutchinson, Kan. Buyer: Subsidiary of Malrite Communications Group Inc., Cleveland, Ohio-based group owner of five AM's, five FM's, and four TV's headed by Milton Maltz, chairman. It also bought, subject to FCC approval, **WXIX-TV** Cincinnati for about \$45 million from Metromedia **BROADCASTING**, Aug. 30. Filed Sept. 17.

■ **WHIT(AM)** Miami (1260 khz, 5 kw-U)—Seeks assignment of license from Metroplex Communications of Florida Inc. to S. R. Associates Inc. for \$2.2 million (**BROADCASTING**, Aug. 30). Seller is Cleveland-based group of two AM's and four FM's owned by Norman Wain and Robert Weiss, who bought **VHTT** in 1979 for \$1.54 million plus \$200,000 for non-competitor agreement. (**BROADCASTING**, Feb. 26, 1979). Buyer: Herbert M. Levin, Eduardo Caballero (40% each) and Julio Rumbant (20%). Levin and Rumbant are consultants at **WQBA-AM-FM** Miami. Caballero owns **KNEZ(AM)** Lompoc and **KXEM(AM)** McFarland, both California. Filed Sept. 6.

■ **WNJY(FM)** Riviera Beach, Fla. (94.3 mhz, 1.26 kw, HAAT: 480 ft.)—Seeks assignment of license from Lattin Broadcasting-WNJY Inc. to Lappin Communications-Florida Inc. for \$1,615,000 (**BROADCASTING**, Sept. 20). Seller is Southfield, Mich.-based group of three AM's and two FM's headed by Myron P. Lattin, Chairman. Buyer: W. Robert Lappin (75%) and wife, Dorothy (25%), who own **WMAS-AM-FM** Springfield, Mass. Filed Sept. 2.

■ **WTRR(AM)** Sanford, Fla. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Seminole Radio Corp. to Sunshine Air Corp. for \$320,000 **BROADCASTING**, Sept. 27. Seller is principally owned by Robert Smith, who also is principal owner of **WJXX-AM-FM** New Richmond, Wis. Buyer: William Jell (51%) and James Harbart (49%). Udell owns **WIMS(AM)** Michigan City, and **WKAM(AM)-WZOW(FM)** Goshen, all Indiana. Harbart owns 51% if applicant for new FM at Haysville, Kan. Filed Sept. 6.

■ **WABX(FM)** Detroit (99.5 mhz, 36 kw, HAAT: 780 ft.)—Seeks assignment of license from Century Broadcasting Corp. to Liggett Broadcast Inc. for \$6 million **BROADCASTING**, Sept. 27. Seller is Chicago-based group owner of one AM and five FM's. Buyer is principally owned by Robert G. Leggett Jr., who is principal owner of one AM and five FM's and sold, subject to FCC approval, **WLWL(FM)** Minneapolis-St. Paul. Filed Sept. 12.

■ **WAYN** Stillwater, Minn. (1220 khz, 5 kw-D)—Seeks transfer of control of **WAYN** Inc. from stockholders (110% before; none after) to Steven T. Moravec (none before; 100% after). Consideration: \$420,000 (**BROADCASTING**, Sept. 27). Principals: Seller are Henry Sampson (14.5%), D. Eldon Lumm and Bryce B. Smith (38.45% each) and James Moffet (7.7%). None have other broadcast interests. Buyer is principal owner and president of **KWBC(AM)-KCRH(FM)** Rochester, Minn. Filed Sept. 14.

■ **KTRF(AM)-KOSN(FM)** Thief River Falls, Minn. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 99.3 mhz, 3 w)—Seeks transfer of control of **KTRF** Radio Corp. from stockholders (100% before; none after) to **KTRF** Inc. (none before; 100% after). Consideration: \$700,000 (**BROADCASTING**, Sept. 20). Principals: Seller is owned by Donald L. Olson and Orion D. Beich (40% each) and Robert A. Wurst (20%), who have no other

broadcast interests. Buyer is owned by Theodore S. Storck (95%) and Joel A. Swanson (5%). Storck owns **KRBQ(FM)** Red Bluff, and 70% of **KUKI(AM)-KIAH(FM)** Ukiah, both California. Swanson is general manager of **KDMA(AM)** Montevideo, Minn. Filed Sept. 20.

■ **WMYD(AM)** Wickford, R.I. (1370 khz, 500 w-D)—Seeks assignment of license from Acton Communications of Rhode Island Inc. to Seth Broadcasting of Rhode Island Inc. for \$250,000 (**BROADCASTING**, Sept. 27). Seller: Subsidiary of Acton Corp., which owns **WACS(AM)** Bangor, Me., and **WDLW(AM)** Waltham, Mass. George Phillips is president. Buyer: Stephen B. Anthony (49.25%), and Leon A. Blais and wife, Mary (49.5% jointly) and Walter A. Szeliga (1.5%). They own **WBME(AM)** Belfast, Me. Filed Sept. 13.

■ **WNRI(AM)** Woonsocket, R. I. (1350 khz, 1 kw-D)—Seeks assignment of license from Conrad Communications Co. to Radio Four Broadcasting Inc. for \$202,000. Seller: Louis E. Conrad and Linda W. Conrad (50% each), who have no other broadcast interests. Buyer: Robert Newsham, president (25% held jointly with wife) and others. They own **WQKI(AM)** St. Matthews, S.C., and bought subject to FCC approval, **WMCS(AM)-WALZ(FM)** Machias, Me., for \$121,000 (**BROADCASTING**, Sept. 29). Filed Sept. 13.

■ **WGLE(AM)** Cleveland, Tenn. (1570 khz, 1 kw-D)—Seeks assignment of license from Atlantic Broadcasting Corp. to Max Carroll and others for \$300,000. Seller: A. Thomas Joyner and David Weil (50% each), who own co-located **WQLS-FM** and **WQDW(FM)** Kinston, N.C. They bought **WGLE** along with **WQLS** last year for \$1.3 million, and seek waiver of three year rule because consideration for **WGLE** is less than \$450,000 value assigned to **WGLE** when stations were purchased last year. Buyer: Carroll owns Cleveland, Tenn., real estate agency and has no other broadcast interests. Filed Aug. 10.

Actions

■ **WOWO(AM)** Fort Wayne, Ind. (1190 khz, 50 kw-U)—Granted assignment of license from Westinghouse Broadcasting and Cable Inc. to Wayne Broadcasting Corp. for \$6 million. Seller is New York-based group owner of seven AM's, five FM's and six TV's. Richard Harris is president of Group W Radio. Buyer: Subsidiary of Republic Broadcasting Corp., which is wholly owned by Price Communications Corp., which is headed by Robert Price, president and 18.38% owner. Price is former general partner of Lazard Freres, New York-based investment banking firm. (**BAL-820730FM**). Action Sept. 16.

■ **WSSI(AM)** Camden, N.J. (1310 khz, 1 kw-D, 250 w-N)—Granted transfer of control of Wade Broadcasting Limited Partnership from James N. Wade (70% before; none after) to Alan M. Voorhees and family (30% before; 100% after). Principals: Wade is bowing out of group which bought station last year [formerly **WCAN**] and transferring his interests to current limited partner, Alan Voorhees. Voorhees will adopt general partner status and disperse rest of stock to various family trusts. (**BTC-820731HP**). Action Sept. 16.

■ **KOLY-AM-FM** Mobridge, S.D. (AM: 1300 khz, 5 kw-D; FM: 99.5 mhz, 56 kw, ant. 560 ft.)—Granted transfer of control of Mobridge Broadcasting Co. from estate of Q.P. Coleman (51% before; none after) to Nadine M. Coleman (49% before; 100% after). Principals: Buyer is currently 49% owner of **KOLY-AM-FM** and seeks full ownership in accordance with will of Q.P. Coleman. (**BTC,H-820609HR,Q**). Action Sept. 14.

Facilities changes

AM applications

Tendered

■ **WLBQ** (1570 khz) Morgantown, Ky.—Seeks CP to increase power to 1 kw. Ann. Sept. 22.

■ **WVSC** (990 khz) Somerset, Pa.—Seeks CP to increase power to 10 kw. Ann. Sept. 20.

■ **WPTN** (1550 khz) Cookeville, Tenn.—Seeks CP to change frequency to 780 khz and change power to 1 kw. Ann. Sept. 23.

■ **KSTB** (1430 khz) Breckenridge, Tex.—Seeks CP to change hours of operation to U by adding 500 w-N; install DA-N; change TL; and make changes in ant. sys. Ann. Sept. 22.

■ **WAMM** (940 khz) Woodstock, Va.—Seeks CP to

change frequency to 1230 khz; change hours of operation to U by adding 250 w-N; increase D power to 1 kw and make changes in ant. sys.

Accepted

■ **KBAS** (1490 khz) Bullhead City, Ariz.—Seeks CP to increase tower height to 165 ft. above base insulator and increase power. Ann. Sept. 21.

■ **WOOD** (1300 khz) Grand Rapids, Mich.—Seeks CP to augment standard radiation pattern. Ann. Sept. 20.

■ **WCXQ** (1040 khz) Moca, P.R.—Seeks MP (**BP800721AB**) to change TL. Ann. Sept. 22.

■ **WALL** (1340 khz) Middletown, N.Y.—Seeks MP of CP (**B-810831AF**) to increase ant. height AGL from 299 to 308 feet. Ann. Sept. 20.

■ **KLAT** (1010 khz) Houston—Seeks MP (**B-800715AE** as mod.) to augment N standard radiation pattern. Ann. Sept. 22.

■ **KTXZ** (1560 khz) West Lake Hills, Tex.—Seeks MP of CP (**B-800116AD**) to augment D and N pattern. Ann. Sept. 20.

FM applications

Tendered

■ ***KCLC** (89.1 mhz) St. Charles, Mo.—Seeks CP to change ERP to 25.74 kw (H) and 22.7 kw (V); change HAAT to 257 ft. and make changes in ant. sys. Ann. Sept. 22.

Accepted

■ **WPCM** (101.1 mhz) Burlington-Graham, N.C.—Seeks modification of CP (**BPH-820420AI**) to change TL; decrease HAAT to 850 and change TPO. Ann. Sept. 21.

■ **KQIZ-FM** (93.1 mhz) Amarillo, Tex.—Seeks CP to change TL; decrease ERP to 18.2 kw; increase HAAT to 723 ft. and change TPO. Ann. Sept. 21.

AM actions

■ **KYSN** (1460 khz) Colorado Springs, Colo.—Granted CP to increase D power to 5 kw, DA-N and change TL, SL and RC. Action Sept. 16.

■ **WQDI** (1430 khz) Homestead, Fla.—Granted CP to increase D power to 5 kw, non-DA. Action Sept. 14.

■ **WHII** (1570 khz) Bay Springs, Miss.—Granted CP to increase power from 1 kw to 5 kw. Action Sept. 15.

■ **KBCC** (1410 khz) Cuba, Mo.—Granted CP to increase power to 5 kw and make changes in ant. sys. Action Sept. 14.

■ **KLVI** (560 khz) Beaumont, Tex.—Granted CP for MP for reduction in number of monitoring points from 11 to 5. Action Sept. 12.

■ **KXXR** (1550 khz) Spokane, Wash.—Granted CP to change city of license to Opportunity, Wash.; change hours of operation to U by adding 2.5 kw-N; increase D power to 10 kw; install DA-N; change frequency to 550 khz; change TL; change SL and RC; to be determined; and make changes in ant. sys. Action Sept. 17.

■ **WAYY** (1150 khz) Chippewa Falls, Wis.—Granted MP for CP (**BP-800121AM**) to increase radiation to 346 MV/M/KP by increasing transmitter power. Action Sept. 12.

FM actions

■ **KCBF** (900 mhz) Fairbanks, Alaska—Granted modification of CP **BP-20778** to increase D and N powers to 60 kw. Action Sept. 8.

■ **WLFE** (102.3 mhz) St. Albans, Vt.—Granted CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; change ERP to 300 w; increase HAAT to 800 ft. and change TPO. Action Sept. 15.

TV action

■ **KTXS-TV** (ch. 12) Sweetwater, Tex.—Granted CP to change main SL to site outside city of license in Abilene, Tex. Action Aug. 30.

In contest

Procedural ruling

■ **Appleton, Wis. TV proceeding** (Apogee Inc. and Appleton Midwestern Television)—ALJ Edward J. Kuhlmann granted joint request and approved agreement; authorized reimbursement of \$15,000 to Apogee and dismissed its application with prejudice;

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granted Appleton's application for new station on ch. 32; granted petition by Appleton to leave to amend and terminated proceeding (Bc Doc. 82-88-89). Action Sept. 10.

FCC actions

■ ALJ Frederic Coufal granted CP to Tucson FM

Broadcasting Corp. for new FM on 107.5 mhz at Tucson, Ariz., and denied competing applications of Golden State Broadcasting Corp. and Tucson Community Broadcasting Inc. ALJ said decisive factor in awarding preference to Tucson FM was its superior coverage, especially at night. Initial decision becomes effective 50 days after release unless appeal is filed

within 30 days or FCC reviews case on own motion. Action Sept. 15.

■ ALJ Edward Luton granted CP to Brownfield Broadcasting Corp. for new FM on 103.9 mhz at Brownfield, Tex., and denied competing application of Brownfield Radio Inc. ALJ noted that BRI is licensee of KKUB(AM) Brownfield, whereas BBC has no media interests and therefore awarded grant to BBC under diversification criterion. Initial decision becomes effective 50 days after release unless appeal is filed within 30 days or FCC reviews case on own motion. Action Sept. 14.

■ FCC reorganized Common Carrier's Enforcement Division by establishing Computer II staff, Formal Complaints and Investigations Branch and Informal Complaints and Public Inquiry Branch. Action July 9.

Summary of broadcasting

FCC tabulations as of July 31, 1982

	Licensed	On air STA*	CF's on air	Total on air	CF'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	265	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

Call letters

Applications

Call	Sought by
	New AM's
KGUS	Soho Broadcasting, Florence, Ariz.
KRVV	Mountain Wireless Ltd., Vail, Colo.
	New FM's
WMPZ-FM	Soperton Broadcasting Corp., Soperton, Ga.
KAUM	James G. Baum, Colorado City, Tex.
	New TV's
KCVT	Canadian Valley Television Inc., Shawnee, Okla.
WUHX-TV	Focus-Tidewater Inc., Norfolk, Va.
	Existing AM's
KLTT	KBRN Brighton, Colo.
WOFN	WTRL Bradenton, Fla.
WASY	WDCI Gorham, Me.
WALI	WCMD Cumberland, Md.
KGLD	KORS Golden Valley, Minn.
WVLE	WAVN Stillwater, Minn.
WKZU	WLNH Laconia, N.H.
WHHO	WTGG Hilton Head Island, S.C.
WNKZ	WJRB Madison, Tenn.
KPUB	KRWT Winters, Tex.
	Existing FM's
KEZC	KJJJ-FM Glendale, Ariz.
KEEO	KLEO Caulksville, Ark.
WROG	WJSE Cumberland, Md.
WCXK	WOTK-FM St. Johns, Mich.
KXGC-FM	KULP-FM El Campo, Tex.

Grants

Call	Assigned to
	New FM's
WCOO	Blairsville Broadcasting Inc., Blairsville, Pa.
KWNS	Winnsboro Broadcasting Co., Winnsboro, Tex.
	New TV's
KCBR	Independence Broadcasting Corp., Des Moines, Iowa
WVCI	Vistacom Inc., Bay City, Mich.
WMKT	Apogee-Bonnee Associates, Muskegon, Mich.
WGCG-TV	Metro Communications South Inc., Greenwood, S.C.
	Existing AM's
KXXA	KBIB Monette, Ark.
KCRE	KDNC Crescent City, Calif.
WSWL	WFGS Milton, Fla.
WXMIC	WBO Parsippany-Troy Hills, N.J.
WRTK	WSAY Rochester, N.Y.
WLZZ	WZUU Greenfield, Wis.
	Existing FM's
WWWM	WXEZ Sylvania, Ohio
WREI	WREI-FM Ouebradillas, PR
KXYL-FM	KLSN Brownwood, Tex.
KYSR-FM	KINT-FM El Paso, Tex.
WZUU	WZUU-FM Milwaukee, Wis.
	Existing TV's
WCTI	WCTI-TV New Bern, N.C.
WYCC	WCME Chicago

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RADIO

HELP WANTED MANAGEMENT

Manager/Sales Manager for new northwest Florida AM. Experienced broadcaster to organize and motivate staff, with knowledge of network talkradio format. Must have proven sales track record as top producer with agency/local sales. Prefer hands-on professional with understanding of cash flow and bottom line. Good base with liberal bonus based upon performance. Great opportunity to join this aggressive, success-oriented organization. Submit resume with salary history to Box H-34.

General Sales Manager for leading Midwest medium market AM that has healthy adult 25-54 numbers and good market position, plus potential talent on sales staff. We need a motivator. Strong sales training program is already in place in an organization committed to developing people. Share growth, profits, benefit package. Send resume to Box H-20. EOE.

Northwest major market needs Sales Manager to hire, train, motivate and maintain personal sales. High earning potential. Phone Bob Williams, 208-377-3131.

Excellent management opportunity with AM/FM combo in multi-station group. Market under 30,000, but competitive. Excellent facility and staff to work with. Midwest location. This opening will not last long. Send resume to Box H-33.

General Manager, WSVH FM 91, Savannah. At least five years' experience and achievement all phases public broadcasting. Knowledge fundraising and classical music. Send resume to WSVH, PO Box 8352, Savannah, GA 31412.

Growing company looking for "take charge" G.M. in west Texas market. Experience, ability to manage, and aggressiveness are needed. Attractive salary and growth in company available. Send your resume to M. Morgan, PO Box 2276, Hobbs, N.M. 88240.

Station Manager—Class A FM. Only stereo country station in market. 75K population in primary coverage. Strong consultant sales background. Station was a dog. Now new equipment, satellite music net, and more. Salary-commission. Immediate opening. Call Roger Manning, 501-863-7021. EOE.

Carolina—Virginia group has openings for Operations Manager and Sales Manager. Must have experience. EOE. Write Box 1044, Sylva, NC 28779.

HELP WANTED SALES

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.

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.

New Gulf Coast 24 hr. C&W FM station seeking aggressive salesperson with proven retail sales track record. Guarantee + commission. 512-565-4106.

AM/FM Account Executive. Immediate opening for experienced, aggressive pro with central Pennsylvania's leading combo. MOR AM, EL FM. Negotiable guarantee against liberal commission. Send resume to John Bowling, P.O. Box 1507, Harrisburg, PA 17105. EOE/MF.

Music of Your Life station for San Diego increasing power, adding nighttime service, needs motivated, self-disciplined sales professionals. Minimum three years' radio sales experience. Great opportunity, great market. Resume: Gene Alfred, KMLO, PO Box 1000, Vista, CA 92083. EOE. No calls.

Immediate opening for dynamic salesperson. New FM Country with a big future. Resume to KZOC, Box 93, Osage City, KS 66523.

Experienced sales pro for Chicago North metro FM station. High ratings. Fantastic past growth and great potential. We expect our salespeople to earn \$30-45,000 annually. Contact Roger Kaplan, President, WXL, 4 South Genesee Street, Waukegan, IL 60085. Equal opportunity employer.

Account executive wanted who desires continued success in radio sales. Send resume to Dave Anderson—98 Rock WKLT, 104 Union Street, Suite, 205, Traverse City, MI 49684.

Professional salespeople with experience. good habits, and desire to make money are needed. Growing company in SE New Mexico has immediate openings. Future growth, based on merits and talents, available. Economy is great and sky's the limit. Send resume to M. Morgan, PO Box 2276, Hobbs, N.M. 88240.

Local Sales Manager Charleston, SC—personable, aggressive, well-versed in ratings and avail preparation. Proven selling skills with ability to motivate. Resume, references, salary requirements to Stephen Brock, WCIV-TV, PO Box 10866, Charleston, SC 29411. Confidential. Equal opportunity employer.

HELP WANTED ANNOUNCERS

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, P.O. Box 100, Jackson, WY 83001. EOE.

Easy listening WXTZ, Indianapolis, is seeking an experienced full-time personality. Please send tape and resume to WXTZ, P.O. Box 88456, Indianapolis, IN 46208. An equal opportunity employer.

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.

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 WSRB, West Side Station, Worcester, MA 01602.

Midwest group looking for talk show host and on-air professionals to handle major drive time positions. All formats accepted. Excellent salary and benefits. Send resume and first letter to Box H-11. EOE.

Staff Announcer, Carolina single market. Air shift plus production. Experience essential. EEO. Write Box H-47.

Progressive announcer: for 100kw. full service public radio station. We need a mature, cultured, new wave/punk rock announcer—fluent in the music and the English language. Some administrative duties. Work schedule primarily Monday through Friday, afternoons (1:00 PM.—5:00 PM.) and late evening (9:00 PM.—1:00 A.M.). Must have valid FCC permit. Salary \$5.01/hour. Send letter of application, resume and audition tape by October 15, 1982, to Judy Thielen, Personnel Services, 225 Latham Hall, University of Northern Iowa, Cedar Falls, IA 50614. UNI is an AA/EEO employer.

Mississippi is like coming home—to a good place to work—announcers, sales, management openings medium to small markets. Send resumes to Mississippi Broadcasters Association, PO Box 4561, Jackson MS 39216.

Experienced announcer-PD. for Carolina-Virginia group. Must be experienced. EOE. Send resume to Box 1044, Sylva, NC 28779.

HELP WANTED TECHNICAL

Radio Chief Engineer. Immediate opening. Excellent facilities and equipment. 100,000 watt FM stereo, daytime AM plus AM on Gulf Coast coming soon. Must have First Class/General License, broadcast experience and best references. We offer top pay and benefits. Send complete information first letter to Raymond Saadi, KHOM, Station 2, P.O. Box 72, Houma, LA 70360. 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 air tenna. Salary commensurate with background. Send resume with salary history and references to: WJWeller, G.M., WCMS AM/FM, 900 Commonwealth Place, Virginia Beach, VA 23464. No phone call please. Affirmative action, EOE, M/F.

Need top-notch engineer for small market Carolina station. DA night. Helpful if person can handle some other station duty. EEO. Send application and requirements to Box H-45.

Wanted immediately! Chief Engineer for AM/FM Georgia radio broadcast facility. Call Wayne Bishop 404-322-6693.

HELP WANTED NEWS

News reporter wanted for East Texas AM/FM combo. Texas background and college-trained applicant preferred. Send tape and resume to: Rick Watson KEBE/KOOI Radio, P.O. Box 1648, Jacksonville, TX 75766. EOE.

Wanted: Assignment editor for WHEN Radio Syracuse, NY. Minimum three years' experience in broadcast news. EOE. Please reply to WHEN Radio P.O. Box 6975, Syracuse, NY 13217.

Successful Midwest group with a heavy commitment to news needs news and information personalities and talk show host. Excellent salary and benefits. Send resume and first letter to Box H-8. EOE.

Wanted for possible future opening: a crack news man who can dig, write creatively and deliver a major market newscast. Small market AM-FM in upstate New York state. Reply with letter and resume to Box H-31.

News Director needed: Are you ready to move into television news? Must have 2-3 years' experience as news director for radio. No video experience required. No beginners. For more information contact Glen Glinke, 312-759-4600 ext. 29, or send resume to JCI-TV, 1304 Marquette Drive, Romeoville, IL 60441.

News and public affairs program producer. Applicants must be prepared to demonstrate a thorough knowledge of newscast preparation and presentation. Well-developed news sense and solid, assured on-air delivery required. Strong interviewing skills a must. Greatest interest will be shown in applicants currently, or very recently working full-time in radio or journalism with B.A. level degree in journalism, related area or equivalent experience. Resume must show complete details of all professional and academic experience and must be accompanied by an auditor tape demonstrating full range of applicant's writing, production, and delivery abilities. Unedited aircheck preferred. Position pays \$16,900 to start, plus outstanding fringe package. Send application before October 29 to Donald Forsling, WOI AM/FM, Iowa State University, Ames, IA 50011. EOE/AAE.

KSON, San Diego, seeks full-time sportscaster with play by play experience for indoor soccer. Tape and resume to: KSON, Box 066, San Diego, CA 92115.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

solid AM/FM combo looking for morning personality with programming experience—good pay and benefits. Call Bernie Brobst, 216—373-1440.

Northwest Wisconsin small market AM/FM needs relative copywriter/producer. Some board work required. Equal opportunity employer. Send resume, tape, and samples to: John Munson, WJMC, P.O. Box 52, 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.

Full-time country AM on Southeast coast, looking for on-air PD. Good company and facilities. Convince us you can develop station's potential. Write Box 1-143. EOE, M/F.

Experienced attorney wanted to represent some successful broadcasters on some new station applications on a contingent basis for stock, plus out of pocket some cash on each application. R.D. Box 630, Joyac Road, Southampton, NY 11968.

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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.

Programmer with sales experience looking for opportunity to manage small/medium station. Reply Box 3-86.

General Manager who's been in the winner's circle or 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.

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.

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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.

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.

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 50c 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.

General Manager—Sales Manager experienced in all phases of broadcasting seeks management position in Indiana, small or medium market. Sales, bottom-line oriented. Community-active. Good with people and promotions. Credentials, references. Reply Box H-15.

Station owner: retiring within a year? Establish working relationship with potential buyer. Details: Dave Smith, PO Box 3271, St. Louis, MO 63130.

Over 20 years in management. Seeking challenge in small-medium market in Southeast. Successful at blending commercialism with good programming. Write Box H-41.

Got a problem? You define it, we'll solve it. Small, medium or large market. Record of results. Sales, programming, or will consult at reasonable fee. Management team. Box H-12.

Quality, sales-oriented GM seeking change. Excellent record, full credentials, references. Professional, stable, community-involved. Hard-working, knowledgeable all areas. Write Box H-2.

News/Talk PD or operations manager available, network O&O background. Also experienced in audience research/focus group interviewing. MA, First Phone. J. Richards, 1006 St. Paul, Mesa, AZ 85206.

SITUATIONS WANTED SALES

General Sales Manager. With great understanding of employees and ability to motivate. Reply Box G-43.

Experienced professional: 34, A.B. in communications, seeks stable position with good income potential. Management opportunity welcomed. Reply Box H-7.

Former radio station owner looking for combo announcer/sales position. Reply Box H-22.

If you've got the station, I've got the ability. Aggressive, hardworking female, two years' experience in sales and two years in agency seeks new challenge with growing company. College degree. Call Christy, 717-243-5012.

SITUATIONS WANTED ANNOUNCERS

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.

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.

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.

Ambitious, schooled, hard-working. 20-yr-old looking for full-time, preferably West Coast. Good voice/production 916—927-2183, Tom.

Double your pleasure! Experienced announcer, good production skills, 1st phone and technical interests. Reply Box H-14.

First class male delivery! 3 year country pro, college hockey PBP. Medium market desired. Dave Hinckley, 182 Lincoln, Galesburg, IL 61401.

Trained announcer seeking entry level position. Dedicated, hard-working, eager to rise to the top. Call Kevin Francis, 319—752-7846, after 6 PM. Monday, Wednesday or Friday evenings, or write Box 367, Burlington, IA 52601.

Veteran Sports Director, with professional PBP experience, looking for new venture. Radio or TV. Mark, 406—452-5176.

Energetic broadcaster wants to hear from your small market station. Excellent training, valuable experience, available now. Reply Box H-39.

Young and talented announcer, fully trained, seeks first break in news reporting. For tape & resume, call Regina, 201—374-5240.

Wrote, programmed, engineered, announced own international New York radio show. Moving to San Diego Oct. 8, would like on-air job. Kara Nova, 714—223-7514

Ratings & Pizazz. No hype! Small market M.D. ready to wow your medium market with personality. Florida style. Terrific tape & references. Joe, 904—786-7577.

Successful Country programmer with excellent track record, seeking permanent position in Northeast. 16 years' experience. Reply Box G-128.

Have a good day! With me at your station, you will Broadcast/writer. Call 201—773-3492.

Experienced A/C, CHR DJ looking for a small market station in the Great Lakes area. News and production experience also. Call Ray for tape: 312—646-0815.

Christian announcer 4 years' experience, seeking employment at Christian station. Will relocate. Karl Kuegerl, 3997 39th Street East, Nitro, WV 25143. 304—755-3950.

No sales pitch here—One listen to my tape and you'd never guess I was a beginner because I'm creative, versatile, multi-talented, sensational & mostly modest Call Jim O'Heir, 312—895-3893, after 4 p.m.

SITUATIONS WANTED TECHNICAL

Not a tyro—Now chief and consultant in a large market, seeking challenge. FM stereo. AM directional. STL, computer technology, and the best audio in town. ASEE and SBE certification. Stability, security, and professional atmosphere important. Reply Box H-3.

Chief Engineer. 25 years' experience, AM-FM-DA. Self-starter, family, best references, Florida Sun Coast. Box H-38.

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.

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.

If I were you and I was looking for a news talk personality, I'd want him to be intelligent, articulate, well read, witty, opinionated (but lovable), controversial, entertaining, and experienced. Write Box H-30 and let's talk.

Great PBP! Articulate and controversial sportstalk/sportscasts! 12 yr Sports Director presently top 60 Midwest market. Reply Box H-23.

Anchor-reporter, 3 times award winning. 7 years' experience, strong voice. Only Northeast and Midwest stations serious about news, please. Write Box H-9.

Sportscaster seeks position with medium market station. Have seven years radio-TV news/sports/talk experience. Energetic, creative, and versatile. PBP, excellent voice, good production, terrific references. Available now. Erik, 812-473-4336.

Newsman desires professional organization interested in strong news commitment. Excellent delivery, gathering, writing, and community involvement. PBP a plus. available now. Reply Box H-10.

SITUATIONS WANTED NEWS CONTINUED

News, sports, PBP. 4½ years small market experience plus college degree and ready to move up. 301-949-0722

Rookie-of-the-year. Aggressive, seasoned broadcaster, '82 Newhouse M.S. with on-air experience six sports (including Triple A baseball), Radio-TV sportscasting, newscasting. Strong writer, dogged interviewer. Wrote, narrated and produced TV documentary, hosted FM trivia show. Thorough knowledge professional, Ivy League, ACC and East Coast sports. Excellent background U.S. politics. David Elfin, 2804 29th St., N.W. Washington, D.C. 20008. 202-234-3466.

News Director. Experienced newsman. Radio, TV, newspapers. Number 26 market. 34, black, family man. Write Box H-4.

Seeks entry level in (Radio/TV) production, news or related field. BA, Broadcast Journalism. Valeria, 212-629-2398, after six.

Position sought in sports or news: PBP experience; strong delivery, law degree; political experience; will relocate. Bob, 703-892-0920.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Attention: Northeast. 20 year professional seeks quality station. Programing, 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.

Format change. I'm out. WCCO-FM announcer seeks return to medium market programming. Excellent references. 612-379-0382.

TELEVISION

HELP WANTED MANAGEMENT

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.

Public television General Manager. WKPC-TV (PBS), Louisville, Kentucky, has an immediate opening for a General Manager. Management skills and knowledge of development are essential. Excellent benefits. Send full resume, salary requirements and job history to WKPC-TV Search Committee, c/o William C. Stone, P.O. Box 1515, Louisville, KY 40201. Applications must be received by October 31, 1982.

Production director. Executive position at PBS affiliate in major market, responsible for all production activities. Requires extensive experience in TV production and proven managerial ability. Send resume and salary history to Personnel Coordinator, WEDU-TV, 1300 North Boulevard, Tampa, FL 33607. Apply before October 15, 1982. Equal opportunity employer.

Assistant General Manager/Director of Broadcasting and Production (title/salary upgrade from previous ad) for 6th most watched public television station serving both western Washington and British Columbia to assist General Manager in directing the financial, operational and personnel activities; to supervise the programming, operations, production, research and technical services functions. Minimum qualifications: BA in Communications or a related field. Five years' experience in producing television programs and programming a TV station. At least two years' experience in PTV program and production management. Salary: \$31,716-\$51,144, plus liberal benefits. Deadline: October 25. Resume to: Selection Committee 82-B-12E, Attn: Fujita, KCTS/9, University of Washington, 4045 Brooklyn Ave., NE, Seattle, WA 98105. AA/EOE.

Promotion Manager—New York station. Minimum five years' experience in TV promotion. Solid background in on-air promotion, print advertising, radio and sales promotion. Candidates should be bright, creative, innovative and aggressive. Send resume with salary requirements to: P.O. Box 1111, Grand Central Station, NYC 10163.

Local Sales Manager—aggressive leader needed to motivate local sales staff—small market Northeast location may be the right opportunity for individual looking to move up. Send resume and salary expectations in confidence to Box H-26.

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.

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.

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.

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.

Salesperson—Applicant should have two years of experience with a proven record of excellence in broadcast sales. Apply with salary requirements to Bruce Lawrence, Local Sales Manager, WTNH-TV, 135 College Street, New Haven, CT 06510. Equal Opportunity Employer.

Account Executive. Growing independent in top 25 market seeking aggressive A.E. with previous broadcasting sales experience and strong track record. Excellent earning potential. Send resume in confidence to Box H-19. EOE, M/F.

TV account exec. wanted: top 50 NBC affiliate—need to fill vacancy with experienced account executive. Send resume and income requirements to: Chic Kroll, WGAL-TV 8, Lincoln Highway West, P.O. Box 7127, Lancaster, PA 17604. Equal opportunity employer.

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.

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.

Television maintenance engineer. Immediate opening at UHF independent in Florida. Applicant must have previous maintenance experience in studio and/or transmitter systems. Competitive salary—see resume to: Al Binus, Director of Engineering, WKTV/51, P.O. Box 200, Hollywood, FL 33022. EOE, M/F.

Video Maintenance Engineer. Spend the winter in 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.

Maintenance Engineer for Midwestern regional network station. Must have maintenance experience 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.

Chief Engineer. Needed for leading cable network. Must be able to order, install and maintain, and supervise twenty man staff. Send resume to Box G-139.

KMGH-TV, Denver, Co., seeks applications from qualified maintenance engineers. Minimum 3-5 year repair and maintenance experience on ENG, VT 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.

RF Maintenance technician—microwave, FM, TV satellite experience and FCC license required. Technical degree and SBE certification desired. ENG maintenance technician—experience with Ikegami HL-7 Sony BVU-800, BVU-200, BVU-110, and BVE-500 required. Experience with 1" VTR and VHS desired. Send resume to: Earl Arbuckle, WPIX, Inc., 11 W. Plaza, NYC 10017. EOE.

Engineer/technician with experience in studio maintenance. Familiarity with RCA Quad; Ampex 1 Sony JVC; Panasonic 3/4"; and TBCs. Salary: DOE. Work in beautiful Alaska, contact Dick Engh, KTVA-TV 1007 West 32nd Ave., Anchorage AK 99503. 907-272-3456.

HELP WANTED NEWS

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. All replies confidential.

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 call please. Equal opportunity employer.

Medical reporter & action/consumer reporter. positions open in top 10 market. Must have at least years reporting experience and one year as specialist. Send tape and resume to: KDFW-New Dept., 400 N. Griffin St., Dallas, TX 75202. EOE. N phone calls.

Anchor-reporter for early and late news in Southern market. We're looking for a person with or the air experience with solid writing and reporting abilities. Must be experienced. Prefer person with Southeast background. Send resume to Dav Basinger, News Director, WCBI-TV, P.O. Box 271, Columbia, MS 39701. No phone calls. EOE.

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/her mark. Send resume and video cassette to New Director, KPXX, 855 Battery St., San Francisco, CA 94111. Equal Opportunity Employer.

HELP WANTED NEWS CONTINUED

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 earn from one of the best in the country. Southwest network V. Send resume to Box G-144.

Anchor/reporter with experience who can write, shoot and edit for flagship station of expanding group. Send tape, resume and salary requirements to: Charles Tornell, News Director, KEVN-TV, Box 677, Rapid City, S.D. 57701.

Sports Director to cover Arkansas Razorbacks and other sports. ENG shooting and editing needed. Tape and resume to News Director, KPOM-TV, Box 1867, Ft. Smith, AR 72902.

Central Florida's leading news station is looking for a first-rate street reporter, one who can dig out a good story and make it come to life on television. This is a rare opportunity to join an aggressive and fully equipped station. Send tape and resume today to: Bob Jordan, WFTV, Box 999, Orlando, FL 32802. No beginners or phone calls, please. WFTV is an equal opportunity employer.

Two positions. Reporter—creative individual, strong writer, experienced. Photographer—good shooter and editor. Tape and resume: Jerry Howard, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216 E.O.E.

General assignment reporter for new statewide evening newscast. Experience preferred. Based in Fairbanks. Some travel. Send tape and resume to: News Director KTTU-TV, P.O. Box 74730, Fairbanks, AK 99707.

Major eastern market TV news leader needs top-flight reporter. Must have solid journalistic abilities and proven skills in story production, presentation and live reporting. An equal opportunity employer. Write Box 4-25.

News photographer. Minimum one year experience. Send resume and audition tape to News Director, Box 4, Nashville, TN 37202.

Assistant News Director. Gulf Coast station on the way up needs a strong No. 2 person. Will produce 6 PM news and supervise daily newsroom operation. Salary: mid 20's. Send resume and salary requirements to Box H-21. We're an equal opportunity employer.

Free-lance TV sports reporter seeks professional cameraperson for free-lance work in New York area. Some travel may be involved with expenses paid. Interested parties Write Box H-24.

Producer—Veteran broadcast public affairs producer wanted for statewide, state-of-the-art public TV network. Strong leadership qualities and legislative programming experience a must. News-oriented documentary background and on-air experience desirable. Send resume in confidence by October 25 to Ken Horseman, Managing Director, Florida Public TV Network, c/o House of Representatives, Tallahassee, FL 32301. EEO/M-F.

Field reporter for medium-market New England station. Good writer and digger who can do standups with poise and credibility. Resume, letter, written script samples to Box H-27.

Early morning newscast co-anchor and reporter needed by a top-5 market TV station. Must be thoroughly skilled in live ENG and news story production. E.O.E. Write Box H-28.

Directors, T.D.'s—news. Are you the best director or I.D. of news programs 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 H-46. EOE, M/F.

Co-anchor for Southeast medium market. No. 1 station is expanding its weeknight anchor team, and is looking for sharp, polished co-anchor. Must be more than just a talking head. Women and minorities encouraged. Send resume to Box H-32. EOE.

I-team, top 5 market, seeks smart, creative investigator/off-air reporter. Write Box H-37.

Weather person for top 30 Midwest market. Voice and upbeat presentation a must to give a spark to our primary newscasts. Send resume to Box H-40.

Reporters search continues in Midwest television market. Females and minorities encouraged to apply. Send resume to Box H-42. EOE.

Small market station needs Sports Director to anchor 10 PM sports in addition to gathering local sports. Also, need 6 & 10 PM producer. Both jobs require experience. Prefer Texas-oriented broadcasters. Salary negotiable. EOE. Resume to Box H-49.

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 H-43.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

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.

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.

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.

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.

Director of Production. Minimum \$19,000. at Athens, Ohio public radio and TV stations. Deadline: 10/20/82. Call J. Welling, 614-594-5134.

PM Magazine photographer/editor/producer. No. 1 rated show-top 50 market. Previous magazine experience desired. Send tape and resume to Phil Weber, Executive Producer, PM Magazine, WSAZ-TV, P.O. Box 2115, Huntington, WV 25721. (EEO).

Strong independent Seeks polished director/producer. Must have heavy commercial as well as news directing background, with a minimum of two (2) years on-line directing experience. CMX 340X knowledge preferred. Send resume to John A. Smith, Production Manager, KPHO TV5, 4016 N. Black Canyon, Phoenix, AZ 85017. Equal Opportunity Employer.

Promotion Producer: Major market independent seeks creative self-starter to conceive and execute innovative on-air promos. Knowledge of exploitable aspects of features a must. Send resume and written samples of work only in confidence to Box H-17.

Promotion Assistant—a Southeastern station is seeking a highly motivated individual to coordinate and produce on-air entertainment promos. Editing skills a plus. Send tape and resume to Eve Olasov, WCSC-TV, P.O. Box 186, Charleston, S.C. 29402. EEO, M/F.

Major West Coast ABC affiliate seeks morning talk show feature reporter/co-host to work with male host. Feature reporting skills and live interview experience required. BA in Journalism preferred. Send tape and resume to TC, P.O. Box 9494, Seattle, WA 98109. EOE.

TV Director with two (2) years' experience directing news and commercials. Excellent opportunity for a small market director wanting to move up. Send resume and tape to: Nick Elkins, Production Manager, WCPX-TV, P.O. Box 1833, Orlando, FL 32802. We are an equal opportunity/affirmative action employer. M/F.

Midwest group-owned station is offering the right person opportunity as our assistant production manager/director. If you have a dynamite reel and two years' experience, rush tape and resume to David Ward, V.P./Operations, KTIV, Box 87, Signal Hill, Sioux City, IA 51102. EOE.

SITUATIONS WANTED MANAGEMENT

24-year veteran—station and sales management is seeking a position in a top 50 Sunbelt market. I guarantee to make you money. Write Box G-109.

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.

Current state government public affairs director, 3 years. Experienced television, print reporter. Seeks P.A. 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).

Operations Manager. 18 years' experience in TV operations and production! Degree, stability, creativity, management expertise. Large or small market. Prefer East of the Mississippi. Write Box H-1.

SITUATIONS WANTED TECHNICAL

FCC school graduate with General. is willing to relocate anywhere to start in TV. This 27-year-old is hardworking, dependable and ambitious. Will work any hours. Don't miss out. Call today. Mike Baracco, 805-583-4582, or 756 Holbrook Ave., Simi Valley, CA 93065.

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. Bengel, 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. 815-455-5797.

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.

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.

Dedicated, creative, personable reporter seeks relocation to small-medium market. B.A., 2½ years' experience as television and radio anchor/reporter. Tracy Bryan, 240 N.W. 36th, Oklahoma City, OK 73118. 405-848-1544 or 405-525-0940.

Creative professional. Prefer features, but can do terrific general assignments too. Five years' experience. 713-832-0279.

Experienced feature reporter/anchor. Desires position with professional, dedicated news team. Karla, 318-261-1355.

SITUATIONS WANTED NEWS CONTINUED

Experienced, attractive minority female. Seeking a challenge. R. Pierce. 804-855-9991.

Anchor—The paid emcee for President Reagan's official election night party in Washington Nov. 4th, 1980. Covered the return of the hostages, appeared live on all three networks from West Point. 15 years broadcast experience, degree. Write Box H-35.

Attorney, with diverse legal background, strong academic credentials and experience in television news, interested in position as legal affairs reporter. 303-830-2359, after 6 PM. (MDT).

Radio news announcer, over three years middle market experience, five years T.V. educated; family man; seeking entry level T.V. position. Joe, 517-892-8964.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

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.

Experienced top 10 associate producer seeks producership in top 10 Market or nationally syndicated show. Please direct inquiries to Peter, 212-748-8603.

Highly creative, resourceful young man seeks entry level position on production in a growing television news market. Experienced in the promotional field, self motivated desire for personal growth and contribution. B.A. ready to re-locate. 914-354-8370.

Videographer, 4 years' experience. BA, Broadcasting, FCC 1st, plus tech school. Desires permanent news or production position. Write Box H-13.

CABLE

HELP WANTED SALES

Cable advertising sales. Career opportunities nationwide. Immediate openings in management also. Send resumes to: 24867 Harper, St. Clair Shores, MI 48080, or call 313-772-8190.

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.

HELP WANTED INSTRUCTION

Graduate assistants/teaching assistants to study for MS/PhD in Communications. Monthly stipend, plus fee waiver. Persons with undergraduate degree in Communications or related field and professional experience are invited to reply. Dr. H. H. Howard, College of Communications, University of Tennessee, Knoxville, TN 37996.

Asst/Assoc. Professor, depending upon qualifications and experience. Tenure track position for Fall, 1983. Ph.D. required. Teaching experience and/or media experience preferred. Teach undergraduate courses in radio and television production, programming, criticism, history, management, performance, or a combination of these. Participate in curriculum development. Regular research and publication expected. State University College—New Paltz, located 90 miles from NYC near the Catskills, is an equal opportunity employer. Salary competitive. Send resume and confidential credentials to Fred V. Maulucci, Chairman, Department of Speech Communication, SUNY, New Paltz, NY 12561.

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.

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 warantee. M. Cooper, 215-379-6585.

Copper strap, wire, screen. Check our prices. 317-962-8596, ask for copper sales.

AM transmitters: RCA-BTA-1R, on air, Collins 21E, on air, exc. cond. M. Cooper, 215-379-6585.

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.

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.

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-2 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.

Lighting system and fixtures for television studio/theatre. Used, but in excellent condition. One console, 140-12 KW dimmers and racks. Write: George Watson, 83 Constable Lane, Levittown, NY 11756.

20 KW FM transmitter, ten years old, excellent, large spares inventory. Consider trade for five KW AM or 3-5 KW FM. 208-344-0947.

Film processor—recently overhauled Filmline FE-15, complete with loading magazines and mixing tanks if desired. Willing to donate processor to educational institution. Also available for sale: two CP-16's. Contact Donald Reilly, Business Manager, WSMW-TV, 127 Beverly Road, Worcester, MA 01605.

2 TK-45A cameras, one with Schneider TV-14 and Vinten pedestal. One with Varotal and RCA field tripo and dolly. Cables and CCUs included. Need plumbicons. \$15,000 each or best. Call Bill Ellis, 417-865-2100.

1-MW-50 Harris, used only 1 year—many spares—immediate delivery. Perfect condition. Bargain price 214-630-3600.

AM towers and transmitter—RCA BTA5F 5kw, 1370 khz, one 185 ft. and four 220 ft. guyed towers. Best cash offer with buyer dismantling and removing. Contact Bob Holben or Lynn Bradley at WTT? Bloomington, IN 812-332-3366.

Over \$30,000 worth of commercial B&W television equipment. Best offer. Contact Fred, 603-478-3202, Days.

Thirty five AM and FM transmitters in stock, all have met FCC proofs. All powers from 1kw to 20kw FM and 1kw to 50 kw AM. Continental, Collins RCA, Harris Gates, Sparta, and CCA. Besco Internacional, 5941 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

COMEDY

Free Sample of radio's most popular humor service (Request on station letterhead). O'Liners, 1448 (West San Bruno, Fresno, CA 93711.

"Phantastic Phunnies"—humor service of world's top comics! Month's 500 topical jokes - \$2.00. 1343-E Stratford, Kent, OH 44240.

Comic Relief. Just for laughs. Bi-weekly. Free sample. White Creative Services, 20016 Elkhart, Detroit MI 48225.

MISCELLANEOUS

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 Gilbert. 214-272-0322.

Put the Beatles to work! Limited quantity (20,000+) of rare, original Beatle's promotional print sets available for exclusive station offering, merchandise or P/sale. Call Richard Rund (203)-866-4677.

CONSULTANTS

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.

Technicians: want to work for networks? Free referrals. Female applicants especially encouraged. Write Box H-18.

RADIO

Help Wanted Technical

WANTED: RADIO TECHNICIANS

Talk radio 68, WRKO-AM, and adult contemporary WROR-FM, Boston radio stations of RKO General Inc., need temporary radio technicians for the planned relocation of its studio facilities.

You'll be responsible for taking on duties of present staff who will be involved with construction of the new facility. Other duties will include operation of talk show and music format, production, and light routine maintenance.

Must have FCC 1st or General Radio/Telephone license. Excellent opportunity with prospective permanent employment at the conclusion of project (approximately 6 months).

Send your resume to Diane Puglisi, Division Personnel Manager, RKO General Inc., RKO General Building, Government Center, Boston, MA 02114.

An Equal Opportunity Employer, M/F/H/Vets.



RADIO MANAGEMENT OPPORTUNITIES

New York, Denver, Schenectady, Spokane, Las Vegas, Ft. Meyers, FL. Broadcasting company seeks local residents in any of the above areas with the following qualifications: (1) Prior broadcast experience desired; (2) Record of local civic involvement; (3) Unblemished character history; (4) Women & minorities are encouraged to reply. Write Box G-96.

Help Wanted Programing, Production, Others

Program Director WSYR-AM SYRACUSE, NY

Prestigious high profile Program Director position immediately available at the Syracuse market leader for news and information, WSYR-AM.

If you have skills and experience working with a modern powerhouse MOR and the ability to develop and implement ongoing goals, send resume and salary requirements to Hugh Barr, General Manager, WSYR-AM/FM, Two Clinton Square, Syracuse, New York 13202. Katz Broadcasting is an Equal Opportunity Employer.

KATZ BROADCASTING COMPANY
America's Employee Owned Broadcast Group
A SUBSIDIARY OF KATZ COMMUNICATIONS INC



Katz. The best.

Program Director K95FM TULSA, OK

One of America's finest Contemporary Country FM stations has a rare job opportunity to direct professional news and air staffs, supervise production, music and on-air promotion as well as produce an on-air shift. Ideal candidate must have thorough understanding of Adult Radio programming, triangular management principles and talent critique methods. Successful track record in a medium to major market and on-air experience necessary. Send resume and air-check to Robert Backman, VP/General Manager, K95FM, 1502 South Boulder, Tulsa, Oklahoma 74119. Katz Broadcasting is an Equal Opportunity Employer.

KATZ BROADCASTING COMPANY
America's Employee Owned Broadcast Group
A SUBSIDIARY OF KATZ COMMUNICATIONS INC



Katz. The best.

CREATIVE DIRECTOR

Progressive, profitable, class C FM seeks a creative director with excellent production talents and lots of fresh ideas. This is a small market (15,000 city, 30,000 county) in a fast growth area. Send tape of your work and salary requirements to S. Hughes, KOLL-FM, 311 1/2 S. Gillette Ave., Gillette, WY 82716.

For Fast Action Use BROADCASTING's Classified Advertising

SPECIAL NOTICE

Due to holiday Monday, October 11, the deadline for classified advertising for the October 18 issue will be:

FRIDAY, OCTOBER 8

General Sales Manager WSYR-FM SYRACUSE, NY

Goal oriented individual team-player needed for executive level General Sales Manager position at WSYR-FM, Central New York State's highest rated professional facility.

If you're equipped with superior sales skills, organizational and motivational abilities and you seek a rare opportunity with an exceptional company, send resume and letter detailing sales management credentials to Hugh Barr, General Manager, WSYR-AM/FM, Two Clinton Square, Syracuse, New York 13202. Katz Broadcasting is an Equal Opportunity Employer.

KATZ BROADCASTING COMPANY
America's Employee Owned Broadcast Group
A SUBSIDIARY OF KATZ COMMUNICATIONS INC



Katz. The best.

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 Technical

SBE CERTIFIED SENIOR BROADCAST ENGINEER

Major market Chief Engineer investigating the possibility of a lateral or advance move to an organization with better long-term benefits. Strong on supervision, maintenance, construction, installation and financial. 18 years in field. Will consider allied fields. Write Box H-36.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

**University Microfilms
International**

300 North Zeeb Road, Dept. PR., Ann Arbor, MI 48106

Setting A New Pace For The Industry We Pioneered!

...RCA Broadcast Systems

Since we introduced nearly all the advances making commercial color television practical, RCA engineers have been involved in every major improvement in broadcast systems technology. The TK-47 color television camera represents another step forward. Taking advantage of microprocessor technology, RCA engineers automated almost 100 set-up control functions with the touch of a button. Set-up times which used to be measured in hours, now take minutes.

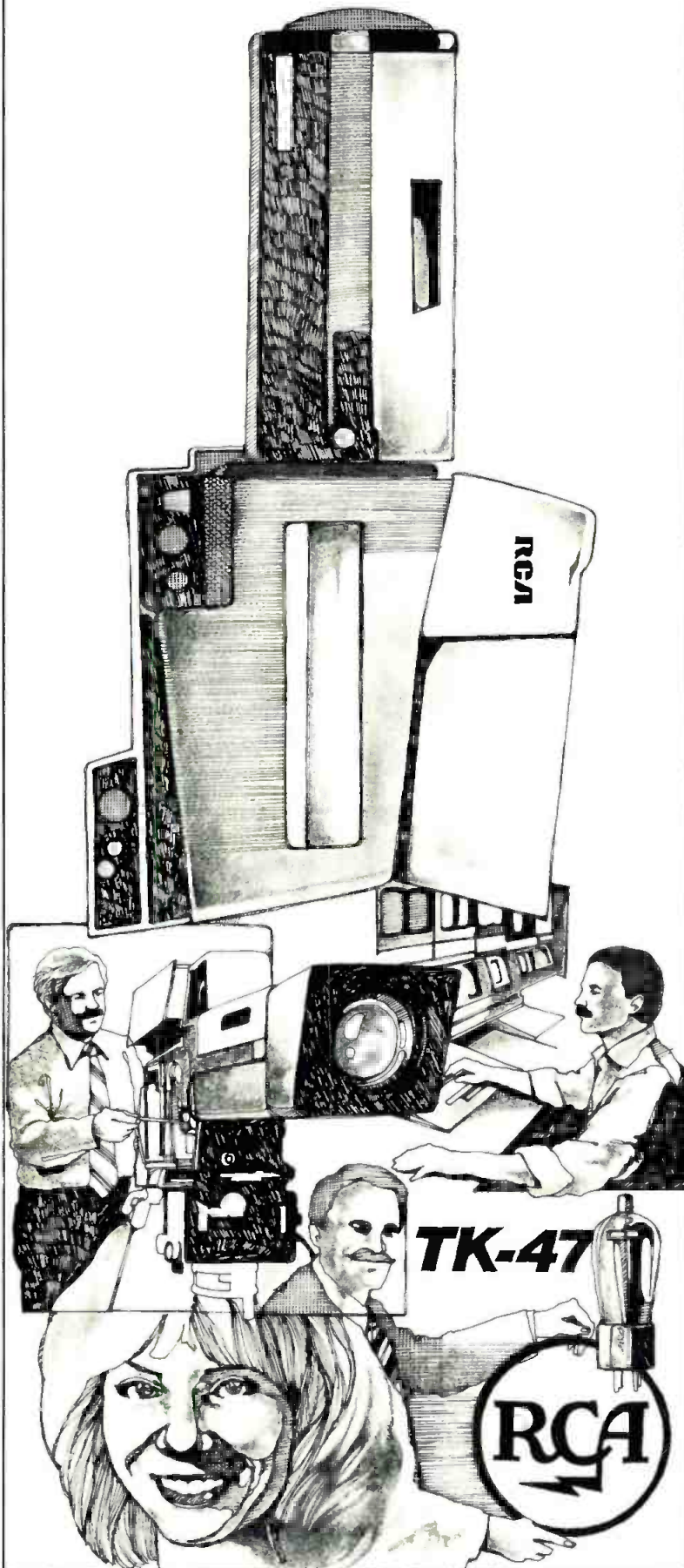
Virtually any picture you encounter on your home screen has been touched by RCA engineering. As America's largest supplier of commercial video equipment, we are involved in every step: studio cameras, portable cameras, video recorders, editing equipment, telecine equipment, transmitters and broadcast antennas. As you read this, we are moving ahead with advanced development programs in digital video equipment and the creation of a completely solid state color television camera.

Our commitment is to continue to set the pace for the industry we pioneered. If you are an engineer who is interested in furthering the development of advanced broadcast technology, we invite you to share this adventure with us. For career details, please write to: RCA Broadcast Systems Division, Joy K. McCabe, Dept. PR-10, Front & Cooper Sts., Building 3-2, Camden, New Jersey 08102.

Equal Opportunity Employer

**Setting The Pace In
Broadcast Engineering!**

RCA



TELEVISION

Help Wanted Management

AUDIENCE PROMOTION MANAGER— TELEVISION

Boston television station seeks audience promotion manager to write, produce and direct station's on-air promotional announcements.

Your background should include a minimum of 2 years television production or related experience, a Bachelor's degree in English, Communications or a related field.

Please forward your resume only, including salary history, in confidence to Box H-6. An equal opportunity employer.

BUSINESS MANAGER

For major market Sunbelt television station. Three to five years' experience in broadcasting. High energy level a must; salary open and fully paid benefits, including relocation assistance; confidentiality assured. Respond to Box G-67. EOE.

Help Wanted News

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.

Help Wanted News Continued

NEWS DIRECTOR

for respected group-owned television station in Midwest. Station has long history of news commitment. Desires team-player, able to motivate, be creative, and lead. Experienced TV journalist challenged by producing results. Send salary requirements and resume to KGAN-TV, P.O. Box 3131, Cedar Rapids, IA 52402. EOE.

DIRECTORS, T.D.'S—NEWS

Are you the best director or T.D. of news programs 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 H-44. EOE, M/F.

Help Wanted Programing, Production, Others

SE7EN

NEEDS A NEWS GRAPHICS MANAGER

Talented professional needed to design, coordinate, maintain and supervise production of all visual elements of daily newscasts, on deadline. Must have 2-5 years, broadcast design experience, preferably with a news operation. BSA or certificate in graphics design a must. Also knowledge of copystand work on Polaroid, Oxberry and/or Forox machine and strong understanding of typography color and layout. Experience with character generators, electronics still storage. DVE systems a plus.

Resumes only to Employee Relations Department, 7 Bullfinch Place, Government Center, Boston, MA 02114. No phone calls, please. EOE.

WNEV-TV 
A New Day Dawning.

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

WTVF—NASHVILLE

Director needed for production dept. Person will direct commercial and promotional sessions, programs and newscasts. Creative ability and previous experience a must. Send resume to: Bill Nunley, WTVF, 474 James Robertson Parkway, Nashville, TN 37219. An equal opportunity employer, M/F.

Books For Broadcasters

T5213 A HANDBOOK OF RADIO PUBLI-CITY & PROMOTION, by Jack MacDonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1,500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8 1/2 x 11" bound in long-life 3-ring binder. **\$34.95**

T5819 JOURNALIST'S NOTEBOOK OF LIVE RADIO-TV NEWS, by Phillip Keirstead, network news producer, adjunct prof., Fordham Univ. Written to provide broadcast journalists with a solid understanding of journalism concepts and techniques. Covers the techniques of gathering, processing, writing, and broadcasting live news, using the latest electronic equipment. Contains special sections on laws relating to journalism, documentaries, and editorials. 252 pp., 29 illus. **\$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 _____

ALLIED FIELDS
Help Wanted Programing,
Production, Others

**AUDIOVISUAL
PRODUCER**

To work in production unit at Alcoa's Pittsburgh-based headquarters. Responsibilities include concept-to-screen accountability of video and slide programs for in-house and external audiences.

Candidates should have strong writing, electronic field (remote) production and conceptualization background along with a pragmatic approach. Ideal candidate should have three to five years educational or industrial TV production experience. A BA degree in a related field is required. Salary commensurate with experience. Please send resume and nonreturnable videotape sample in confidence to:

Professional Employment Department
Dept. PRA, Box 2534
1501 Alcoa Building
Pittsburgh, PA 15219

Principals Only

Alcoa is an
Equal Opportunity Employer M/F/H.



**this
publication is
available in
microform**



Please send me additional information.

**University Microfilms
International**

300 North Zeeb Road
Dept. P.R.
Ann Arbor, MI 48106
U.S.A.

18 Bedford Row
Dept. P.R.
London, WC1R 4EJ
England

Name _____
Institution _____
Street _____
City _____
State _____ Zip _____

Help Wanted Technical

**Broadcast
Engineers**

• Camera • Transmitter

**Bored With Your Job
Or Career?**

If you feel confined in your present job, sitting behind a desk or trapped in a day-to-day routine with no future in sight, then a career with RCA Service Company may be your ticket out.

RCA Service Company's Broadcast Engineers travel all over the world to install, maintain and service television cameras, television tape recording equipment, and/or transmitting systems. A digital background plus three years experience in the maintenance of television broadcast and related equipment are necessary. RCA equipment experience is a real plus.

We are looking for a few of the best Broadcast Specialists who are able to work without close supervision and who would enjoy working from home to travel throughout the U.S. and occasionally to many foreign countries.

Naturally we provide excellent salaries and company paid benefits including medical and life insurance, vacations, holidays, and income savings, dental and retirement plans.

For immediate consideration, call collect, or send a letter or resume to: Mr. V.D. Eichenlaub, (609) 778-0770, RCA Service Company, 102 Gaither Drive, Mt. Laurel, NJ 08054. Equal Opportunity Employer.



A Tradition On The Move!

Help Wanted Management

**Manager, Technical
Programs**

Video/Audio Services

RCA American Communications, Inc., has an outstanding opportunity available for a Manager of Technical Programs - Video/Audio Services.

The individual we seek will provide senior level engineering support for video/audio satellite communications services and technical liaison between sales and engineering. Will actively participate in all phases of the sales and marketing effort and have a high degree of customer interface. Will be responsible for monitoring and evaluating new and existing programs.

Must possess expertise in the areas of broadcast television and audio. Familiarity with satellite communications systems helpful. BSEE and extensive broadcast industry experience required. For prompt consideration, forward your resume and salary requirements to:

P.V. Crusco III
Administrator, Employment, DEPT. B
RCA American Communications, Inc.
400 College Road East
Princeton, N.J. 08540

Equal Opportunity Employer



A Tradition On The Move!

Radio Programing

**The MEMORABLE Days
of Radio**

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
included in each series



Program Distributors
410 South Main
Jonesboro, Arkansas 72401
501-972-5884



For Sale Equipment

**3 SATICON
ENG CAMERA
FOR \$6,500!**

It's the Thomson-CSF MC 301 pre-inventory sale. An amazing price for an amazing camera ... 'cause we'd rather sell 'em than count 'em! The MC 301 also includes: camera head, 1 1/2" viewfinder, AC power adapter, dust cover, shipping case, extender board, manuals, and a 14x lens. Your cost: only **\$6,500!** Don't be counted out! Call today. 203-327-7700.

Employment Service

RADIO JOBS

10,000 radio jobs a year for men and women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspeople & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list. \$6.00. Special bonus, six consecutive weeks, only \$14.95—you save \$21.00! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.**

Business Opportunity

WANT TO OWN RADIO?

If you're a sales manager or salesman who can **prove** a record of sales growth, let's talk about investing sales results for equity. Send your proof to Box H-29.

For Sale Stations Continued

STAN RAYMOND & ASSOCIATES

Broadcast Consultants & Brokers

Now available-AM/FM combos in NC, SC, AL, TN, FL, GA & others
404-351-0555 1819 Peachtree Rd., NE
Suite 606
Atlanta, GA 30309

For Sale Stations



CHAPMAN ASSOCIATES[®]

nationwide mergers & acquisitions

STATION

CONTACT

Sblt.	Metro	3 TV's	\$29,000K	Terms	Bob Thorburn	(404) 458-9226
SE	Metro	AM/C1.C FM	\$2,500K	Cash	Bill Chapman	(404) 458-9226
N.Eng.	Metro	Ft. AM/FM	\$1,700K	\$800K	Jim Mackin	(207) 623-1874
Rk.Mt.	Small	Fulltime	\$775K	\$175K	Greg Merrill	(801) 753-8090
SE	Medium	Fulltime	\$750K	\$100K	Bill Cate	(904) 893-6471
MW	Small	AM/FM	\$700K	29%	Bill Lochman	(816) 254-6899
N.Eng.	Medium	Fulltime	\$500K	\$230K	Jim Mackin	(207) 623-1874
SW	Small	Fulltime	\$495K	\$125K	Bill Whitley	(204) 387-2303
SE	Small	Fulltime	\$410K	\$75K	Mitt Younts	(804) 355-8702
SE	Small	AM/FM	\$300K	29%	Ernie Pearce	(615) 373-8315
SE	Small	FM	\$220K	Cash	Ernie Pearce	(615) 373-8315

To receive offerings within your area of interest, or to sell, contact John Emery, General Manager, Chapman Co. Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. (404) 458-9226.

R.A. Marshall & Co.

Media Investment Analysts & Brokers
(803) 842-5251

Bob Marshall, President

R. A. Marshall & Company is proud to host its first broadcast investment seminar on Hilton Head Island November 11-13th. Five dynamic individuals will present various facets of the investment process including tax considerations, limited partnerships, private placement and The Art of Negotiating featuring author and speaker Gerard Nierenberg. Call or write for complete details:

Suite 508A - Pineland Mall Office Center - Hilton Head Island, South Carolina 29928

WALKER MEDIA & MANAGEMENT INC.

New England fulltime AM. \$225,000, on terms. Includes real estate.

202-223-1553
William L. Walker

Suite 417,
1730 Rhode Island Ave., N.W.
Washington, D.C. 20036

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

SIZE DOESN'T MATTER

Bob Kimel has brokered properties from very big to very small. Bob Kimel's New England Media considers ALL New England properties important—and all buyers important—be they large group owners or small first-time buyers.

8 DRISCOLL DR. ST. ALBANS, VT. 05478
802-524-5963 802-524-3159



Wilkins and Associates Media Brokers

CO	FM	275K	30K	Small
AZ	AM	350K	50K	Small
MO	AM/FM	275K	50K	Small
SD	AM	260K	22%	Small
WI	AM	495K	50K	Small
KS	AM	410K	50K	Small
MS	AM	300K	50K	Small
ND	AM/FM	250K	20K	Small
IL	FM	325K	20%	Small
MT	FM	500K	25%	Small
SD	AM	440K	Cash	Small
VA	AM	\$20,000 down		
AR	AM	\$25,000 down		

109 North Main, 2nd Floor
Sioux Falls, SD 57102 605/338-1180

Dan Hayslett
& associates, inc.
Media Brokers
RADIO, TV, and CATV
(214) 691-2076
11311 N. Central Expressway • Dallas, Texas

NORTH AMERICAN MEDIA BROKERS

Box 1415
Boca Raton, FL 33432
(305) 391-2280
California Office: (408) 624-7282

Horton & Associates

MEDIA BROKERS/APPRAISERS

MIDWEST

Profitable, growing FM - \$1,900,000
Fulltime AM & FM - \$900,000

Woodland Park • Box 948 • Elmira, N.Y. 14902
607-733-7138

MS	Combo	450K
OK	Combo	670K
MO	AM	600K

John Mitchell, Shreveport, La.
318-868-5409

**Mitchell
& Associates**
P.O. Box 1065 Shreveport, LA 71163

BILL - DAVID ASSOCIATES

BROKERS - CONSULTANTS
303-636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

H.B. La Rue, Media Broker

RADIO TV CATV APPRAISALS

West Coast
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750
East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

For Sale Stations Continued

HOT COLORADO FM!

No. 1-rated Class C with record billing growth. Expansion prospects. \$1.1 million, on terms. Qualified principals only reply: Gary Willson, Broker, 415-435-3159.

FOR SALE

AM daytimer within Albany, N.Y. SMSA. \$300,000 priced at 2X gross. Must sell. All serious offers considered. Good terms to qualified buyer or substantial discount to cash buyer. Reply Box H-5.

CENTRAL SOUTH FULLTIME AM

Owner seeking retirement. City population 45,000. Studio & tower receiving additional rental income. 30% down, owner will finance balance to right parties. Under \$1 million. Reply Box H-16.

901/767-7980

MILTON Q. FORD & ASSOCIATES

MEDIA BROKERS—APPRAISERS

"Specializing in Sunbelt Broadcast Properties"

5050 Poplar • Suite 816 • Memphis, TN 38157

AM-FM RADIO STATIONS

Maine. 50,000 watts. Serving large regional area. Excellent facilities. Reply Box H-48.

BROKERAGE

*Over twenty years of service to Broadcasters.
Appraisals • Brokerage • Analysis
Westgate Mall, Bethlehem, PA 18017
215-865-3775*

THE HOLT CORPORATION

RALPH E. MEADOR

Media Broker
AM-FM-TV-Appraisals
P.O. Box 36
Lexington, MO 64067
816-259-2544

MICHIGAN 5,000 WATT FULLTIME

Major university community. Nation's 6th highest consumer spendable income. Grossing approximately \$500,000. Excellent physical plant. \$950,000, half down, terms. Significant discount for cash. Contact J. D. Williamson, IL 216-782-1144.

SPECIAL NOTICE

Due to holiday Monday, October 11, the deadline for classified advertising for the October 18 issue will be:

FRIDAY, OCTOBER 8

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or Money order only. (Billing charge to stations and firms: \$3.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted, or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (NO telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING, Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified Listings (non-display) Help Wanted: 85¢ per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50¢ per word. \$7.50 weekly minimum. All other classifications; 95¢ per word. \$15.00 weekly minimum. Blind box numbers: \$3.00 per issue.

Rates: Classified Display: Situations Wanted (personal ads) \$40.00 per inch. All other classifications: \$70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice advertising require display space. Agency commission only on display space.

For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, Radio Programming, Miscellaneous, Consultants, For Sale Equipment, Wanted To Buy Equipment and Situations Wanted advertising require payment in advance.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word Count: Include name and address. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as one word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Fates & Fortunes

Media



Moroney

James M. Moroney Jr., president and chief operating officer of A.H. Belo Corp., Dallas, and chairman of Belo Broadcasting Corp. subsidiary, assumes additional title of chief executive officer of parent company, effective Dec. 31, succeeding **Joe M. Dealey**, who will remain chairman until

retirement in 1984.

Jim Ramo, regional VP, Times Mirror Cable Television, Long Beach, Calif., region, named to newly created position of president and chief operating officer of Times Mirror's and Knight-Ridder Newspapers' jointly owned Long Beach system.

James Champlin, VP, operations, Beck-Ross Communications, Rockville Centre, New York, named president and chief operating officer.

Edward Rose, general manager, Comcast Cable, Warren, Mich., named regional manager, southeast Michigan.

Joseph Schwartz, from CBS/FM National Sales, Chicago, joins WPXI(AM)-WWDE-FM Hampton, Va., as VP and general manager.

David Norcutt, general manager of newly launched Matrix Enterprises cable system in Blount county, Tenn., assumes additional duties as VP, operations, East Tennessee region.

Peter Temple, station manager, WCBS-TV New York, named VP, finance and planning for CBS Television Stations division there.

John Rolls, treasurer, Monsanto, St. Louis, joins RCA, New York, and will be proposed for election to VP and treasurer at Oct. 6 board of directors meeting.

Robert Flynn, service manager, Viacom Cablevision of Long Island, N.Y., named manager of loss control overseeing investigations of theft of service.

Gil Rozzo, general manager, WMZQ(FM) Washington, and **Charles Scruggs**, general manager, WBAI(AM) Memphis, named VP's, parent, Viacom Radio.

Raymond Petrofsky, director of finance and administration, wvlt(TV) Hartford, Conn., named VP, finance for parent, Viacom Television.

Frank Eberdt, VP, technical operations, Rogers Cablesystems, Los Angeles, joins Valley Cable TV there as VP and general manager.

William Viands, VP and general manager, Cox Broadcasting's WIOD(AM)-WALA(FM) Miami, joins Cox's KIDL-TV St. Louis in same capacity.

Rish Wood, regional promotion manager, Polygram Records, Atlanta, joins WYDE(AM) Bir-

mingham, Ala., as general manager.

Steve Friedheim, national sales manager, KCOP(TV) Los Angeles, joins WTVU-TV New Haven, Conn., as executive VP and part owner.

Dick Taylor, station manager, WUHN(AM)-WUPR(FM) Pittsfield, Mass., named general manager, WUHN.

James Thompson, general manager, KSEE(TV) Fresno, Calif., joins KGGM-TV Albuquerque, N.M., in same capacity.

George Drymalski, general sales manager, WCGV-TV Milwaukee, named acting general manager.

James Richards, owner of own production company, Cincinnati, joins WKSY(FM) Columbia City, Ind., as general manager.

Dick Crusier, interim operations manager, KOIT(FM) San Francisco, named operations manager.

Ron Adkins, promotion manager, KRIV-TV Houston, joins KPOM-TV Fort Smith, Ark., as operations manager.

William Lincoln, director of planning and administration, WBBM-TV Chicago, joins WIZL(TV) Miami as station manager.

Susan Harmon, general manager, noncommercial WAMU-FM Washington, joins noncommercial WERA-FM Dallas as station manager.

Michele Edwards, director of donor services, noncommercial WTVS(TV) Detroit, joins noncommercial WPBT(TV) Miami as development manager.

William Woodson, president, Brooks-Woodson Associates, New York-based human resources consulting firm, joins Group W there as director, organization planning and development, human resources department.

Advertising



Haggerty

Mike Haggerty, associate media director, Foote, Cone & Belding, New York, named VP, media director. **Gregory Blaine**, director of media, Foote, Cone & Belding, Chicago, assumes additional duties as director of communication technologies, FCB Communications.

N. Bruce Kravetz, account supervisor, **Nancy Richman**, associate creative director and **Joseph Camilletti**, art director, SSC&B, New York, elected VP's.

Ruth Trager, senior media planner, J. Walter Thompson, Atlanta, named VP and associate media director.

Al Samuelson, senior VP, creative director of SSC&B, Lintas Worldwide, Los Angeles, joins

Keller-Crescent Co., Evansville, Ind., as executive VP, creative director.

Richard Menges, account executive, George W. King Co., Washington, joins Creative Directions, subsidiary of Henry J. Kaufman & Associates, Washington, as VP.

Maurice (Cris) Rashbaum, research VP, Harrington, Righter & Parsons, New York, for 12 years before leaving in 1974 to become staff attorney with criminal division, Legal Aid Society of New York, joins NBC, New York, as director, network sales research.

Linda Price, media planner, J. Walter Thompson, Chicago, joins Tatham, Laird & Kudner there as international media planner.

Philip Morrow, manager, field media, department of media resources, Needham, Harper & Steers, Chicago, named to newly created position of group media director, department of media resources.

John Arslanian, sales manager, Katz Independent Television, Chicago, named divisional VP.

Jerry Cifarelli, account executive, Seltel, New York, joins Katz there in same capacity. **Sam Ashenofsky**, Los Angeles sales manager, Katz Independent Television, named divisional VP. **Joseph Canty**, account executive, John Blair

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Inc., New York, joins Katz Independent Television there in same capacity. **Jody Wittern**, account executive, TeleRep, Chicago, joins Katz Independent Television Sales, Los Angeles, in same capacity.

Maureen Kvam, manager, Minneapolis office, Avery Knodel Television, named VP.

Stuart Rosenberg, VP, national sales manager, Seltel, New York, joins Time Buying Services there as VP sales.

Paula Crocker, senior broadcast media buyer, Gardner Advertising, St. Louis, joins Long, Haymes & Carr, Winston-Salem, N.C., as media buyer.

Jimmy Wyatt, account supervisor, John M. Rose & Co., Knoxville, Tenn., elected VP client services.

Karen Duffy, media supervisor, R.L. Meyer Advertising, Milwaukee, joins Frankenberry, Laughlin & Constable there in same capacity.

Barbara Longoria, from Selcom, Dallas, joins Torbet Radio as regional manager, Dallas office.

Norman Berger, account executive, Kenrick Advertising, St. Louis, named account supervisor.

Rhonda Gunderson, copywriter, Dancer Fitzgerald Sample, San Francisco, named public relations manager.

Marsha Michaels, senior art director, Windsor Demaine & Associates, Alexandria, Va., joins Abramson Associates, Washington, as art director. **Micki Kirk**, from Capital Systems Group, Rockville, Md., joins Abram-

son & Associates as senior production artist.

Nancy McNeil, account executive, KAAM(AM)-KAFM(FM) Dallas, joins Bernard Howard & Co. there in same capacity.

Karen Grinthal, sales representative, RKO Radio Sales, New York, joins RKO Radio Networks there as account executive.

Marcy Siegel, assistant media buyer, Benton & Bowles, New York, joins N W Ayer Inc. there as spot television and radio buyer.

Colleen Fanshawe, sales trainee, HRP Television Station Representatives, Chicago, named account executive.

Jill Greenspan Smith, from Procter & Gamble, Cincinnati, joins W.B. Doner & Co., Baltimore, as account executive.

Bob Bellin, from Torbet Radio, New York, joins RKO Radio Sales there as account executive.

Frank Savage, national and regional sales manager, KMPH(TV) Fresno, Calif., joins KFTY(TV) Santa Rosa, Calif., in newly created position of VP, sales and marketing.

R. Douglas Oliver, general sales manager, WALB-TV Albany, Ga., named VP sales. **Jerry Smithwick**, from KPLC-TV Lake Charles, La., succeeds Oliver.

Joseph Rey, general manager, WCMQ(AM) Miami, joins WDLZ(TV) there as VP of sales.

Harry Delaney, from WMIL(FM) Waukesha, Wis., joins KTVT(TV) Fort Worth as general sales manager.

Tony Wrath, from KKUA(AM)-KQMQ(FM) Honolulu, joins KDIG(AM) San Bernardino-KBON(FM) Lake Arrowhead, both California, as general sales manager.

Mark Garry, account executive, Radio Advertising Representatives, Chicago, joins KOAX(FM) Dallas as general sales manager.

Judy Fremont, member of sales staff, WNCN(FM) New York, named director of entertainment sales.

Steve Parkinson, account executive, WGBF(AM) Evansville, Ind., named regional sales manager.

Vicki Robinson, from *Chicago Tribune*, Chicago, joins WBBM-TV there as manager of sales research.

Jack Hogan, general manager, KWKN(AM) Wichita, Kan., and co-owned KGCS(FM) Derby, Kan., joins KRMG(AM) Tulsa, Okla., as sales manager.

Howard Price, from KBBJ(AM)-KMOD-FM Tulsa, Okla., joins KAYI(FM) Muskogee, Okla., as sales manager. **Lee Hubby**, from KELI(AM) Tulsa, and **Linda Carney**, from KBBJ-KMOD-FM, join KAYI as account executives.

Stuart Layne, Midwest manager, CBS/FM National Sales, Chicago, joins CBS owned WBBM-FM there as sales manager.

Robert A. Leeber, account executive, Torbet Radio Sales, Los Angeles, named sales manager, KSRF(FM) Santa Monica, Calif.

Leslie Skaff, account executive, Ross Roy advertising, Toledo, Ohio, joins WSPD(AM) there as sales representative.

Jess Chalker, local-regional sales manager, WBT(TV) Charlotte, N.C., joins Seltel, Detroit, as manager. **Jody McCoy**, local sales manager,

co-owned WBT(AM) Charlotte, N.C., succeed Chalker.

William Squartino, co-op director, WSHH(FM) Pittsburgh, named local sales manager.

Ruth Godfrey, assistant account executive, Creamer Inc., New York, named account executive.

Mark Sciumeca, from WLIF(FM) Baltimore, and **Michal Beverly**, from WCAO(AM) WXYV(FM) there, join WJZ-TV as account executives.

Patricia Reilly, account executive, WFRY(FM) Chicago, joins WAIT(AM)-WLOO(FM) there in same capacity.

Carolee Smith, traffic coordinator, Mutual Broadcasting, Washington, joins Black Entertainment Television there as traffic control manager.

Cheryl Tibbs, recent graduate, Parkland College, Champaign, Ill., joins WBLN(TV) Bloomington, Ill., as traffic department coordinator.

Programing



Axelrod

In restructuring of Columbia Pictures Television's production operations, **Jonathai Axelrod**, senior VP has been named executive VP in charge of production, with responsibility for all creative and production departments in both film and tape.

Peter Michaelson, director of marketing

Cablevision Program Enterprises, New York, joins The Entertainment Channel there as director of marketing.

Appointments, regional offices, The Entertainment Channel: **August Turak**, Eastern regional sales manager, Warner Amex Satellite Entertainment, New York, to Northeast regional director, New York: **Timothy King** from WASEC New York, and **Jack Vikati** from American Cable Systems, Boston, to regional managers, New York: **Bruce Stover** from Warner Amex Cable, Houston, to Southwest regional manager, Dallas: **Peter Tinkham**, from WASEC, Atlanta, to regional manager, Atlanta office: **Rebecca Ruthven** from Chicago Merchandise Mart, and **Dar Zifkin**, from Showtime, Chicago, to regional managers, Chicago office: **Leslie Maisel**, from Katz, Los Angeles, and **Terry Lippman**, from Showtime, San Francisco, to regional managers, Los Angeles.

Jim Weathers, VP, general sales, Metromedia Producers Corp., named VP, special projects Metromedia Producers Corp.-Syndication based in San Francisco. As result of consolidation of MPC and Boston Broadcasters Inc. **Car Menk**, VP, station sales. **Jack Duffield**, VF media sales, **Patrick Pattison**, director of creative services, and **Tim Duncan**, director of marketing, all BBI, named to same posts at Metromedia Producers Corp.-Syndication Boston. **Susan Bender**, director of contract sales administration, MPC, Los Angeles named to same post with combined company Boston.

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Ick Jacobs, director, talent and casting, CBS ntertainment, New York, named to same ost, West Coast, based in Los Angeles.

Jmer Alley, former program director of wsmv Nashville (now wsmv-TV), named director of rograming for Nashville Network, project of VSM Inc., and Group W Satellite Communications. Alley joined wsm(AM) in 1939, switching o wsm-TV when it went on air in 1949. He was amed program director in 1971 and held post ntil station was sold in 1981 to George Gillett.

Iuth Vitale, manager, film acquisition, The 4ovie Channel, New York, named director, lm acquisition.

Anthony Lynn, VP and general manager, Columbia Pictures Pay Television, Los Angeles, amed senior VP, Columbia Pictures Pay Television and Nontheatrical Distribution.

Iorman Potter, station manager, KTSF(TV) San rancisco, joins Financial News Network, Santa onica, Calif., as executive VP, marketing and ales.

Ierry Czuchna, regional marketing director, Golden West Entertainment, Oklahoma City, joins American Cable Television, Phoenix, as /P, marketing.

William Ketcham, senior marketing manager, Pepsi-Cola Bottling Group, Purchase, N.Y., joins Entertainment and Sports Programing Network, Bristol, Conn., as VP, consumer marketing.

Iary Weissman, audit supervisor, Main lurdman, New York, joins UTV Cable Network, Fair Lawn, N.J., as chief financial officer.

Iennifer Logan, director of new market development, Home Theater Network, Portland, Me., named family film coordinator.

Thomas Curry, internal auditor, Broadcast Music Inc., New York, named controller.

Dick Morrison, director of sales, MovieVision, Dallas-Fort Worth pay television service, named general manager.

John Walden, chairman of board of R.J.W. Enterprises, Los Angeles, joins WDLZ(TV) Miami as /P of programing.

Mike West, air personality, WTIC-FM Hartford, Conn., named music director.

Bob Miller, music director, WRIA(FM) Richmond, Ind., named program director.

Ferri-Rae Elmer, from KWG(AM) Stockton, Calif., joins KFBK(AM) Sacramento, Calif., as igrusiness editor.

Len Wells, reporter, southern Illinois office, WFIE-TV Evansville, Ind., named farm director or station.

Lisa Hart, production assistant, ABC News, Chicago, joins WEVU(TV) Naples, Fla., in same apacity.

Jim Carter, executive producer, KHOU-TV Houston, joins wsmv-TV Nashville as executive producer of expanded 90-minute noon show and executive producer, morning news program.

Lisa Campbell, stage manager, WNEV-TV Boston, named staff producer-director. **Scott Bone**, summer relief stage manager, succeeds Campbell.

Ted Robinson, from KSTP(AM) Minneapolis-St. Paul, joins KCBS(AM) San Francisco as sports anchor.

Sammy Jackson, air personality, KLAC(AM) Los Angeles, joins KMPC(AM) Los Angeles in same capacity.

Stephanie Noonan, associate producer, WPVI-TV Philadelphia, joins WCAU-TV there as senior producer, creative development, *The Jane Whitney Show*.

Barry James, from WYYS(FM) Farifield, Ohio, joins KOAQ(FM) Denver as air personality.

Robert Reynolds, midday air personality, WFAS(AM) White Plains, N.Y., joins WRNW(FM) Briarcliff Manor, N.Y. as afternoon air personality.

Chris Curran, producer-reporter, WVTM-TV Birmingham, Ala., joins WALA-TV Mobile, Ala., as weekend producer. **Eric Wesson**, weekend sports anchor, WLBT(TV) Jackson, Miss., joins WALA-TV in same capacity.

Diana Lambdin, from WOC-TV Davenport, Iowa, joins WDTN(TV) Dayton, Ohio, as co-host, *PM Magazine*.

News and Public Affairs

Robert Zelnick, deputy bureau chief, ABC News, Washington, named correspondent and bureau chief in Moscow, succeeding **Anne Garrels**, reassigned to cover State Department.

Harald Bauer, director of marketing and development of cable television services, UPI, New York, named VP, news and information services and corporate development. **Paula Baird**, sales executive, WMAQ-TV Chicago, joins UPI, New York, as VP, broadcast sales.

Emory King, general assignment reporter, NBC News, Washington, named White House

correspondent. Assignment follows White House correspondent Judy Woodruff's transfer to *Today* ("In Brief" Sept. 27).

Paul Sands, executive news producer, KTVI(TV) St. Louis, joins KGW-TV Portland, Ore., as news director.

Mark Thomas, executive editor, WEEI(AM) Boston, joins KSOL(FM) San Mateo, Calif., as news director.

John Elliott, news anchor, WTIC-FM Hartford, Conn., named news director.

Gil Dykstra, Ni-Jan Productions, Grand Rapids, Mich., freelance news production facility, joins WJFM(FM) there as news director.

Bill Lewis, afternoon news anchor, KZAM-AM-FM Bellevue, Wash., named news director. **Ken Vincent**, morning news editor, named afternoon news anchor-reporter and public affairs director.

Peter Luball, manager, transmission engineering, Microband Corp., New York, named chief engineer.

Bob Penrod, VP and general manager, WWJB(AM) Brooksville, Fla., joins WFLA-TV Tampa, Fla., as assistant assignment editor. **Rob North** from WDOH-TV Toledo, Ohio, joins WWJB as reporter.

Jerry Desmond, assistant news director, KTVT(TV) Dallas, joins KPOM-TV Fort Smith, Ark., as news director and anchor. **Kaye Gaddy**, from KTVT, joins KPOM-TV as co-anchor.

Renee Carpenter, Managing editor, WPMY-TV Greensboro, N.C., named news manager.

Michael Bello, associate news producer, WCVB-

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TV Boston, joins WLVI-TV there as producer of local segment of CNN Headline News, scheduled to launch on WLVI-TV on Oct. 11.

Deborah Long, from WTVD(TV) Raleigh-Durham, N.C., joins WBYM-TV Washington as producer, *Eyewitness News Morning*.

Pat Dean, from WLS-TV Chicago, joins WBBM-TV there as field producer.

Frank Volpicella, news producer, KWTW(TV) Oklahoma City, joins WTSP-TV Tampa-St. Petersburg, Fla., as producer, 11 p.m. news.

Gene Silver, reporter-anchor, KOB(TV) Medford, Ore., joins KXLY-TV Spokane, Wash., as assignment editor.

Gene Pell, director of news and current affairs, Voice of America, Washington, joins WCVB-TV Boston as chief correspondent.

Jack Marschall, news anchor, WKEF(TV) Dayton, Ohio, joins WEWS(TV) Cleveland as producer-reporter. **Carl Day**, from WING(AM) Dayton, succeeds Marschall.

Ted Randall, news anchor, WSGN(AM) Birmingham, Ala., named news director. **Jim Dent**, news director, noncommercial WBBM(FM) there, joins WSGN as afternoon news anchor.

Tom Cochran, reporter, WTHR(TV) Indianapolis, assumes additional duties as weekend co-anchor.

Rick Douglas, reporter, KOOL-FM Phoenix, named weekend co-anchor.

Mary Beth Zolik, from WMJC(FM) Birmingham, Mich., joins WSPD(AM) Toledo, Ohio, as morning news anchor.

Donna Pangburn, reporter and morning news anchor, KSBY-TV San Luis Obispo, Calif., named co-anchor. *Action News Late Edition*.

Christy Callahan, anchor, WHO-TV Des Moines, Iowa, joins WAVE-TV Louisville, Ky., as 6 p.m. and 11 p.m. co-anchor.

Glenn Lambertz, from KIMN(AM)-KYGO(FM) Denver, joins KLAQ(AM)-KPPL(FM) Lakewood, Colo., as morning anchor.

Martin Dean, reporter, WKRC-TV Cincinnati, joins WINN(AM) Louisville, Ky., as afternoon anchor.

Mike Oling, reporter, KMTV(TV) Omaha, Neb., named weekend anchor.

Mike Cahill, from WBZ-TV Boston, joins WNEV-TV there as news writer.

Shelly Whitehead, writer-reporter, WCPO-TV Cincinnati, named features reporter.

Robert Armstrong, general assignment reporter, noncommercial WOUB-TV Athens, Ohio, joins WMBD-TV Peoria, Ill., as reporter-weekend anchor.

Mike Lawrence, anchor-reporter, WTHR(TV) Indianapolis, and **Amalia Barreda**, from WJBK-TV Detroit, join WNEV-TV Boston as general assignment reporters.

Nora Muchanic, general assignment reporter, WJAC(TV) Atlantic City, N.J., joins WHTM-TV Harrisburg, Pa., in same capacity.

Cheryl Deutsch, reporter, WFMY-TV Greensboro, N.C., joins WJZ-TV Baltimore as consumer reporter.

Thomas Haule, reporter, WBBM(AM) Chicago, joins KNX(AM) Los Angeles in same capacity.

Technology



Roscher

Rudolph Roscher, executive VP and general manager, Magnavox CATV Systems, Manlius, N.Y., named president.

Jeremiah Brinkworth, manager, retail merchandising, RCA Sales Corp., Indianapolis, elected VP, Southern region.

Paul Yovovich, VP, investment banking,

Dean Witter Reynolds, Chicago, joins Centel Corp., there as director of finance. **Earl Holtz**, assistant secretary-assistant treasurer, Centel Corp., named controller Centel Communications subsidiary.

George Jacques, VP and general manager, Wavecom, Los Angeles communications equipment manufacturer, named president.

Merrill Sheldon, communications specialist, White House, Washington, joins Sony Corp., New York, as communications specialist, professional audio division.

Robert Foltz, area manager, mobile radio department, General Electric, Syracuse, N.Y., joins Phelps Dodge Communications, Marlboro, N.J., as manager, distributor sales for communications equipment manufacturer.

Miles Reinhart, product manager, Siemens Corp., named MATV product manager, RF Systems Division, General Instrument, Sherburne, N.Y.

Bill Harland, district sales manager, Elcom/Bauer, Sacramento, Calif., joins Television Technology Corp., as sales manager, radio products.

John Bermingham, director of marketing, tape division, Fuji Photo Film, New York, joins Sony, Park Ridge, N.J., as VP, sales and merchandising, Sony tape sales.

Wayne Kole, internal auditor, Adams-Russell, Waltham, Mass., named internal audit manager.

Promotion and PR

David Weltzner, executive VP advertising, publicity, and promotion, Universal Pictures, joins Embassy Pictures as executive VP, and VP, Embassy Communications. Weltzner's primary responsibilities will be in advertising, publicity and promotion.

Paul (Pete) Barrett, VP, national advertising director, ABC Television, New York, named VP, advertising.

Janis Thomas, from WRC-TV Washington, joins Black Entertainment Television there as director of advertising.

Al Husted, VP, March Five Public Relations, New York, joins Hearst/ABC Video there as director of public relations.

Gail Lee, programming and promotion assistant, KEGL(FM) Fort Worth, joins WBBF(AM)-WMIQ(FM) Rochester, N.Y., as promotion director.

Susan Storms, director of client services, United Stations, New York, assumes additional responsibilities as VP, creative services.

Meris Powell, manager of marketing, Cab Health Network, New York, named director creative services.

Allied Fields

Vincent T. Wasilewski, who left presidency of National Association of Broadcasters last week to enter private practice of law, is winner of 1982 David Sarnoff Award, given annually by University of Arizona for outstanding achievement in radio and television. Past winners were William S. Paley, chairman of CBS, in 1979; D. George Brown, retired executive VP of RCA in 1980, and Sol Taishoff, late editor of BROADCASTING, in 1981.

Robert Brady, VP, finance and sales administration, Top Market Television, New York, joins Television Bureau of Advertising there as VP, finance.

James Rentschler, foreign service information officer, United States Information Agency on special assignment in White House as senior staff member on National Security Council named ambassador to Malta, effective in mid-October.

Andrew Eiseman, VP, Daniels & Associates, Denver, joins Coaxial Brokerage Associates there as president of firm, which provides professional services to cable industry.

Jim Thistle, former VP, news and special events, WCVB-TV Boston, joins Boston University as visiting associate professor of broadcast journalism, school of public communication.

Jon E. Currie, from Currie Communication, Newbury Park, Calif., joins Arbitron Western television station sales, Los Angeles, as account executive.

Elected officers, Golden Gate (San Francisco chapter, American Women in Radio and Television): **Marlene Holderbaum**, KTVU(TV), president; **Jane Morrison**, KNBR(AM), president elect.

Barbara Dent, graduate, Georgetown University Law Center, Washington, joins National Association of Broadcasters there as legal fellow. Fellowship provides post-graduate experience for lawyer planning career in communications.

Elected officers, Jacksonville, Fla., chapter American Women in Radio and Television: **Joyce Lueders**, WJAX-TV, president; **Lillia Worthington**, Jacksonville Monthly, VF; **Christy Birong**, WJXT-TV, secretary, and **Gret Moore**, WJXT-TV, treasurer.

John G. Williams, engineering assistant to FCC Commissioner Anne Jones, Washington, joins Carruthers, Irwin & Associates, communications consulting firm there, which becomes Carruthers, Deutsch, Garrison, Irwin & Williams Inc.

Deaths

Robert McHendrix, 58, president, Georgetown Productions/Broadcast News, Washington, died of cancer Sept. 22 at home of his son in Park Hills, Ky. McHendrix was one-time program director at WKRC-TV Cincinnati and held programming posts at WRCV-TV (now KYW-TV) Philadelphia, and NBC-owned WRC-TV Washington before forming his own Washington-based production company in 1967. Survivors include his son, Robert.

Bob Johnson: making a BET on black programming

Sometimes the most successful ideas are not original but those borrowed and then refined to fit the borrower's particular vision. One such idea, for a cable programming network targeted to the elderly, was brought to Robert Johnson by a friend. As the friend ticked off the reasons why such a network would work—older people watch a lot of TV, buy particular goods, etc.—a light went on in Johnson's mind as he saw the possibility of making a long-held notion—that a black-oriented television programming network was needed in America—into a reality that made economic sense. Thus was born Black Entertainment Television, a basic advertiser-supported cable network founded by Johnson three years ago.

Hand in hand with Johnson's entrepreneurship is a motto, borrowed from former National Cable Television Association President Bob Schmidt, that he has quoted many times: "You make your friends before you need them." Johnson's life has been a short course in that subject, and it has resulted in a successful, narrowly targeted cable programming network that grew to nearly 10 million homes in less than three years before a satellite switch caused the number to drop to two million.

Even that is no cause for alarm for Johnson. For as BET switches to Westar, it gains 42 additional hours each week of programming, although it loses nearly eight million cable homes in the process. Johnson can exude the quiet confidence in a situation that would doom other programming networks because he has the commitment of nearly all the major networks, contractual agreements with 19 advertisers and the financial backing of Taft Broadcasting and Tele-Communications Inc. Johnson characterizes the switch as "one step backward, two steps forward."

Indeed, Johnson asserts the best days for BET are still to come. In three years he expects to regain more than the ground lost in the transponder switch by having 12 million subscribers. Most major urban markets, where BET's future is, Johnson says, will be well on the way to being wired.

Johnson's youthful aspirations were not television oriented. His academic forte was history and international relations, and he received undergraduate and graduate degrees at the University of Illinois and Princeton, respectively. Johnson's far-off dream then, remains today, to become an ambassador.

Johnson decided working on Capitol Hill would best prepare him for a foreign service career, and, acting on the advice of



Robert Louis Johnson—president, Black Entertainment Television, Washington; b. Freeport, Ill. April 8, 1946; BA in history, University of Illinois, 1968; U.S. Army reserve, 1968-70; MA in international affairs, Princeton University, 1972; public affairs officer, Corporation for Public Broadcasting, 1972; director of communications, Washington Urban League, 1973; press secretary, District of Columbia Representative Walter Fauntroy, 1973-76; vice president, pay television, then VP, government relations, National Cable Television Association, 1976-79; present position since 1979; m. Sheila Crump, Jan. 19, 1969.

a friend, he went to see then Hill & Knowlton executive Robert Gray about finding work in Washington. In the course of one day he went from the press secretary offices of Lady Bird Johnson, to those of Senators Ted Kennedy and Walter Mondale before landing a job as public affairs officer for the Corporation for Public Broadcasting.

Through contacts, Johnson became press secretary for District of Columbia Representative Walter Fauntroy in 1973, realizing his ambition to work on Capitol Hill. It was at a neighborhood party three years later that Johnson ran into an associate of Bob Schmidt. Johnson, looking for a business background to go with his government knowledge, became intrigued with cable. He decided to join NCTA, and became vice president, pay TV.

Johnson's work at NCTA brought him in contact with the major programming executives in the cable business. Viacom's Ralph Baruch, HBO's Gerald Levin, Teleprompter's Russell Karp, and Bob Rosencrans, then with the USA Network, were all on NCTA's pay television committee. Johnson says he learned from them the disciplines of the business, which he later put to use as head of BET.

Once the seed for BET was planted in Johnson's mind, a number of hurdles had to be cleared. The first was satellite time, a

commodity that was relatively easy to come by in 1976. Johnson, as part of his NCTA lobbying, was prepping Rosencrans for an appearance before a congressional subcommittee. Rosencrans, as head of the USA Network, had spare satellite time on his hands and agreed to give Johnson a three-hour block on Friday nights at 11.

"We were happy to take his material," said Rosencrans, whose network was looking for variety fare to fill its program schedule. It was "a worthwhile block of programming," said Rosencrans, "and Bob did a marvelous job of putting it together."

One final ingredient was money. "If you don't have deep pockets and aren't prepared to dig in, stay out of the cable programming business," Johnson advises. While on an NCTA trip to Denver, Johnson met with and enlisted the support of TCI President John Malone. TCI bought 20% of BET and became, with Taft Broadcasting, the "deep pockets."

Most of BET's programming (80%) is syndicated or in the can. Only 20%, all of that college football, is BET produced. With no secondary markets to syndicate black-oriented programming, producers cannot recoup series production costs. Because of that, any breakthrough black TV series that does not rely on stereotypes is still years away, Johnson says.

"Our network is not a radical departure for TV... We have not reinvented the wheel, only painted it black," Johnson says. Hollywood producers, except for Jack Barry who is producing a Nipsey Russell show for BET, cannot justify production for what Johnson can pay, he says. It is a bottom-line mentality that Johnson understands. Neither can afford to go out of business in trying to help the other. "It [BET] is a business with a black consciousness, but the accent is on the business," Johnson says.

A characteristic Johnson admires most in people is vision, "the ability to see beyond the next hill," he says. With BET, Johnson is trying to put that into practice. In addition to original programming, Johnson sees possibilities for BET to enter the talent development business, represent rising black sports stars, use direct mail and marketing, and pitch BET to political parties as a way to reach a significant voting block.

"I can't think of anything more exciting than running BET," says Johnson, and that includes being ambassador, at least for the time being. When Taft came aboard as a partner, that company's executives, knowing Johnson's foreign service aspirations, asked how long he would be at BET. His answer was a businessman's: "I'm not going to be happy with this network until it makes [and sustains] a profit." Maybe then, Johnson says, he will consider pursuing that ambassador's job. ■

In Brief

National ratings available by last Friday for **first three days of "premiere week"** begun Monday, Sept. 27, showed **victory for CBS-TV on Monday and ABC-TV on Tuesday and Wednesday**. On Monday, CBS's new *Square Pegs* took 8-8:30 p.m. (NYT) slot with 18.7/29. With rating for CBS's *Private Benjamin* (18.1/27), NBC-TV's retitled *Little House: A New Beginning* (19.2/29) took full 8-9 p.m. hour. ABC's *That's Incredible* scored 16.4/24. CBS won head-to-head movie competition that followed with *Drop-Out Father* (23.8/37) easily overtaking ABC's theatrical "The Outlaw Josey Wales" repeat (16.1/26)—substituting for *NFL Monday Night Football*—and NBC's "On the Road Again" (13.4/21). Tuesday entertainment lineup, delayed by President Reagan's press conference, as usual was ABC's, with premieres of *Happy Days* (19.7/31), *Laverne & Shirley* (21.4/33), *Three's Company* (24.2/36), 9-5 (22.4/34) and *Hart to Hart* (19.2/32). CBS's *Bring 'Em Back Alive*, already previewed in special Friday episode suffered 12.9/20 but CBS fared considerably better with movie *The Shadow Riders* (19.1/30). NBC was third with premiere of *Father Murphy* (13.4/21) and movie "Seems Like Old Times" (12.9/20). On Wednesday, NBC's *Real People* (18.0/29) topped ABC's *Tales of the Gold Monkey* (16.4/26) and CBS's *Seven Brides for Seven Brothers* (14.4/23). Those three shows had premiered week earlier. ABC movie, *Money on the Side* (21.0/33) then took rest of evening, beating NBC's premiere of *Facts of Life* (19.0/29), second episode of *Family Ties* (17.2/26) and premiere of *Quincy* (14.5/23) and CBS's movie *Life of the Party: The Story of Beatrice* (15.7/25).

National Citizens Committee for Broadcasting last week announced it has **changed its name** and elected new board of directors. New name is **Telecommunications Research and Action Center (TRAC)**. New board comprises Henry Geller, former head of National Telecommunications and Information Administration and now director of Duke University's Washington Center for Policy Studies; Kathy Bonk, project director, Media Project of National Association for Women's Legal



Final day. Staff of National Association of Broadcasters gathered for group portrait last Thursday (Sept. 30), Vincent Wasilewski's last day with association. He served last 17 years of his 33-year career there as president. Luncheon and reception were held that afternoon at NAB headquarters in Washington, which provides backdrop for picture. Sitting in front row, l to r: Jerome Lansner, senior vice president and general manager of now defunct NAB Code Authority; Michael Harwood, secretary-treasurer; Tom Keller, senior vice president for science and technology; Harold Niven, vice president for planning and development; James Hulbert, senior vice president, broadcasting; Wasilewski; John Summers, executive vice president and general manager; Erwin Krasnow, senior vice president and general counsel; Steve Stockmeyer, senior vice president for government relations; Jane Cohen, vice president, television, and Wayne Cornils, vice president, radio.

Defense and Education Fund; Emma Bowen, chairman, Citizens for Fair Media in New York; Wilhelmina C. senior attorney, Citizens Communications Center; I Mitchell, director, Office of Public Relations and Public United Auto Workers, and Everett Parker, director, Off Communication, United Church of Christ. "The reorganization represents an important pulling together of the leaders in the media reform movement," said Sam Simon, TRAC executive director.

FCC General Counsel Stephen Sharp's nomination as commissioner was reported **out of Senate Commerce Committee** last week. Commerce Committee held first confirmation hearing last month on Sharp's nomination (BROADCASTING Sept. 27) after nomination had been put on hold for more Commerce Committee members were polled, with all votes in favor of nomination with Senator Ted Stevens (R-Alaska) leading. Stevens led opposition to Sharp nomination after his candidate, Alaska public utilities commissioner Marvin Weatly, was passed over by White House. Sharp's nomination scheduled for Senate action late Friday and was expected to pass.

FCC employees reported for work as usual last Friday (Oct. 4). But that government agency, like every other in Washington, wasn't taking care of business as usual. Problem was that **Congress failed to pass legislation funding agency for fiscal 1983** which began last Friday. As result, **no official actions, including distribution of press releases, were being taken**, commission official said. Congress was expected to pass continuing resolution that would fund FCC, and other federal agencies, through end of December before government opens doors today (Oct. 4).

GTE Corp. last week announced it has agreed in principle to **Southern Pacific Co.'s communications and satellite subsidiaries**—Southern Pacific Communications Co. and Southern Pacific Satellite Co.—for about **\$750 million**. Southern Pacific Communications Co.'s principle service is Sprint, nationwide long-distance telephone service, which generated revenue about \$161 million in first half of 1982. GTE's satellite subsidiary and Southern Pacific Satellite Co. (Spacenet) plan to launch their first satellites in 1984.

Panel of **political correspondents** appearing on ABC's *Good Morning America* on Wednesday (Sept. 29) agreed **Washington press corps relationship with President Reagan has been good but has cooled recently**. Bill Grider, national affairs columnist for *Rolling Stone* magazine, said coverage has been "excessively generous" because of President's excellent staff and his "artful way" of handling press. He said that changing because Reagan is losing some battles in Congress and polls are showing he is losing ground. Sam Donald, ABC News White House correspondent, said press has been "soft" on Reagan for past 20 months because he "was winning everything." He added that Reagan's amiability tends to discourage newsmen from posing follow-up questions. Hugh Sidey, *Time* magazine columnist, said press basically has done "pretty good job," concentrating on what Reagan has achieved.

ASCAP and BMI attorneys were preparing Friday to ask federal district court in New York, which has found their TV-station blanket music licenses illegal (BROADCASTING, Aug. 23, p. 23), to maintain status quo while **replacement licensing system** (presumably at-source licensing) develops or, alternatively, until ASCAP-BMI appeals from district court's decision have been heard and decided. Request is in form of preliminary injunction, and it counters one filed earlier by plaintiff TV stations, which asked court to ban use of blanket licenses immediately ("In Brief," Sept. 27).



L to r: Shakespeare; Buckley's wife, Ann; Buckley, and Wattenberg

ling it important "to send signals [to Moscow] that this cont of ideas will be played by members of the A team in the S." former U.S. Senator **James L. Buckley** (R-N.Y.) last ek was named **president of Radio Free Europe/Radio Liber-** replacing Glenn Ferguson, who resigned three weeks ago. adcaster and columnist **Ben J. Wattenburg** was also elected e **chairman** of RFE/RL's board of directors. Buckley also t week submitted his resignation to President Reagan as State partment counselor where he previously served as Under retary of State for Security Assistance, Science and Tech- ogy. RFE/RL has "peculiar kind of journalistic mission," ckley said, because it seeks to inform listeners behind Iron rtain of "values regimes in power might want to stamp out." claiming "truth is on our side," **Buckley added one of top rities would be to overcome Soviet efforts to jam RFE/RL adcasts.** Wattenburg noted that as journalistic enterprise, E/RL stations "can be better," but said that is due, in part, ause program is "dramatically underfunded." Frankakespeare, chairman of RFE/RL, said President Reagan will quest budget amendment of \$44 million from Congress, for al 1983, to be divided about equally between RFE/RL and ice of America. RFE/RL already had \$90.3 million allotted it. Buckley will move to Munich to ride herd over stations,akespeare said, and will receive salary between \$65,000 to 00,000. With chauffeur and car thrown in, salary is closer to 45,000, according to *New York Times* report, whichakespeare denied. U.S. ambassadors earn about \$65,000 an- ally.

bitron Rating's **Television Meter Service** began operations t Wednesday (Sept. 29) in **San Francisco**, fourth city where vice is provided. Subscribers receive daily reports of viewing d weekly reports for seven-day, Saturday-through-Friday riod. Arbitron was already offering service in New York, icago and Los Angeles.

rry **Harris**, chief of FCC's Mass Media Bureau, told **LPTV** erators assembled at LPTV East trade show in Washington t Friday (Oct. 1) that once FCC's new computer system mes on line next spring, it will be able to process and grant tween 400 and 600 applications per month, and, in less than ar, **wipe out backlog** of some 6,500 applications.

ances for Senate action this year on S. Res. 436 (that would ow televising of **Senate chamber proceedings**) **appeared** ighter last week. During last day, before Senate recess, Senate ajority Leader **Howard Baker** (D-Tenn.) said he will bring res- tion to floor during lame-duck session. Baker said he now els votes are there to pass measure.

ie Society for Private and Commercial Earth Stations (PACE) announced last week that **SelectTV** has agreed to allow

satellite master antenna system operators to carry SelectTV's satellite-delivered **pay television service.** Agreement also pro- vides, **SPACE** said, for "attractive volume discounts" for **SMATV** operators who are members of space.

Radio Marti bill (H.R. 5427) that would establish station to broadcast to Cuba **cleared Senate budget committee** late last week and was ready to go to floor. However, chances of floor vote before Senate recess were slim. Senator **Edward Zorinsky** (D-Neb.) reportedly "threatened to talk the bill to death," if it came to the floor. Senators **Nancy Kassebaum** (R-Kan.) and **Patrick Leahy** (D-Vt.) were said to be willing to offer amend- ments. Bill is likely to go to floor during lame-duck session, where, if it remains in current form, **Zorinsky** and others say they will continue efforts to defeat measure.

Cylix Communications Network Inc., Memphis Tenn.-based provider of data transmission services, has been **purchased by RCA Communications Inc. for \$30 million.** Company, which offers "value-added" transmission enabling rapid communica- tions between otherwise incompatible terminals and computers, permits storage of messages for later delivery and can deliver message to several locations simultaneously, had previously been jointly owned by **Data Communications Corp.**, **M/A-Com DCC Inc.**, **Scripps-Howard Broadcasting Co.**, **Storer Broadcast- ing Co.**, **James C. Ziegler**, chairman of **Cylix** and other **Cylix** employes.

House Telecommunications Subcommittee's planned **FCC oversight hearings were canceled** last week because Chairman **Mark Fowler** was suffering from throat infection and was **unable to attend.** Aides said Fowler is expected to return to his office today (Oct. 4).

Hal Golden, executive VP, marketing, **Worldvision**, has **resigned**, effective last Friday, and will announce his plans at later date. He indicated he may reactivate his company, **Golden Productions**, New York.

Law firm of **Wilkinson, Cragun & Barker** has been dissolved. New firm is **Wilkinson, Barker, Knauer & Quinn.**



Grant Tinker, chairman and chief executive officer, **NBC**, is all smiles as he **accepts Humanitarian award** from entertainment industries division, National Conference of Christians and Jews, Southern California region, at awards ceremony Sept. 29 at Beverly Hills (Calif.) hotel. Past honorees include **Tom Sarnoff**, **Leonard Goldenson**, and **Henry Kissinger**. Shown with Tinker are: (l-r) **Jack Valenti**, president, Motion Picture Association of America; dinner Chairman **Sherry Lansing**, president of production, 20th Century-Fox, and **Sidney J. Scheinberg**, president, **MCA**.

Right track

With little fanfare, Senator Bob Packwood began valuable hearings last week on his advocacy of a constitutional amendment to accord all media equal protection under the First Amendment. The sum of the testimony he heard was that in a time of proliferating media there is no longer an excuse, if indeed there ever was, to regulate electronic media in ways that would be palpably unconstitutional if applied to the printed press.

On Tuesday, technical testimony described how the electronic media were already transporting far more services than people used to think the spectrum could accommodate and spoke of still more spectrum use to come. Technologically, the witnesses made clear, if "scarcity" of facilities could at one time be defended as an argument for content control by the government, the condition has long since ceased to exist.

On Thursday, the scholars took over. Professor William Van Alstyne of the Duke University Law School drew an interesting parallel between the English licensing of printers in the 16th century and American licensing of broadcasters in the 20th. The publishing expansion created by movable type was deemed too pervasive and influential to be trusted to just anyone. The British crown elected to make printers fiduciaries of the public trust, subject to government control. The same reasons and conditions were applied to the regulation of broadcasting when the U.S. Congress passed the Radio Act of 1927, Professor Van Alstyne pointed out.

In a more enlightened century than the 16th, the British quit licensing the press. It is time, Van Alstyne suggested, to liberate what he called the new and "other press" which, he said, has no more "exotic or startling...characteristics" than those "that originally led to the imprisonment of print presses in a licensing system."

Professor Thomas Krattenmaker of the Georgetown University Law Center said that unless something is done now to affirm First Amendment rights for all, "we will be at the mercy of government bureaucrats." He sees the prospect of regulation extended to all media as the "lion's share of all communications is transmitted, at one or more points, electronically."

Will it take the cumbersome machinery of an amendment to the Constitution to achieve the effects Packwood wants? "The first step toward Senator Packwood's goal of reaffirming the application of the First Amendment to the electronic media," said Professor Ithiel deSola Pool of the Massachusetts Institute of Technology, "could be by joint resolution of the Congress. I believe the courts would listen to that affirmation of congressional intent."

So do we, assuming that the joint resolution contained repeal of all the content regulation that earlier Congresses adopted with never a thought of the First Amendment.

Can anyone win?

It is hard to find anything constructive to say about the National Football League players' strike and the consequent NFL void on the nation's television and radio systems. The situation is not easy to understand, much less see in perspective.

Money is at the bottom of it; that much is understandable. But it's not just the money; it's also the distribution of same, which is where things start to get complicated. The players want more, of course, and the club owners, as we understand it, are willing to pay more—a startling development in itself. The two sides have

apparently agreed that \$1.6 billion is a good round number, but they disagree on how and when it should be paid. Further discourse on the details will be left to the sports departments of the journalism media.

The one observation that this page feels competent to make is that the money in the NFL's latest TV contracts, totaling more than \$2 billion over five years, helped create the mess. There is no attempt here to second-guess the networks for entering those contracts, but it's a lot of money, and it was bound to catch, in the end, the eye of the players' union.

We would like to think it will be settled before this magazine is in the mails. To tell the truth, we had hoped it would be settled before our press time, if only to save us from feeling obliged to try to find something sensible to say about it. The fact is that the dispute itself doesn't make much sense to us. And it probably makes none at all to all those radio stations with NFL originations down the tube and the hundreds of television network affiliates that have counted on local avails in and around NFL games to produce important income, must stand by and see both the avails and the income severely discounted as long as the strike goes on.

What's the price?

FCC Chairman Mark Fowler continues to promote the initiation of annual fees for users of the spectrum as an inducement to the Congress to pass deregulatory legislation. Kept at home by throat infection (which, it is agreeable to report, was said to be abating at week's end), he sent a speech last week to the Radio Television News Directors Association urging support for his fee concept. He had opened his campaign three weeks earlier in a speech to the National Radio Broadcasters Association (BROADCASTING, Sept. 30) and a week later amplified his notions in an interview with this magazine (BROADCASTING, Sept. 27).

Fowler wants the proceeds from the fees to go to the public broadcasting system, which he sees as providing programming that the marketplace gives commercial broadcasters no incentive to provide when federal requirements are relaxed. This continues to be seen on this page as the kind of enforced subsidy that the administration that Fowler admires has emphatically deplored, but Fowler is correct to say that it is worth debating.

It is up to him, however, to start the debate by putting a money figure on the fees he hopes to collect so that the debaters will have something tangible to talk about.



Drawn for BROADCASTING by Jack Schmitt

"And for this morning's trivia question, we'll take the hundred and seventy-second caller..."



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