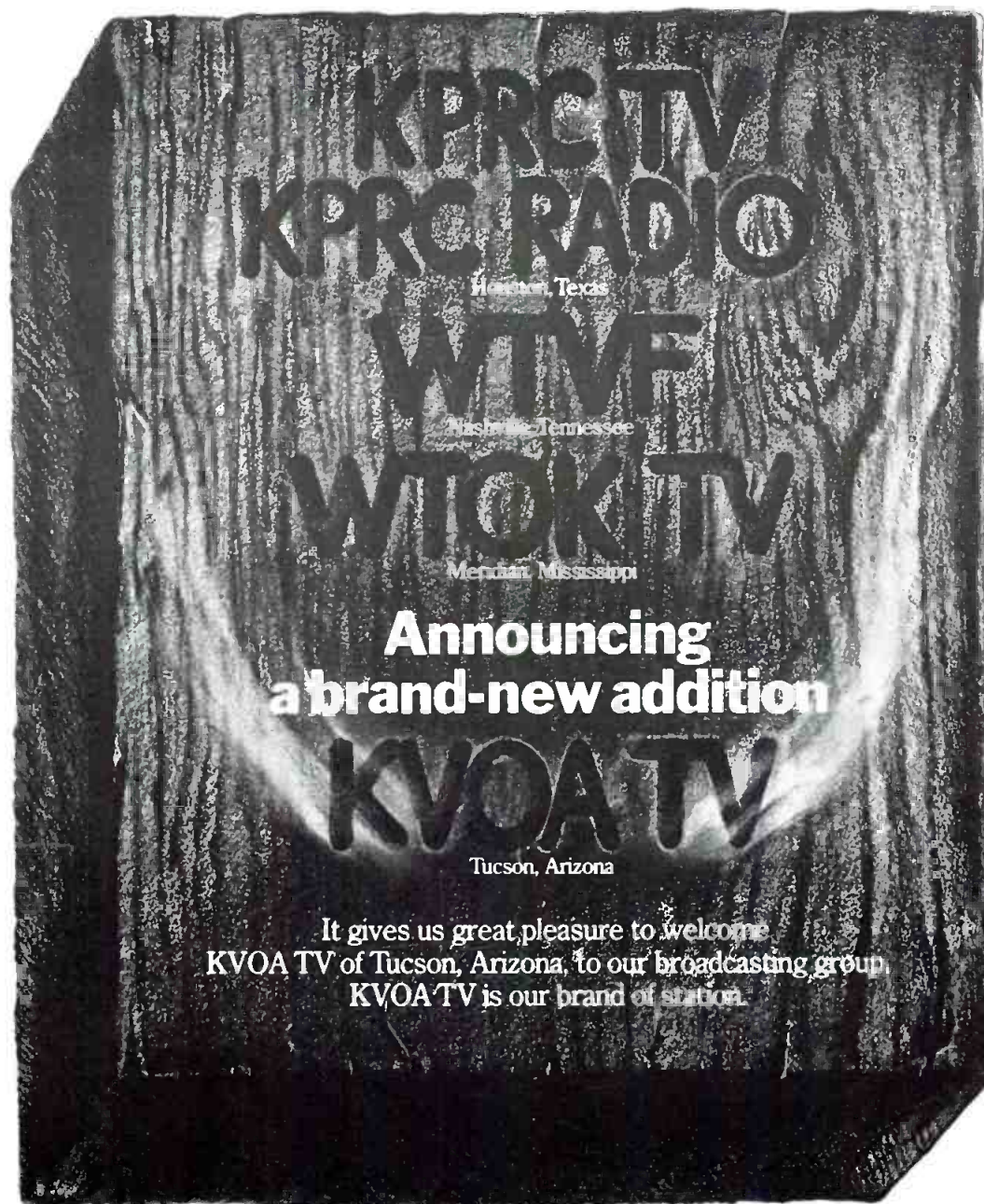


# Broadcasting Oct 11



36112 LIBRARY  
A U LIBRARY  
US AIR FORCE  
SERIAL ACJ SECTION  
MONTGOMERY AL 36112  
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51st Year 1982  
Broadcast Technology:  
State of the Art ☐  
CBS takes first  
week of fall

# 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—  
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matches  
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**3D VIDEO™ Corporation**

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# Broadcasting **Oct 11**

## United Cable goes on the block □ CBS wins week one □ Fifth Estate rides Wall Street's romp Broadcast technology state of the art

**CBS BREAKS ON TOP** □ Network edges out ABC in ratings during "premiere week." NBC remains in doldrums. **PAGE 27.**

**PLAY IT AGAIN** □ Satellite Television Corp. urges FCC to take second look at United Satellite Television's quasi-DBS plans. **PAGE 27.**

**FOURTH AND A MILE** □ NFL strike continues to spawn discontent, courtroom hassles, poor ratings and scrambles for substitute programming. **PAGE 28.**

**NAB AFFIRMS ITS COURSE** □ Executive board restates opposition to spectrum fee, calls for unrestricted access to MDS, endorses Packwood's First Amendment efforts. **PAGE 28.**

**OAK DOES STUTTER STEP** □ It postpones first phase of DBS service, says it will save \$80 million by waiting for own satellite. **PAGE 30.**

**UNITED CABLE'S MISSION** □ Denver-based MSO, which is rumored to be up for sale, faces five-year challenge to build 12 systems it won in past year. **PAGE 30.**

**METROMEDIA NATIONAL NEWS FEED** □ Company plans to deliver via satellite hour of news for prime time use by independents. Venture poses question about ITNA, which currently counts on Metromedia stations' support. **PAGE 31.**

**OWNERSHIP LIMITS** □ Doubleday asks FCC to forget present seven AM-seven FM maximum in present rules, permit total of 14 radio stations. **PAGE 32.**

**WESTMORELAND INFIGHTING** □ CBS files for change of venue in libel case. Accuracy in Media starts defense fund for general. **PAGE 32.**

**GLOBAL POLICY** □ Senate Commerce Committee

passes bill that defines FCC role in international common carriers and authorizes formation of U.S. group to set guidelines for telecommunications matters. **PAGE 34.**

**STATE OF ART: TECHNOLOGY** □ Evolution has created revolution in world of equipment as new broadcast services proliferate and demand grows for more sophisticated hardware. **PAGE 43.** This special report looks first at television. **PAGE 46.** Then it focuses on radio. **PAGE 52.**

**APPEAL FOR REPEAL** □ Mulholland exhorts TV affiliates to back network's crusade against FCC's syndication and financial-interest rules. **PAGE 56.**

**FM BLANKETING INTERFERENCE** □ NAB tells FCC that problem stems largely from inferior receivers, but other broadcasters feel remedies should come from commission. **PAGE 66.**

**TYLENOL REPERCUSSIONS** □ TV officials speculate on possible effects of cyanide deaths on advertiser's \$40 million budget for product. **PAGE 77.**

**RCC TOGETHERNESS** □ FCC's Fogarty urges competitors for nonwireline cellular radio franchises to form joint ventures that would hasten their entry into market. **PAGE 84.**

**GTE's BIG MOVE** □ Company wants to expand its telecommunications turf with \$750-million buy of Southern Pacific's Sprint and Spacenet operations. **PAGE 86.**

**HAIL TO THE CHIEF** □ In less than year at FCC, Larry Harris has earned respect and praise from within and from outside commission for his no-nonsense approach to his job as chief of Broadcast Bureau. **PAGE 111.**

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AM Stereo. A system designed to be heard.

# Closed Circuit

## Contender

Now that Stephen Sharp has been seated as FCC commissioner, word is that Willard (Randy) Nichols, Chairman Mark Fowler's administrative assistant, will be in to beat for Sharp's old job as FCC general counsel. Nichols, 35, has held positions throughout commission since 1974, including stint as chief of Cable Television Bureau. Nichols would say only that Fowler planned to focus on replacement after he returns from speaking tour of Australia, Oct. 16.

## Two for one

General Electric is expected to announce this week development of potentially revolutionary new system: low-cost means of transmitting two television signals in one conventional (6 mhz) television channel. System is being developed initially for cable television, but will not be ready for marketplace for at least two years. Prototype may be shown at Western Cable Show this November; GE has taken foothold there. Analog system works by eliminating redundancy in adjacent raster lines and squeezing onto one line picture information that is normally contained in two. Video from two sources can then be interleaved on alternating lines of single television signal.

Because decoder is required to descramble transmitted signal, system is not practical for conventional broadcasting, but it is applicable to MDS, ITV and any service for which decoder can be built into set-top descrambler, microwave receiver or cable converter.

## Radio recovery

National spot radio, in doldrums for second and third quarters after brisk first quarter, seems to be bouncing back. National reps cite increased activity, especially in Sunbelt, and expect sales to increase from 5% to 10% in fourth quarter over last year. Year as whole is expected to be below earlier projections of 10%-12% increase, possibly around 5%.

## Back burner

That pay cable project that Public Broadcasting Service has been scouting for past year under grants from Carnegie Corp. and Mobil has found "small and affluent" audience "passionately interested" in cultural pay service, high PBS official says, but judgment is that facilities aren't ready. Right now cable passes too few homes in right places to reach critical mass PBS foresees it will

need. Not only that, finding room for culture channel won't be easy until present systems, most limited to 12 channels, rebuild.

Meanwhile, PBS explores other options, such as programming venture with Columbia Pictures announced last week (see page 83).

## News about news

Alliance between Independent Network News and Independent Television News Association is highly likely, according to insiders helping to plan ITNA's future after announcement by sustaining member, Metromedia Inc., that it would form own national nightly news service (see story, page 31). INN-ITNA alliance would leave both organizations and their services distinct, but would permit consolidation of Washington news operations and other facilities.

Although combination could prove competition for planned Metromedia service—INN serves 75 of 130 independent stations and reaches over 80% of TV households daily—success of Metromedia's Prime Time News may not depend on support from independent stations. Of 40-50 queries Metromedia has had since announcing service, "fascinating" number have come from network affiliates, according to highly placed Metromedia source.

## Tilt at RFE/RL?

Abrupt firing last summer of Radio Free Europe/Radio Liberty's former vice president for programs and policy, Ralph Walter, and early departure of RFE/RL president, Glen Ferguson, have aroused fears that independent but government-funded organization is becoming politicized. Abolition of private citizens board and passing of its duties to Board for International Broadcasting appointed by President, plus naming two weeks ago of State Department counselor and former senator, James Buckley (R-N.Y.), as president, has provoked skepticism that tradition of nonpartisan and apolitical policy of radios can be maintained. Even skeptics, however, are adopting wait-and-see attitude.

Reason given more than once for BIB Chairman Frank Shakespeare's management changes: He wants to put his own team in place with appointments he knows and trusts. White House has not forgotten that four seats remain unfilled on expanded BIB. Search for candidates was termed "very active" but security clearances take long time. BIB currently consists of three Republicans and two Democrats.

## Futures

Price paid by Gannett for Chronicle's KRON-TV San Francisco (\$100 million plus swap of KOCO-TV Oklahoma City, worth at least \$60 million) looks high to outsiders (BROADCASTING, Oct. 4), but Gannett officials think it's "deal of the century." Cash flows at both stations now are said to be in same range, but Gannett sees ways to increase KRON-TV profit by necessary two and a half times to make nut. As NBC affiliate, KRON-TV ranks fourth in market, behind independent KTVU(TV).

Another virtue for Gannett is that deal forces tax-free disposal of *Oakland* (Calif.) *Tribune* and *East Bay Today*, in process of merging into single morning paper and said to be losing \$5 million annually. Divestiture is required by FCC rules prohibiting transfers of co-located newspapers and television broadcasting stations.

## Leaseless FCC

While lease on current FCC Washington headquarters at 1919 M Street, N.W., ran out yesterday (Oct. 10), question of where FCC will be based still hadn't been resolved. Problem is that General Services Administration, in wake of heavy lobbying from owner of Hoffman-Center site in Virginia, still hasn't canceled process that was supposed to move FCC there. Commission officials predicted that GSA would okay month-long extension of lease for current headquarters, then try to renegotiate lease for longer period. GSA spokesman, however, confirmed only that housing dilemma hadn't been resolved.

## Hitches?

It looks as though ABC's plan to launch Home View Network, subscriber service combining STV and VCR technologies, in early 1983 may be pushed back, although official response concerning change in startup date was "no comment." It's believed that part of problem may be that ABC needs more time to choose market for HVN introduction.

When plans were announced to go with service last April, Herb Granath, president of ABC Video Enterprises, said it was "75% certain" that Chicago would be first HVN market. However, ABC is now said to be having second thoughts about Chicago due to cable penetration outside city (itself still uncabled) which in some areas is 50% or greater. Newly appointed president of HVN, Arthur Cohen, is expected to announce within next four to six weeks firm launch date and initial HVN market.

## Turner-ABC box score

New York district and appeals courts sided with ABC last week, granting that network's petition to enjoin Turner Broadcasting System from airing National Baseball League playoff games over its WTBS(TV) Atlanta, which is carried to more than 20 million cable viewers across the nation. ABC argued successfully that carriage by WTBS, flagship station of the Atlanta Braves, which are also owned by Ted Turner and are playing the St. Louis Cardinals for the National League pennant, would constitute a violation of ABC's exclusive rights, worth a reported \$9 million, to provide national coverage of the games. Turner argued that WTBS, as the Braves' flagship station, was exempt from the exclusivity granted ABC. The courts ruled, however, that the exclusivity pertained only outside the Braves' local market—Atlanta—noting that WTBS could provide coverage to that market, if it so chose. A split feed, however, is something that Turner would not consider because that would force Southern Satellite Systems, which transmits WTBS nationwide, to alter the station's program signal, which under current regulations a passive common carrier (the role played by SSS) is forbidden to do.

## Expenditure

In what was being called "the largest contract ever written for cable television electronics," Tele-Communications Inc., Denver, placed orders for \$100 million worth of cable TV electronics equipment from General Instrument Corp., New York. Under the agreement, General Instrument's Jerrold Division will provide the digital addressable subscriber terminals and associated headend equipment for delivery over the next three years to TCI's 300 cable systems in the U.S. It calls for 750,000 Jerrold 400 and 450 mhz addressable converters which can deliver up to 66 channels of programming. The equipment will permit pay-per-view service. TCI had more than two million subscribers at the end of 1981 and is considered cable's largest MSO.

## Taking a big bite

First Data Resources Inc., a data processing firm based in Omaha, will provide all eight of Warner Amex Cable's existing or planned Qube operations with a computer-based financial and management information system, known as the Cable Control System. It will track all data pertaining to subscribers, inventory, billing and work orders, by way of First Data's NAS 9000 DPC duplex mainframe computer (built by National Advanced Systems)—located at company headquarters in Omaha. Said to be one of the fastest mainframes on line today (with one of the largest capacities), First Data's

duplex processes two million transactions and updates 19 million accounts nationwide per day. Warner's Pittsburgh cable operation went on line with the Cable Control System about a week and a half ago. Over the next six months, Warner's systems in St. Louis, Chicago suburbs, Dallas, Houston, Columbus, Ohio, and Cincinnati will plug into the management information system. First Data provides informational and transactional services for more than 3,800 financial institutions and more than 400,000 retail locations worldwide.

### Penetration update

*Effective this month, Arbitron will introduce revised method for determining cable household penetration. Previously, the firm had used telephone call-back surveys and various other industry sources to follow-up on unreturned questionnaires sent to cable operators seeking subscriber count information. (The return rate for the questionnaire survey is only 50%.) Now, in markets where cable operators do not return questionnaires, Arbitron will base penetration figures on responses from diary keepers who are asked to indicate whether their television sets are hooked up to a cable system (not whether a household subscribes to cable). In markets where questionnaires are returned, penetration figures will be calculated by averaging results from the cable operators and the diary keepers. The company also announced that it commenced metered service in San Francisco.*

## You have to spend money ...

ESPN will spend about \$3 million on a multimedia advertising campaign, aimed at consumers, advertisers and affiliates, during the fourth quarter of 1982, bringing its total advertising budget for this year to close to \$5 million. The campaign, which is being handled by the New York-based agency, Kurtz & Tarlow, is ESPN's largest since going on the air in 1979. On the electronic media side, two 30-second generic commercials will run on a spot basis in 24 major markets and, to start, on two national cable networks—Warner Amex's MTV and Group W/ABC's Satellite News Channels. The spots will also run on selected local cable systems. Generic and event-specific print advertisements will be placed in newspapers in over 60 markets

covering 68% of ESPN households and in 1 national trade or sports magazines.

The primary theme of the new campaign is, "ESPN—Where the Cheering Never Stops." And this new blitz is only the beginning, according to Roger Werner, senior vice president, marketing/finance, who said that the network's ad budget for 1983 would go up at least 50% and maybe even as high as 75% (for a total of between \$7.5 million and \$8.75 million) and perhaps another 25% in 1984, pushing ESPN's dollar commitment for advertising in that year into the \$10-million range.

The campaign will build on the strength of ESPN's heavily skewed male audience, which accounts for close to 70% of the network's total audience. (On the average, those viewers have an income of \$30,000 or more, are college educated and fall between the ages of 18 to 49, according to Werner.) The network's ad rates will be going up in 1983, although Werner refuses to disclose by how much. He said, however, that one of the reasons for the timing of the new campaign was that A.C. Nielsen Co. will begin to compile meter-measurement ratings for ESPN this month. ESPN currently reaches almost 19 million cable subscribers and may have a real audience of 20 million if signal pirates are taken into account. The network is currently claiming about 260 national advertisers and about 400 local advertisers. Although not yet profitable, network officials expect ESPN to be in the black by sometime in 1984.

## Building boom

Adams-Russell, the Waltham, Mass.-based cable MSO (ranked 47th) currently serving 82,308 basic subscribers (with 68,500 pay units), has been awarded franchises for Acton and Braintree, both Massachusetts. Sixty-channel systems are planned for both franchises. The Acton system will span 10 miles and pass 6,400 homes while the Braintree system will cover 145 miles and pass 11,700 homes. Adams Russell will spend about \$25 million over the next several years building cable systems, primarily in Massachusetts and Westchester county, N.Y., passing 74,000 homes. In addition, it has or will bid for franchises in 1 communities in eastern Massachusetts passing 90,000 homes over the next year. The Acton system construction will cost about \$2.4 million while Braintree will cost about \$3.6 million.

## Growing in San Diego

Cox Cable San Diego, the largest single cable system in the U.S., has announced plans to add 10 channels to its service, making total of 35 channels available to its 220,000 subscribers by early 1983. Robert McRae, vice president and general manager of the operation, said Cox intends to carefully

valuate its programing options and make a al decision "some time next year" about w offerings. However, the firm revealed at basic services being considered include nusic channels with both country and estern and rock music; cultural, personal ell-being and children's programing." Pay annels being considered include "local ofessional sports (Box Seat), the Disney hannel or special cultural programs." A y-per-view channel is also being evalu- ed. The system added the Playboy Chan- el to its service beginning Sept. 27.

### Hauser holds forth

"financial patience" is the challenge to ad- ertiser-supported cable satellite networks ; they await greater access to cable bscribers and full recognition by adver- sers. In the meantime, the FCC's "must- rry" rules—limiting cable operator oice—should be eliminated and operators ould refrain from "premature and self- efeating" demands for network compensa- on. That was part of the message from ustave M. Hauser, chairman and chief ex- cutive officer of Warner Amex Cable Com- munications, as keynoter at a Women in Ca- le conference in Philadelphia.

Addressing the "Horizons of Cable" athering, Hauser claimed that CBS Cable could not afford to have patience" because s "cost structures [were] closer to those of s parent than those of its cable cousins." ut he projected that "with patience, most urrent efforts will be rewarded."

To those who perceive interactive cable



Hauser

as a threat to privacy, Hauser warned that any laws or regulations "to address hy- pothetical social conduct," while "well-in- tentioned," could "frustrate or paralyze the evolution of our industry." Hauser said he believes "our industry is responsible and that self-regulation will be sufficient to preserve subscriber privacy, as it is in other industries. If, as actual interactive services become understood and widespread, abuses are identified, appropriate legislation or regulation can be imposed." But he added that it must then be federal "to assure uniformity."

As for interactive cable's ability to pro- vide instant polling, Hauser said it is valua-

ble as "direct participatory democracy" and that "any government interference with such expressing of opinion would, in my o- pinion, be unconstitutional."

On other fronts, Hauser said that in Warner Amex "penetration and revenue trends now being obtained do indicate that the cost of constructing sophisticated systems in metropolitan areas can be very profitably recovered." And he said that "ca- ble will handily defeat competing services" such as subscription TV and direct broad- cast satellite but that each will "ultimately find an appropriate market niche."

### Advertising-cable synergism

Increased cooperation among the cable television industry, the advertising agency and the advertiser was urged last week by Thomas B. Adams, chairman of Campbell-Ewald Co., Detroit, as a means of keeping abreast of the explosive growth of cable television and the new technologies.

Adams, who spoke before the Cabletelevision Advertising Bureau's regional conference at the Michigan Inn in Detroit, called for cooperation particularly in new cable TV programing and commer- cials. He said the medium must be more receptive to the unconventional and added:

"After all, why shouldn't the cable indus- try subsidize, on a partnership basis with advertisers, commercials like some in- theater media have done? If we truly want new creative forms, let's invest together in making them happen."



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# Business Briefly

## TV ONLY

**Creomulsion Co.** □ Campaign for cough syrup begins in mid-November for varying flights in 61 markets. Ten- to 12-week flight will air in all dayparts. Target: women, 18-49. Agency: Liller Neal Inc., Atlanta.

**Del Monte Corp.** □ Campaign is under way for Del Monte's canned vegetables in Dallas, Denver, Detroit, Kansas City, Miami, Phoenix, Salt Lake City, St. Louis and Charlotte, N.C. Theme carries slogan "nutritious as fresh cooked." Campaign will run through December and target women, 25-54. Agency: McCann-Erickson, San Francisco.

**Jim Dandy Co.** □ Pet food manufacturer begins advertising this week for its dog food in 22 to 23 markets. Flight will run for seven weeks (with additional flights scheduled after Jan. 1, 1983) in day, news, early fringe, late fringe and weekend times. Target: women, 25-49. Agency: Liller Neal Inc., Atlanta.

**Michigan Milk Producers Association** □ Campaign to increase

milk consumption begins Oct. 18 and will run statewide in Michigan for eight weeks. Commercial encourages consumers to drink "a glass of milk with snacks." Spots will run in news, fringe, prime, weekend and sports times. Target: adults, 25-54. Agency: Ross Roy Inc., Detroit.

**Sunsweet Growers** □ Campaign for Sun Diamond walnuts begins Nov. 8 for six weeks. Flight will run in 26 markets in all dayparts. Target: women, 25-54. Agency: Doyle Dane Bernbach Inc., Los Angeles.

**First Union National Bank of Charlotte (N.C.)** □ Begins image campaign for banking services Oct. 18. Four-week flight runs in five markets in news, prime, prime access and weekend times. Target is adults, 25-49. Agency: Burton-Campbell Inc., Atlanta.

**Bruce Foods Corp.** □ Campaign for canned yams begins Oct. 25 in 27 markets. Four-to-six-week flight will run in day, early fringe, late fringe and prime access times. Target is total women. Agency: Dilorio, Wergeles Inc., New York.

**Tomy Toys** □ Campaign begins Oct. 25

for variety of toys. Mini Arcades (electronic arcade games), Space Pets

**Prime time spot push.** Carnation Co., Los Angeles, is using spot television to advertise its Carnation Instant Breakfast product in 12 major markets on West Coast. Thirty-second commercials will



run in prime time in positions adjacent to such programs as *Today*, *Dallas*, *Dynasty*, *Real People*, *Good Morning America*, *Falcon Crest* and *60 Minutes*. SSC&B, New York, is aiming campaign at women, 25 to 49, who have children.

(wind-up mechanical creatures) and *Trojan* (electronic game and figures) all average 60 spot markets for six-week flights. All toys target total children and air in fringe times. Agency is Sachs, Finley & Co., Los Angeles.

**McCormick & Co.** □ Campaign for Tic Sancho Mexican food line begins Oct. 18 in about 100 markets. Four-week flight targets women, 25-54. Agency: W.B. Doner & Co., Baltimore.

**Pulsar Time Inc.** □ Campaign begins Nov. 15 for men's and women's watches in over 100 markets. Four-week flight will run in early fringe, late fringe, news and sports times. Target: men and women, 25-54. Agency: Sawdon & Bess Advertising, New York.

**Continental Airlines** □ Campaign for "Travel Bank" is running in October in 35 markets. New service enables passengers to receive special rates for accumulated mileage. Spots will air in

## Rep Report

WIBW-TV Topeka, Kan.: To Blair Television from Katz Television.

WLOF(AM)-WBJW(FM) Orlando, Fla.: To Blair Radio from McGavren Guild.

Woow(AM) Greenville, N.C.: To P/W Radio (no previous rep).

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AND WTVJ SAY SO. THAT MEANS  
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APE AT 11/29/82.

STAY TUNED.

fringe, prime and sports times. Target: men, 25-54. Agency: Keye/Donna/Pearlstein, Beverly Hills, Calif.

**Ace Hardware** □ Hardware manufacturer has scheduled two flights for different products. Campaign for rakes and leaf bags is currently airing and will run through Oct. 17. Beginning Nov. 3 Ace's "best buys"—heaters and calculators—will run through Nov. 17. All products will advertise in 36 markets, targeting adults, 25-54. Times are news, late fringe, fringe, prime and sports times. Agency: Kelly, Scott & Madison Inc., Chicago.

#### RADIO ONLY

**Milnot Co.** □ Milnot, subsidiary of Canteen, St. Louis, has two flights scheduled for varying products. Currently airing is Chili Man canned chili, running in six markets for eight-week varying flights through December. Milnot canned evaporated milk begins this week in 10 to 12 markets for five-to-eight-week flight. Chili Man targets women, 21-49, while Milnot targets families and homemakers. Agency is Marsteller Inc., Chicago.

**Conwood Corp.** □ Campaign is currently running for Kodiak Moist snuff. Flight will run through Nov. 6 in eight markets. All drive times. Target is men,

## CAREER OPPORTUNITIES IN TELEVISION AND VIDEO

By MAXINE K. and ROBERT M. REED

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—Ronald Bornstein, Acting Director, University of Wisconsin, Division of Educational Communications

The only full-scale career guide—describing 95 distinct positions in detail—to the television and video industry. A must for job hunters, personnel managers, compensation specialists, and general managers. Each job description includes a quick-reference Career Profile, a Career Ladder showing common routes to and from the job, description of duties, salary ranges and averages, employment prospects, advancement prospects, education and experience/skills required, minority and women's opportunities and unions and associations in the field. 224 pages. 8½ x 11. \$19.95 hardbound.

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**\$4 million splash.** Harvey's Bristol Cream is investing \$4 million on spot television and radio during coming year and started campaign last week. First 30-second TV spot will run in 18 major markets and additional commercials are planned for holiday season. Thirty-second radio spots also will begin this month in major markets. First TV spot was produced in vignette format, showing contemporary adults enjoying Bristol Cream in variety of settings—from sunlit poolside to moonlit boat ride. Agency is D'Arcy-MacManus & Masius, New York.

18-49. Agency: Tucker Wayne & Co. Atlanta.

**Mission Jewelers** □ Begins campaign this week in 20 markets, mainly Midwest,

targeting adults, 18-34. Flight will run for two weeks and resume in December for another week or two. Agency is Saunder Lubenski & White Inc., Dallas.

**Armstrong Co.** □ Campaign for Armstrong carpet is running in Altoona and Johnstown, both Pennsylvania, through Oct. 18 during daytime. Target: adults, 25-49. Agency: Kalish & Rice Inc. Philadelphia.

#### RADIO AND TV

**Gulf Power Co.** □ Pensacola, Fla.-based electric utility company will begin advertising Nov. 1 for its winter conservation campaign. Flight will run for four weeks in Mobile, Ala., and Pensacola and Panama City, both Florida, and on Fort Walton Beach, Fla.'s Channel 6 Cablevision. Spots will run in fringe, prime, prime access and weekend times. Target: total adults. Agency: Cargill, Wilson & Acree Inc., Atlanta.

**Beef Industry Council** □ Promotion of fresh and processed beef has begun in Spokane and Yakima, both Washington. TV spots will run through October during daytime and radio spots will air Nov. 29 through Dec. 19. Target: adults, 25-54. Agency: Ketchum Communications Inc., San Francisco.

## AdVantage

**Expanding.** Ralph Guild (l), president of McGavren Guild Radio and Interep, shakes hands with Warner Rush, president of Major Market Radio, signaling completion of sale of MMR by Golden West Broadcasters to Interep. Interep is holding company now owning MMR as well as McGavren Guild Radio, Hillier, Newmark and Wechsler and Bernard Howard & Co. Rush will continue as president and chief operating officer of MMR.

□

**Need help?** Broadcast Designers Association has established "BDA Hotline" to assist members seeking guidance in broadcast design. BDA members have volunteered to handle telephone questions on new technologies, special effect slides, news graphic and animation. Overall coordinator is Milt Clipper of WDCM-TV Washington, (202) 364-3925.



Rep marriage

□

**Healthy push.** Chrysler Corp., has signed long-term advertising contract (spanning more than five years) with Cable Health Network. Chrysler's advertising on CHN during that time will include 30-second spots and partial sponsorship of some programs.

□

**Healthy ad text.** To help introduce health care providers to advertising, Seattle area Hospital Council has introduced book called "Health Care Advertising." Forty-page paperback emphasizes advertising fundamentals such as media buying and integrating advertising into communication plans; advertising in health care setting, and ethical considerations of health care advertising, issues, guidelines and regulatory concerns. Book is priced at \$10 and may be obtained through Seattle Area Hospital Council, 419 Occidental Avenue South, Seattle, 98104.

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# Monday Memo

A radio engineering commentary from Joseph Maguire, RKO Radio Networks, New York

## Tracking digital radio developments

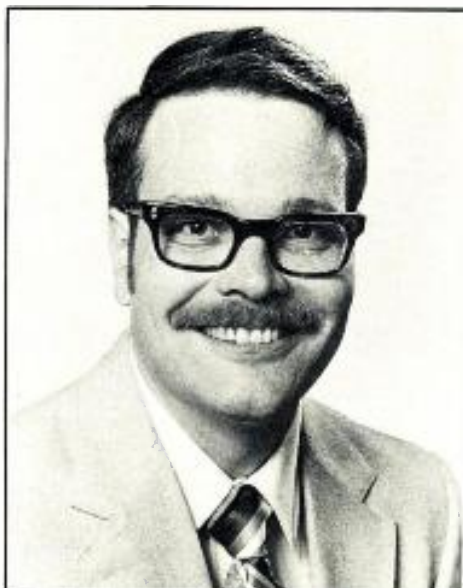
Today, those radio networks transmitting via satellite use analog systems of one form or another. This method of transmission provides superior sound nationwide and has received universal acceptance by affiliates. So why all this great ballyhoo about digital? What is it? Is it better? Does anyone care? Maybe it's just a buzz word.

To understand digital you must first understand analog. An analog system takes the voice or music waveform at its source and transmits it unchanged to its destination. Whether this is from a microphone to a PA speaker, a disk through an FM transmitter to a radio or a network through a satellite to a radio station doesn't matter; the theory and practice are the same. True, it's the same principle used by Alexander Bell's telephone, but we've been working, designing and refining ever since and today's analog equipment can reproduce every nuance of sound so accurately that it is almost transparent.

Still, it is an imperfect system. Every piece of equipment through which an analog signal passes adds a small (and sometimes unpredictable) component called noise. And unless this analog equipment is carefully designed and routinely maintained, the noise can become distracting and unpleasant to the human ear (an analog device). This results in poor quality sound that causes audience tune-out.

Enter computer technology with its streams of binary data passing immutable through thousands of pieces of equipment and storage media. If we could just convert the analog audio signal into computer information, we'd never have to worry about the noise again.

But the conversion process is the problem. To "digitize" an analog audio signal, a picture of the signal is taken at an instantaneous point in time. This picture recognizes the relative frequency and amplitude of the audio signal. More pictures taken over a given time period will result in a more accurate (and less distorted) reproduction of the original signal. Relate this to a film that has been edited once too often—lack of enough frames (pictures) will cause a rough, almost stuttering appearance in the action. Each audio picture or sample is converted to a computer word to be transmitted to an affiliate or stored for later recovery. Practical examples of this principal are the digital delays and special production equipment we have been using for years. The same concepts



Joe Maguire joined the RKO Radio Networks in 1979, at the inception of the first network, RKO One. As director of engineering, he was responsible for the planning and execution of the network's satellite distribution system. He was named vice president in 1981. Before joining the networks, Maguire had been the engineering supervisor at WOR(AM), the RKO-owned station in New York, since 1973. In that capacity, he was responsible for the planning, installation and maintenance of new broadcast facilities and all electronic equipment. Prior to his work at WOR, Maguire was an electronics technician and project engineer with the U.S. Coast Guard. In the four years he was associated with the Coast Guard, he supervised the configuration, outfitting and testing of mobile electronics laboratories used for calibration of worldwide Loran C navigational systems. Maguire graduated from Seton Hall University in 1968 with a BA in communication arts.

also hold true for video.

But how often should these pictures or samples be taken to maintain the perceived transparency of an analog system? Engineering purists (myself included) will state that the analog waveform must be sampled at least 48,000 times per second to accurately replicate the subjective quality of an existing quality analog audio system. Financial managers (myself included) will be quick to point out that any digital transmission system sampling analog audio more than 32,000 times per second will not be cost or spectrum efficient. So who wins?

To be blunt, the ears have (or haven't) got it. Having begun on satellite with a totally analog system in February 1980, RKO in mid-1981, switched, without notice to affiliates, to a digital microwave

system to feed its uplink. The digital system sampled analog audio at 32,000 times per second. With more than 150 affiliates on line, there were no complaints and only two inquiries (both from RKO-owned stations). Further analysis led us to conclude that more than 90% of the listening public would describe the quality of this form of digital audio as very good. Further refinements in design and signal processing have now given us digital transmission systems that equal analog systems in subjective audio quality.

If digital offers no significant advantages over analog to the end user, there had better be some good reasons for all this uproar. (Obviously, I wouldn't have written this if there weren't.) The most important advantage is universality of signal quality—network equipment will encode and decode the audio. Parameters such as frequency response and distortion will no longer be affected by common carrier equipment, adjustments or "sounds-good-to-me" personnel. There will be no soft failures, that is, buzz, hum, or other undesirable effects of transmission equipment. Quality going in will equal quality going out. Garbage in . . . well, you get the idea. Next is the ease of terrestrial distribution from a downlink: Common-carriers are dedicating more and more inter- and intra-city facilities to digital, and the ease with which a digital audio signal can be interfaced and routed on these facilities will make distribution more reliable. There is also a consideration of audio reproduction; with the proper medium, a program can be stored in digital form indefinitely by an affiliate and replayed five, 10 or 100 times with no degradation or loss of quality.

So why digital? It's the future. In our computer-oriented society. Communications facilities will soon recognize nothing else. Whether by satellite, hard wire or optical fiber, digital transmission offers all users maximum flexibility, reliability and security for all their communications needs. The digital audio system selected independently by RKO, NBC, CBS and ABC, has become a de facto industry standard and will be transmitted on the same satellite. Despite differences in network policies on providing hardware, digital audio transmissions will ultimately benefit the listener because network affiliates will, for the first time, have complete and easy access to a venue of quality programming that will allow these stations to maximize their resources and tailor their programming to their target audiences. The competition will become keener. The programming will be better. And the listener will be the undisputed winner.

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**MORE**

# EIGHT IS

## ATLANTA

**WSB-TV 4 - 5 PM**

**#1** Rating and Share

**#1** Total adults, teens and kids

Source: Arbitron telephone coinidentals weeks of 9/6/82

## BUFFALO

**WIVB-TV 4 - 5 PM**

**#1** Rating and share

Source: Arbitron telephone coinidentals week of 9/20/82.

## KANSAS CITY

**KSHB-TV 5 - 6 PM**

**40%** gain in rating over time period one year ago

**73%** gain in share over time period one year ago

THAN

# ENOUGH

## LOS ANGELES

KHJ-TV 6 - 7 PM

**6.4** rating 1st Week. 9/27 - 10/1/82.

**83%** gain in rating over time period  
one year ago

Source: Nielsen Instantaneous Audimeter. Week of 9/27 - 10/1/82.

# EIGHT IS ENOUGH



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## This week

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

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

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

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

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

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

■ **Oct. 12—Hollywood Radio and Television Society** luncheon. Speaker: Michael Fuchs, Home Box Office vice president, programming. Beverly Wilshire hotel, Los Angeles.

■ Indicates new or revised listing

**Oct. 12—Radio Advertising Bureau** 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—Media Institute** luncheon. Speaker: George Watson, ABC News vice president, on "Trends Toward Access and Accountability." Mayflower hotel, Washington.

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

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

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

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

**Oct. 13-14—Arbitron Radio** workshop. Colony

Square, Atlanta.

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

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

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

■ **Oct. 14—Fifth annual Communications Excellence to Black Audiences** (CEBA) awards. New York Hilton

**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" fund raiser for scholarships. Shamrock Hilton, Houston.

**Oct. 15—Seminar-workshop** on "electronic publishing, cable and newspapers," sponsored by *Journalists Resources Institute* and *New Jersey Press Association*. Speakers include Richard Levine, Dow Jones; Henri Heilbrunn, Venture One, CBS-AT&T experiment; Ridgewood, N.J., and Kathleen Criner, American News paper Publishers Association. Rutgers State University of New Jersey, New Brunswick, N.J., campus.

**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.

## Also in October

**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. Sheraton-Northlake Inn, Atlanta.

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

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

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

## Major Meetings

**Oct. 15-19—Vidcom** international market for video communications. 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** managing sales conference. Amfac hotel, Dallas-Fort Worth Airport.

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

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

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

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

France.

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

■ **May 9-11—ABC-TV** affiliates annual meeting. Century Plaza hotel, Los Angeles.

■ **May 15-18—NBC-TV** affiliates annual meeting. Century Plaza hotel, Los Angeles.

**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.

■ **May 22-25—CBS-TV** affiliates annual meeting. Century Plaza hotel, Los Angeles.

**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.

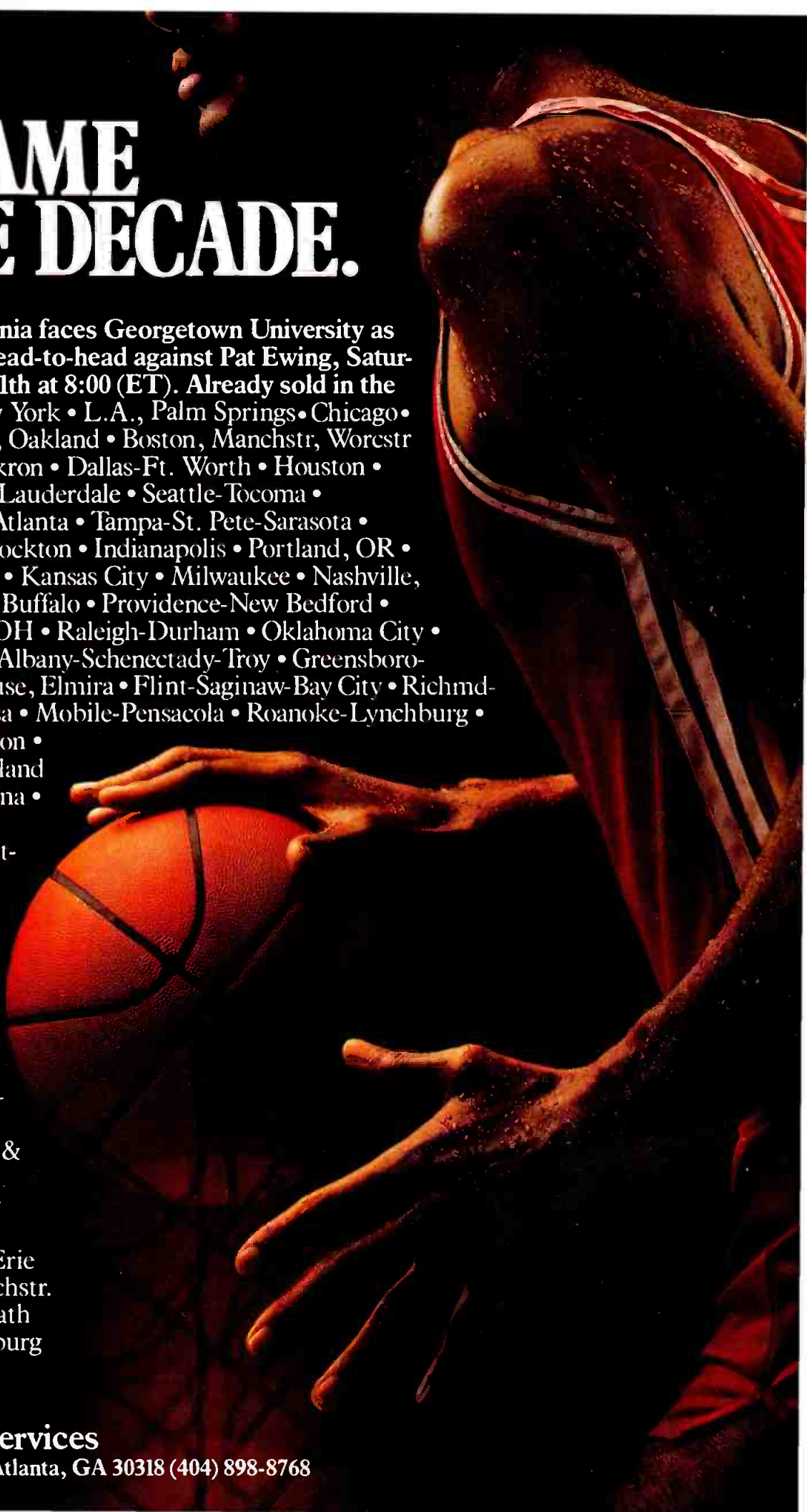
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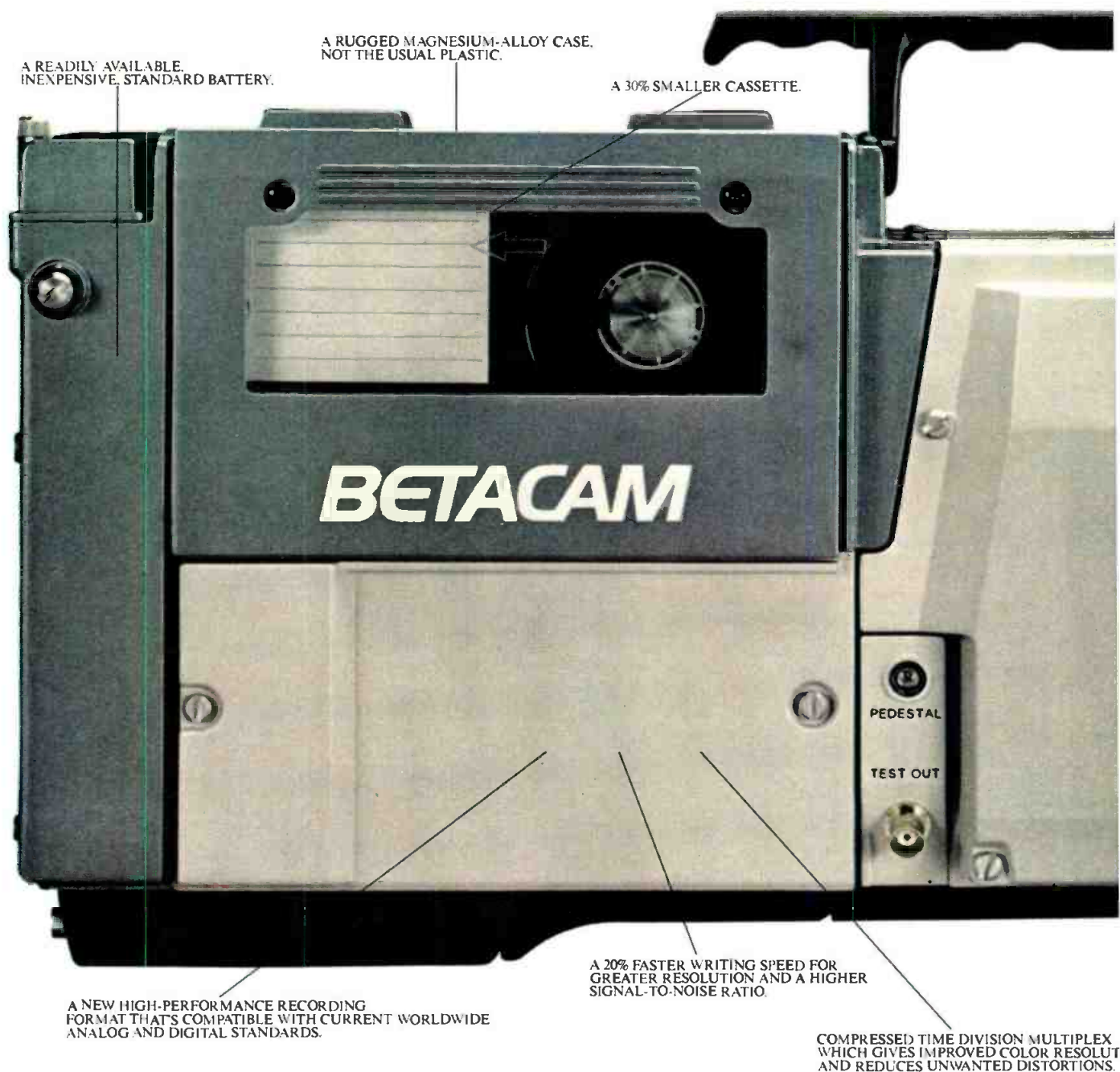
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**Oct. 19-21—Mid-America Cable TV Association** 25th annual meeting and show. Tulsa Excelsior hotel and Tulsa Assembly Center Arena, Tulsa, Okla. Information: Rob Marshall, (913) 887-6119.

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

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

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

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

■ **Oct. 22—Washington Metropolitan Cable Club** luncheon. Speaker: Paul Kagan, president of Kagan Associates. Ramada Renaissance hotel, 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. MacLaughlin, Colorado State University, Fort Collins, Colo. 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.

■ **Oct. 25-26—National Association of Attorneys General and Legal Times** seminar, "The Breakup of AT&T: Opportunities, Prospects, Challenges." Washington Marriott hotel, Washington.

**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. Dunfry/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 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 Publisher 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, Hears/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—Broadcast Pioneers** testimonial dinner honoring retired National Association of Broadcasters President Vincent Wasilewski. Washington Hilton Washington.

**Nov. 4—Radio Advertising Bureau** sales clinic. An fac 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—National Association of Attorney General and Legal Times** seminar, "The Breakup of AT&T: Opportunities, Prospects, Challenges." Chicago 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, Carbon Dale, Ill.

■ **Nov. 6-7—CBS News and Columbia University Graduate School of Journalism** conference exploring terrorism, privacy, business and news media. Participants will include executive and correspondents from CBS and ABC News, judges, politicians, government officials and print journalists. CBS will videotape conference and plans to telecast one of sessions in one hour special on CBS-TV later in year. Scanticon-Princeton Center, Princeton, N.J.

**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**, 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 hotel, 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.

**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 Edwird 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.

## Errata

**Dick Orkin**, formerly half of creative team, Dick and Bert, has not joined Barzman & Co., Hollywood as reported in Oct. 4 issue. Orkin has his own firm, Dick Orkin Creative Services, in Hollywood.

Photo identified as that of Thomas Krattenmaker on page 29 of Oct. 4 issue was that of **William Van Alstyne**.

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**Television** □ ABC: *Starting Over*\* Monday, 9-11 p.m.; CBS: *Afternoon Playhouse: Help Wanted*, Tuesday, 4:30-5:30 p.m.; NBC: *Sunday Night at the Movies: Honeyboy*\*, Sunday, 9-11 p.m.; PBS: *PBS Late Night*\*, Monday, 11:30 p.m. (ET).

**Radio** □ NBC: Post [Country Music Association] Awards Show, Monday, 11 p.m. NPR: *Armstrong Awards* for radio excellence, Friday, 9:00 p.m. (ET)

**Cable** □ WTBS: *Womanwatch*\*, Monday, 11:35 a.m.-12:05 p.m. and *Grand Ole Opry Special: Minnie, Roy, Chet & Floyd*, Monday, 9:05-10:05 p.m.; HBO: *On Location: Catch A Rising Star 10th Anniversary*, Friday, 8-9:30 p.m. and "Sea Wolves," Sunday, 8-10:01 p.m.; USA: *Brideshead Revisited* No. 2 episode, Monday, 11:30 p.m., ESPN: *WCT Tennis Fall Finals*, Saturday, 4:30-7 p.m.;

**Museum of Broadcasting** □ (1 East 53rd St., New York) Memorial tribute to Henry Fonda, now through Oct. 16; film retrospective on Alfred Hitchcock's TV work of the 1950's, now through Oct. 30.

**Open Mike****Musicradio**

**EDITOR:** In your Oct. 4 issue you published a letter by Charles Everett playing Monday morning quarterback on the history of WABC(AM) New York.

It is very important for broadcasters to understand what has happened in the past in order to be successful in the future. But uninformed speculation, coupled with inaccuracies about one of the most fascinating epics in the history of our business—the overwhelming domination of the largest market in the country by one music radio station for over a decade, will do little to shape winning programming decisions tomorrow.

Broadcasters should know about the WABC of the 60's and early 70's. The programming worked as nothing before or since has worked. WABC had a dozen spectacular years of double digit shares, sometimes into the 20's when other stations in the market had 3's, 4's and 5's.

In his letter, Everett quoted some observations by myself on why the audience finally dispersed. I haven't said why. I have now. I thought it inappropriate for me to state what I thought happened to WABC's music audience because it was something that occurred two years after I left the station. By then the rate of change in WABC's basic programming systems, concepts, talent lineup and promotional innovation, which had begun to change shortly after I left, accelerated under a succession of program directors.

I wanted to leave WABC while it was at the top, with double digit shares and the cumes of five million and six million listeners a week, and that's what I did. I don't think the programming needs to be defended. The ratings speak for themselves. But we cannot allow the programmers of tomorrow to think that the programming that created WABC was sterile or

rigid as proposed in the letter. It was anything but that.

WABC DJ's were totally unpredictable. Dan Ingram never sounded the same twice. The music was on a planetary rotation—each song in its separate custom time orbit, unrelated to the songs around it—a system never used before or since. The record rotating was anything but rigid. And what is sterile about giving out 14 million buttons with the call letters on them and spotting wearers who were given prizes up to \$25,000? I thought we were pretty original offering \$100 to the listener who could paint the best copy of the Mona Lisa and \$100 for the worst, \$100 for the smallest and \$100 for the biggest and using Salvador Dali as the judge. There were hundreds of equally creative contests and promotions over the years.

To close I'll do my own speculation—not about the past but about the future. I'd like to imagine what the ratings and profits would be like if the creativity and underlying concepts that were used on WABC(AM) in its music days were applied to an FM station today.—Rick Sklar, *vice president, programming, ABC Radio Enterprises, New York*.

**Return requested**

**EDITOR:** May I say a word to all news directors, personnel managers and producers from one of your prospective employees. Please, we spend lots of time and money preparing our resume, cover letter, making follow-up phone calls and on that all-important tape. Why, why can't you just spend five minutes and return it? Why must we spend even *more* money and aggravation calling you for months, until you return it? After all, what might serve as raw tape for you, is a prospective job for us.—Lauren Krapin, *New York*.

# Where Things Stand

A quarterly status report on the unfinished business of electronic communications

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□

**Agent identities.** President Reagan has signed into law controversial bill to criminalize disclosure of covert U.S. agents' identities, even if identities were learned from public documents (BROADCASTING, June 28). Law permits fines of up to \$50,000 and 10 years' imprisonment for government employees who disclose identities of covert agents and up to \$15,000 and three years' imprisonment for members of press who do so. Attempting to address complaints that law is unconstitutional, Congress stipulated in report accompanying it that penalties should not be imposed on legitimate activities of press but should instead be used against deliberate attempts to disrupt U.S. intelligence activities by disclosing agents' identities.

□

**AM-FM allocations.** FCC has approved plan that will reduce protection to clear-channel stations and allow addition of 125 more unlimited-time AM stations on clear and adjacent channels (BROADCASTING, May 29, 1980). As of Sept. 15, 325 clear-channel applications were on file with commission. Last March, however, commission stopped accepting applications for unlimited stations to complete ongoing negotiations with Canada over future use of clears. FCC also has amended rules to permit it to accept applications for new and improved daytime-only stations within nighttime service area of Class I-A stations on clear channels, action it expects to spur about 200 applications (BROADCASTING, June 14), provided transmitters are located within .5-50% skywave contour of 1-A's. Petitions for reconsideration are pending before commission.

FCC has instituted rulemaking to open spectrum to additional commercial FM's. It proposes two new classes of stations as well as rules that would allow existing classes to operate in areas where they are now restricted (BROADCASTING, March 3, 1980). Commission doesn't expect to act on proposal until the first quarter of 1983. National Telecommunications and Information Administration has asked commission to include in rulemaking administration proposal for use of FM directional antennas, which could make more stations possible. It has also petitioned FCC to ease restrictions under which daytime-only stations operate (BROADCASTING, Sept. 21, 1981). In petition for rulemaking, NTIA recommended that FCC increase pre-sunrise and post-sunset operating hours of selected daytimers; give daytimers that provide only local service in their communities of license significant preference in comparative contests for new FM facilities in cases where daytimer filed original petition to amend table of assignments, and expedite processing of petitions to amend table and of applications for construction permits. National Association of Broadcasters petitioned FCC to launch rulemaking easing

restrictions under which all daytimers, "not just those that provide the only local service," operate (BROADCASTING, Dec. 7, 1981). NAB said FCC should consider modifying its application acceptance criteria (which it said have restricted some daytimers from applying for full-time operation) and change its diversification policy (which NAB said had been barrier to daytimers seeking full-time AM or FM operation in comparative proceedings). In combined notice of proposed rulemaking and notice of inquiry (BROADCASTING, Aug. 9), FCC proposed to permit daytimers to broadcast at least from 6 a.m. to 6 p.m. all year. It also proposed to permit stations that now reduce power at night to extend hours they can operate at full power.

□

**AM stereo.** After five years of deliberation, FCC last spring decided not to decide which of five proposed systems should be standard for AM stereo broadcasting (BROADCASTING, March 8). Instead, FCC said broadcasters could begin broadcasting stereo programming using any system they desire. Marketplace forces—interplay of receiver manufacturers, broadcasters and consumers—FCC reasoned, would soon determine which of five systems or some other yet-to-be-developed system should be de facto standard.

FCC's action was contrary to wishes of most broadcasters and receiver manufacturers who feared marketplace approach would kill AM stereo or at least delay its introduction. Four system proponents—Harris, Kahn/Hazeltine, Motorola and Magnavox—are waging battle for marketplace acceptance. Belar Electronics, fifth system proponent, is sitting on sidelines, hoping receiver manufacturers will eventually recognize merits of its system and adopt it. Kahn system, first to win type-acceptance, was first on air, last July—at KDKA Pittsburgh and KTSA San Antonio (BROADCASTING, Aug. 2). Harris went on air two weeks later at WQXI Atlanta (BROADCASTING, Aug. 9). Despite commencement of AM stereo broadcasting at more than dozen stations now, marketplace seems no closer to decision.

□

**Antitrust/TV code.** U.S. District Court Judge Harold Greene ruled National Association of Broadcasters' TV code prohibition on multiple product advertising in spots of less than one minute violated antitrust laws and set for trial antitrust charges against standards restricting time for commercials per hour and per program (BROADCASTING, March 8). Suit was filed by Justice Department in June 1979 in U.S. District Court in Washington. Consent decree between Justice Department and NAB was filed with Judge Greene last July 16. Public comment period on decree ended Sept. 27. Action for Children's Television filed comments asking Greene to permit continuation of the code provisions relating to children's television advertising (BROADCASTING, Oct. 4). Greene's ruling on decree is expected soon. NAB has suspended both its television and radio codes.

**Automatic transmission systems.** FCC has authorized automatic transmission service for nondirectional AM and FM stations (BROADCASTING, Jan. 3, 1977). Commission expects also to permit ATS at AM directional and TV stations but that proceeding is low on list of Broadcast Bureau priorities.

□

**Cable copyright.** H.R. 5949, cable copyright bill, was passed Sept. 28 by House. It has been jointly referred to Senate Judiciary and Commerce Committees and likely will be taken up during lame-duck session. Sports organizations have been lobbying hard to prevent passage unless bill contains provision representing their interests (BROADCASTING, Oct. 4). Bill was originally drafted and adopted by House Judiciary Committee, which then turned measure over for review by Commerce Committee's Telecommunications Subcommittee. Bill would amend current cable copyright law and primarily concerns compulsory licensing for cable retransmission of broadcast signals; syndicated exclusivity protection for local broadcasters, and must-carry rules for cable. Bill would also reverse recent decision by New York District Court that satellite resale carrier are fully liable under copyright laws. Telecommunications Subcommittee added several amendments after months of negotiations with parties involved (National Association of Broadcasters, National Cable Television Association, National Religious Broadcasters, Motion Picture Association of America and National Association of Public Television Stations [BROADCASTING, Sept. 27]).

■ Key provisions in bill would: Place no limits on number of distant signals that cable systems may import. Codify present FCC must carry rules for local stations with some modifications. Restrict FCC from requiring carriage of any broadcast signals not prescribed by present rules, of drop-in stations, low-power television stations, DBS, MDS or other radio communications services not intended for direct public reception.

Allow cable systems with 36 or fewer channels to refuse to carry any station that receives neither a 1% share of viewing hours in noncable homes in cable system's home county nor 2% share in all homes of county. Exception: are made for noncommercial educational stations and "nonentertainment" commercial stations, which need not meet test of audience share. Cable systems with 36 or fewer channels must carry up to three educational stations with grade B contours covering cable community, unless 100% of station's instructional programming and 90% of their other programming is duplicated. To accommodate noncommercial and nonentertainment commercial stations that fail to meet the audience share test, cable systems may delete duplicated commercial network signals. This provision is intended to accommodate demands of some religious broadcasting stations for cable carriage.

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# Broadcasting Oct 11

Vol. 103 □ No. 15

## TOP OF THE WEEK

## CBS still the one

**ABC comes in second, followed by NBC; old programs overwhelm the new except in the case of 'Square Pegs,' which wins its time period Monday night**

CBS-TV won "premiere week."

For the first week of the 1982-83 season, CBS averaged a 17.9 rating and 29 share—enough to overcome a competitive challenge from ABC-TV which finished at 17.3/28. NBC-TV failed to make a fresh start and remained in the ratings doldrums at 14.4/24.

As CBS and ABC divided up the winning nights of Sept. 27-Oct. 3, NBC was left out in the cold. CBS won Monday, Thursday, Friday and Sunday; the remaining three went to ABC.

Aside from movie blocks, 32 series (about half of the schedule) premiered either as newcomers or returning veterans. For the most part, the old overpowered the new.

On Thursday, for example, a special two-hour *Magnum P.I.* squashed ABC's launch of *Star of the Family* and NBC's debut of *Cheers*, among other programs. The only relative success against it was ABC's special hour return of *Too Close for Comfort*.

ABC used the two-hour return tactic with *Love Boat* on Saturday, which pummeled all its competition including NBC's new *Devlin Connection*.

The only new series to premiere and win its time period was CBS's Monday night opener, *Square Pegs*, registering in 20th position among the week's 63 shows. Another new entry, ABC's *Matt Houston*, on Sunday attained 18th place in its second outing. Aside from those, the top 20 comprised veterans, movies and specials.

Night by night:

CBS won Monday, kicking off the evening with a winning debut of *Square Pegs* (18.7/29). *Private Benjamin's* season premiere (18.1/27) followed. NBC's returning *Little House: a New Beginning* (19.2/29) took the full hour, with ABC's season premiere of *That's Incredible* (16.0/24) in third place. Movie competition gave CBS the night as its made-for-TV *Drop Out Father* (23.8/37) easily defeated ABC's "The Outlaw Josey Wales" (16.1/26) and NBC's "On the Road Again" (13.4/21).

The Tuesday lineup, delayed by President Reagan's press conference, brought ABC its usual victory with premieres of

**Wait and see.** Based on only "premiere week" results, both the networks and advertising agency executives generally called it too early to tell what ratings trends might develop.

On the one hand, ratings and shares did get off to a slow start for a "premiere week" with a combined 49.6/81. That was down from last year's 55.6/88 when all three pulled higher numbers and CBS won big with a 22.1/35.

The numbers were being tracked closely last week but judgement calls were said to be premature. It was reminded that series starts still were being staggered, and that this premiere week in particular faced atypically stiff competition from independent-station carriage of local baseball and a free Home Box Office weekend-marketing campaign.

Ratings-watchers also noted that premiere week this year came a week earlier.

More encouraging results came when comparing this year's premiere week ended Oct. 3, with the comparable calendar week ended Oct. 4 last year. HUT (households using television) levels were up from 59.4% to 61.2%. Ratings rose from 47.9 to 49.6.

*Happy Days*, (19.7/31), *Laverne & Shirley* (21.4/33), *Three's Company* (24.2/36), *9 to 5* (22.4/34) and *Hart to Hart* (19.2/32). CBS had a slow start with the premiere of *Bring 'Em Back Alive* (12.9/20) in its regular time period, but regrouped with the movie, *The Shadow Riders* (19.1/30). NBC suffered with the return of *Father Murphy* (13.4/21) and the movie, "Seems Like Old Times" (12.9/20).

ABC also took Wednesday, although NBC's opening, *Real People* (18.0/29), beat ABC's *Tales of the Gold Monkey* (16.4/26) and CBS's *Seven Brides for Seven Brothers* (14.4/23). ABC took the rest of the night with the movie, *Money on the Side* (21.0/33), against NBC's *Facts of Life* premiere (19.0/29), *Family Ties* (17.2/26) and *Quincy* premiere (14.5/23) and CBS's movie, *Life of the Party: the Story of Beatrice* (15.7/25).

The winning hand returned to CBS on Thursday as a two-hour *Magnum P.I.* premiere (23.1/37) crushed the competition except an hour-long new season launch of ABC's *Too Close for Comfort* (21.5/33). Premieres of ABC's *Joanie Loves Chachi* (13.5/23) and *Star of the Family* (13.7/22) were struck down during *Magnum's* first hour. NBC was hurt for both hours, with premieres of *Fame* (12.8/21), *Cheers* (9.6/15) and *Taxi* (10.9/16). NBC came back to win the final hour of Thursday prime time with the return of *Hill Street Blues* (18.2/31) against season openers of ABC's *20/20* (17.7/30) and *Knot's Landing* (16.1/27).

Friday, the combination of *Dukes of Hazzard* (16.7/30) and premieres of *Dallas* (22.5/38) and *Falcon Crest* (19.3/34) took it for CBS. NBC's *Powers of Matthew Star* (11.7/21) and premieres of *Knight Rider* (15.4/26) in its regular time period and *Remington Steele* (12.5/22) were distant seconds. ABC had an even worse showing with specials, *The World's Greatest Escape Artist* (9.5/17) and *Battle of the Network Stars* (10.8/19).

ABC won Saturday, with a two-hour *Love Boat* launch (21.7/39) following *T.J. Hooker* (13.6/26). CBS was second overall even with low scores from *Walt Disney: The Apple Dumpling Gang* (11.9/22) and movie, *Not Just Another Affair* (12.9/23). After a promising Saturday start with *Diff'rent Strokes* (14.1/27), NBC descended into third with successively dropping ratings for *Silver Spoons* (13.7/25), *Gimme A Break* (12.2/21), *Love, Sidney* (10.6/19) and *Devlin Connection* (8.3/15). All NBC shows that night except *Silver Spoons*, were premieres.

CBS closed out the week with a Sunday win, thanks to its *60 Minutes* (22.7/42) lead over ABC's *Ripley's Believe It or Not* (10.8/20) and NBC's *Voyagers* premiere (7.5/14). The CBS Sunday strength of last season wasn't visible for the rest of the evening as *Archie Bunker's Place* (16.4/26), *Gloria* (15.7/24), *Jeffersons* (16.7/25), *One Day at a Time* (18.2/27) and *Trapper John M.D.* (15.5/25) fell to both ABC's *Matt Houston* (19.1/30) and "Smokey and the Bandit II" (20.1/31) and NBC's *Bob Hope Comedy Special* (16.7/26) and *Johnny Carson's 20th Anniversary Special* (0.9/32). □

## STC asks for reconsideration of rival's DBS bid

**It says spectrum GTE and USTV plan to use doesn't fit FCC rules**

Satellite Television Corp., the Comsat subsidiary that received permission from the FCC last month to launch a direct broadcast satellite (DBS) service in 1985 or 1986, asked the FCC last week to reconsider the permission it gave GTE Satellite Corp. and United Satellite Television to start a quasi-DBS service in mid-1983.

STC's action came in support of a petition filed last August by Hubbard Broad-

casting's United States Satellite Broadcasting, a DBS applicant that is still waiting for the FCC's regulatory stamp on its plans.

USTV, a partnership headed by General Instrument and New York businessman Francesco Galesi, has proposed a four-channel pay service that would be available to apartment buildings, condominiums and individual homes. In its initial phase, USTV's service will be delivered via 10 transponders (four for a West Coast feed, four for an East Coast feed and two for backup) leased through GTE on Canad's Anik C-11, a fixed (11.7 ghz to 12.2 ghz) satellite scheduled to be launched next April. IN 1984, USTV will switch the service to GTE's GSTAR A-1, another fixed satellite.

Because of the fixed satellites' relatively low power, earth stations with antennas at least four feet in diameter will be needed to receive USTV's programming. That is significantly larger than the earth station antennas envisioned for true DBS services, like those proposed by STC and USSB, that employ high-powered satellites operating in the dedicated DBS band (12.2 ghz to 12.7 ghz).

In its filing, STC argued that USTV intends primarily to offer a direct-to-home service and that the FCC grant of the service was inconsistent with its slowly evolving DBS policy. The FCC, STC said, "has already indicated in other proceedings that out-of-band DBS proposals will not be routinely approved." Referring to the pending application of Focus Broadcast Satellite Co., which is similar to USTV's, STV said the FCC "has concluded that [out-of-band DBS proposals] raise significant legal and policy issues."

STC spokeswoman Mary Pittelli said the filing was motivated by STC's belief that all prospective DBS should be made to play by the same regulatory rules. She dismissed the notion that STC's opposition to the USTV plans was an attempt to rid itself of additional competition that USTV represents to its "early entry" SMATV service and ultimately its DBS service.

Nonetheless, STC seems to be reassessing its early entry plans. Those plans call for a two-channel service to be delivered to apartment buildings and other multi-unit dwellings in the northeast via a fixed satellite. (The service is distinguished from USTV's in that it is not intended for reception at individual homes.)

The early entry service was conceived as a means for easing STC into the full-blown DBS service, an enormous logistical undertaking involving distribution, installation and maintenance of millions of earth stations and national and local advertising and promotion. STC felt a limited SMATV service would allow it to set up gradually the infrastructure and develop the expertise necessary to pull the national service off. The early entry service would give STC a chance to experiment with packaging programming and provide a basic core of subscribers for the day when the first DBS satellite comes on line.

STC's bullishness regarding the early entry service, evident in its announce-

ment of the plans last November and in interviews with BROADCASTING, last February (BROADCASTING, Feb. 22), have turned into statements by top executives that the service is still under consideration and discussion. □

## It's fourth and a mile for NFL TV

The only National Football League TV action last week involved cancellation of games for the third week in a row, dismal ratings, scrambles for substitute programming and some body-blocking in the courts.

If it doesn't lose in court, and the players don't settle with management by next weekend, the Turner Broadcasting System may be one of the few broadcast organizations with reason to smile. It still plans to televise the series of 18 "all-star" games proposed by the NFLPA, the first of which has been pushed back one week to Oct. 17 at RFK stadium in Washington.

CBS and NBC continued to suffer with their substitute programming on Sunday (Oct. 3). After a 3.9 rating and 16 share for a special edition of CBS's *NFL Today*, the network averaged a 4.9/17 for NCAA Division III's Wittenberg vs. Baldwin-Wallace and West Georgia vs. Millsaps games and a 3.6/9 for the San Diego vs. Occidental and Wisconsin-Oshkosh vs. Wisconsin-Stout contests later in the afternoon. On the comparable Sunday a year ago, CBS earned an 8.8/30 for *NFL Today* and an 18.3/48 from its NFL game.

NBC had it even worse, earning a 1.9/6 for its *NFL '82* pregame show and a 2.4/6 for the Canadian Football League Calgary vs. Saskatchewan game. Last year NBC had a 4.1/14 for the pregame and a 7.7/20 and 17.3/38 from NFL games.

ABC, which doesn't offer Sunday NFL football, had baseball, earning an 11.9/32.

At ABC, the theatrical "Coal Miner's Daughter" filled in for *NFL Monday Night Football*, scoring a 19.2/30. That too was down from the comparable football night a year before 23.2/38.

This past Sunday (Oct. 10), CBS had scheduled a special *CBS Sports Sunday* with two live boxing matches and taped gymnastics and motorcycling races. NBC was going with more CFL: British Columbia vs. Edmonton.

Today (Oct. 11), ABC had scheduled "Starting Over" in place of *NFL Monday Night Football*.

It's still uncertain whether TBS will be prevented from covering the proposed all-star games—or whether the courts will allow the players to play in the proposed games. A suit filed by the Buffalo Bills and seven other clubs, seeking to enjoin TBS from encouraging the players to break their player contracts, still pends in federal court in New York.

And U.S. District Court in Washington Judge John Penn added a new twist to the works last week when he barred NFL

clubs from suing in state courts to prevent players from participating in the all-star games.

Nonetheless, Penn denied the players' request that the court declare unenforceable the parts of the NFL standard player contract that prohibits players from playing in football games not sanctioned by the league (BROADCASTING, Sept. 27). Penn's decision permits the clubs to file suit against the players in his court.

In response to the NFLPA's request, Penn said the players' association would "suffer great harm" if it were forced to defend itself against a multitude of such actions against the players in the states.

William Willis, an attorney representing the NFL management council, said the council has appealed Penn's ruling to the U.S. Court of Appeals in Washington. It also has asked the court to stay Penn's order pending the appeal on the grounds that the order would, in effect, prevent the clubs from suing the majority of the players. "Generally speaking, you can only sue someone where he lives; most of the players don't live in Washington," Willis said.

Meanwhile, however, spokesmen for TBS and the NFLPA said they still were planning to go ahead with the all-star games.

TBS, which plans to distribute the games over the air as a Turner Network Television presentation, says it has lined up network affiliates and independents in 84 markets to carry the games to 70% of the country, Turner's superstation, WTBS(TV) Atlanta, also would carry the games to 22 million cable households, he said. While the spokesman said TBS was lining up other sponsors, the only one that had been announced as of last week was Chrysler. □

## NAB charts its course

**Executive committee again condemns spectrum fee idea, urges broadcasters to turn to MDS, gives blessing to Packwood First Amendment fight**

The National Association of Broadcasters executive committee repeated last week its strong opposition to spectrum fees, encouraged broadcasters to explore multi-point distribution services and endorsed First Amendment hearings held last month in the Senate.

In a busy session in Washington, the committee restated its "long-standing" opposition to spectrum fees of the kind that have been vigorously exposed by FCC chairman Mark Fowler in recent weeks. Fees have also been proposed by the National Radio Broadcasters Association and endorsed by National Public Radio. Broadcasters would be required to pay spectrum-use fees in exchange for broadcast deregulation. The fees would be

used to support public broadcasting.

Fowler opened his campaign for fees in a speech at the NRBA's annual convention last month (BROADCASTING, Sept. 20). He amplified his notions in an interview with BROADCASTING the next week and continued his advocacy in a speech read for him (he was ill) at the Radio-Television News Directors Association convention two weeks ago (BROADCASTING, Oct. 4).

NAB Joint Board Chairman William Stakelin, executive vice president of Bluegrass Broadcasting, Orlando, Fla., reported to the executive committee members that Fowler had requested a meeting with NAB representatives in spectrum fees two weeks ago ("Closed Circuit," Sept. 27), but because of illness, he canceled. The chairman, who was in Australia last week, will confer with the broadcasters when he returns.

The executive committee took action on other matters last week. It staked a claim for broadcasters to the multichannel MDS service that the FCC has been asked to authorize.

Additionally, the committee said it would "encourage" the FCC to authorize those services "as expeditiously as possible." The statement urged the FCC to adopt a "regulatory framework that will not inhibit broad development of the service by all those who take an interest in its promise."

The NAB's action follows earlier undertakings at the commission by CBS and MDS operators.

The executive committee also praised the first set of hearings held by Senate Commerce Committee Chairman Robert Packwood (R-Ore.) on his proposal for a constitutional amendment that would guarantee full First Amendment rights to the electronic media (BROADCASTING, Oct. 4). The committee suggested, however, that remedial legislation of less sweeping scale be considered while the work on a constitutional amendment goes on.

The committee urged Packwood to "continue his support for repeal of section 315 [the equal-time law] and the fairness doctrine in the interim as well."

Committee members also received a memorandum from NAB President Edward Fritts recommending individual board committee goals.

Fritts noted that membership on the committees had not been altered, but merely that the NAB staff have developed a list of topics and goals committees may want to pursue to become more effective.

Fritts said the Ad Hoc Committee on Cable Copyright will become a permanent committee with a much broader scope of responsibility. Dave Polinger, vice president-assistant to the president, WPIX(TV) New York, remains chairman. The committee will focus on all areas of copyright.

The executive committee is expected to approve the recommendations at its November meeting.

He said the NAB Radio Deregulation Committee would be given broadened duties to encompass both radio and TV



**Changing of the guard.** Vincent Wasilewski, former president of the National Association of Broadcasters (top photo, left), met with the FCC's newest commissioner, Stephen Sharp (r). Sharp is the former FCC general counsel and was sworn in last Tuesday. Later that day Sharp joined Wasilewski at a reception at the International Club in Washington. The reception was held in honor of the association's new officers—Edward O. Fritts, president, and William Stakelin, joint board chairman, who is executive vice president, Bluegrass Broadcasting, Orlando, Fla.

Edwin Meese (middle photo, left), counselor to the President, talks with Fritts, who began his term Oct. 1. Stakelin (bottom photo, left), greets Senator Robert Packwood (R-Ore.), one of several Washington dignitaries who attended the function. Packwood is chairman of the Senate Commerce Committee, which has jurisdiction over communications matters.

deregulation. The name, he added, would be the Broadcast Industry Regulation Committee.

Stakelin instructed the Bylaws Committee to begin review of the association's presidential election process and of the composition of the association's radio and television boards. Some television members of the NAB have questioned what they say is an imbalance of representation by a radio board of 31 members and a television board of 15.

The Bylaws Committee was also asked along with the NAB's Membership Committee to determine how to incorporate low-power television stations into the association. □

## Oak postpones first phase of DBS service

**Company says it will realize \$80 million in savings if it waits for its own satellite**

Two months after filing its three-phased DBS proposal with the FCC, Oak Industries has decided to scrub Phase I, which called for DBS service to the Northeastern U.S. via two transponders aboard Canada's Anik C-II, scheduled to be operable in 1983. The start-up of Oak's DBS service has been pushed back to 1986, and its agreement with Telesat Canada to lease four transponders on the Anik bird has been terminated. Oak claims that it will save about \$80 million by scrubbing Phase I of its original plan.

The reason, Oak said, was that Phase I proved cost prohibitive. "This action in no way indicates a diminished interest in DBS on our part or a change in our stated intention to provide DBS... to the American public," said Everett Carter, chairman and chief executive officer of Oak. "What it means is that we are modifying our plan for entry into the business in light of economic and technological realities which have emerged since we announced our original plan in April."

One reality Oak discovered was that only

about half of the projected Phase I subscribers would pay \$500 to \$700 to purchase the necessary home earth station and related receiving equipment, leaving Oak with a \$56-million bill to provide such equipment to the remaining subscribers. It would cost Oak \$13 million to re-orient home antennas to Oak's own bird from the Canadian satellite and another \$11 million to lease the Anik C-II transponders.

Making use of the transponders on the Canadian satellite, which would have only 15 watts of power, meant that home receiving dishes had to be 1 to 1.2 meters in diameter, the cost of which apparently was not palatable to many subscribers. Oak plans to build a satellite with 40-watt transponders which could be used to beam a signal to smaller dishes, about two feet in diameter, that should be available in mass quantities by the time it is prepared to launch its own DBS satellite in 1986.

Once that bird is up, it should take about four years to start making money on DBS, Oak projects. "We are confident that by 1990 DBS will be a cost effective and profitable system for delivery" of programming, said Carter.

Oak is still looking for a partner to help defray the costs of its DBS venture. □

## United Cable: What a hot streak means

**The word on Wall Street is that company with winning franchise hand of late is up for sale**

United Cable Television Corp., which, with some help from Tribune Cable Communications, has logged one of the better franchising performances among MSOs during the past year, is reportedly up for sale. The asking price is \$450 million and Daniels & Associates is said to be working on United's behalf to put together a deal involving a stock transaction with the buyer assuming the company's debt, which now stands at \$136 million.

That was the news circulating on Wall Street last week, although United would

not comment on it. A Daniels spokesman admitted that United was a client, an unusual confirmation for that cable-brokerage firm. The spokesman said that "we're working with [United] on an equity situation."

United, currently ranked as the 12th largest MSO and which now has about 510,000 basic cable subscribers and 420,000 pay subscribers, has set a torrid pace in franchising over the last year, winning 10 franchises on its own, including Scottsdale, Ariz. (52,000 homes passed), Hacienda Heights, Calif. (47,000 homes passed), and Alameda, Calif. (28,000 homes passed). It has also teamed up with Tribune Cable Communications, a subsidiary of the Chicago-based Tribune Co., to win franchises for Sacramento county, Calif., containing 360,000 homes and a consortium of communities in Oakland county, Mich., passing 104,000 homes. The United-Tribune venture, which is owned equally by the parties, is also the odds-on favorite to win the franchise for affluent Montgomery county, Md., which lies near Washington and passes 200,000 homes. A vote to award that franchise is scheduled for Friday.

One Wall Street analyst said that United's rumored sale was not unexpected, given its recent successes in franchising where it has made commitments for \$200 million or more. "Raising that kind of capital," he said, "is a little difficult," and would result in a "considerable dilution" of United's assets. He also said that some of the company's major principles "from President Gene Schneider on down" may be thinking that this is a good time, perhaps the most profitable time from United's standpoint, to get their estates in order. The company's value in five years, when it should be finished with its current build commitments, may not represent "20% compounded from what they can get today."

United's recent franchise awards account for more than 600,000 homes if the bids won with Tribune are included. Of the 10 franchises that it has won on its own in the past year, the three largest—Scottsdale, Hacienda Heights and Alameda—pass a total of about 127,000 homes. The other seven franchises ac-

**Exhortations.** "There is no question that a genuine, positive and sustained effort in public affairs and community relations pays off in the bottom line," said ABC Television Network President James E. Duffy last Wednesday (Oct. 6) before the National Broadcast Association for Community Affairs, which held its annual convention last week at New York's Warwick hotel. With competition among video media increasing, said Duffy, the most important goal of community affairs directors is to "convince management—owners, station managers, program directors—that a strong effort in community affairs is one of the keys to growth and survival and that a strong effort means resources, backing and participation."

Robert E. Mulholland, president and chief operating officer of NBC and another convention speaker, urged delegates to fight for repeal of government regulations which prevent broadcasters from competing with the growing number of other video services. Echoing the thoughts he expressed to NBC affiliates in a closed circuit feed last week (see story, page 56), Mulholland said that financial interest and syndication

rules keep broadcasters at a disadvantage by limiting the networks' ability to acquire competitive programming.

Delegates to last week's convention, which drew nearly 200 participants, 160 of them full-time registrants, also heard from Alfred R. Schneider, vice president, ABC Broadcast Standards and Practices, who said American society is suffering from "social schizophrenia." When so much of the public supports movies that glorify violence, and at same time points to TV for causing crime, it sends "mixed signals," he said, so criticism of violence in media should be more even handed. Typifying the tenor of this year's NBACA convention, NBC Radio Network's Dr. Ruth Westheimer, whose advertiser-supported *Sexually Speaking* is one of the highest rated public affairs programs on radio, demonstrated that public affairs programming can bring more to stations than good will from the community. Business conducted at the NBACA convention included election of a new president—Marsha Caminsky, vice president and director of public affairs, WOR-TV New York. Next year's convention will be held in San Francisco.

quired by the MSO were for small communities in Michigan, Colorado and Minnesota that pass about 30,000 homes. Construction for most of those seven franchises is either under way or already completed.

While some in the industry have privately expressed skepticism about United's ability to finance all of the builds it has won, the company believes it can do all it has promised.

Since 1980, the company's cash flow has grown more than 100% from \$14.7 to \$34.5 million as of last May, the end of United's fiscal year. In the same period, revenues have climbed from \$32 million to \$150 million with a current asset base of \$255 million.

With the company's current cash flow and its debt-to-equity ratio of 42% to 58%, Bill Elsner, treasurer of United, said "it's a very bankable business." United now has \$175-million revolving credit line with a group of banks headed by the First National Bank of Boston. To date it has used \$64 million of the available money.

Elsner said that United would put up \$87 million over the next five years to

build Alameda, Hacienda Heights and Oakland county, at a total cost of \$47 million, with the remaining \$40 million representing its equity share in Sacramento (\$30 million) and Oakland county (\$10 million). With Tribune also putting up \$40 million in equity for Sacramento and Oakland county, that leaves \$120 million for the venture to finance over the five-year period.

The next two years will see the biggest drain on United's capital, when the company will spend \$55 million of its equity share in the five systems. But once over that hump, things ease up, with the remaining \$22 million spread over the next three years. Among the options for financing the debt: subordinated debentures, preferred stock offerings and formation of partnerships.

Talk of an impending sale caused United's stock to drop more than a point and a half during last Thursday's (Oct. 7) trading. The stock closed at 24 3/4 that day, down 1 5/8. The 52-week high and low figures for the company's stock at the close of last Thursday's session were, respectively, 28 1/4 and 16 7/8. □

is one from Metromedia, which has offered to remain a member of ITNA until the end of 1983, according to Bennett, and has offered Prime Time News to stations eligible to carry it. (Unlike ITNA, PTN will be offered to only one station per market). Bell said ITNA member stations want to maintain their organization's identity, but indicated an alliance of some kind with another news service will most likely result. □

## Broadcast issues benefit from bull bonanza

**Majority of communications stocks do well in end-of-week market burst; cable is notable exception**

Broadcast stocks shared in the rally of the financial markets on Wednesday and Thursday (Oct. 6 and 7) as prices soared and trading rose to record levels in the expectation that interest rates would continue to fall.

The Dow Jones industrial average had a two-day gain of 58 points, up 37.07 on Wednesday and 21.71 on Thursday. The average on Thursday, 965.97, was the highest since July 1, 1981. Stock market volume on Thursday climbed to a record level of 147.1 million shares as prices rose sharply.

Leading broadcast stocks generally kept pace with the market as a whole, with Thursday's performance slightly stronger than Wednesday's. On that day ABC was up 5/8 to 45 1/4; CBS up 2 1/4 to 49; Storer, up 1 to 25; Capital Cities up 1 to 93 1/4; Taft up 2 3/8 to 38 7/8 and Cox Broadcasting, up 1 to 35 1/4. Metromedia was down 1 to 260.

On Thursday ABC surged by 3 1/4 to 49 1/2 while CBS was up 2 1/2 to 51 1/2; Storer was up 1 1/2 to 26 1/2 while Taft was down by 1 1/8 to 37 3/4 and Cox was down by 1/2 to 34 3/4. Metromedia remained at 260.

Anthony Hoffman, media analyst for A.G. Becker, noted that market rallies generally are touched off by institutional investors, representing blue chip accounts, and are followed by secondary trades, in which category he places broadcast investors.

Hoffman believes broadcast stocks are in a good position now, since they are generally underpriced and represent a good investment. He observed that with television stations selling at record prices, both the ordinary investor and the institutionals are coming to this conclusion: "If smart businessmen are paying such high prices for stations, broadcast must be a good investment."

Fred Anashel, senior analyst, Dean Witter Reynolds, said broadcast stocks generally fared well, as they have been for the

## Metromedia launches national news feed

**'Prime Time News' will be satellite delivered weekdays from 10-11 p.m.; effect on other independent services, particularly ITNA, not clear**

Metromedia Inc., the owner of five major independent TV stations, has announced plans for a live, 60-minute news service that is to air weekdays in prime time and be offered on a barter basis to independent stations starting early next year. Announcement of the service, which came near the end of the annual Radio-Television News Directors Association convention in Las Vegas (BROADCASTING, Oct. 4) has raised questions about the future viability of the national news service in which Metromedia is currently a sustaining member, the Independent Television News Association (ITNA). Officers of that organization, however, say they are considering proposals from a number of news providers, including Turner Broadcasting System's Cable News Network, WPIX(TV) New York's Independent Network News and Metromedia itself, and will decide on its future at a board meeting later this month.

The planned Metromedia service, to be called Prime Time News, is to be fed via satellite in a series of news feeds meant to be used in conjunction with local news programming. National anchor for the service, which is to be broadcast from New York and will include feeds from owned Metromedia stations, has not yet been found, according to Robert Bennett, senior vice president, Metromedia television broadcasting and production.

Metromedia, which is said to be planning to commit in excess of \$10 million to

get the project off the ground, decided to offer the news service "to improve our own product," said Bennett, and because it is the only group owner capable of offering stations an hour-long national news service during prime time. All three major networks have proposed hour-long news programs in or around the 6-7 p.m. time slot but have encountered stiff resistance from their affiliates. Metromedia's Prime Time News is to be offered for broadcast during the 10-11 p.m. slot.

In addition to precipitating shakeups among independent news services and their affiliates—Independent Network News is now an important force with 75 subscribing stations—Prime Time News is intended to offer an alternative to advertisers. After Metromedia purchased (subject to FCC approval) Field Enterprises' independent WFLD-TV Chicago in August. Its coverage of TV households through its owned and operated independent stations moved ahead of any of the three major networks; owned-and-operated station groups, to 18.1 million homes. Arbitron's latest figures for ADI households put ABC with 17.1 million, CBS with 16.9 and NBC with 16.3. Metromedia plans to sell about two minutes of national advertising in each 60-minute broadcast, said Bennett.

Directors of the ITNA, which presently serves 13 stations and receives nearly half of its annual budget of about \$3 million from Metromedia stations, will meet in San Francisco on Oct. 22 to decide which of several proposals from other news services is best for their members, according to Alan J. Bell, vice president, general manager of member station KTVU(TV) San Francisco. Among those being considered

past several months. He noted that ABC and CBS have been lagging behind but "have now about caught up."

Anschel would not venture to say if the rally will continue over the next few weeks. After his 24 on Wall Street, he has not been able to detect a predictable pattern.

Dennis Liebowitz, media analyst for Donaldson, Lufkin & Jenrette, said broadcast stocks have done "very well" in the market surge but cable companies have acquitted themselves poorly. He cited such companies heavy in cable as Heritage, Comcast and Viacom which have not shared in the market advance.

"I would say that cable right now is suffering because it is perceived as an industry facing competition from other new media forms," Liebowitz suggested. "Even when some of their stocks have rebounded, they are no higher than they were a year ago." □

## Doubleday wants FCC to change ownership limits

**Group owner asks commission to allow maximum of 14 radio stations owned, rather than separate quotas for AM and FM**

The FCC's rule of sevens, which limits broadcast ownership to seven AM's, seven

FM's and seven TV's, should be revised—at least to a minimum extent, according to Doubleday Broadcasting Co.

In a petition for rulemaking submitted to the FCC last week, Doubleday said that instead of limiting ownership to seven AM's and seven FM's, the commission should amend its rules to permit a broadcaster to own a total of 14 radio stations, without worrying about how many are AM's or how many are FM's.

According to Doubleday, the licensee of two AM's and six FM's, such a change would further the commission's goal of permitting competitive marketplace forces to structure and direct the course of the radio industry. Such a change also would "stimulate station transactions in a manner which will promote the diffusion of media voices among many licensees"; it would further the commission's policy favoring minority ownership, and it would "conform multiple ownership policy to allocations policy which views AM and FM broadcasting as a single aural service," Doubleday said.

In its petition, Doubleday noted that multiple ownership policy rests upon the notion of diversity. Nonetheless, it said, the radio industry had changed enough over the years that the seven-station limit was "unduly" restrictive. While the number of AM stations had increased 195% over the past 30 years, the number of FM stations had increased 548% over the same period, Doubleday said. "Undeniably, the overwhelming increase in media outlets which these figures reflect proves a multifold increase in diversity of program-

ing and warrants a re-examination of the seven-station rule," Doubleday said.

Doubleday also noted that such a change would provide the commission with a source of information upon which to base any further changes in its multiple ownership rules.

"The adoption now of a policy of non-distinction between AM and FM stations would enable the commission, in the course of future deliberations over broader changes in multiple ownership policies, to witness the effect of marketplace forces upon changes in the structure of the broadcasting industry, without change in the existing permissible maximum of interests," Doubleday said. "It could provide incomparable factual input to an overall review of multiple ownership regulation, to enable the commission to reach public interest findings relevant to broadcasting as it exists in the 1980's," Doubleday said. □

## Both sides fire volleys in CBS-Westmoreland case

**Network asks for change of venue; AIM starts defense fund to aid general's cause**

CBS took action in the libel case against it filed by General William Westmoreland over the network's broadcast of the documentary, *The Uncounted Enemy: A Vietnam Deception*. (BROADCASTING, Sept. 30). The network filed for a change in venue from U.S. District Court in Greenville, S.C., and answered Westmoreland's charges.

CBS accused Westmoreland of a "blatant attempt at forum shopping" and called that court an "improper venue" for the case. It said that the plaintiff resides in another district (Charleston, S.C.) and that the CBS-TV affiliate covering Greenville, WSPA-TV, didn't even run the documentary.

Furthermore it claimed that the Greenville district court lacks personal jurisdiction over the four defendants named along with CBS: Van Gordon Sauter, CBS News president; George Crile, producer of the documentary; Mike Wallace, correspondent, and Sam Adams, consultant. Assuming that the four would have to travel there to testify, CBS said an extended absence from both work and home would be an undue burden.

CBS asked the court to dismiss the case because of "improper venue." If not dismissed, it should be transferred to the Southern District of New York, or if not there, the District of Columbia. Those two districts, and not Greenville, CBS said, were where the broadcast primarily was researched and assembled.

In another filing CBS denied the 42 specific charges by Westmoreland and

**Warning flag.** In an opinion that could have an impact on other FCC proceedings, the U.S. Court of Appeals in Washington last week cautioned the commission against moving too far in reliance upon the marketplace. While the court's opinion affirmed the FCC's decision to reassign UHF channels 14 through 20 for shared use with land mobile service in 13 areas, it also cautioned the commission "to take special care not to abdicate its responsibility to prevent ruinous competition in particular markets as well as in the industry as a whole."

The decision came in response to an appeal by the Telocator Network of America, an association of radio common carriers. Although Telocator supported the reassignment, it objected to the plan for making the 24 resulting mobile-telephone channels available to new entrants. While the court said it had assured itself of the "reasonableness" of the open entry policy, it was "troubled" with the commission's proposal to permit new entrants to receive those channels, without demonstrating the need for new service, even in markets where the new channels already were saturated. "The commission comes perilously close here to crossing the line between pursuit of a legitimate regulatory policy using competition to further the public interest and abdication of its regulatory duty," the court said. "One of the fundamental premises of a regulatory scheme such as that established by the Communications Act is that the free market cannot always be trusted to avoid a wasteful duplication of facilities contrary to the public good," the court said.

"We are concerned, therefore that the commission's announced intention to license additional carriers even where the channel-loading limits have been reached may augur more harm than good if implemented in all market conditions. We do not think this potential justifies invalidating the entire perpetual open-entry policy; we do, however, sound the warning that in applying that policy to authorize additional carrier access to already saturated frequencies, the commission must be sensitive to the dynamics of the particular market," the court said.

Competition, as asserted by the FCC, may benefit the public, the court said, "but the commission, in its zeal to insure that mobile telephone users partake of this benefit, may not forget that furtherance of the public interest has been entrusted to its hands, not left to the forces of the market. For the moment, at least, we are satisfied in the expectation that the commission will impose entry controls if confronted with a proper showing that an influx of additional carriers in a specific technically saturated market predictably would result in ruinously undermining the local FCC industry," the court said.

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# Added Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (\*) to appear during the next few months. Among the more prominent prospects:

Oct. 25  From across the Atlantic, the buying and selling story of Vidcom. The Palais des Festivals in Cannes will house 150,000 square feet of exhibitors: video vendors, cable software suppliers, hardware, videotext and teletext. And from this side of the ocean, an advance report on what to expect at the Atlantic Cable Show on the boardwalk of Atlantic City, N.J.

Nov. 8  It's a big week for engineers, advertisers and the cable industry and BROADCASTING will preview coverage of the Society of Motion Picture and Television Engineers conference in New York, the Association of National Advertisers meeting in Palm Beach, Fla., and NCTA's cable programming conference in Los Angeles.

Nov. 15  Cable Week in California. A complete rundown of the exhibit floor, the conference agenda and the transponder universe are among the elements prefacing BROADCASTING's coverage of the Western Cable Show. Also included will be all the news from SMPTE and ANA, plus a peek at the Television Bureau of Advertising's San Francisco meeting.

Nov. 22  Gavel-to-gavel coverage of cable's southern California celebration and TVB's three days in San Francisco.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

**You Belong in Broadcasting  Every Week**

*\* Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.*

**Internal comment.** The ABC-TV affiliates board of governors is compiling a fact sheet on the FCC's proposal to eliminate its financial interest rules that keep television networks out of domestic syndication and financial participation in network programs produced by others. The board, which met in Chicago two weeks ago, plans to disseminate information about the issue among affiliates and to solicit feedback informally in time for its annual meeting with network officials, scheduled for the first week in December. According to board Vice Chairman Tom Cookerly, president, WJLA-TV Washington, the board will not necessarily take a position on the financial interest rules at its December meeting. At a meeting in Chicago, Boone Arledge, president of ABC-TV News and Sports, told the affiliates board the network plans to continue substituting movies for NFL football games that are being canceled as a result of the now three-week old players strike.

asked that the case be dismissed for more reasons than venue. Among CBS's claims were that Westmoreland did not submit sufficient facts; action against CBS and the defendants would violate the First and 14th Amendments; the network acted without malice, and Westmoreland's reputation didn't suffer because he didn't have high community respect with regard to the subject matter in the first place.

Inspired by what it calls the "rotteness" of CBS and its treatment of Westmoreland since the network's broadcast of its documentary, *Accuracy in Media* is soliciting financial contributions on behalf of general Westmoreland's libel suit against CBS.

The Washington-based AIM, headed by media critic Reed Irvine, sent out a letter with its biweekly *AIM Report* asking for contributions to its newly established Westmoreland Legal Aid Fund. The letter stated all contributions would be tax deductible. AIM in turn will donate the money to the Capital Legal Foundation, a public interest law firm that is representing Westmoreland without charge in his suit against CBS.

Dan Burt, Westmoreland's attorney and president of the Capital Legal Foundation, said that he had heard about the letter but had not seen it. Burt said the Capital Legal Foundation has no connection with AIM and did not solicit its help. Burt said he did not know Irvine, but was introduced to him. Although the Capital Legal Foundation has not made an appeal for financial support to help prosecute the Westmoreland suit, Burt said it would not object if someone or group wanted to give money for that purpose. There have already been some unsolicited donations from "strangers off the street," said Burt.

Donations are tax deductible, AIM said, because AIM receives nonprofit, educational organization status from the Internal Revenue Service. Public interest law firms require additional waivers from the IRS to be registered tax exempt, but since AIM will not be directly involved in the litigation its tax deductible status does not change.

Burt estimated it would take about \$500,000 annually with his staff of five full-time attorneys and two paralegals to fight CBS. He pointed out that any legal fees CBS incurs are also tax deductible because they fall into the same category as a business expense. According to John Vanevera, executive secretary, AIM so far has raised about \$3,000 for the Westmoreland Legal Aid Fund. □

## Senate committee votes for task force on international telecom policy

**Bill also authorizes FCC to foster competition in overseas markets**

The Senate Commerce Committee two weeks ago handily passed an international telecommunications bill (S. 2469) that spells out the FCC's role in regulating international common carriers. The bill would also authorize an executive branch task force to serve as the principal coordinating body for development of U.S. telecommunications and information policies.

The task force was a source of concern during earlier hearings on the measure. Administration officials charged that it would only add to the bureaucracy.

The task force would be chaired by the secretary of commerce and consist of secretaries of state and defense, the attorney general, the U.S. trade representative, the FCC chairman (ex officio), the deputy assistant secretary of state for transportation and telecommunications (a new post created by the legislation) and director of International Communications Agency.

The measure would authorize the task force to establish an Advisory Committee on International Telecommunications and Information. It would be composed of up to 30 members representing labor, journalism, broadcasting, consumer groups, and others, and its function would be to advise the task force.

The measure provides a framework in which the FCC can deregulate and promote competition. It was introduced last May by Senator Barry Goldwater (R-Ariz.), chairman of the Senate Communications Subcommittee, and co-sponsored by Senator Harrison Schmitt (R-N.M.), a subcommittee member, and Senator Howard Cannon (D-Nev.), ranking minority member of the Commerce Committee.

It would allow U.S. carriers to compete in foreign markets and require the FCC to "reduce regulation as competition develops in the provisions of services, facilities, or access to or interconnection in foreign markets."

The bill originally prohibited the restriction of resale or shared use of interna-

tional facilities. That provision was eliminated, and the bill now merely states that "U.S. policy shall be to promote the unfettered resale and shared use of facilities." This provision worried some critics who claimed it would lead to retaliatory action by foreign countries.

The reciprocity provisions included in the original bill were eliminated from the final draft. Those provisions concerned administration officials and FCC Chairman Mark Fowler (BROADCASTING, June 21).

They maintained that the provision: were "counterproductive" and would harm relations with foreign governments. The reciprocity powers would have allowed the FCC to impose on foreign companies seeking to enter the U.S. constraints comparable to those imposed by foreign governments on U.S. companies that want to compete there.

S. 2469 also recognizes the FCC's jurisdiction to restructure "a carrier to prevent anticompetitive conduct." □

## Strike OK'd then averted

**IATSE voted to walk out then comes to agreement with producers over wages, fringes**

A strike that would have effectively shut down the TV and motion picture industries in Hollywood was averted last Thursday (Oct. 7) when a tentative settlement was reached between representatives of technical unions and producers. The agreement came after 10 hours of intensive negotiations between leaders of International Alliance of Theatrical Stage Employees (IATSE) and Alliance of Motion Picture and Television Producers, and followed Wednesday's announcement by IATSE that 84% of its voting membership had authorized a strike.

Union officials are recommending passage of a package that would provide a 24% wage increase over three years, a doubling of the ceiling for possible medical benefits (from \$250,000 to \$500,000), and addition of Yom Kippur as a holiday. The proposed agreement provides a 6% pay hike retroactive to Aug. 1, followed by a 4% increase next February and a 7% boost next August. Wages would be boosted by 7% in August 1984. Health, welfare and insurance benefits also would be increased under the proposal.

The new agreement would cover 18,000 IATSE members, who handle many technical aspects of the entertainment industry production, and 6,000 members of basic craft unions, including those representing drivers, electricians and laborers. The producer's group represents major studios, the three commercial TV networks and about 250 independent producers.

The unions, which have been working without a contract since July 31, had originally asked for a 34% pay increase over three years. The producers had offered a 19% pay hike during the same period. □



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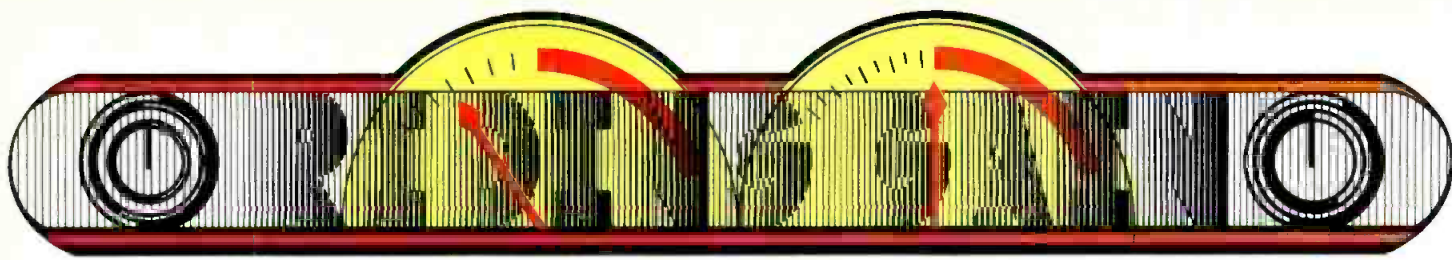
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## · RIDING · GAIN ·

### A NEW DEPARTMENT ABOUT RADIO

#### All the time

RADAR, the network radio audience measurement service produced by Statistical Research Inc., of Westfield, N.J., is switching to continuous interviewing from its present system of interviewing for two eight-week periods each year. RADAR reports will continue to be issued twice a year, generally in February and July, according to SRI president Gale Metzger, but continuous surveying will enable the company to compile audiences by season, once a sufficient sample base has been established for each season. The reports will also continue to be based on the same number of interviews per year—6,000—and station clearance records, compiled from more than two million station clearance reports, will still be based on two randomly selected one-week intervals. The move to continuous surveying has been coming for years, said Metzger, who said survey periods have increased from four to 16 weeks per year since SRI purchased RADAR in 1972. Under continuous interviewing, SRI will compile data from about 125 usable telephone interviews per week throughout the year.

#### Digital deadline

By Sept. 1 next year, the RKO Radio Networks plan to begin digital distribution. That's the start date of an eight-year deal with RCA American Communications' Audio Digital Distribution Service (ADDS). The eight-year price was announced at \$9.8

million.

To implement ADDS service for affiliates, RKO claimed a \$6 million earth-station investment, contracting with Scientific-Atlanta for "a minimum of 300 small-aperture receive only earth stations at no cost to the top 150 market affiliates of RKO One and RKO Two." Installation of the dishes is to begin next March and the system will be "fully operational" by Sept. 1.

ABC, CBS and NBC also have signed for ADDS but aren't paying for earth stations.

Through the ADDS deal, RCA Americom initially will provide RKO with four 15 khz audio channels and two 32 kilobit-per-second voice cue channels. Analog/digital conversion equipment also will be installed at RKO studios. On Jan. 1, 1984, RKO will get two more 15 khz audio channels.

#### Debateable

The Associated Press Radio Network has agreed to supply live coverage of two one-hour political debates sponsored by the League of Women Voters. The first was held in Washington last Tuesday (Oct. 5) and another is scheduled for Oct. 19. The first debate pitted Senator John Tower (R-Tex.) and Representative Jack Edwards (R-Ala.) against Senator Sam Nunn (D-Ga.) and Representative Jim Wright (D-Tex.) on the subject of "National Security." The Oct. 19 debate on "The Economy" will spotlight Senator Dale Bumpers (D-Ark.) and Representative Tom Foley (D-Wash.) versus Senator Robert Dole (R-Kan.) and Representative Barber Conable (R-N.Y.).

#### News en Espanol

*In a joint venture that began unofficially in July, the Tichenor Media System, Harlingen, Tex., is now programing and helping to market Texas State Network's Spanish Information Service. Carried by 27 stations in Texas and New Mexico, the Spanish-language network offers 10 five-minute newscasts daily and 17 sports programs per week. Metromedia Inc. owns the Texas State Network and is sharing revenues from SIS about equally with Tichenor Media System, according to that company's president, McHenry Tichenor Jr., and there are plans for expanding the network's coverage to include stations in California and Arizona. Tichenor Media, a family-owned group station operator founded in 1949, owns three AM stations, two FM stations and one TV station, all in Texas.*

#### College of radio knowledge

The first California College Radio Conference will be held at Big Bear Lake, Calif., Oct. 15-17, attended by representatives of more than 30 student-owned-and-operated radio stations in the state. The theme of the conference will be "Maintaining Public Access." The host of the conference is the University of California Radio Network, which consists of the eight UC radio stations.

"If student stations can improve their programing and involve themselves with their communities, they should be able to generate the support they need to physically maintain the stations," said Sue Simone, president of the UC Radio Network.

Workshops will be held on topics including news writing and reading for radio; creative news sources; philosophies of music programing; community affairs programing; FCC rules and regulations, and documentary productions.

#### Making the connection

Quantiplex, a syndicated research system that matches product users with TV programs in local reports issued twice each year, is extending its services to radio with



**ADDS-men.** Harold Rice, VP, RCA American Communications; Thomas F. Burchill, president, RKO Radio Networks; Joseph Maguire, VP-director of engineering, RKO Radio Networks; Dr. H. Allen Ecker, VP-telecommunications group, Scientific-Atlanta.

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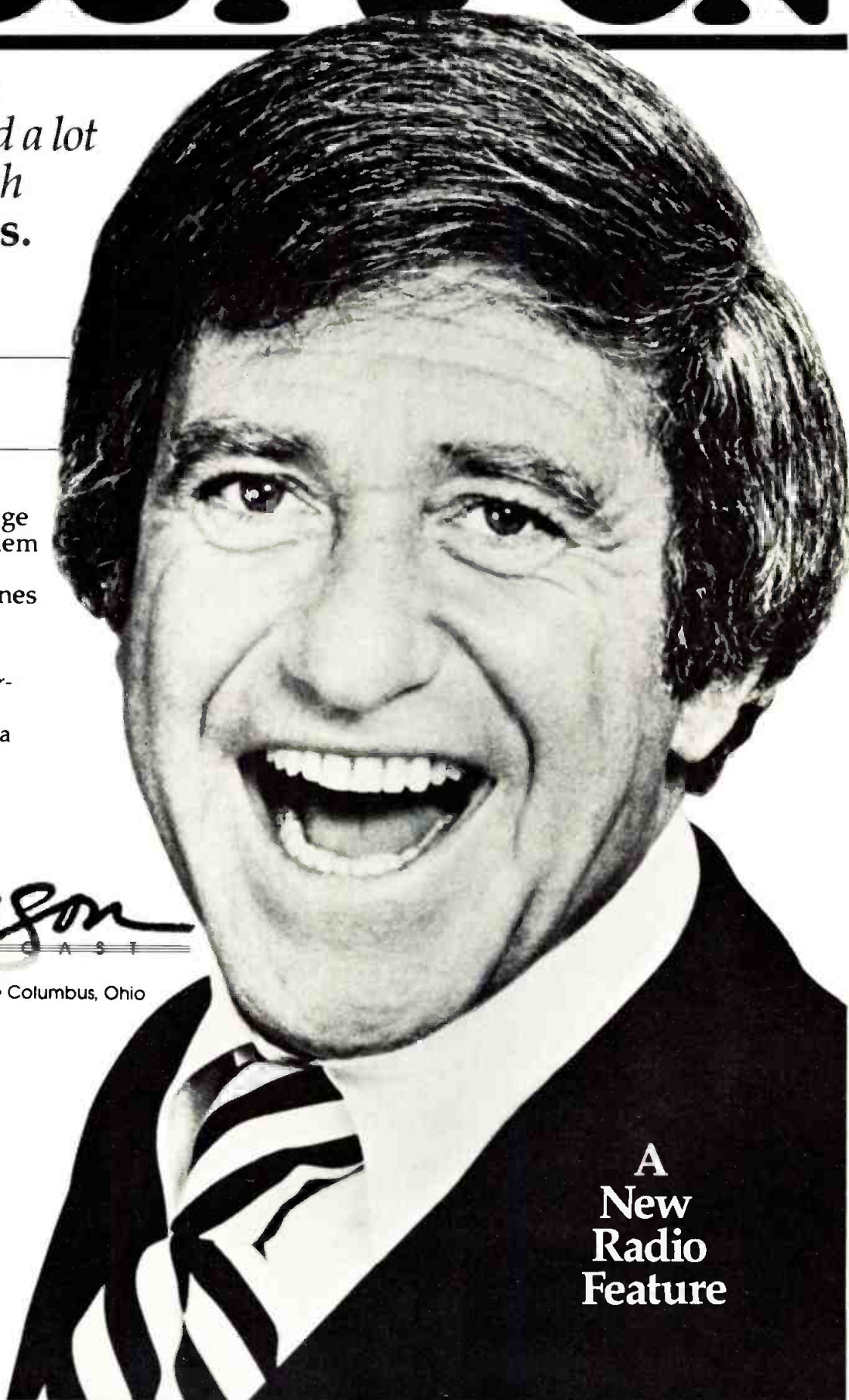
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A  
New  
Radio  
Feature



its November report. According to company President Bill Morris, Quantiplex's Viewer and Consumer report (VAC) has matched consumers in more than 50 product categories to specific programs on each station in a total of 19 markets since the company was founded 18 months ago. For its November report, Quantiplex expects to survey about 14 markets and has so far signed stations in New York, Los Angeles, Chicago, Denver and New Orleans as well as 100 advertising agencies. Its Radio Audience Profile (RAP) is to be conducted in every market in which TV surveys are being done, said Morris, and will match consumers to each daypart of a station's broadcast day. Quantiplex interviews from 1,000 to 3,000 persons (one per household) during two 28-day survey periods, which coincide with November and May sweeps by Nielsen and Arbitron. Rates for radio stations in the top 50 markets will range from \$3,000 to \$7,500 for a single report.

### New music marketer

One of the fastest growing syndicated radio programs in the industry, *New Music, the Alternative Ten*, appears to be capitalizing on the success of so-called "new music" formats among FM stations.

Kenneth Pushkin is president of Radio Free America, the Albuquerque, N.M.-based company that produces the biweekly series. Since its introduction last June, the program has been picked up by more than 160 noncommercial and commercial radio outlets, including stations serving Los



RFA's Pushkin. Marilyn Pittman, Tom Bee

Angeles, New York, Chicago, Boston and Minneapolis.

Music selections for the half-hour show are compiled from a poll of *Progressive Media* and *Music Connection* magazines, and include such groups as XTC, Haircut One-Hundred, the Plimsouls, and the Motels. Interviews with musicians and other features round out the program, which is delivered on a 12-inch disk. Pushkin stresses the program's emphasis on recording artists who are seldom heard on the air. "What this [show] does," he explained, "is give an avenue for independent labels and new talent in general to be heard."

*The Alternative Ten* is distributed free and does not yet have sponsor support. "It fills a need in a generally stagnant AOR market," Pushkin believes, "giving the radio programmer the opportunity to venture into new music programming without jeopardizing the market's audience." RFA is at

8508 Rio Grande Blvd., N.W. Albuquerque, N.M. 87114.

### Holiday lineup

*Charlie Daniels and Friends*, a three-hour special set to air during the Thanksgiving holiday is being offered by The United Stations, New York. To be hosted by Daniels, the program will feature music and interviews with a variety of country music stars, including Willie Nelson, Crystal Gayle and Bobby Bare. Also upcoming from United Stations are *Christmas with the Oak Ridge Boys*, a three-hour tribute to that trio's hits and Christmas LP and *Ronnie Milsap's Golden Decade*, a three-hour New Year's tribute to Milsap's musical career... Music and interviews with past and present winners of the Country Music Association's Entertainer of the Year award will be featured on a Thanksgiving special to be broadcast on the Mutual Radio Network. Entitled, *The Great Entertainers*, the program will include a special tribute to Johnny Cash.

### New from UPI

The top 20 records in five different categories of music—pop, country, adult contemporary, soul and album rock—are now available each Saturday on United Press International's Broadcast Wire. Also new to the wire service is a weekly roundup of news from the contemporary music scene, "Musicworld," written by UPI Broadcast Editor Bob Wishart in Chicago and running about 2,000 to 2,500 words.

In other developments at UPI, the news service has hired Eagle Media Productions, Bronxville, N.Y., to assist with planning new services on the UPI Audio Network. UPI is "looking at everything we do and conducting a considerable amount of usage research," said Gordon Rice, vice president, broadcast service at UPI. Eagle Media, which is owned by Lou Adler, vice president and news director at WOR(AM) New York, will help to evaluate the research and implement any changes, he said.

### New York turndown

The FCC has released its order denying the City of New York Municipal Broadcasting System's request for permanent nighttime operation from 6 a.m. to 10 p.m., antenna relocation and 50 kw of power for WNYC(AM) New York. The order also denied WCCO Radio Inc.'s request to relocate and increase the height of the antenna for clear-channel WCCO(AM) Minneapolis. The FCC said WNYC in WNYC's 830 khz frequency. It found the proposed site of the WCCO tower would constitute a hazard to air traffic. The FCC said WNYC hadn't met the standard necessary for night-time authorization of a daytimer on a clear channel (BROADCASTING, Aug. 2).

### Boo!

The Mutual Broadcasting System will present the second annual Halloween special live from the Magic Castle in Hollywood. The two-hour anthology of original and classic radio "chillers" features Lynn Redgrave, Casey Kasem, Gary Owens and others and will be distributed to more than 400 stations. *1982 Halloween Party* is produced by Dick Orkin Creative Services and Jeffrey Sudikoff.



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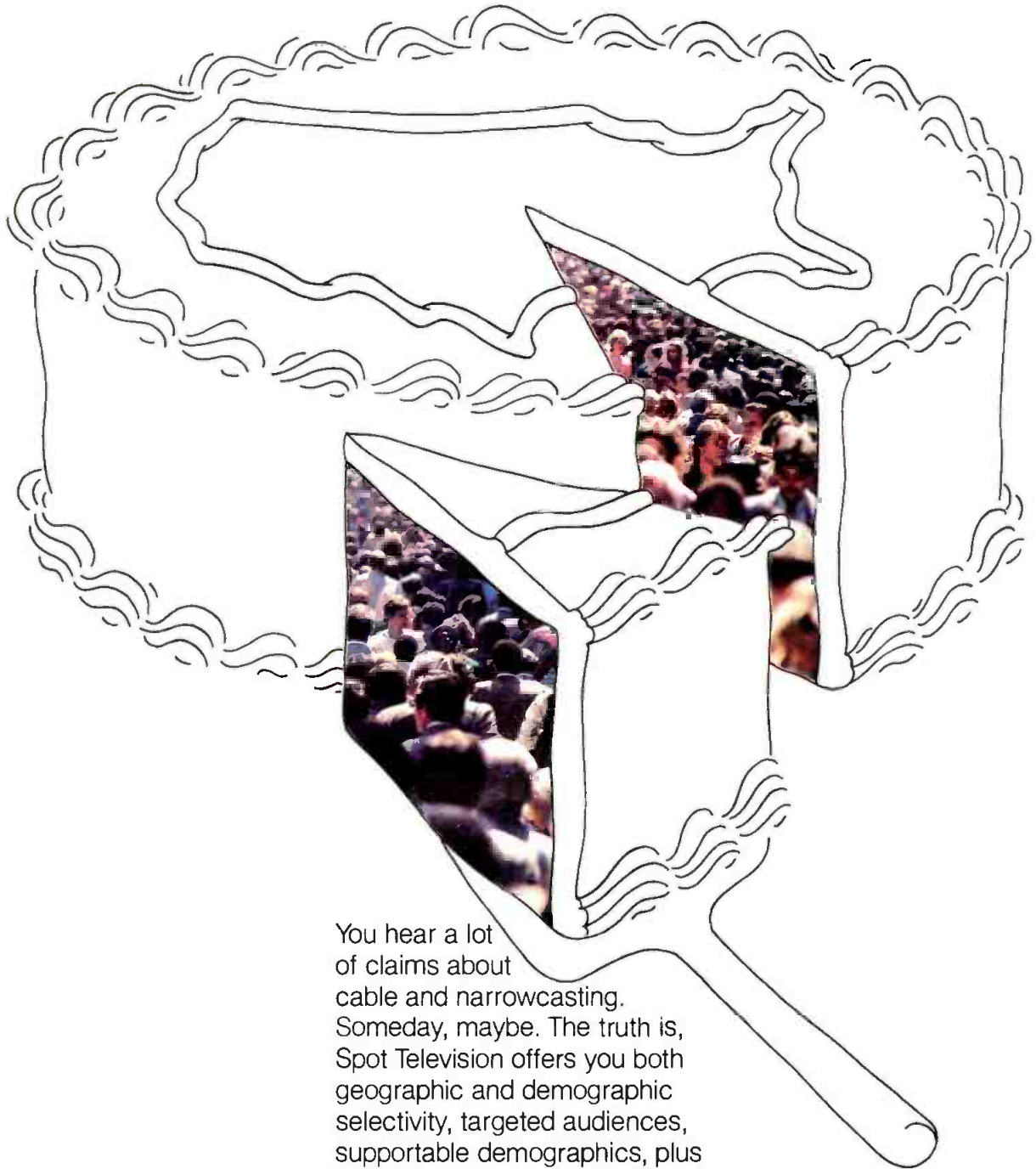
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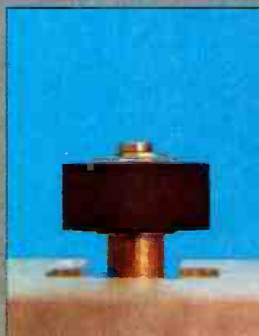
The head is new. The open-faced design is cylindrically shaped rather than hyperbolic. MuMetal laminations are surrounded by epoxy filler impregnated with aluminum oxide particles for shielding and durability. Core windows are wider than conventional designs. The end result is greatly improved frequency response without low end humps and bumps.



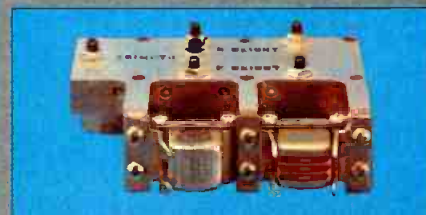
New Cart Hold Down



New Head Design



New Pressure Roller



New Removable Head Module

## Removable Head Module

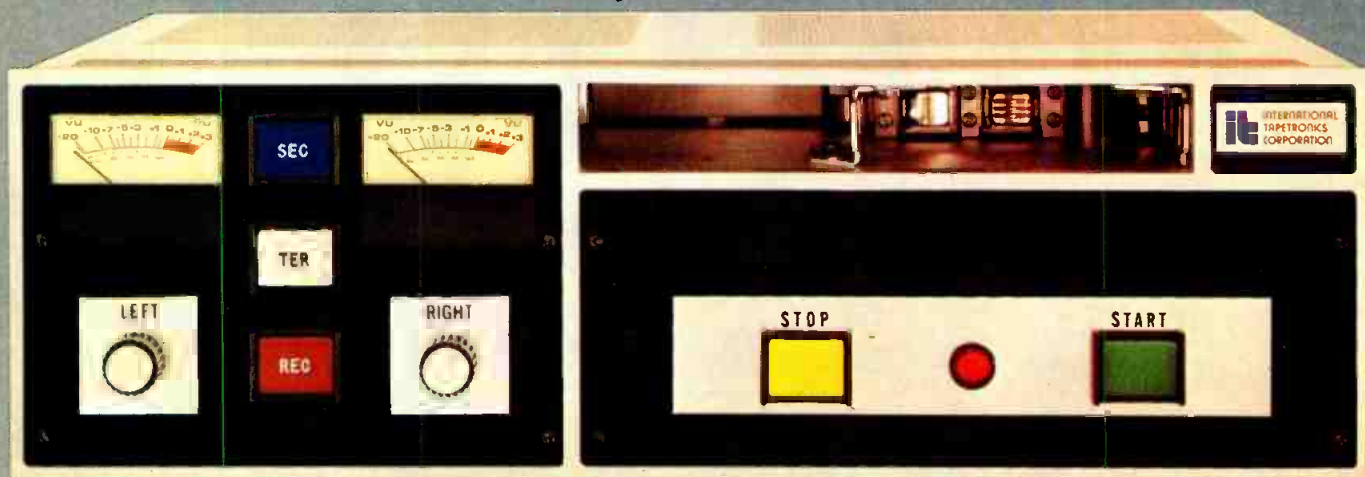
True center pivot design. Azimuth, zenith and height adjust independently. Locking one does not affect the others. Steel ball pivots and longer azimuth arms permit finer tuning.

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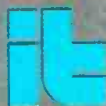
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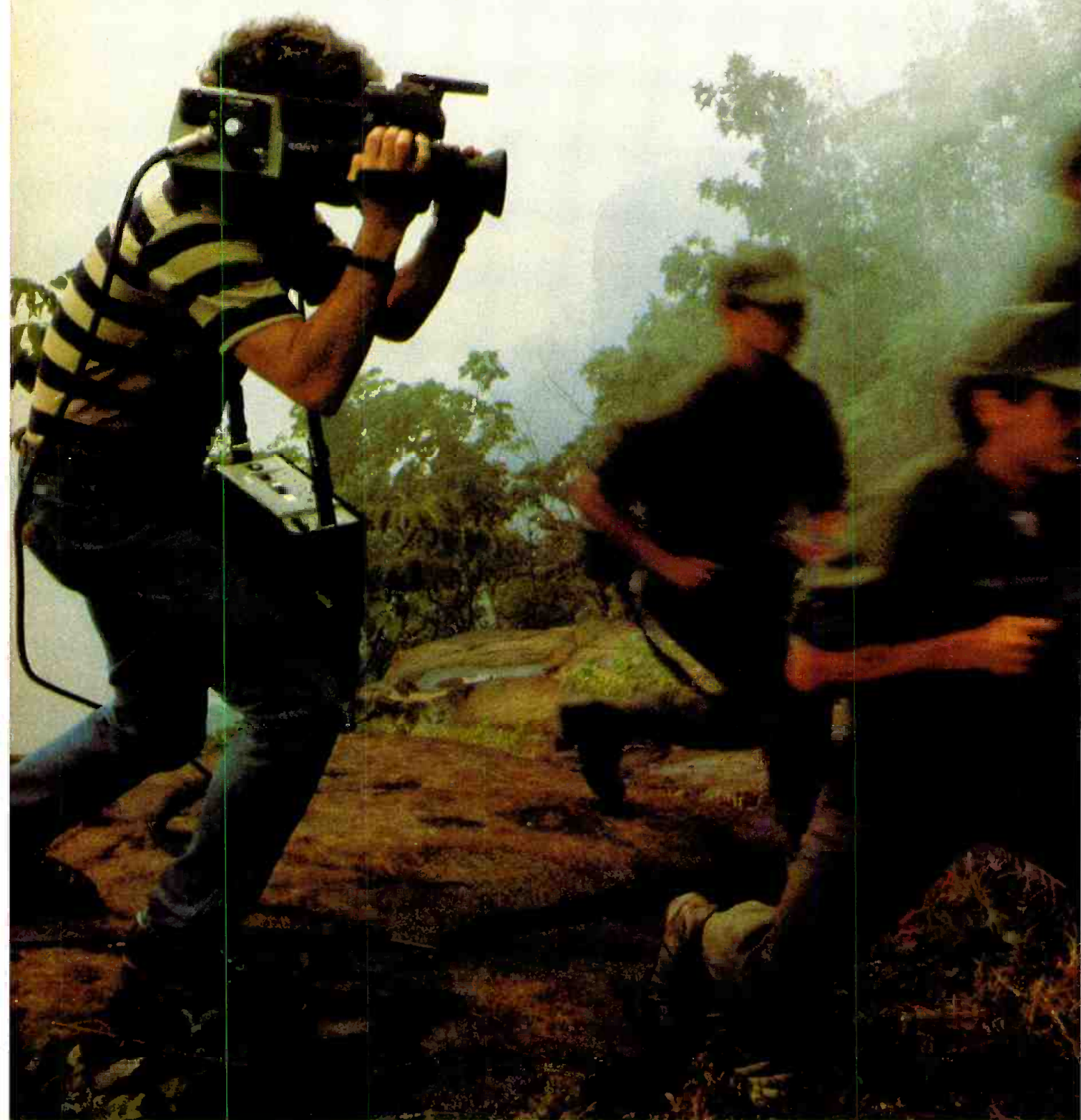
T E C H N O L O G Y

## Radio and Television

*Television no longer means VHF and UHF and large, humming transmitters with hundreds of thousands or millions of watts of power. The not-so-distant future of television broadcasting will include 10- and 100-watt transmitters and channel frequencies measured in gigahertz as well as in megahertz. To fill the channels that will proliferate with the advent of low-power television and 2 ghz broadcasting, broadcasters and videographers will turn to the latest in production equipment, which rushes to keep up with the demands placed upon it. Although digital technology has been improving pictures and performing tricks for television for years, it is just now*

Continued on page 46.

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



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

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

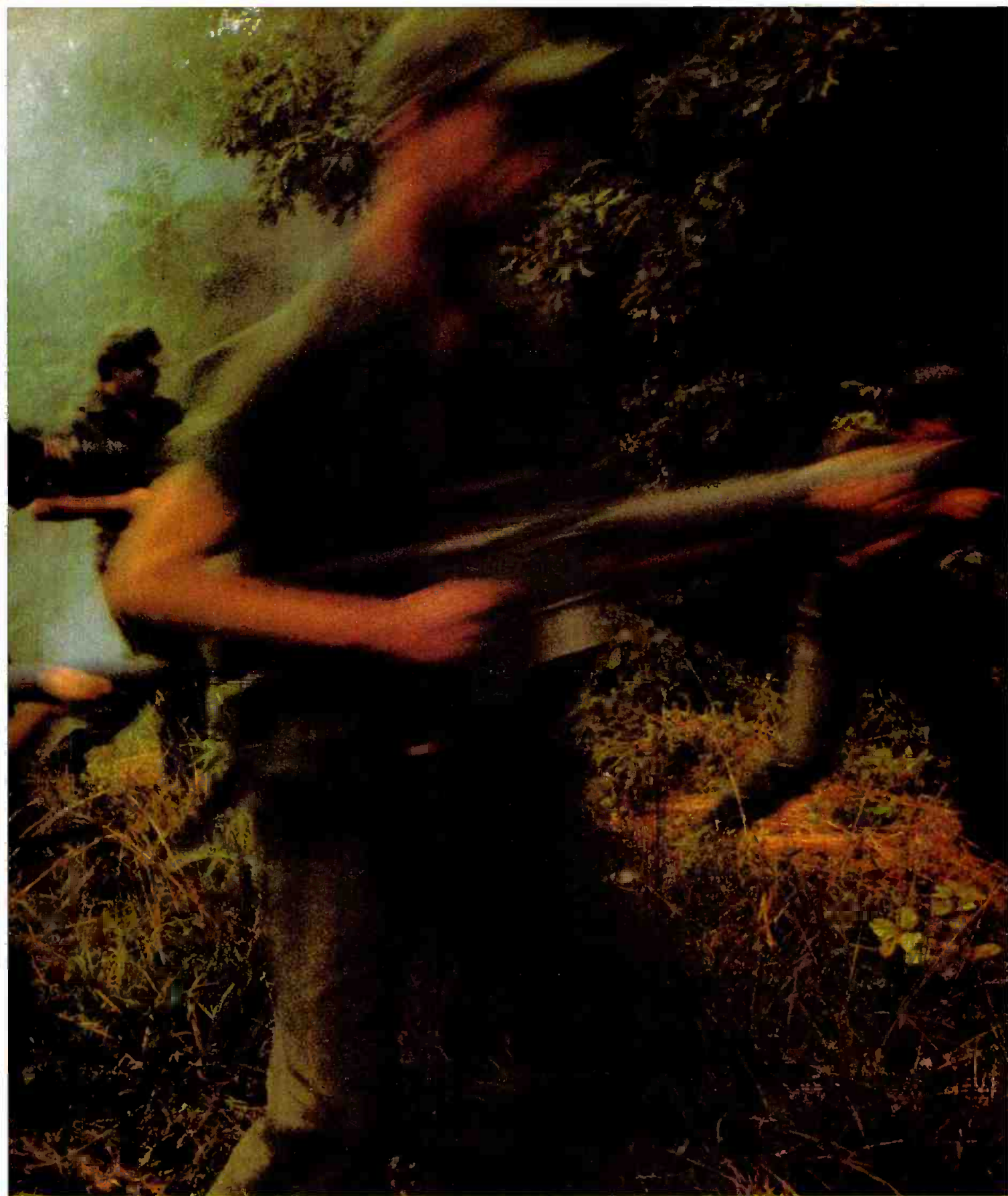
Which is precisely why Sony engineered the BVP-110.

Weighing in at just 9½ pounds and measuring only 14" x 3½" x 5", the BVP-110 is the industry's smallest, lightest, most compact full-fledged video camera. (In fact, it's so small,

one network actually strapped it to a sky diver's helmet, while another fastened it to a snow skier traveling at 70 mph, with the results of both being super video.)

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

You're also free of color drift and black balance errors. And the Sony one-tube frees you of something else—



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

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

Sony makes a complete line of cameras as well as 1/2", 3/4" and 1" broadcast VTR's, editors, Digital Timebase Correc-

tors, and high-performance monitors.

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

**SONY**  
Broadcast



*finding its way into the radio station. Digital recording and digital playback machines promise a quantum leap in the quality of the sound transmitted and the quality of the sound that ultimately reaches the listener's ear. Despite continuing confusion among radio broadcasters concerning an AM stereo standard, the new service is on the way and engineers and manufacturers continue their preparations.*

## VISION TELEVISION TELEVISION TELEVISION TELEVISION TELEVISION

The evolution of television broadcasting, driven by technology as well as by a willingness among regulators to permit change, continued unabated in 1982. With the advent of low-power television (LPTV) and the promise of multichannel 2 ghz broadcasting, the traditional restrictions that limited the number of channels in a market and kept television broadcasting an exclusive club over its first three decades are being lifted. What's more, with the proved success of the subscription television technology and business—more than 1.5 million subscribers now pay for a refined version of what they used to get for free—commercial broadcasters are beginning to realize that they no longer have to rely on advertisers to pay the bills.

The expected explosion in over-the-air television signals in the coming years can only increase demand for programming. And 1982 turned up a panoply of new and improved hardware that should make program production cheaper, easier and better. Perhaps the most appealing new technology is the half-inch and quarter-inch tape formats that return to the user the operational convenience enjoyed with 16mm film cameras. But because of marketplace confusion and satisfaction with the current ENG gear, the new formats may be an example of the cutting edge of technology getting too far ahead of the marketplace.

While the video users ponder the new formats, they can take advantage of improvements in the established three-quarter-inch and one-inch tape formats. And the cameras that complement those formats took another step forward in 1982 in performance and ease of use. In the case of the ENG cameras, a whole new breed of low-cost cameras has appeared to bring video production within the range of the smallest LPTV station.

Digital effects technology is making television production into an art form and giving videographers one more reason to leave the older medium of film behind. But until they do, and until video replaces film, a way to make the smooth transfer from film to video will be necessary, and, once again, technology has provided the way.

LPTV is about to break loose. Depending on who is to be believed, the FCC will begin granting construction permits for LPTV stations starting in the rural areas and ending in the inner cities at a rate of between 250 (according to Senator Ernest Hollings [D-S.C.]) to about 500 (FCC

Mass Media Bureau Chief Larry Harris) per month. When it's all over, perhaps as many as 10,000 new mini-stations will have at least a chance to make it in the broadcasting business.

Reflecting the liberality of the rules those stations will offer a variety of services and will be supported in a variety of ways. Many will simply rebroadcast network feeds, but others will add local programming. Some will hustle for advertising dollars, others will scramble their signals and make viewers pay for descrambling. Still others will do both.

There may also evolve a creature known as multichannel LPTV. A. Clinton Ober, chief executive officer, Telecrafter Corp., Billings, Mont., has applied for three channels in a number of rural areas and, should he get the grants, he will offer a package consisting typically of a



Sony's BVH-2000

superstation outlet, a cable news service and a pay service. The multichannel station can be set up fairly cheaply, he says, since the earth station, tower, antenna and building can be shared by all three channels. Three independent facilities would cost at least \$450,000, he says, while the three-in-one facility could be built for \$250,000.

Serious consideration of a multichannel broadcast service has centered on the 2 ghz band now devoted almost entirely to the Instructional Television Fixed Service (ITFS) for noncommercial video applications. The FCC has an ongoing rulemaking aimed at reallocating some of the ITFS channels to the MDS common carrier service where they can be leased to pay programmers. Microband Corp. of America, a leading MDS operator, likes the idea of

more MDS channels, but it suggested in a proposal submitted to the FCC last spring that one operator be allowed to control up to five channels in a single market. This would permit an MDS programmer to complete effectively with multichannel cable systems in the market, it asserted. Contemporary Communications Corp., another large MDS carrier, and CBS latched on to the Microband concept and have asked the FCC for 2 ghz frequencies in each of the markets in which CBS owns a broadcast station.

Both the Microband and CBS proposals are based on the premise that the average viewers needs no more than four or five channels of pay programming to complement what is available off the air. And since a multichannel 2 ghz broadcast system can be set up at a fraction of the cost required to build a cable system in urban areas, they believe their delivery system is far more cost effective.

The National Association of Broadcasters, for one, has recognized the opportunity that the opening of the 2 ghz band represents to commercial broadcasting. Last month it published a primer for broadcasters on how the technology and business of MDS works and last week the executive committee voted to lobby the FCC to authorize multichannel systems and "to adopt a regulatory framework that will not inhibit the broad development of the service."

The major drawback to 2 ghz broadcasting is its poor propagation. Although relatively low-power transmitters now allowed by the FCC can cover an area with a radius of 20 to 25 miles, reception requires an unobstructed path between the transmitting and receiving antenna. The propagation problem could be ameliorated by increased transmitter power and well-placed half-watt repeaters to fill in the voids. □

Broadcasters and other video producers are still apparently trying to figure out what to do about the plethora of ENG recording cameras that were introduced at the 1981 and 1982 National Association of Broadcasters conventions. Despite the presence of every major ENG manufacturer in the game, broadcasters have been reluctant to buy, primarily because of the existence of incompatible tape formats.

As the name implies, the recording cameras combine camera and half-inch or quarter-inch videocassette recorder into a lightweight, compact unit that can be handled by one person. And, despite the

# FM BROADCASTERS, IS YOUR SIGNAL REALLY ON TARGET?

You know your market numbers, and the demographics that tell you where you should have your best signal coverage.

That's good, because your competition knows them too.

But, are you certain that you're delivering every watt into those numbers? Do your field-strength numbers raise a few doubts? And, what about the quality of your station's sound? You've spent all that money on the studio equipment. You've fine-tuned your transmitter. Great. But those improvements really don't count for much if your programming is hitting the open pastures while your competition is zeroing-in on the key demo sectors. This is where a CETEC FM Antenna comes in.

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2. Directionalization on any of our standard antennas;
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With pattern optimization, we can give you more uniform coverage and better signal quality. Typical nulls and peaks can be virtually eliminated. All of our work is done fullscale to eliminate errors too. Parasitic elements are precisely determined on a custom basis for your particular site. When you optimize your signal our way, you optimize your market reach and penetration—your way.

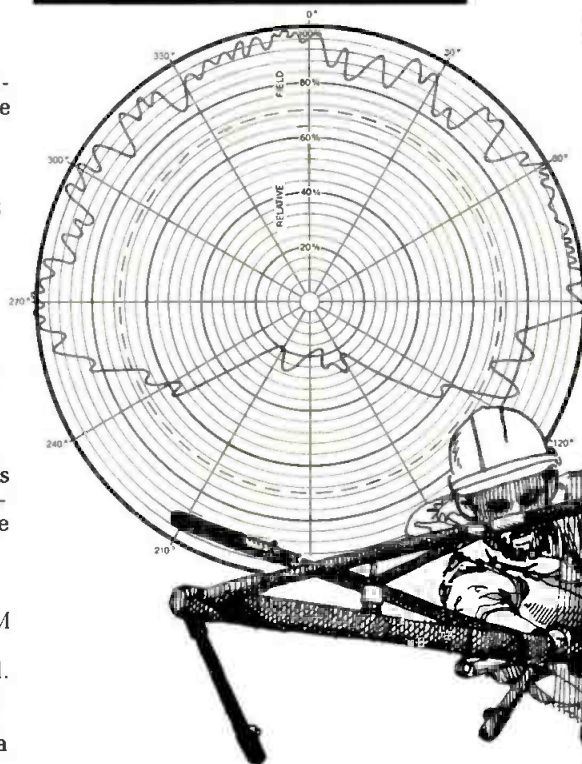
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When you're up and running with a CETEC antenna, we won't disappear either, so we offer a two year material and workmanship warranty.

Whichever program you choose, there's no obligation for complete technical information.

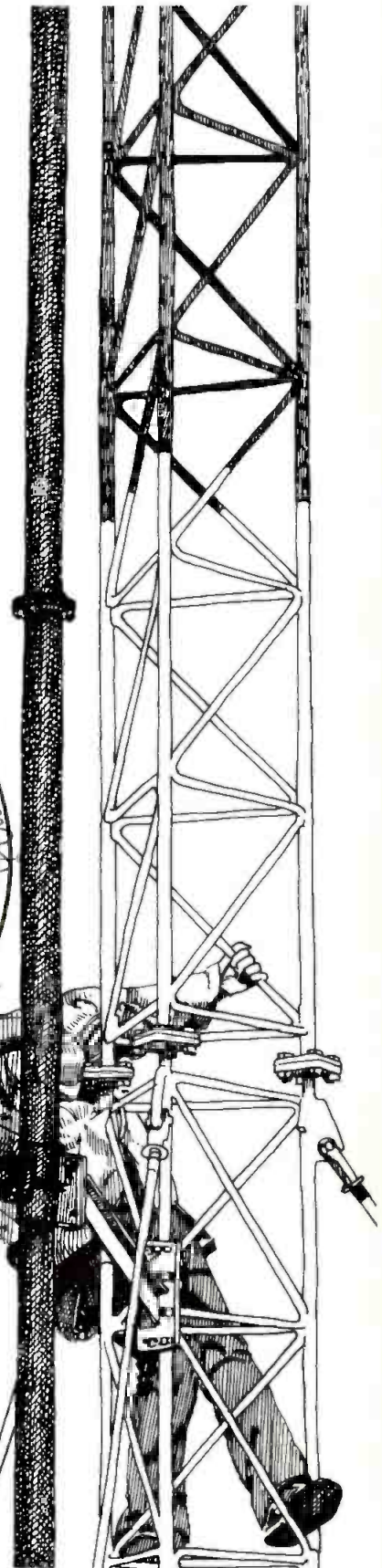
If you're the least bit concerned that your station may not be hitting the bullseye, then let us do a number for your numbers. Let us show you how we can give you—THE EDGE IN COVERAGE.



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**Can't get enough.** ABC Television has signed contract to buy 100 of Ampex's new top-of-the-line VPR-3 videotape recorders for approximately \$100 million. Julius Barnathan, president, broadcast operations and engineering, ABC Television (left), and Charles Steinberg, executive vice president and chief operating officer, Ampex, shook on the deal at the International Broadcasting Convention in Brighton, England, last month, where the VTR was formally introduced.

narrow width of the videotape, the units produce surprisingly good pictures.

Matsushita and Sony have each introduced half-inch formats that are incompatible. Panasonic, a subsidiary of Matsushita, RCA, Ikegami and Hitachi have all adopted the Matsushita or "M" format and married it with their own distinct camera component. Until it develops its own system, Ampex has agreed to market a variation of the Panasonic system under its own name. So far, only Thomson-CSF has aligned itself with the Sony format. In addition to the half-inch gear, Hitachi and Fernseh have recording cameras with incompatible quarter-inch tape formats headed for the marketplace.

Recording cameras have obvious advantages in electronic news gathering. A typical ENG crew today consists of two persons, one carrying and operating the camera, the other handling a three-quarter-inch VCR. Having two pieces of equipment tied together by a cable restricts the mobility of the crew and, because the cable can pull out of either the camera or recorder, significantly reduces their reliability as a unit. By eliminating the "umbilical cord," the recording cameras should make broadcasters more effective in covering the news.

What makes the equipment especially appealing and what suggests applications beyond ENG is the picture quality. Using component rather than composite recording techniques, the half-inch VCR's produce pictures with quality that goes beyond that of the ubiquitous three-quarter-inch VCR's and approaches that of the industry-standard one-inch machines. That means the equipment could be used to produce commercials, documentaries

and all sorts of programming where one-inch quality is desirable but where one-inch use would prove too expensive or be too clumsy.

The primary reason for the soft market in recording cameras, according to the manufacturers, is the lack of standardization. With four formats on the table, broadcasters are reluctant to jump in and purchase gear. They would prefer to wait until some standard emerges from a committee or marketplace decision. The slow sales are further aggravated by the fact that most broadcasters have invested heavily over the past few years in conventional three-quarter-inch ENG gear and are hesitant about spending the hundreds of thousands of dollars (in the case of the local broadcaster) or the millions of dollars (in the case of the broadcast network) it takes to switch to one of the new formats. As one manufacturer noted, to make the switch may not yet make good business sense to the majority of broadcasters.

As discussed at the NAB last April, the lack of a standard puts a tremendous logistical burden on broadcasters. They are used to sharing videotapes with other broadcasters and sharing parts in the field in the event of the inevitable breakdowns.

Most hopes for an industry consensus on a standard died last August when the working group of the Society of Motion Picture and Television Engineers charged with finding that consensus disbanded without achieving its goal. Summarizing the working group's deliberations, CBS's Bernie Dickens, head of the group, said that "each side felt it had the best system and nobody would move." SMPTE is now setting up a new working group to look at setting standards for interfacing the com-

ponent formats with studio equipment.

The first of the recording cameras out of the block at the 1981 NAB were Panasonic's Recam (B-100), which sells for \$34,000 with three Saticon tubes and \$42,000 with three Plumbicons, and the RCA Hawkeye (HCR-1), with its three specially developed half-inch tubes, which sells for \$49,000. The Ikegami and the Hitachi M-format recording cameras were shown at the 1982 NAB. Ikegami combined the recorder with its \$26,000 HL-83 ENG and hung a price tag of \$40,000 on the package. Hitachi came up with a camera that uses three metal oxide semiconductor (MOS) chips instead of tubes to team with the half-inch recorder. The unit (SR-10) sells for \$30,000.

Hitachi plans to take the same camera and combine it with a quarter-inch tape format it developed with Japan's Nippon Television Network. What results will be known as the SR-1 and may be ready for marketing in the U.S. early next year with a price between \$22,000 and \$24,000.

Fernseh, meanwhile, will be marketing the KBF 1, a unit combining a camera with three half-inch Plumbicon tubes with its own Lineplex quarter-inch format.

The quarter-inch recording cameras have at least one advantage over their half-inch counterparts: They are lighter. The SR-1 with microphone, lens, cassette and batteries weighs just 16.4 pounds, while the Fernseh unit in the same configuration weighs around 15 pounds.

Sony bolstered its Betacam recording system at the NAB this year, showing a prototype of the three-tube unit (BVP-3) with an expected price tag of \$47,000, slightly cheaper than the RCA Hawkeye. Sony had previously shown a one-tube recording camera (BVP-1) which apparently didn't deliver the necessary resolution. Under an agreement with Sony announced last August, Thomson-CSF will call the BVP-1 and BVP-3 the MC-611 and MC-613, respectively, and market them under its own label.

How the marketplace shakes out on the recording camera now that the SMPTE has failed to lead the industry to a standard is anybody's guess. Although some sales of half-inch gear have been made, there is nothing to indicate a preference for one format over another. Sheer numbers would suggest that the M-format system will emerge as number one, but Sony and Thomson-CSF are tough competitors.

While the Sony BVP 300A and the Ikegami HL 79D represent the best of the standard ENG cameras, a number of low-cost ENG have been proliferating for the users who don't need the quality the top Sony and Ikegami models offer.

In the under \$13,000 category is the Sharp XC-800, which makes use of Saticon II tubes, and the new RCA TK-710. (RCA has quit manufacturing, but is still selling its high-end TK-86 camera.) The lightweight Ikegami ITC-730 with two-thirds-inch Saticons is available for under \$10,000. JVC boosted the performance of its KY 2700 camera, which goes for less than \$8,000, to achieve 600 lines of horizontal resolution. Also in the

**HAVE IT  
YOUR WAY  
WITH  
HAWKEYE**



Bosch's FDL 60

inch unit, which was developed in conjunction with Kudelski, S.A. Priced at \$45,000, the VPR-5 is designed to go where only three-quarter-inch machines could go before.

The concept of the portable one-inch machine is not new. Fernseh showed the BCN-21, a portable one-inch machine, below \$45,000 at the NAB. At 20 pounds, the BCN-21 is five pounds heavier than the VPR-5, but it can accommodate reels with up to 60 minutes of tape. The VPR-5 can handle only 20 minutes. (One drawback to the BCN-21 is that it employs the Type B one-inch format, which is far less popular than the Type C format in the U.S.)

Sony hopes to keep pace with Ampex with the introduction this year of the BVH-2000 one-inch machine. The most noticeable differences between the BVH-2000 and its predecessor, the BVH-1100, are size and weight. The unit can almost fit into a two-foot cube and weighs just 155 pounds. The BVH-1100 tips the scale at 268 pounds.

Until the half-inch and quarter-inch tape formats begin making their presence felt in the marketplace, Sony should be able to keep a tight grip on the high-end three-quarter-inch ENG market. Sony tightened that grip somewhat with the introduction this year of the BVU-820, which is the BVU-800 and more. The more includes dynamic tracking for playback from three times the normal speed forward to play speed reverse and monitoring heads. The BVU-820 is, of course, slightly more expensive, \$20,000 rather than \$13,000.

JVC says it has been able to grab a piece of the broadcasters' three-quarter tape business with its CR-4700U. The unit which sells for \$4,250, features the videoconfidence heads for monitoring and an optional SMPTE time code generator to permit faster, more precise editing.

The place where digital technology has made its greatest impact is in digital effects, and leading the way in 1982 were Ampex and MCI/Quantel. The Ampex ADO was first introduced at the 1981 NAB but it still represents the state of the art. Incorporating the 13.5 mhz digital sampling frequency adopted last February as an international standard for studio gear by the International Telecommunication Union, ADO can execute flips, spins and tumbles in "three-dimensions," all the while keeping the image or images in true perspective. Effects comprising as many as 24 different manipulations can be created by use of a joystick and a keypad.

The MCI/Quantel Mirage, which was shown in a hotel suite at the NAB this year, is, like ADO, capable of performing a host of tricks. It can, for instance, mold an image into such geometric shapes as cylinders and cubes and then rotate the shapes on three axes or make portions of them translucent for a look inside.

The ADO costs less than \$100,000 and the Mirage will cost about \$300,000 when it hits the market. They are not, therefore, aimed at the average broadcaster. One that is NEC America's Digital Video Effects

(DVE) system introduced at the NAB. It sells for just \$63,000. For an additional \$4,900, a bubble memory system is available to store indefinitely the effect sequences. The memory itself, which is about the size of a pack of cigarettes, can be slipped in and out of the machine.

□

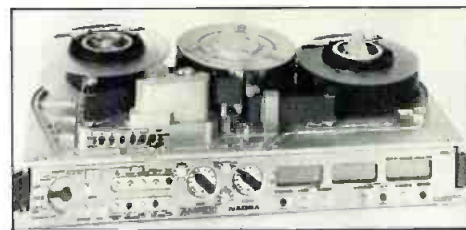
Until high-definition video moves into the movie studios and replaces film, there will be a need for machines that translate film into today's television standards for broadcast. Perhaps the most sophisticated telecine on the market today is Marconi's B3410 which combines solid-state imaging sensors with digital signal processing.

The Marconi unit is unlike most other camera and flying spot telecines now on the market. The camera telecine employs a projector and a three-tube video camera. In the flying spot machines, the film is scanned by a light from a special cathode ray tube. The Marconi telecine, on the other hand, uses three silicon charged coupled devices (CCD), each containing 1,024 light-sensitive elements. Charges proportional to the amount of light that strikes each element form the video signal. Having no tubes, Marconi claims, eliminates many routine adjustments and a "major cause of poor stability and reliability."

Each of the sensors' output, after brief analog and 11-bit digital stages, is converted to a standard eight-bit digital signal for most of the processing. One of the processing features is a "depatterning system." It checks the sensors and optics for dust and defects and corrects for them (eliminates them) when film is run through the machine, producing a cleaner picture.

Microprocessors continuously monitor the controls and film transport and help in diagnostics. At last month's IBC, Marconi introduced a new microprocessor-based control system for the B3410. Prefix, as the system is called, allows the operator to make scene-by-scene color corrections of a film during preview of the film. The cor-

#### The one-inch wonders



Ampex/Nagra's VPR-5



Bosch's BCN-21

under \$8,000 range is the Panasonic WV 777 with its three-tube prism optics and 550 lines of resolution.

□

The digital videotape recorder, with its promise of endless generations of almost exact copies, seems no closer to the marketplace than it was a year ago. Although all the major VTR manufacturers have digital machines in development, none seem ready to enter the market in the absence of a digital VTR standard and the absence of strong demand. The prototypes are also considered to be far from cost effective.

Most of the VTR manufacturers are in no hurry to introduce a new tape format, realizing that the one-inch market is far from saturated. Ampex, perhaps the leading supplier of VTR's domestically, estimates that fully half the broadcasters in the country have yet to make the switch from two-inch to one-inch.

Ampex remains in the forefront, introducing three new one-inch VTR's in 1982. The VPR-80, intended as a low-cost alternative to the Ampex VPR-2B, was shown for the first time at the NAB last spring. Selling for \$35,000, about \$20,000 less than the VPR-2B, the VPR-80 retains the quality of the VPR-2B, but sheds many of the little-used features, notably reverse slow motion, videoconfidence (monitoring) heads and the ability to record the vertical interval sync.

Ampex followed up by introducing two more one-inch machines last month at the International Broadcasting Convention in Brighton, England. The VPR-3 at \$75,000 is intended to be "the Cadillac" of the Ampex line, incorporating all the capabilities of the VPR-2B plus some extras including a faster tape transport to assist editing and a self-diagnostic system. Ampex also unveiled at IBC its 15-pound, portable, reel-to-reel (20 minute), one-

# AS A RECORDER



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any camera with composite video out. Or, HAWKEYE's HC-1.
- to deliver video recordings approaching 1" standards  
without the investment.
- with less weight to carry than  $\frac{3}{4}$ " portable VTRs.
- but, most importantly, HR-1 ChromaTrak recordings offer...  
(turn page)

**RCA**

rections are stored in the system's memory and when the film is run, the corrections are made automatically. Prefix, which is operated through a keyboard, can also be used to control aperture, panning, audio levels, film speed and other transport functions.

The B3410, of course, has all the capability or versatility expected in a state of the art telecine. It handles 35mm and 16mm film, positive and negative color film and black-and-white film in a number of forward and reverse running speeds. Developed with the world market in mind, the telecine's output can deliver video in the NTSC, PAL or SECAM standards.

All the sophistication is not cheap. Marconi announced at IBC that it had received orders from the Kuwait Ministry of Information for two B3410's at \$252,000 each.

Marconi's use of CCD's instead of tubes is not unique. Fernseh's FDL 60 telecine, for instance, also makes use of the technology. The "U.S. Series" model of the FDL 60, shown at the NAB, features pan and scan capability, choice of five speeds in forward and reverse, jogging, slow motion and an interface for computer-assisted editors. And to complement its popular MK IIIC flying spot telecine, Rank Cintel introduced at IBC another CCD telecine, the ADS 1, developed in conjunction with the British Broadcasting Corp. Like the Marconi unit, the ADS 1 has a "concealment system" that rids the video of dust and scratches. Although the unit will handle negative film, Rank Cintel says the unit is designed primarily to reproduce positive film and adds that the best CCD's are not able to match the results of its flying spot system.

There were two new camera telecine's introduced at the NAB, each of which incorporated automatic setup capability that had been developed for the manufacturer's top-of-the-line studio cameras. The Ikegami TKC-990, which employs three one-inch Vidicon or Saticon tubes, can be used in on-line or off-line applications. In the off-line mode, corrections can be made during preview and stored for retrieval during playback on the air or

transfer to videotape. The RCA TK-290 telecine uses the same automatic setup as the company's TK-47 studio camera and thus is fully compatible with it. With the Autocam option, setup can be performed at the touch of a button.

## Getting the users and manufacturers of news technology together

The marvelous new technology being produced for news gathering in the electronic age is not, it seems, always an answer to a broadcast news director's prayers. Manufacturers sometimes produce only what they believe is needed, and the electronic journalists make do. What is required, says Joseph A. Flaherty, vice president for engineering and development for CBS Television, is for news directors to make their needs known. And he suggests they do that through the Radio-Television News Directors Association.

Flaherty, a panelist at the RTNDA conference in Las Vegas Sept. 30-Oct. 2, said the organization should direct the technologists "to give you the tools you need" to meet the demands of "exploding news coverage." There is now no consolidated voice saying what is needed, he said.

And although new technology is constantly showing up in manufacturers' catalogues, he said improvements are needed. He mentioned, among others, more compact and reliable field editing, and smaller and less expensive ENG gear.

Indeed, an example of the problem that flows from the failure of electronic journalists to make their needs known is the incompatibility of the two kinds of ENG equipment now evolving—composite and component.

The component system (in which the color and monochrome qualities are separate) is not complete—some features are not provided. And in converting pictures and sound from one system to another quality is degraded. "Why don't we direct

development to solve the nagging ENG problem?" he asked.

But if in television the problem is the lack of a coordinated voice to inform manufacturers what is needed, in radio, another suggested, it is primarily the failure of stations to acquire state-of-the-art equipment.

James P. Loupas, of James Loupas Associates, a consulting firm, said officials at stations with music formats treat news with less than due respect. Managers, he said, refer to "the damn news," and say it must "fit the flow" of the music format. Some have cheered the FCC's abandonment of its requirements that stations air news, he said, but that, Loupas believes, is short sighted. He believes other services in the future will provide music and news and will serve as radio's principal function. So it is an error for stations to offer "inconsistencies of quality and presentation." "The day of newsrooms filled with castoffs is gone," he said. The technology needed to make newsrooms technically sound is available and should be used. "We must stop saying: 'It doesn't matter: it's news.' It's fundamental to the success of the station, and service to the audience."

But technology, even the kind tailored to a news director's special needs, is not the entire answer, as was indicated during another panel. Richard Yoakam, of Indiana University, who moderated a discussion of the new technologies implications for management, said the new equipment doesn't lead inexorably to smoother operations or to the broadcast of clearer information or in greater depth. In fact, he said, technology has revealed weaknesses, both in terms of staff organization and news policy.

Yoakam suggested that stations take their leads from newspapers which have reorganized their newsrooms. They have made room for additional executives to handle special tasks instead of imposing all responsibility on a few individuals. He also stressed that the obvious should not be ignored: "What's needed is a clear policy from management on the level of excellence required." □

## DIO RADIO RADIO RADIO RADIO RADIO RADIO RADIO RADIO RAD

Digital audio shows signs of gaining a toe-hold in the radio industry. In conjunction with the planned introduction by the Phillips Corp. later this year of a consumer digital disk and player, the Sony Corp. is arranging for stations to experiment with digital playback equipment and master digital recordings, and the reaction from broadcasters who have participated, is overwhelmingly enthusiastic. Sony plans to show its first professional digital disk player at the Audio Engineering Society Convention in Anaheim, Calif., later this month.

Meanwhile, the state of the art in radio technology continues along a road of gradual improvement, according to leading engineers, from a medium that has traditionally been one of far less than high

fidelity to one that is competing with a growing number of hi-fi entertainment media. On AM, stereo is on the air at major stations and pioneering engineers and manufacturers are discovering the problems of retooling an audio chain so it will produce a sound that is acceptable in stereo as well as in mono until an industry standard puts AM stereo receivers in the hands of consumers. On FM, the processing wars continue, with the most significant development this year, according to many engineers, the introduction of a composite clipper that is acceptable to the FCC.

Digital audio "is the most exciting development under way in radio technology right now," according to Rick Butler, group engineer, Doubleday Broad-

casting, who has experimented on WWWK(FM) St. Louis with digital playback equipment and digital master recordings. Butler's experiment, however, was not one of the series being conducted at classical stations by the Sony Corp. His was arranged by a St. Louis equipment dealer, Antech labs, and utilized Panasonic's SV-P100, a two-channel digital consumer tape deck that utilizes videotape cassettes and had been modified, according to Butler, for professional use. Panasonic has a design for a professional digital tape player, according to Bill Schuermann of Antech Labs, but it will not manufacture the machine until industry standards have been set. In the meantime, Antech is bicycling an SV-P100 to stations in its part of the country to demonstrate the advan-

# FAR BETTER ON-AIR PICTURE QUALITY



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**RCA**



Modulation Science's legal processor

tages of digital for storage and high fidelity playback as well as to promote digital audio to consumers.

Digital recordings have far too much dynamic range for the average contemporary or rock station, said Schuermann, but Butler, after broadcasting two hours of rock music from digital masters, appears to believe there's a future for radio in digital audio. "The signal-to-noise ratio is dramatically better," he said, "and frequency response is far improved."

A pioneer in digital audio is the Sony Corp., which is currently encouraging classical stations to experiment with its PCM-F1, a digital encoder that can be used to record live music that is then stored in a videocassette recorder. For playback, the data is sent back through the same encoder and into the station's audio chain. WFMT(AM) Chicago, WQXR(FM) New York and WQED(FM) Pittsburgh are among stations that have tried live recording and playback with the system. According to Zaven Masoomian, chief engineer at WQXR who said he "can't wait" for digital software and professional digital hardware to become available to radio, the fidelity obtained with the Sony system "is unbelievable."

The Sony-Phillips Compact Disk and Compact Disk Player is to be made available to consumers in about nine months, according to a company spokesman. The price of a disk will be about \$4 or \$5 more than that of today's analog record and the price of the consumer player, between \$800 and \$1,000 at the outset. The disk, which carries its information inside rather than on its surface and is read by a laser beam, will hold between 60 minutes and 75 minutes of continuous music that can be accessed at random.

In AM stereo, the search for a standard continues, with most engineers contacted for this report predicting at the least, a wait of many more months and perhaps years before one emerges, and at worst, the demise of AM as it is surpassed by hi-fi media while it waits for a stereo standard. The wait, if indeed it is only a wait, however, is not completely unwelcome at some AM stations experimenting on the air with stereo. A major problem, according to several leading engineers, is that AM stereo system proponents and audio processor manufacturers have developed machines that are not completely compatible. "A tremendous amount of work needs to be done" by those manufacturers, said Al Resnick, chief engineer, WLS-AM-FM Chicago, before their equipment is compatible without significant modification by station engineers.

Leading the way so far among AM stereo processors, according to many engineers, is Orban Associates' Optimod 9100-A-2, which also comes in a

monophonic version, the 9100-A-1. Orban Associates, whose Optimod 8100 audio processor is said to have captured much of the market among FM stations in the last two years, introduced an audio processor for TV stations this year, according to Jesse Maxenchs, manager, broadcast marketing for the San Francisco-based company.

A strong contender for leadership in AM stereo processors is also Gregg Labs, Anaheim, Calif., according to several station group engineers. A spokesman for that company said it has sold the first run of 50 of its Gregg Labs 2540 audio processor for AM stereo stations before it has been manufactured. Orban Associates would not reveal how many of its AM stereo processors have been sold.

Another manufacturer of AM stereo processors is Circuit Research Labs, which supplied prototype processing equipment used in tests of AM stereo systems by General Motors' Delco electronic division on WIRE(AM) Indianapolis. During those tests, according to CRL president Ron Jones, it was discovered that there are different requirements for stereo processing on AM than there are for FM, that, if not addressed, can result in a station's losing up to 50% of its loudness when received in monaural. CRL plans to begin marketing, in about two months, an AM stereo processor that solves the problem he said.

While some large-market broadcasters are experimenting with AM stereo on the air, others, both in large and small markets, are waiting for a standard to emerge. Dean Sorenson, president, Sorenson Broadcasting, Pierre, S.D., and the operator of six AM and five FM stations, said his AM stations are "ready to go with stereo," in all of their equipment except stereo exciters, which will be bought once a standard has emerged among larger stations. James Arcara, executive vice president for radio at Capital Cities Communications, said that companies' AM facilities will not retool for stereo until a standard is set. "The risk is too great," he said.

The Delco electronic division of General Motors, which many industry observers believe could set the standard for AM stereo by choosing a system for GM car radios, completed testing the Harris system last weekend. It has also tested proposed systems by Motorola and Magnavox, but, according to a spokesman, had not received by late last week requests from any other system proponent for testing. If no requests are received, said company spokesman Bill Draper, Delco will stop its tests and issue a recommendation to GM's car divisions as soon as possible. It will also, he said, brief broadcasters, and other affected parties on its findings. Finding "the most cost effective AM stereo car radio" is Delco's goal, he said.

Kahn Communications Inc., Garden City, N.Y., has not asked Delco to test its proposed AM stereo system. Company President Leonard Kahn, who has said he fears antitrust problems would arise from participating in the tests, said Thursday he will decide early this week whether to do

so. He has been receiving advice from supporters in the broadcast community, he said, most of it advising him to stay away from the tests. The Kahn system has been purchased and installed by 15 stations.

Of the five system proponents, Harris and Kahn are said to be marketing their products most aggressively since the FCC left the standard up to the marketplace. Harris has offered to lease its system to broadcasters who want to experiment with it and to then remove the system if experiments do not lead to a purchase. The lease rate being offered by Harris, according to several major-market engineers who have received offers, is extremely low.

As of Oct. 1, Harris had signed 138 stations to either lease or purchase its AM stereo system. There are eight stations on the air with Harris equipment.

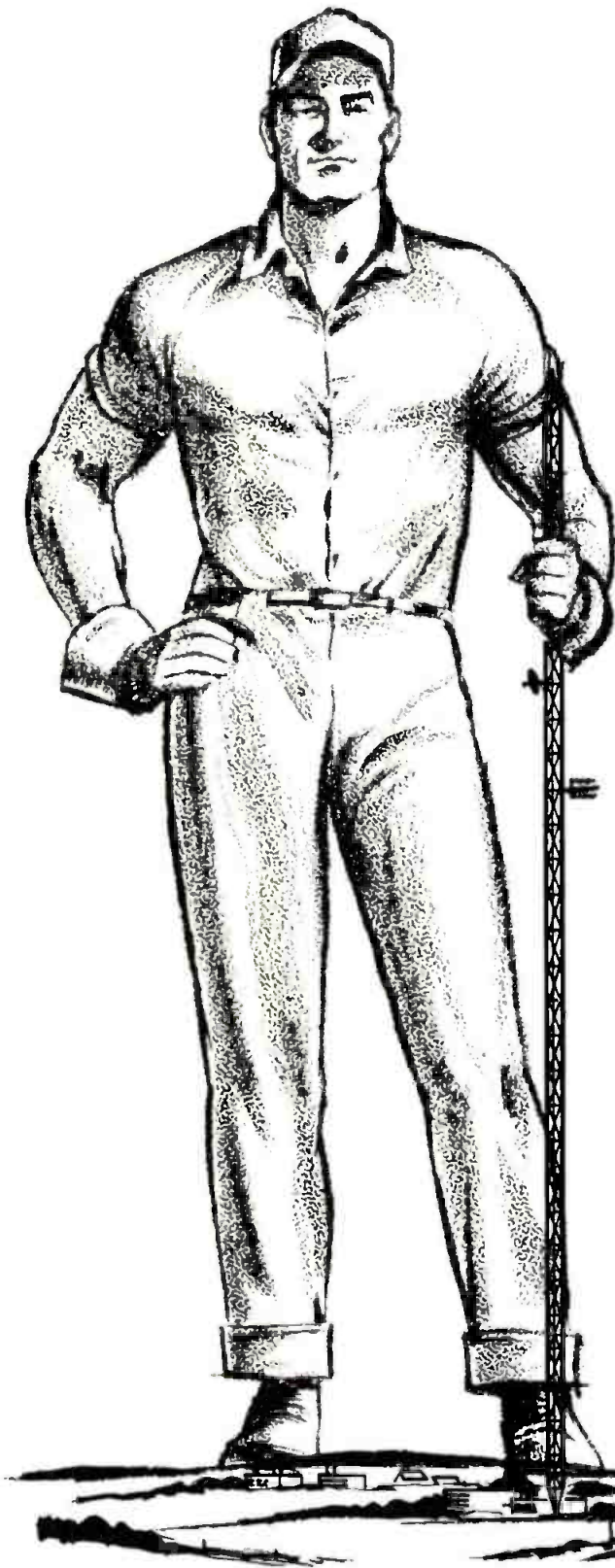
Audio processing continues to be the seat of most activity in FM radio, according to numerous engineers, who range in philosophy from those who believe in little processing to others who maintain the loudest, "brightest" sound on the dial outweighs the benefits of undistorted, high fidelity sound. In addition to the Optimod 8100, the latest FM processor from Circuit Research Labs, the FM-2 a four-band stereo limiter, is said to be in considerable demand this year.

Newer processors claiming attention according to several group station engineers, are the Transdynamic System by Audio Design & Recording, Seattle, and Dorrrough Electronics' DAP 610.

While audio processors have continued to improve, according to a number of key engineers, a significant breakthrough came this year in composite clipping, which since its inception three or four years ago, has been regarded as illegal in many of its applications by the FCC. The CP803, created this year by Modulation Sciences Inc., Brooklyn, N.Y., will deliver up to 6 db in greater loudness without clipping a station's stereo pilot, and violating the FCC's unwritten rules on clipping, according to Eric Small, who is director of engineering and a founding partner in the new company. The FCC does not type accept or approve of composite clippers, but has established informal guidelines for clipping. Modulation Sciences Inc. has secured the approval of a prominent consulting engineer for its device, according to Small, and has been advised by a Washington communications attorney that its CP803 is acceptable under the FCC standards.

Although the broad use of AM stereo and wider experimentation with digital audio remain events for the future of radio technology, satellite transmission promised to affect the sound of radio much sooner. Here, the choice at many stations lies in buying several downlinks to receive programing from multiple sources or a single dish that can receive signals from many satellites.

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## Mulholland gives pep talk to troops

**NBC president, in personal plea to affiliates, urges them to back network cause on syndication, financial rules**

NBC President Robert E. Mulholland, in a closed-circuit feed to affiliates last week, urged local station executives to join the network in its fight for repeal of the FCC's financial interest and syndication rules.

"Those rules are a major roadblock to the continuing success of free over-the-air television," Mulholland told the stations.

He urged a united front on those issues "whatever our differences on other measures," particularly the prime time access rule.

Under the financial interest and syndication rules, Mulholland explained, "the network pays for the script, the pilot and the bulk of production costs. But the network's investment entitles it to only two runs of a program. After that, all broadcast rights belong to the producer."

He charged that pay services, not subject to such restrictions, are being given "a distinct and unfair competitive advantage." By being able to share in network and syndication rights revenues, Mulholland said, pay-TV "therefore can pay more up-front" for programming.

Citing figures that show \$1.3 billion in pay-TV subscriber revenues in 1981 and nearly \$2 billion this year, Mulholland claimed that the pay services "already" have been using "that strength in bidding for sports events and movies." He claimed that "pay cable actually outbid NBC for Wimbledon this year, although the event stayed with free television this time" and that HBO came close to doing it with a \$6 million bid for *Taxi* (now on NBC).

Mulholland also charged that "major program suppliers especially love these

**Reprise.** FCC has reopened its proceeding re-examining its comparative renewal policies to accept comments on U.S. Court of Appeals for Washington's decision in *Central Florida Enterprises Inc. v. FCC*. In that case, court affirmed FCC's decision to renew incumbent's license. But while court approved commission's justification for renewal expectancy for broadcast licensees, it said there was need for "intelligible" standards to evaluate past service of incumbent licensees. FCC said it was particularly interested in comments aimed at need for better definition of terms like "substantial" and "minimal" service by incumbent licensee under its comparative renewal policy. Comments are due Nov. 15; reply comments are due Dec. 6.

rules," He claimed the rules keep programming concentrated in the hands of the major suppliers because "large suppliers can afford to take risks that smaller producers cannot" and "the networks are unable to finance the projects of smaller producers. . . ."

The NBC president stressed that his network "has no hidden agenda. . . . Despite what you may have heard from our opponents, the prime time access rule has absolutely nothing to do with this proceeding." He said "the issues raised by this commission docket stand alone and will be decided by the FCC on their own."

He characterized claims that the networks might warehouse their syndicated product or dominate the syndication market as "scare tactic[s]." Mulholland explained that warehousing—keeping programs out of syndication—would be "self-defeating" and would make "no economic sense." As for the claim of network dominance, Mulholland said that prior to the rules, the networks "together had less than 9% of the market." □

## Review Board denies renewal of L.A.'s KROQ(AM)

The FCC Review Board, affirming an initial decision, has denied renewal to George E. Cameron Jr. Communications for KROQ(AM) Burbank, Calif. and granted the competing application of Royce Inter-

national Broadcasting Co. for a new AM station on those facilities.

In his initial decision (BROADCASTING, Feb. 8), Administrative Law Judge John Conlin had found that Cameron had operated and managed the station ineptly, calling its "record of stewardship" a sorry one. Conlin said the licensee's principals had exercised "virtually no operational control," allowed the station to be "driven into financial ruin, responded by involving themselves in crippling factional disputes, and in an attempt to minimize their financial losses, transferred effective control" of the station to another party without obtaining FCC approval.

Conlin also noted that the actions of the licensee's principals had led to the station's going off the air between July 1974 and July 1976. Conlin also found that the licensee had failed to maintain public inspection files, misrepresented its financial stability, repeatedly committed "serious" technical violations and failed to report financial and ownership information to the FCC in a timely manner. Taken as a whole, the licensee's record "compels the conclusion that they are not qualified to remain licensees of the commission," Conlin said.

Writing for the Review Board, Norman Blumenthal noted that the Cameron principals had "proved beyond dubitation" that they were "utterly unable to successfully manage or to satisfactorily operate a broadcast station in accordance with the rules and regulations which accompany a commission licensee."

According to Blumenthal, the KROQ owners had failed "to exercise the slightest restraining control over the profligate activities" of the station staff and their failure to correct the station's "erratic course led first to financial disaster, then to disintegration, and finally to the desperate abandonment of their elementary public interest obligations."

Baker-Smith Communications Inc. was also originally a competitor for the KROQ license, but it filed no exceptions to the initial decision; its application was dismissed.

While the initial decision also had denied renewal of Burbank Broadcasting Co., which wholly owns Cameron, for KROQ-FM Pasadena, Calif., the Review Board remanded that case for further hearing on an issue added against one of the competitors for the FM facility. □

**Hollings at LPTV.** Expressing dismay that low-power television is not yet a "member of the club," and blaming both regulators and deregulators for the logjam of LPTV applications at the FCC, Senator Ernest (Fritz) Hollings (D-S.C.) addressed an LPTV-minded audience at the opening of the National Institute of Low Power Television's LPTV East conference in Washington (BROADCASTING, Oct. 4). Hollings brought good news, however, and said that he expects by this time next year "some 250 licenses a month" will roll out of the FCC. "We're doing our best to really jazz it up," he said.

But Reagan administration deregulatory policies, Hollings added, reminded him of the pioneer days of radio, when, in 1926 Secretary of Commerce Herbert Hoover "allowed everyone to come in and operate as they would, something suggested, perhaps, by [the current] administration that they not develop the market by orderly licensing and controls." Consequently, Hollings recalled, "they jammed each other [out], causing such consternation that the broadcasting industry came to Hoover and said: For heaven's sake, regulate us—we have total chaos!" The absence of orderly allocation in the early days of television is the reason Delaware and New Jersey are without a commercial VHF station today, Hollings said. The spectrum belongs to the public, he affirmed, despite the "batteries of lawyers" and influence of some long standing licensees whose representatives are the "most high powered, highest paid crowd in Washington."

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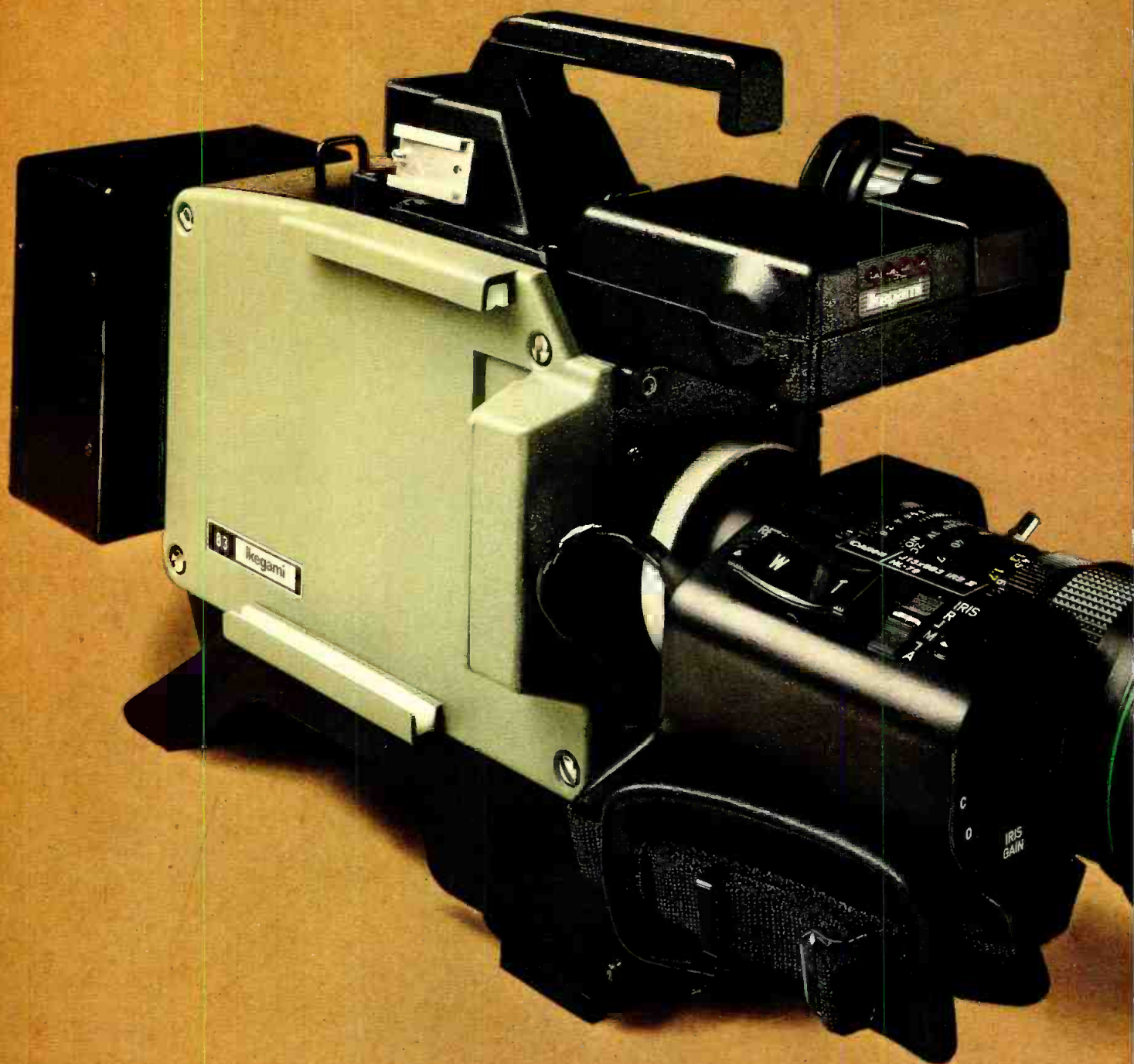


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advanced Ikegami circuitry that delivers usable pictures in low light with up to 18 dB of gain. Automatic white balance corrects colorimetry over a wide color temperature range with the touch of a single button—there's no need to fumble with filters. The HL-83 is ready to go when you are—where you are. Simple to set up. Simple to operate. Get set for the action in the standby mode and the camera's up and air-ready in less than two seconds when you hit the switch. And you can keep on shooting for up to 3 hours with an on-board 4 lb. Nicad battery.

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## Ikegami HL-83

# Stock Index

| Exchange and Company | Closing Wed. Oct 6 | Closing Wed. Sep 29 | Net Change in Week | Percent Change in Week | P/E Ratio | Market Capitalization (000,000) |
|----------------------|--------------------|---------------------|--------------------|------------------------|-----------|---------------------------------|
| <b>BROADCASTING</b>  |                    |                     |                    |                        |           |                                 |
| N ABC                | 46 1/4             | 47 3/4              | -1 1/2             | - 3.14                 | 8         | 1,331                           |
| N Capital Cities     | 93 1/4             | 93 3/4              | - 1/2              | - .53                  | 14        | 1,222                           |
| N CBS                | 49                 | 47 1/2              | +1 1/2             | + 3.15                 | 8         | 1,371                           |
| N Cox                | 35 1/4             | 34 1/4              | +1                 | + 2.91                 | 16        | 998                             |
| A Gross Telecasting  | 25 1/4             | 25                  | + 1/4              | + 1.00                 | 7         | 20                              |
| O LIN                | 29 1/2             | 28 1/4              | +1 1/4             | + 4.42                 | 17        | 305                             |
| N Metromedia         | 259                | 254                 | +5                 | + 1.96                 | 17        | 873                             |
| O Mooney             | 4 1/4              | 4 1/4               |                    |                        | 4         | 3                               |
| O Scripps-Howard     | 19                 | 18 1/4              | + 3/4              | + 4.10                 | 10        | 196                             |
| N Storer             | 25                 | 22 1/2              | +2 1/2             | +11.11                 | 13        | 409                             |
| N Taft               | 38 7/8             | 36 7/8              | +2                 | + 5.42                 | 10        | 372                             |
| O United Television  | 9 1/8              | 9                   | + 1/8              | + 1.38                 | 13        | 110                             |

## BROADCASTING WITH OTHER MAJOR INTERESTS

|                      |        |        |        |        |    |       |
|----------------------|--------|--------|--------|--------|----|-------|
| A Adams-Russell      | 24     | 22 5/8 | +1 3/8 | + 6.07 | 17 | 95    |
| A Affiliated Pubs.   | 27 3/8 | 27     | + 3/8  | + 1.38 | 10 | 142   |
| O A.H. Belo          | 23 3/8 | 23     | + 3/8  | + 1.63 | 11 | 220   |
| N American Family    | 13     | 12 3/4 | + 1/4  | + 1.96 | 12 | 176   |
| O Associated Commun. | 13 1/2 | 13 1/4 | + 1/4  | + 1.88 |    | 32    |
| N John Blair         | 40     | 40     |        |        | 9  | 152   |
| N Charter Co.        | 12 1/8 | 11 3/4 | + 3/8  | + 3.19 | 15 | 266   |
| N Chris-Craft        | 45     | 42 3/4 | +2 1/4 | + 5.26 | 16 | 98    |
| N Cowles             | 40 3/8 | 39 1/2 | + 7/8  | + 2.21 | 24 | 160   |
| N Dun & Bradstreet   | 83 7/8 | 83 1/2 | + 3/8  | + .44  | 18 | 2,272 |
| N Fairchild Ind.     | 16     | 16 1/4 | - 1/4  | - 1.53 | 8  | 209   |
| N Gannett Co.        | 47     | 45 1/4 | +1 3/4 | + 3.86 | 14 | 2,439 |
| N General Tire       | 28 1/8 | 25 1/2 | +2 5/8 | +10.29 | 10 | 663   |
| O Gray Commun.       | 36     | 36     |        |        | 9  | 18    |
| N Gulf United        | 24 7/8 | 24 5/8 | + 1/4  | + 1.01 | 9  | 688   |
| N Harte-Hanks        | 30 5/8 | 30 3/4 | - 1/8  | - .40  | 11 | 300   |
| N Insilco Corp.      | 15 3/8 | 14 7/8 | + 1/2  | + 3.36 | 8  | 234   |
| N Jefferson-Pilot    | 28 3/4 | 27 1/2 | +1 1/4 | + 4.54 | 6  | 617   |
| O Josephson Intl.    | 8 3/4  | 9      | - 1/4  | - 2.77 | 7  | 34    |
| N Knight-Ridder      | 38 1/4 | 35 3/4 | +2 1/2 | + 6.99 | 13 | 1,235 |
| N Lee Enterprises    | 27 7/8 | 27 3/8 | + 1/2  | + 1.82 | 10 | 192   |
| N Liberty            | 15 1/2 | 15 5/8 | - 1/8  | - .80  | 9  | 198   |
| N McGraw-Hill        | 59 1/8 | 59     | + 1/8  | + .21  | 14 | 1,471 |
| A Media General      | 40 3/8 | 39 1/2 | + 7/8  | + 2.21 | 9  | 280   |
| N Meredith           | 77 1/2 | 70 1/2 | +7     | + 9.92 | 9  | 239   |
| O Multimedia         | 40 3/4 | 40 3/4 |        |        | 15 | 415   |
| A New York Times Co. | 45 1/4 | 44 3/8 | + 7/8  | + 1.97 | 10 | 567   |
| N Outlet Co.         | 36 3/4 | 35     | +1 3/4 | + 5.00 | 58 | 99    |
| A Post Corp.         | 33     | 32 1/2 | + 1/2  | + 1.53 | 17 | 60    |
| N Rollins            | 13 1/8 | 12 7/8 | + 1/4  | + 1.94 | 8  | 348   |
| N Schering-Plough    | 36     | 35     | +1     | + 2.85 | 12 | 1,914 |
| N Signal Cos.        | 18 3/4 | 19 1/2 | - 3/4  | - 3.84 | 8  | 1,356 |
| O Stauffer Commun.   | 43     | 43     |        |        | 10 | 43    |
| A Tech Operations    | 16     | 16 1/4 | - 1/4  | - 1.53 | 7  | 15    |
| N Times Mirror Co.   | 49 3/4 | 48 1/2 | +1 1/4 | + 2.57 | 13 | 1,699 |
| O Turner Bcstg.      | 16     | 15 1/2 | + 1/2  | + 3.22 | 26 | 326   |
| A Washington Post    | 42 1/8 | 41 3/4 | + 3/8  | + .89  | 14 | 595   |
| N Wometco            | 27 3/4 | 26 1/4 | +1 1/2 | + 5.71 | 16 | 378   |

## CABLE

|                       |        |        |        |        |    |       |
|-----------------------|--------|--------|--------|--------|----|-------|
| A Acton Corp.         | 6 3/8  | 6 1/4  | + 1/8  | + 2.00 | 58 | 32    |
| N American Express    | 50 1/4 | 49 1/8 | +1 1/8 | + 2.29 | 9  | 4,674 |
| O Burnap & Sims       | 10 1/8 | 9 7/8  | + 1/4  | + 2.53 | 10 | 89    |
| O Comcast             | 20     | 19 1/4 | + 3/4  | + 3.89 | 17 | 89    |
| N General Instrument  | 40 1/2 | 36     | +4 1/2 | +12.50 | 12 | 1,254 |
| N Heritage Commun.    | 8 1/4  | 8      | + 1/4  | + 3.12 | 14 | 60    |
| O Rogers Cablesystems | 5 3/4  | 6      | - 1/4  | - 4.16 | 24 | 126   |
| O Tele-Communications | 22 3/8 | 21 3/8 | +1     | + 4.67 | 49 | 473   |
| N Time Inc.           | 37 7/8 | 35 3/4 | +2 1/8 | + 5.94 | 14 | 1,915 |
| O Tocom               | 8 1/2  | 8 1/4  | + 1/4  | + 3.03 | 8  | 44    |
| N United Cable TV     | 26 3/8 | 22 1/4 | +4 1/8 | +18.53 | 19 | 289   |
| N Viacom              | 24 1/8 | 24 1/4 | - 1/8  | - .51  | 15 | 274   |

| Exchange and Company   | Closing Wed. Oct 6 | Closing Wed. Sep 29 | Net Change in Week | Percent Change in Week | P/E Ratio | Market Capitalization (000,000) |
|------------------------|--------------------|---------------------|--------------------|------------------------|-----------|---------------------------------|
| <b>PROGRAMING</b>      |                    |                     |                    |                        |           |                                 |
| O Barris Intl.         | 1 7/8              | 1 7/8               |                    |                        | 19        | 10                              |
| N Coca-Cola            | 43 5/8             | 41 1/2              | +2 1/8             | + 5.12                 | 11        | 5,923                           |
| N Disney               | 57 5/8             | 55 1/2              | +2 1/8             | + 3.82                 | 17        | 1,921                           |
| N Dow Jones & Co.      | 49 3/4             | 48 1/2              | +1 1/4             | + 2.57                 | 18        | 1,562                           |
| O Four Star            | 3 1/4              | 3 1/8               | + 1/8              | + 4.00                 | 18        | 2                               |
| N Getty Oil Corp.      | 56                 | 52 7/8              | +3 1/8             | + 5.91                 | 6         | 4,532                           |
| N Gulf + Western       | 15                 | 14 1/4              | + 3/4              | + 5.26                 | 5         | 1,109                           |
| N MCA                  | 69                 | 69                  |                    |                        | 18        | 1,646                           |
| N MGM/UA               | 6                  | 5 7/8               | + 1/8              | + 2.12                 | 12        | 295                             |
| N Orion                | 9 5/8              | 9 1/8               | + 1/2              | + 5.47                 | 2         | 56                              |
| O Reeves Commun.       | 30                 | 28 1/4              | +1 3/4             | + 6.19                 | 11        | 245                             |
| O Telepictures         | 9 1/8              | 8 7/8               | + 1/4              | + 2.81                 | 31        | 51                              |
| O Video Corp. of Amer. | 4 1/2              | 4 1/2               |                    |                        | 24        | 7                               |
| N Warner               | 43 1/8             | 38 1/2              | +4 5/8             | +12.01                 |           | 2,735                           |
| A Wrather              | 21                 | 21 5/8              | - 5/8              | - 2.89                 | 23        | 47                              |

## SERVICE

|                        |        |        |        |        |    |       |
|------------------------|--------|--------|--------|--------|----|-------|
| O BBDO Inc.            | 52     | 53     | -1     | - 1.88 | 10 | 151   |
| N Compact Video        | 3 1/4  | 3 1/4  |        |        | 3  | 11    |
| O Comsat               | 77 5/8 | 71 5/8 | +6     | + 8.37 | 18 | 621   |
| O Doyle Dane Bernbach  | 15 1/2 | 16 3/4 | -1 1/4 | - 7.46 | 8  | 89    |
| N Foote Cone & Belding | 36 3/8 | 34 5/8 | +1 3/4 | + 5.05 | 8  | 95    |
| O Grey Advertising     | 68 1/2 | 68 1/2 |        |        | 6  | 40    |
| N Interpublic Group    | 36 1/2 | 36 1/2 |        |        | 9  | 165   |
| N JWT Group            | 18 7/8 | 18 1/2 | + 3/8  | + 2.02 | 15 | 99    |
| N MCI Communications   | 24 3/8 | 23 1/2 | + 7/8  | + 3.72 | 27 | 2,343 |
| A Movielab             | 2 3/4  | 2 5/8  | + 1/8  | + 4.76 | 5  | 4     |
| O A.C. Nielsen         | 60 3/4 | 60 1/4 | + 1/2  | + .82  | 17 | 682   |
| O Ogilvy & Mather      | 38 1/4 | 38 1/4 |        |        | 10 | 162   |
| O Telemation           | 3 1/4  | 3 1/8  | + 1/8  | + 4.00 | 9  | 3     |
| O TPC Communications   | 2 1/8  | 2 1/4  | - 1/8  | - 5.55 | 2  | 2     |
| O Unitel Video         | 5 3/4  | 6      | - 1/4  | - 4.16 | 10 | 7     |
| N Western Union        | 41 1/4 | 39 3/4 | +1 1/2 | + 3.77 | 12 | 830   |

## ELECTRONICS/MANUFACTURING

|                          |        |        |         |        |     |        |
|--------------------------|--------|--------|---------|--------|-----|--------|
| O AEL                    | 15     | 15 1/4 | - 1/4   | - 1.63 | 6   | 29     |
| N Arvin Industries       | 15 7/8 | 14 3/4 | +1 1/8  | + 7.62 | 13  | 109    |
| O C-Cor Electronics      | 24 3/4 | 22 1/2 | +2 1/4  | +10.00 | 22  | 74     |
| O Cable TV Industries    | 3 3/4  | 3 3/4  |         |        | 7   | 1      |
| A Cetec                  | 4 5/8  | 4 3/8  | + 1/4   | + 5.71 | 11  | 10     |
| O Chyron                 | 25     | 23 3/4 | +1 1/4  | + 5.26 | 19  | 68     |
| A Cohu                   | 4 3/4  | 4 3/4  |         |        | 8   | 8      |
| N Conrac                 | 28 1/4 | 26 5/8 | +1 5/8  | + 6.10 | 15  | 62     |
| N Eastman Kodak          | 93 5/8 | 83     | +10 5/8 | +12.80 | 13  | 15,212 |
| O Elec Missile & Comm.   | 13 1/4 | 12 3/4 | + 1/2   | + 3.92 | 78  | 37     |
| N General Electric       | 80 5/8 | 75 1/8 | +5 1/2  | + 7.32 | 11  | 18,268 |
| N Harris Corp.           | 34 3/8 | 34 1/2 | - 1/8   | - .36  | 12  | 1,076  |
| O Microdyne              | 8 7/8  | 8 7/8  |         |        | 13  | 40     |
| N M/A Com. Inc.          | 18 7/8 | 16 5/8 | +2 1/4  | +13.53 | 17  | 738    |
| N 3M                     | 68 1/4 | 64 1/4 | +4      | + 6.22 | 12  | 8,025  |
| N Motorola               | 78 1/2 | 71 1/8 | +7 3/8  | +10.36 | 16  | 2,827  |
| N N. American Philips    | 44 1/4 | 46     | -1 3/4  | - 3.80 | 7   | 608    |
| N Oak Industries         | 14 1/4 | 13 3/8 | + 7/8   | + 6.54 | 7   | 232    |
| A Orrox Corp.            | 9 7/8  | 10     | - 1/8   | - 1.25 | 16  | 22     |
| N RCA                    | 24 1/8 | 21 7/8 | +2 1/4  | +10.28 | 12  | 1,820  |
| N Rockwell Intl.         | 40     | 39 1/4 | + 3/4   | + 1.91 | 10  | 3,052  |
| A RSC Industries         | 4 1/2  | 4 1/2  |         |        | 35  | 14     |
| N Scientific-Atlanta     | 14 3/4 | 14 1/4 | + 1/2   | + 3.50 | 14  | 344    |
| N Sony Corp.             | 12 5/8 | 11 3/4 | + 7/8   | + 7.44 | 11  | 2,912  |
| N Tektronix              | 40 5/8 | 41     | - 3/8   | - .91  | 10  | 762    |
| O Telemet (Geotell Inc.) | 1 5/8  | 1 5/8  |         |        | 8   | 8      |
| A Texscan                | 13 3/4 | 13 1/8 | + 5/8   | + 4.76 | 20  | 81     |
| N Varian Associates      | 44 1/4 | 44     | + 1/4   | + .56  | 19  | 362    |
| N Westinghouse           | 33 1/2 | 32 1/8 | +1 3/8  | + 4.28 | 7   | 2,874  |
| N Zenith                 | 11 3/4 | 11 3/8 | + 3/8   | + 3.29 | 196 | 222    |

Standard & Poor's 400  
Industrial Average

140.68 135.53 + 5.15

**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.

**Metromedia Radio  
más  
TSN Spanish Information  
Service  
más  
Tichenor Spanish Radio**

**QUÉ BUENO**

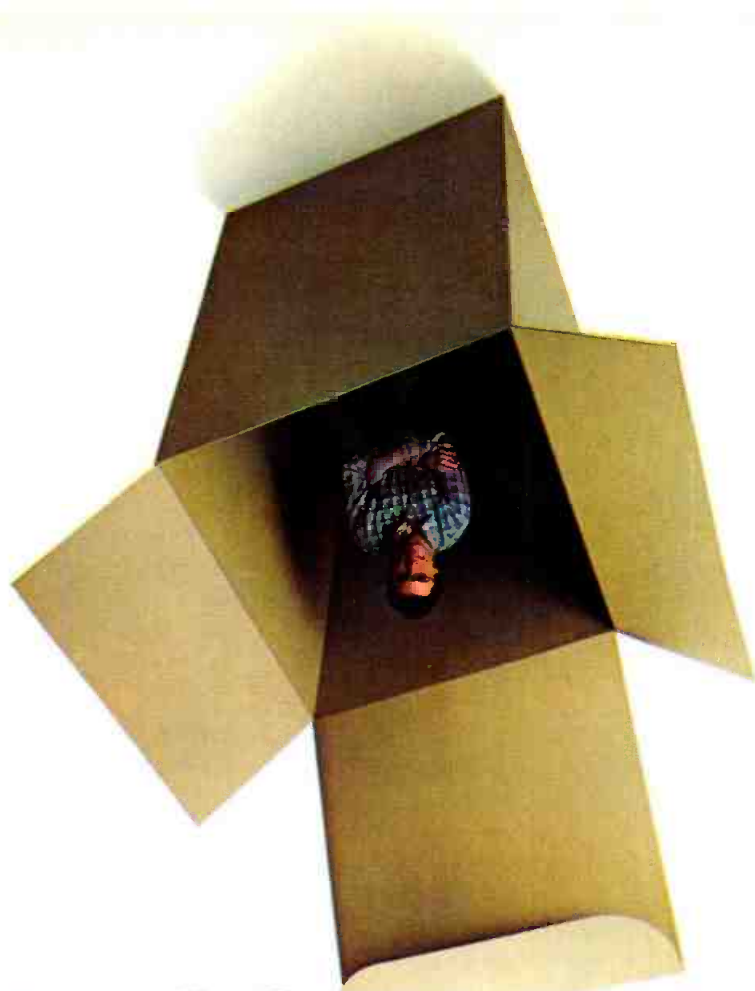
Metromedia Radio, owners of TSN Spanish Information Service, the largest interconnected network of Spanish language radio stations, has entered into an agreement with Tichenor Spanish Radio, operators of the nation's first fulltime Spanish language radio station, to create the biggest and most exciting news-sports-information Spanish network in America. ¡Qué Noticia!

Now . . . The expertise of Tichenor's 37 years in Spanish language broadcasting is teamed with Metromedia's long professional dominance in both radio and television and the Spanish Information Service's thorough knowledge of Spanish network programming. This unique combination promises expanded Spanish language programming, dedicated community involvement and informed communications to enhance the lives of 3.5 million Spanish-speaking Texans. ¡Qué Formidable!

**METROMEDIA  
M/M RADIO**



Represented Nationally by  
**Katz Radio and Caballero  
Spanish Media**



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

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

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

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

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

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

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

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

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

And the tape transport system, signal system, and control section can either be combined into a single unit, or separated easily and installed in a 19" rack or console.

The BVH-2000 also gives you far greater latitude in setting up your entire recording system. Various remote-control connectors enable you to interface your system in a variety of ways for studio, mobile, and editing configurations. Direct interface with U-matic® and Betacam™ is possible, too. The BVH-2000



A range of plug-in accessories is available. also has an optional plug-in time base corrector.

What's more, the BVH-2000's lighter weight and smaller size (almost 50% less than its predecessor) make it as ideal on the road as it is in the studio.

And because of the ever-increasing number of applications requiring longer program times, the BVH-2000 provides up to 2 hours of tape time.

**A VTR THAT LEADS THE SIMPLE LIFE.**

In the BVH-2000, unlike most other VTR's, microprocessors are used to their full advantage. All data necessary for servo control are channeled into a central processing unit, making the operator's control over all systems and functions simpler and more precise.

Life is made simpler yet by the fact that every necessary function control, metering facility, and electronic module is accessible from the front.

Even the way the tape moves through the recorder has been simplified. One innovation—an extremely precise servo mechanism



The BVH-2000 (shown with Type-III control panel).

permits the entrance and exit guide posts to move about 10mm away from the drum during threading. The result is the easiest threading system ever in a 1" video recorder.

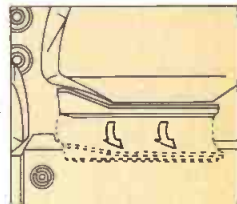
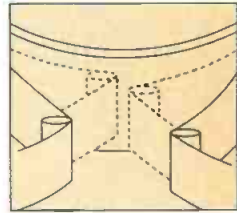
**THE MOST ARTICULATE  
VTR EVER BUILT.**

The BVH-2000 removes much of the mystery from maintenance, too. It literally tells you about malfunctions—usually well before you'd notice them yourself—through a microprocessor-governed self-diagnostic system.

The system includes various alarm functions and numerous checks to confirm that everything is working properly.

Most defects can be easily found—allowing for far less complicated maintenance and repairs, and reducing down-time considerably.

And because the best way to simplify maintenance



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

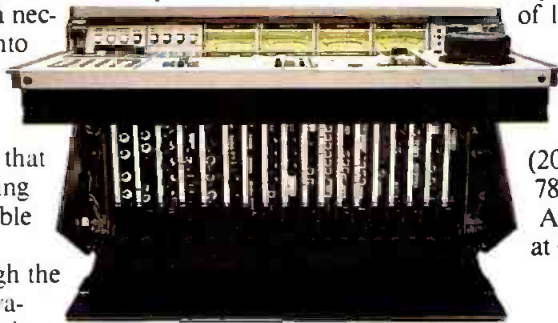
is by lessening the need for it, the Sony BVH-2000 has been designed to be virtually maintenance-free down to the last detail. For example, only brushless DC motors are used, and all incandescent lamps have been replaced with high-brightness LED's.

Other welcome advances include a greatly expanded dynamic tracking range (from reverse at normal speed to forward at 3 times normal); programmed play (allowing you to vary playback speed across a range of  $\pm 20\%$  of normal speed); and video and audio confidence.

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



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



Front access to all electronic circuits and modules.

To find out how it can answer yours, write Sony Broadcast, 9 West 57th St., New York, NY 10019. Or call us in New York/New Jersey at (201) 368-5085; in Chicago at (312) 860-7800; in Los Angeles at (213) 537-4300; in Atlanta at (404) 451-7671; or in Dallas at (214) 659-3600.

**SONY**  
Broadcast

## Pulling the covers on FM blanketing interference

**In FCC comments on matter, NAB blames problem on inferior radio receivers, but other broadcasters say problem needs FCC attention**

Although everyone seems to agree that FM blanketing interference can be a problem, there seems to be little agreement on what the FCC should do about it, according to comments filed at the commission. While some of the commenters argued that the commission's current rules provide remedy enough, others argued the rules should be modified in the way the commission has proposed.

In response to a petition from the Association of Federal Communications Consulting Engineers, the FCC launched a rulemaking aimed at defining FM licensees' responsibility for resolving blanketing interference caused to other stations

(BROADCASTING, April 19). In its rulemaking, the commission proposed to define the FM signal strength or power intensity contour within which receivers would be considered to be affected by blanketing interference; it also proposed that a station would bear the financial burden of satisfying "reasonable" complaints arising from its selection of a transmitting site within densely populated areas.

In its comments, the National Association of Broadcasters warned that the commission's proposal would "significantly" increase the responsibility of FM licensees to resolve complaints of blanketing and urged the commission to proceed cautiously. "The terms of the agency's proposed rule would place an unwarranted burden on FM licensees," NAB said. "It would be unwise for the commission to create a new standard of liability whereby a broadcast licensee would be held responsible for correcting the reception problems of the public," NAB said.

"The commission recognizes that FM blanketing has been caused, in large part, by the proliferation of inferior radio receivers," the NAB said. "Under such a circumstance it seems patently unfair to focus blame on broadcasters. While the FCC does not have jurisdiction over consumers' choice of products, it does have a role to play in the establishment of technical standards for radio receivers. We suggest the FCC devote its resources to assuring that radio receivers manufactured in the future will be less susceptible to blanketing interference," the NAB said.

The National Radio Broadcasters Association, however, said it believed that the FCC's proposed definition of what constituted blanketing was reasonable. It also agreed with the commission's proposal that blanketed areas should be determined by calculating the inverse distance field using the effective radiated power of the maximum radiation lobe of a station's antenna without considering the antenna's radiation pattern or height above average terrain.

"However, in situations where directional antennas are employed, the NRBA believes that it would be more appropriate to use the effective radiated power in the pertinent horizontal directional rather than that of the main radiation lobe in determining a station's blanketed area," NRBA said.

Group W urged the FCC to adopt the method of calculating the 115 dbu contour proposed by AFCCE in its petition for rulemaking.

"By this method, the 115 dbu contour would be calculated by taking into account the antenna vertical plane radiation characteristic, the antenna height and the slant range from the antenna radiation

center in each of the standard radial directions," Group W said. "This contour would define a realistic and appropriate area for licensee responsibility in satisfying reasonable blanketing complaints," Group W said.

National Public Radio said it agreed that the responsibility for resolving blanketing interference should be clearly defined for each party involved. Nonetheless, NPR said it couldn't support the FCC's proposed solution, which would require licensees to assume the entire financial burden required to satisfy all reasonable blanketing interference complaints from the public. "This policy would be especially unfair with respect to the licensees of existing facilities constructed under the commission's present rather laissez faire policy regarding blanketing," NPR said. "NPR believes that the problem of blanketing interference can be partially solved through a combined program of more careful planning for facilities and consumer education to promote informed selection and use of receivers."

ABC said the standard the commission adopted shouldn't impose unreasonable or unrealistic obligations on licensees. Specifically, ABC recommended that blanketed areas be determined by fixed mileage instead of contours; that responsibility for remedying blanketing complaints be limited to receivers of "reasonable" quality; that co-located FM stations share the responsibility for correcting blanketing complaints, unless the interference is "readily attributable to the operation of one (or more) of the co-located stations"; that the licensee's responsibility be limited to blanketing; that licensees bear no responsibility for persons moving into the blanketed area after the establishment of the station there, and that licensees and permittees that have received construction permits on or before the date of the commission's notice be grandfathered.

AFCCE said it generally agreed with the commission's proposal. But it also believed "that the method of calculation proposed by the FCC is not significantly accurate for the purpose of calculating the 115 dbu blanketing contour" and urged the commission "to provide for these calculations to be made in the conventional manner."

Metromedia Inc. said the commission should adopt no new rules. "To the best of Metromedia's knowledge, there is absolutely no objective evidence which would indicate that the incidence of FM blanketing interference complaints is of a magnitude that would warrant the adoption of additional government regulations," Metromedia said.

First Media Corp., the licensee of three AM's and seven FM's, said experience

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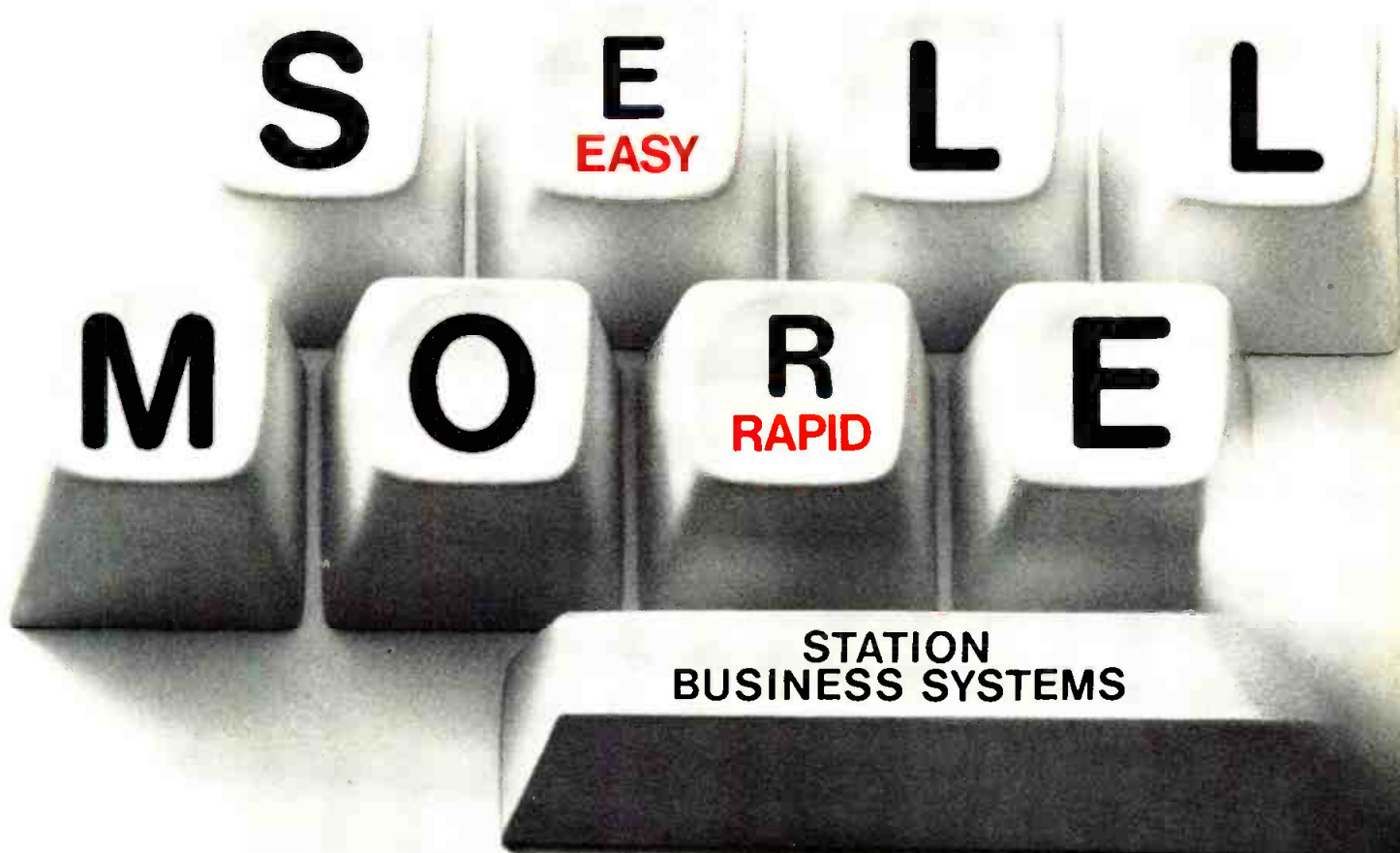


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And, if you're a group operator, you can multiply the benefits. By tying your individual BAT® 1700 Systems together, you can cut weeks off the time needed to get group reports.

BAT® 1700 Systems are so simple that anyone can be trained to

use them. Not only won't you need to add staff, you'll find that by freeing people from many routine tasks you can end up saving time and money.

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

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# NBC RADIO NEWS.

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**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 newswire feeds 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.

# Welcome to the World of King World

## The Little Rascals Have a Lot Going For Them

### Live Action Series

Original Hal Roach Comedies

### Animated Series

New half-hour programs, created  
for ABC-TV by Hanna-Barbera

### Special

Half-hour animated Christmas  
show

### Inserts

195 award-winning  
instructional/informational  
animated programs.

### Play

Broadway musical planned for  
next year

### Movie

"Rascal Dazzle"—  
a full-length *That's  
Entertainment* type  
feature film.

**Narrated by  
Jerry Lewis.**



**KWP**  
**KING WORLD  
PRODUCTIONS, INC.**

480 Morris Avenue  
Summit, New Jersey 07901  
201-522-0100

**Fast captioning.** The newest technological innovation in closed-captioned programming for the deaf—known as "real-time" captioning—will be launched this evening (Oct. 11) on ABC's *World News Tonight*. The National Captioning Institute will provide live captions each night for both feeds of the network's evening news program.

Real-time captions are created by an electronic stenography machine whose operator transcribes in shorthand what newscasters report on the air as they say it. The shorthand transcriptions are fed from the stenography machine into a computer that translates them into long-hand captions. The computer then feeds the captions into a connected encoder that integrates them into the video signal that is sent to the affiliates.

*World News Tonight* has been transmitted in caption form since November 1981, but only during the 7 p.m. feed. Up until now the captions had been prepared in advance during the 6:30 feed and then inserted into the later feed.

The software for the system was developed by Translation Systems Inc., of Rockville, Md., for use by court reporters and modified to produce captions for NCI. The real-time captioning system is called Instatext. Altogether, NCI spent about \$200,000 adapting the technology for use in live captioning, according to John Ball, president of NCI. Ball noted that NCI is currently receiving \$300,000 per year from the Department of Education to provide the real-time caption service. NCI has earmarked between \$50,000 to \$100,000 to get the word out on the availability of the new service. The service has been under development for the last year and a half. NCI now provides captioning for 14 1/2 hours of programming seen on ABC each week.

had "clearly" demonstrated that FM licensees were able and willing to resolve the few reasonable complaints of blanketing interference they had received. "The additional responsibilities placed upon each of the 4,400 licensees by the proposed new standards would in many cases be extremely costly and unduly burdensome," First Media said.

Cox Communications, Inc. acknowledged that FM blanketing interference is a problem, but said it supported "maintenance of the commission's present policies which urges licensees to handle blanketing complaints responsibly but which do not define blanketed areas or formalize the responsibility in a rule of questionable wisdom." □

## Earth stations on the move

### Netcom forms joint venture offering portable uplinks

Netcom International, a San Francisco-based purveyor of satellite services, is taking its act on the road.

It announced that it has formed a joint venture with Transportable Earth Stations Inc. (TES) to provide satellite uplinking services throughout the country with a fleet of transportable earth stations.

The fleet currently comprises the two transportables that TES has been offering for lease. It will grow as Netcom adds another within the next two weeks and three more by the summer of 1983.

The agreement between the two companies was sealed in late August, said Netcom President and owner Bill Tillson, and the yet-unnamed Netcom-TES venture has been taking orders since the beginning of September. The earth stations, he said, are now scheduled for more than 100 dates between now and Jan. 30, 1983.

Sandy Palmer, general manager, TES, continues as general manager of the joint venture, handling marketing and scheduling. She is based in Burbank, Calif., in the offices of Netcom Enterprises, the opera-

tions division of Netcom headed by Robert Patterson.

As a common carrier, the venture's rates will be on file at the FCC. For the time being, Palmer said, the venture will stick with the rates of TES's existing tariff. Under that tariff, she said, lease of a full manned transportable costs about \$4,000 per day, excluding travel charges of \$250 per day and \$1 per mile.

TES went into business about two years ago when it purchased its first transportable, Palmer said, and expanded with the purchase of another in December 1981. TES's two units are Compact Video Compact 42. Built on 42-foot trailers, they have five-meter antennas and 3,000-watt 12-channel transmitters. The first of the units cost \$750,000, Palmer said; the second, \$600,000.

The four units that Netcom will contribute to the enterprise, Tillson said, are similar to TES's. Built by Northcom, Ann Arbor, Mich., they are also on 42-foot trailers and contain five-meter antennas. They are distinguished, he said, by a little more power (3,200 watts) and full 24 channel capability inherent in the units' new Varian transmitters.

The first of the Northcom transportables should be ready to join the fleet sometime in October, Tillson said. The other three will come on line in December 1982, March 1983 and the summer of 1983.

To better serve its customers, Tillson said, the venture plans to spread out the units around the country. "It's a hassle to travel," added Palmer, "and it's hard on the equipment."

According to Palmer, TES has leased its units to the major broadcast networks, the cable networks and local broadcast stations for television transmission and corporations that used them for videoconferencing. She expects the same customers to make use of the Netcom-TES units in the future.

Television and videoconferencing producers today have several transportable earth stations from which to choose, including those of Western Tele-Communications Inc., Southern Satellite Systems, the Public Service Satellite Con-

sortium, Trinity Broadcasting and Satellite Communications Network.

Netcom International, through Netcom Enterprises, is a growing purveyor of satellite services, primarily the patching together of satellite networks for broadcast and cable programmers, closed-circuit television events and videoconferences.

For the satellite portions of its networks, Netcom uses "occasional" time leased by carriers as well as a full-time transponder it subleases from Warner Amex Satellite Entertainment Corp. on Satcom IV.

Netcom also provides downlinking services through several receive-only earth stations it owns and hundreds more it leases on an ad hoc basis.

According to Tillson, for the fiscal year ending this October, Netcom will have revenues of around \$5 million. He projects that revenues will jump to around \$8.5 million in fiscal 1983.

Neither Tillson nor Palmer would reveal the ownership of TES. According to Palmer, the two TES transportables are owned by overlapping partnerships. Tillson and Palmer said none of the partners had other interests in the communications business, suggesting that TES is a buy-lease tax shelter. □

## A lower priced alternative to satellites

For those who can't afford the \$70 million or so it takes to build and launch a communications satellite, there may be an alternative device about five years down the line that can perform many of the

same functions. The device, dubbed "Space Mirror" by Electronics, Missiles and Communications Inc. (EMCEE), which holds the exclusive patent rights to it, is a dish-shaped reflector made of ultra-fine wire which would be held stationary about 100 miles above the earth by the pressure of electronic radiation. Television, FM radio and data-transmission signals could then be reflected off the dish to and from points on the earth's surface as much as 1,000 miles apart. Thus, while the range is not nearly as great as the domsats which beam signals from 22,000 miles out in space, and while Space Mirror is essentially a passive device (but can adapt to transmit signals with the insertion of an integrated-circuit chip), the price seems attractive. EMCEE estimates the cost to build the mirror and the base that would hold it aloft at a maximum of \$10 million.

Launch costs are as yet undetermined but the preliminary indication is that they would be "substantially lower" than those for a satellite. The inventor of the Space Mirror is Dr. Paul Csonka, professor of physics at the University of Oregon, whose work on the project was conducted in association with a Stanford Research Institute study commissioned by EMCEE. He said that the reflector should help "to create a system of communications whose low cost and simplicity of operation would make it available to the many parts of the world that are without such technology and to the many individuals in this country who do not have access to costly communications systems."

A further 18-month study has been initiated to work out some of the bugs still plaguing the reflector. The actual Space Mirror will be from two to five meters in diameter. □

## InSync

**No hands.** Microtime Inc., Bloomfield, Conn., has new device for inserting ads automatically into network programing. C-150, capable of controlling up to four videocassette or videotape recorders, works with coded tones or can be set up manually. It features multiple selection of network tone decode sequences, adjustable pre-roll cues and automatic interface with time base corrector. □

**Preparing for the squeeze.** Pico-Savac, maker of satellite earth stations in St. Petersburg, Fla., says it has been awarded contract by Mutual Broadcasting System to figure out way of retrofitting Mutual's six-foot earth stations should FCC opt to reduce satellite separation from four to two degrees. Less satellite separation means larger earth stations that can reject interference from adjacent satellites. □

**Radiation alert.** In letter published in *New England Journal of Medicine*, group of doctors for Veterans Administration Medical Center has warned that "youngsters using older color televisions for display screens (those manufactured before January 1970, when emission standards for color sets were adopted), may be at risk for radiation exposure far in excess of the National Council for Radiation Protection and Measurement's recommendation." Although at average viewing distance, radiation levels are acceptable, letter says, "users of microcomputers tend to position themselves close to the display screen, thereby increasing their radiation exposure." □

**Good showing.** NEC America Inc., Elk Grove Village, Ill., received Exhibit Grand Focus Award from National Trade Show Exhibitors Association for its exhibit at National Association of Broadcasters convention last April in Dallas. NEC shared honor with Kitzing, The Trade Show Marketing Agency, Chicago, which advised NEC.

Welcome  
to the  
World of  
King  
World

Mr.  
Food



How to buy, prepare—and enjoy—all kinds of food. Told in tips from an actor-comic who was raised in the meat business and has been hamming it up for 30 years—four of them on a TV consumer show.

- Special programming for Sweeps & Holidays
- Regionalized food tips
- Dated material
- Audience pulls

260 programs  
60/90 seconds

KWP

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## Media Institute lobs another brick at oil coverage by TV networks

**Third volume of study says  
underlying causes of energy  
problems were not presented**

The oil crises of 1973-74 and 1978-79 were major stories that the television networks, in the main, missed. It's not that the crises—the shortages, the long lines at gas stations, the activities of OPEC—were not covered. Rather, the underlying economic causes were overlooked by a corps of reporters more fascinated by a “good-guy, bad-guy” approach.

Thomas W. Hazlett, an economist at California State University at Fullerton, says as much in the third volume of a study of television's coverage of the oil crises published by the Media Institute. The institute is a nonprofit research

organization that describes its purpose as improving “the level and quality of media coverage of business and economic affairs.”

The coverage offered by the medium on which the public most depends for its news, Hazlett said, had serious consequences for American policy. For the two crises, he noted, “dramatically reshaped our foreign policy, particularly our view of the Third World.”

Volumes I and II of the study, released earlier this year, were based on a computer-aided analysis of 1,462 stories that the networks broadcast during two oil crises. The studies indicated that the networks virtually ignored market forces, such as supply and demand, and focused instead on government regulation and price controls. They also revealed reporters' preference for government sources.

Hazlett confirmed those findings and attributed the networks' approach to what he said was the fact that “news reporters are, after all, generalists” who he said are inclined to defer the necessary inquiry and

research; they were going to those “involved” in the story for information and thus not learning the economics of the situation. As a result, Hazlett said, “news reporters were ‘covering’ events before they figured out the story.” Indeed, “the story *never* made it to the camera.”

Hazlett also blamed what he suggested was the medium's appetite for stories involving “white hats and black hats—human emotions we can taste, touch and feel.” He does not believe the “ebb and flow of spontaneous social forces” are as provocative “as the titillating characters who, as ‘Big Oil’ or OPEC, or Wasteful American Gas Guzzler, meanly conspired to create the oil crises.” He said such “stereotypes are portraits that grab and sell,” and added, “one has yet to hear the promotional clip: ‘supply and demand—film at 11.’”

Hazlett believes that the real story—the one generally overlooked—was that “public policies did not accomplish their goals because the networks ignored the consequences of market forces,” that, in Hazlett's view, “higher prices will allevi-



# WE TRY HARD TO BE THE BEST. IT'S NICE TO KNOW PEOPLE THINK WE SUCCEEDED.

The New York State Associated Press Broadcasters' Association has named Channel 2 News at 6 the city's “Best Regularly Scheduled Local News Program.”

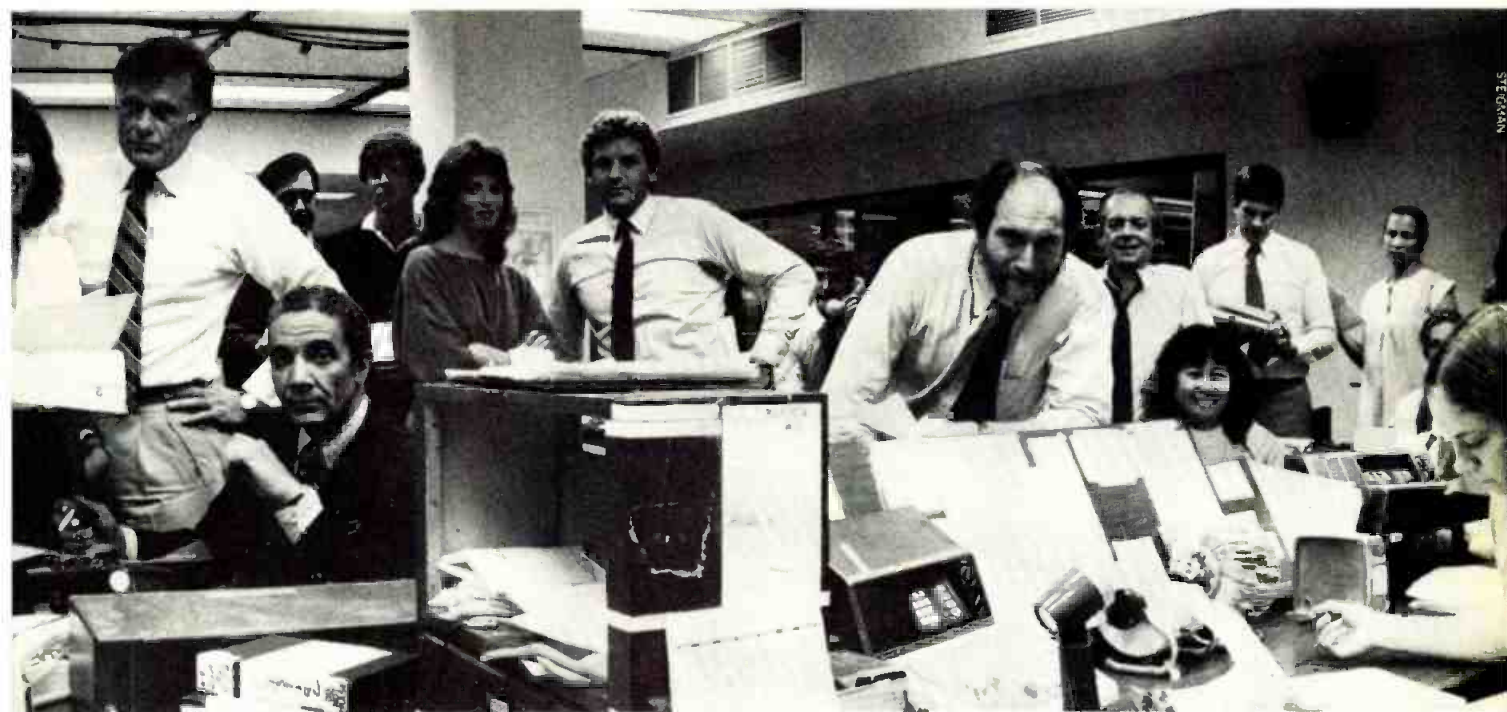


**Pointing the finger.** Columnist and TV commentator Carl Rowan managed to criticize the Reagan administration and the media in remarks to the Radio-Television News Directors Association International Conference (BROADCASTING, Oct. 4). Rowan, who addressed the final luncheon on Oct. 2 said, "The country is in a hell of an economic mess," and blamed that condition in part on the media. He said journalists had failed to call attention to what he described as the obvious failings of President Reagan's economic programs until last spring. "You and I in the media did not do our job." Part of the journalist's dilemma is that owners of broadcast stations and newspapers tend to accept the President's approach to economics—"giving money to fat cats"—as a means of strengthening the economy. But Rowan said, "managers won't respect those who won't fight for journalistic ethics." The conference broke a record for attendance, with more than 2,000, up from last year's 1,610.

ate shortages." When they did bring out that "essential truth," he said, the networks immediately buried it "beneath an avalanche of gut-level accusations as to motives, as if evil oil interests had themselves conspired to first invent and then impose the discipline of economic scarcity." He said "a mere 18%" of stories concerning the shortages "even looked in the government's direction." □

**UPI conversion.** United Press International has earmarked \$20 million to bolster its news coverage and delivery system, particularly its satellite communications capability. That word came during the news agency's 23d annual meeting in Denver on Oct. 2. William Small, the new UPI president, said last week the bulk of the \$20 million will be allotted to satellite conversion of its delivery system but some funds would go to the opening of 14 news bureaus in medium-sized cities. UPI expects to save \$6 million-\$7 million a year now paid to lease domestic telephone lines from AT&T with the conversion. It said it would purchase and install 1,400 earth stations within the next year.

William Geissler, senior vice president for planning, told the meeting that UPI has signed \$1.5 million in new contracts with newspapers and \$800,000 in new broadcast business in the past month.



They also honored us with four other major awards.

"Best One Day News Effort" for Channel 2 News at 5; "Best Spot News Coverage" was awarded to Chris Borgen and Sam Dick; "Best Investigative Reporting" went to Arnold Diaz and Josh Howard; Vic Miles and Al Briganti won "Best Feature" for their report, "Street Kids."

The Associated Press thinks we're the best. We hope you do, too.

**CHANNEL 2 NEWSBREAKERS. AT 5, 6 AND 11 P.M.**

CBS

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## Tylenol fallout

**TV sales executives remain more worried about pain-reliever manufacturer than its ad account**

Television advertising officials were more concerned last week with the human tragedy associated with the deaths of seven persons from cyanide placed in Extra-Strength Tylenol capsules and with the impact on its manufacturer, Johnson & Johnson, than with the possible effect on more than \$40 million worth of television advertising.

Immediately after the news of the deaths surfaced on Sept. 30, advertising for all Tylenol products was suspended.

Tylenol —manufactured by McNeil Consumer Products Co., Fort Washington, Pa., a division of Johnson & Johnson, New Brunswick, N.J.—is heavily advertised on network television, mainly in daytime and prime time. It was expected to spend more than \$40 million this year.

For the first half, according to the Television Bureau of Advertising, it invested more than \$20 million in network and almost \$2 million in spot. Its agency is Compton Advertising, New York.

Network television executives said it is difficult to gauge the effect the deaths will have on future advertising for the product. They expressed regret over the position Johnson & Johnson (an almost \$100 million network TV advertiser) found itself in.

"Of course, we did all we could to accommodate Johnson & Johnson," said H. Weller (Jake) Keever, vice president TV network sales, ABC-TV. "We were able to shift other Johnson & Johnson advertising or use other clients of Young & Rubicam, the agency of record for J&J, or other advertisers."

Keever said ABC-TV recognized the problem as "a very unusual one" and will cooperate fully with Johnson & Johnson.

J&J has elected so far not to advertise advisories alerting the public to the danger involved in using certain lot numbers of Extra-Strength Tylenol. It has opted to rely on news media reports.

In another situation, Procter & Gamble advertised heavily to warn the public of the possible danger of using Rely tampons when certain women developed toxic shock syndrome. In that instance, tests showed that some women were susceptible because of certain elements in the product, which was removed from the market.

Network executives believe that over the short term they will not suffer as they reshuffle advertising. But no one could predict with any certitude whether Tylenol will bounce back or be removed from the market.

### It's not the food, it's the economy.

The National Communications Club (formerly the Broadcasters Club) in Washington launched a membership drive on Sept. 27. New members who sign up between now and Jan. 1, will pay no dues and no initiation fee for this year. According to club manager, Barbara (Sam) Sellers, although the number of members has increased this year, fewer people are using the club. The club needs to serve at least 50 lunches a day to survive as a nonprofit organization. Currently about 30 lunches are served a day, she said. The club, started 25 years ago, currently has 356 members. Sellers blames the decline of lunches served on the economy as well as on the fact that fewer people are on expense accounts.

Tylenol (capsules and tablets) dominates the market with a 35% share, of which about 25% belongs to the capsule. There was speculation that other manufacturers of analgesics would bolster their advertising to capture a large share of the market. But network officials said they had no immediate indications that competitors were planning to intensify their advertising. A spokesman for Glenbrook Laboratories, division of Sterling Drug Company, maker of Bayer aspirin said "We would never change our marketing strategy because of that tragic situation." He added that the company had bolstered its consumer advertising, including television and radio, because a new coding had been added to aspirin products. An official of Whitehall Laboratories, maker of Anacin, said "We will have nothing to say about that situation."

Network TV officials were understandably cautious about their comments on the development. Paul Isacson, vice president, sales, said the impact on network business is "a secondary consideration." He added he was more concerned with the effect on Johnson & Johnson.

"It's merely a minor inconvenience for us," Isacson said. "We can get other advertisers to fill the void." □

## Orange County gets its first commercial television station

After more than 14 years of waiting and an investment of \$2 million-\$3 million, backers of the first commercial television station in southern California's populous Orange county saw their dream finally come true Oct. 1 as KDOC(TV) Anaheim signed on the air. Partners in the UHF (channel 56) venture are Los Angeles at-

torney William Simon, singer Pat Boone, television producer David Levy, attorney Thomas Sheridan (Simon's partner), former Warner Brothers Vice President Richard Shephard and two others, KDOC's first general manager is Jack Lathan, former anchor at KNBC(TV) Los Angeles. Their company, Golden Orange Broadcasting Co., first applied for an FCC license in 1968 and received its construction permit in 1975. Boone, who is still president and chief shareholder in Golden Orange, has been, with Simon, involved in the station since its inception. Original investors also included the late comedian Jimmy Durante, actor Fess Parker and several law enforcement officers and area businessmen.

According to Levy, KDOC's initial programming will consist primarily of off-network series, motion pictures and local football play-by-play. Other local sports coverage, community news and religious services will also be featured during the station's 18-hour broadcast day.

Simon and Sheridan are also principals in Fidelity Television Inc., which has competed with incumbent licensee RKO General for license of KHJ-TV Los Angeles since 1965. That challenge is still under FCC review. □

## Annenberg, Gallup launch study of religious TV

Researchers will seek answers to such questions as who watches religious television, what its messages are, why people watch and how their behavior is affected by religious programming. It's the subject of a two-year study announced by the University of Pennsylvania's Annenberg School of Communications, Philadelphia, and the Gallup Organization of Princeton, N.J.

The Annenberg group will coordinate the study. It will analyze samples of local and nationally syndicated religious programs and conduct a survey of viewers in the Southeast and Northeast regions.

The Gallup group will administer a national audience survey.

The project was initiated by the Communications Commission of the National Council of Churches and the National Religious Broadcasters. Originally, it was intended to get a clearer understanding of the impact of the nationally syndicated religious broadcasts, but was later enlarged to deal with all religious TV.

NCC's Dr. William Fore and NRB's Dr. Ben Armstrong served as the original invitational committee that resulted in the creation of the present Ad Hoc Committee on Religious Television Research with rep-

# WE'RE #1.



From coast to coast, in every time period and against all kinds of competition, Black Belt Theater is taking them on and coming out on top.

Here are the results stations achieved with these all action, color, all first run spectacular adventure feature films:

#### **In May, 1982...**

- #1 - "Super Movie" - Tuesday Prime Time; KPLR-TV/ St. Louis 7:00-9:00PM.
- #1 - Tuesday from 6:30-8:30PM; KITV-TV/Honolulu.
- #1 - Program in Friday Line-up; 9:00-11:00PM; WUHF-TV/Rochester.
- #1 - From 3:00-5:00PM, Saturday; WNEW-TV/ New York.
- #1 - Movie in Time Period, Monday and Tuesday 4:00-6:00PM; WKBN-TV/Youngstown.
- #1 - Tuesday Movie in May 1982, 4:00-5:30PM; WJKW-TV/Cleveland.
- #1 - Program in 4th Week May 1982, 3:00-5:00PM; WTTG-TV/Washington D.C.
- #1 - Saturday 11:30AM-1:30PM; KRIV-TV/Houston.
- #1 - Saturday 2:30-4:00PM; WVUE-TV/New Orleans.

#### **In July, 1982...**

- #1 - Among Ten WDRB Movie Averages; WDRB-TV/ Louisville.
- #1 - Saturday 3:00-5:00 PM; WNEW-TV/New York.
- #1 - Of all Saturday Afternoon Movies in Market; KRIV-TV/Houston.
- #1 - Of all Saturday Afternoon Movies on WTVN; WTVN-TV/Columbus.
- #1 - Vs. Direct Movie Competition; WTTV-TV/ Indianapolis.
- #1 - Vs. all Saturday Afternoon Movies on Independent Stations; WTAF-TV/Philadelphia.
- #1 - Friday from 12 Midnight to 2:00AM; WJKW-TV/ Cleveland.

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representatives from several organizations. Chairman of the steering committee is Richard Hirsch, secretary of communication of the U.S. Catholic Conference. Coordinator is Peggy Schriver of the National Council of Churches.

Funding of \$165,000 for the project was contributed by: U.S. Catholic Conference, Christian Broadcasting Network, Reformed Church in America, Hartford Seminary Foundation, Union Theological Seminary of Virginia, Texas Conference of Churches, National Council of Churches Research Office, Lutheran Church in America, Southern Baptist Convention's

Sunday School Board, Russ Reid Associates, Lutheran Laymen's League, United Presbyterian Church, PTL Television Network, Church of the Brethren, Old Time Gospel Hour, Rex Humbard Foundation, Episcopal Church Foundation, Southern Baptist Convention's Radio/TV Commission, Evangelical Broadcasting Co., Christian Reformed Church, Campus Crusade for Christ, James Robinson Evangelistic Association, Coral Ridge Ministries, United Church of Christ, Seventh Day Adventist Church, Mennonite Church General Conference and Mennonite Board of Missions. □

## Changing Hands

### PROPOSED

**WBTV(TV) Cincinnati** □ Eighty percent sold by Buford Television Inc. to HEN Inc. for \$7.5 million. **Seller** is owned equally by brothers Robert, Geoffrey and Gerald Buford, who own KLTW(TV) Tyler and KTRE-TV Lufkin, both Texas, hold permit for subscription TV station, KTMA-TV Minneapolis-St. Paul, and own cable systems in Indiana and Florida. Buford will keep 20% interest. **Buyer** is subsidiary of publicly traded United Cable Television Corp., Denver-based MSO with more than 511,000 basic subscribers. Sale of WBTV follows United's earlier \$20 million invest-

ment in Buford's Home Entertainment Network, STV operator with franchises on KTMA-TV and Focus Broadcasting's WFBN(TV) Joliet, Ill. (BROADCASTING, Feb. 11). Gene Schneider is president of United. WBTV is STV station with 45,200 subscribers on channel 64, with 1,000 kw visual, 20 kw aural, and antenna 940 feet above average terrain.

**KOH(AM) Reno** □ Sold by Price Broadcasting Co. to Klein Broadcasting Co. for \$950,000. **Seller** is owned by Jim Price and family, who bought, subject to FCC approval, KOH along with co-located KNEV(FM) and KBEE-AM-FM Modesto,

Calif., for \$4.5 million from McClatchy Newspapers and are spinning off KOH to comply with FCC's duopoly rule. Price family owns KKRD-FM Wichita, Kan., and KROW(AM) Reno. **Buyer** is principally owned by Jeff Klein and Ron Ostlund, who, respectively, are Fresno and Newport Beach, Calif., businessmen and have no other broadcast interests. KOH is on 630 khz with 5 kw day and 1 kw night.

**WKWE(AM) Greensboro, N.C.** □ Sold by Friendly Broadcasting of Greensboro Inc. to WKWE Partners for \$661,000. **Seller** is owned by W.S. Wellons, president (23.4%), and six others, none with other broadcast interests. **Buyer** is owned by Stewart P. Mitchell, John Atkinson and John English (30% each) and James Landacre and Charles Bennett (5% each). Mitchell and English are officers with Newport News, Va., wholesale plumbing firm. Atkinson is Greensboro athletic shoe sales representative. Landacre and Bennett are Greensboro accountants. None have other broadcast interests. WKWE is on 1400 khz with 1 kw day and 250 w night.

**WOKN(FM) Goldsboro, N.C.** □ Sold by WOKN Inc. to Eastern Regional Broadcasting Inc. for \$650,000. **Seller** is subsidiary of Beasley Broadcast Group, Goldsboro, N.C.-based group owner of seven AM's and six FM's principally owned by George Beasley. Beasley's last purchase was WTIP(AM)-WTIO(FM) Charleston, W.Va., for \$1,425,000 (BROADCASTING, May 24) and, subject to FCC approval, WTSB(AM)-WGSS(FM) Lumberton, N.C., for \$980,000 (BROADCASTING, March 29). He will spin off unspecified AM to comply with FCC multiple ownership rules. **Buyer** is controlled by Robert Swinson Jr., who is general manager and 10% owner of WOKN. WOKN is on 102.3 mhz with 3 kw and antenna 275 feet above average terrain.

**WMEV-AM-FM Marion, Va.** □ Sold by Mountain Empire Broadcasting Corp. to Summit Broadcasting Inc. for \$650,000. **Seller** is principally owned by Stella W. Maloney and L. P. Collins III, who have no other broadcast interests. **Buyer** is principally owned by Hugh S. Gwyn and wife, Barbara. Hugh Gwyn is Marion beer distributor and has no other broadcast interests. WMEV is 1 kw daytime on 1010 khz. WMEV-FM is on 93.9 mhz with 3.5 kw and antenna 1,480 feet above average terrain.

**WGAP(AM) Maryville, Tenn.** □ Sold by Stephen Corbett to WGAP Broadcasting Corp. for \$585,000. **Seller** has no other broadcast interests. **Buyer** is owned equally by James Calkin and Dale Young. Young is attorney and Calkin is banker, both Maryville, and have no other broadcast interests. WGAP is on 1400 khz with 1 kw day and 250 w night.

**WVTL(FM) Monticello, Ind.** □ Sold by Twin Lakes Broadcasting Inc. to Tippecanoe Broadcasting Inc. for \$425,000. **Seller** is owned by estate of Leon Buck (57.35%)

## Oneonta Communications Corporation

has acquired

**WDOS/WSRK (FM)**  
Oneonta, New York

for

**\$1,300,000**

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**Sconnix Group Broadcasting, Inc.**

We are pleased to have served as  
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10/11/82

and W. Douglas McLuen (42.65%), who have no other broadcast interests. **Buyer** is owned by Neal Nussbaum and Mark Bauer (50% each). Nussbaum is TV program syndicator and former part owner of WFRL(AM)-WXXQ(FM) Freeport, Ill. Bauer is Goodland, Ind., attorney. Neither has other broadcast interests. WVTI is on 95.3 mhz with 3 kw and antenna 135 feet above average terrain.

**WIMG(AM) Trenton, N.J.** □ Sold by Progressive Communications Inc. to Crusade Broadcasting Corp. for \$425,000. **Seller** is owned by Jeanne Greenberg and husband, Herbert Greenberg, who have no other broadcast interests. **Buyer** is owned by L. E. Willis, who owns WPCE(AM) Portsmouth, WOI(FM) Norfolk and WGOE(AM) Richmond, all Virginia, and WKUE(FM) Green Cove Springs, Fla. WIMG is on 1300 khz with 5 kw day, 1 kw night. *Broker: Blackburn & Co.*

**KPAR(AM) Granbury, Tex.** □ Sold by Granbury Radio Co. to Granbury Broadcasting Inc. for \$385,000. **Seller** is owned by G. A. Day (75%) and Roy Parker (25%), who own KIUN(AM)-KPTX(FM) Pecos, Tex., and KTAT(AM)-KYBE(FM) Frederick, Okla. Parker also owns 60% of KCOM(AM) Comanche, Tex. **Buyer** is principally owned by Garry Luker and Tom Ward. Luker is Hood county, Tex.-businessman and real estate developer. Ward is Granbury, Tex., accountant. Neither has other broadcast interests. KPAR is on 1420 khz with 500 full time.

**WAGO(AM) Oshkosh, Wis.** □ Sold by Obed S. Borgen to James Coursolle for \$333,175. **Seller** owns KFIL-AM-FM Preston, WMIN(AM) Maplewood and KWMB(AM) Wabasha, all Minnesota. **Buyer** is former owner of WLKE(AM)-WGGQ(FM) Waupun, Wis., which he recently sold for \$1.1 million (BROADCASTING, Aug. 16). WAGO is 250 daytimer on 690 khz.

**KMOO-AM-FM Mineola, Tex.** □ Sold by G.E.T. Corp. to KMOO Inc. for \$320,000. **Seller** is owned by B. W. Wallis, Aubrey Irby, Wade Ridley, Wilton Fair and Isadore Roosth (20% each), who own KBUS(AM) Mexia, Tex., and bought, subject to FCC approval, KTBB(AM) Tyler, Tex., for \$857,000 (BROADCASTING, July 26). **Buyer** is owned by Virgil Peacock and L. H. Bobo (40% each) and M. R. Montgomery (20%). Peacock is retired. Montgomery is general manager of KMOO-AM-FM and with Bobo owner of public target ranges. KMOO is 500 w daytimer on 1510 khz. KMOO-FM is 96.7 mhz with 3 kw and 300 feet above average terrain.

**WGML(AM) Hinesville, Ga.** □ Sold by E. D. Steele Jr. to Charles Stovall for \$250,000. **Seller** has no other broadcast interests. **Buyer** is Atlanta, Ga., developer and business broker and has no other broadcast interests. WGML is 250 daytimer on 990 khz.

**KSAA(FM) Casa Grande, Ariz.** □ Sold by Grande Communications Corp. to Darrel

E. Brunson for \$225,000. **Seller** is subsidiary of Wycom Corp., which is owned by William R. Sims. Wycom Corp. owns 51% of KUGR(AM) Green River, Wyo., and bought, subject to FCC approval, 51% of KPIN(AM) Casa Grande, Ariz., for \$300,000 (BROADCASTING, Aug. 31). **Buyer** is executive vice president and 30% owner of KSIT(FM) Rock Springs, Wyo. KSAA is on 105.5 mhz with 3 kw and antenna 70 feet above average terrain.

□ Other proposed station sales include: KIEL(AM)-KEZQ(FM) Jacksonville, Ark. (BROADCASTING, Oct. 4); KRDG(AM) Redding, Calif. (BROADCASTING, Aug. 4); WDCI(AM) Gorham, Me.; WLYN-FM Lynn, Mass. (BROADCASTING, Oct. 4); KICS(AM)-KEZH(FM) Hasting, Neb. (BROADCASTING, Oct. 4); KXOJ-AM-FM (BROADCASTING, Aug. 30); WDHG(AM) Harriman, Tenn.; WVLR(FM) Sauk City, Wis. (BROADCASTING, Oct. 4). (see "For the Record," page 93).

#### APPROVED

**WDAU-TV Scranton, Pa.** □ Sold by Scranton Broadcasters Inc. to Robert Dudley, A. Richard Benedek and Charles Woods for \$12 million. **Seller** is owned by heirs of Frank Megargee who own co-located WGBI-AM-FM. **Buyer** Dudley is executive vice president of Avery Knodel, New York-based station representative. He owns 14.8% each of WNBPA(M) Newburyport, Mass., and WSME-AM-FM

Sanford, Me., and 24.5% of WTXS-TV Sweetwater and KLBK-TV Lubbock, both Texas. Benedek is president and 82.5% owner of WTAP-TV Parkersburg, W. Va., and 1.25% owner of publicly traded Gray Communications, Albany, Ga.-based licensee of three TV's. Benedek also is principal owner in group that bought, subject to FCC approval, WYTV(TV) Youngstown, Ohio, for \$9 million (BROADCASTING, Aug. 16). Woods owns WTVY-AM-FM Dothan, Ala., and 80% of general partner and 100% of limited partner in WTVW(TV) Evansville, Ind. WDAU-TV is CBS affiliate on channel 22 with 750 kw visual, 137 kw aural and antenna 1,560 feet above average terrain.

**KPTL(AM)-KKBC(FM) Carson City, Nev.** □ Sold by MBC Inc. to Woodward Communications Inc. for \$2,050,000. **Seller** is principally owned by brothers Charles C. and Robert C. Mortimer, who have no other broadcast interests. They bought stations in 1978 for \$550,000 (BROADCASTING, Jan. 9, 1978). **Buyer** is family owned, Dubuque, Iowa, publisher of daily *Dubuque Telegraph Herald* and group owner of three AM's and three FM's. F. R. Woodward is chairman and Bill Woodward is president. KPTL is on 1300 khz with 5 kw day and 500 w night. KKBC is on 97.3 mhz with 52 kw and antenna 2,240 feet above average terrain.

**WCBS(AM)-WSCZ(FM) Greenwood, S.C.**

#### Midwest

Major Market - Class B-FM  
1982 Billing \$2 million  
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#### Southeast

Medium Market - Class C-FM and Daytime AM  
Profitable with Exclusive Formats  
\$2,250,000 terms

#### East Coast

Medium Market - Class B-FM/Fulltime AM  
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\$3 million terms

#### New England

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**Celebration.** It was cake-cutting time for WJLA-TV Washington owner Joe L. Allbritton last Monday (Oct. 4) when the station celebrated 35 years on the air. WJLA-TV started Oct 3, 1947, as WMAL-TV, the television adjunct of the Washington Evening Star Newspaper Co.'s WMAL radio. WMAL-AM-FM-TV was bought by financier Allbritton in 1977 who sold off the radio outlets to ABC, necessitating a search for new TV call letters. Allbritton's initials were incorporated into the new identification. WJLA-TV claims to be the 14th TV station in the country, the first to operate on channel 7 and the second affiliate of ABC-TV.



**Two into one.** Public Broadcasting Service combined its arts and humanities programming division and children's programming division into new children's and cultural programming department to be headed by former arts and humanities programming head, Catherine Wyler. Reorganization is part of PBS four-year plan to streamline operations and respond to increasing need for children's programming. New department will be boosted by \$6 million grant from Corporation for Public Broadcasting for development of children's programming. Kate Taylor, formerly with noncommercial WGBH-TV Boston, where she was associate producer for children's series, *Zoom* and *Rebo*, has been appointed associate director of new department.

**Brown book.** Revised chronicling of TV history is offered by *Les Brown's Encyclopedia of Television*. April 1982 book is updated version of author's 1977 compilation published as *New York Times Encyclopedia of Television*. Alphabetical listings include names and backgrounds of people in industry; past and present programming with histories; business, programming and technical jargon in broadcasting, and capsule explanations of TV-related issues. New edition adds heavier emphasis to its earlier treatment of cable and emerging technologies. Brown is editor of *Channels of Communications* magazine. *Encyclopedia* is published by New York Zoetrope Inc. Suite 516, 80 East 11th Street, New York 10003; 550 pp.; \$16.95 paperback, \$29.95.

**PBS diversification.** "Audiences for Public Television" is title of new study conducted by Dr. Ronald Frank, associate dean and professor of marketing at University of Pennsylvania's Wharton School, and Dr. Marshall Greenberg, president, National Analyst, marketing research division of Booz, Allen & Hamilton. Study concludes that Public Broadcasting Service needs to enlarge scope of its programming, and offer more than cultural-type programming. Book recommends that PBS use concept of "narrowcasting" to compete with cable and other new technologies. Results of study also show that "only 17% of the population is interested in an overall diet of cultural offerings that comprise [the bulk] of public broadcasting." However study indicates that 74% of teen-age population have interests that could attract them to PBS if network carried programming addressing their interests.

**Fall reading.** Line of new texts and periodicals for broadcasters has been announced by Perry Publications, Oak Ridge, Tenn., with current releases offering services in area of promotion. Included is "The Broadcast Sales Promotion Profit Guide," twice monthly idea bank of traffic builders plus consultancy services of editors, Larry Perry, Bob Savage and Don Craig. Rates are based on market ranking and offered on exclusive basis in each market. At National Radio Broadcasters Association convention in Reno last month, Perry unveiled "Broadcast Promotion Sourcebook" in loose-leaf binder form that provides complete primer for organizing promotion department, budgeting, interdepartmental liaison, legal caveats plus catalogue of more than 150 contests and promotions. Forthcoming publications: "Perry's Low-Power TV Primer" and "Perry's Broadcast Regulation Political Primer," both paperbacks. Perry Publications, One Tennessee Square, Box 3194, Oak Ridge 37830-3194; telephone 615-483-8474.

**Date set.** Nov. 16 has been set as trial date in dispute between city of Salisbury, Md., and Storer over franchise renewal for that community. City officials had begun action to revoke franchise, which was due for renewal (BROADCASTING, Aug. 30); Storer claimed old franchise gave it automatic 10-year renewal, and took matter to court. Both sides have signed consent decree to maintain status quo and negotiate pending trial.

□ Sold by Gresco Inc. to Eaton Broadcasting Corp. for \$850,000. **Seller** is owned by estate of Douglas Featherstone, which has no other broadcast interests. **Buyer** is owned by William P. Eaton Jr. and wife, Marilyn (50% each). William Eaton is former vice president of operations at LIN Broadcasting, New York, and has no other broadcast interests. WCRS is on 1450 khz with 1 kw day and 250 w night. WSCZ is on 96.7 mhz with 1.6 kw and antenna 390 feet above average terrain.

## WARK(AM)-WWCS(FM) Hagerstown, Md.

□ Sold by Rau Radio Stations Inc. to Manning Broadcasting Inc. for \$730,000. **Seller** is Washington-based group owner of five AM's and five FM's owned by Robin Rau Henry, president, and Rau family. **Buyer** is owned by Fred W. Manning and wife, Margaret A. (70% jointly), and son, Eugene J. Manning (30%). Fred Manning owns Jim Thorpe, Pa., fur processing company and 20% of WICK(AM) Scranton, Pa. Eugene Manning is former Harrisburg, Pa., Associated Press broadcast executive. WARK is on 1490 khz with 1 kw day and 250 w night. WWCS is on 106.9 mhz with 13.5 kw and antenna 840 feet above average terrain.

## WKXA-AM-FM Brunswick, Me.

□ Sold by Amcom Corp. to Clipper Communications Inc. for \$575,000 plus \$125,000 for noncompete agreement. **Seller** is owned by Robert Papper, who bought stations in 1974 for \$280,000 and has no other broadcast interests. **Buyer** is subsidiary of Windward Inc., which is owned by Laurel Group Ltd. (80%), and Donald Scott and David Kaufman (10% each). Laurel Group is owned equally by John A. Robertshaw Jr. and John D. Reese. They all also own WGMR(AM)-WTOS(FM) Skowegan, Me., which was bought in 1979 for \$650,000 (BROADCASTING, Dec. 10, 1979) and WCNS(AM) Latrobe, Pa., which was bought in 1978 for \$110,000 (BROADCASTING, Nov. 27, 1978). WKXA is 1 kw daytimer on 900 khz. WKXA-FM is on 98.9 mhz with 80 kw and antenna 2,420 feet above average terrain.

## KTNT(AM) Tacoma, Wash.

□ Sold by Tribune Publishing Co. to Positive Broadcasting Inc. for \$522,500. **Seller** is owned by family of late Eric Baker Ward, who also own co-located KNBQ(FM). **Buyer** is principally owned by Larry Dennis and Donald Atkinson. Dennis conducts sales management training programs based in Portland, Ore. Atkinson is salesman at KQWZ(AM) Everett, Wash. Neither has other broadcast interests. KTNT is on 1400 khz with 1 kw day and 250 w night.

## Other approved station sales include:

WBIS(AM) Bristol, Conn.; WCCD(AM) Athens, Ga.; WWCC(AM) Bremen, Ga.; WJJC(AM) Commerce, Ga.; WXGR(AM) Bay St. Louis, Miss.; KTRX(FM) Tarkio-Rock Port, Mo.; WIEZ(FM) Oneonta, N.Y.; WPET(AM) Greensboro, N.C.; WSYX-FM London, Ohio; and WVRG(AM) Spencer, W. Va. (see "For the Record," page 94).

## Critics see ray of hope in new season

**Sampling of newspaper reviewers turns up opinions that new shows may be little brighter than in past**

Among the nation's professional television watchers—the program critics of major American newspapers—there appears to be general agreement that the new season series are at least as good, over all, as those introduced during the last several years, and probably a little better.

"I've seen most of everything and my opinion of the new season is getting a little better," *Los Angeles Times* critic Howard Rosenberg told BROADCASTING last week. "Over all, I'd say it's better than most seasons, and several of the new shows are pretty good."

Mike Duffy, a critic for the *Detroit Free Press*, gives the new season "a slight edge" in quality over the last several seasons, if for no other reason than "the bad shows aren't as horrible as some of the really rotten shows we've seen in the past. Even so, I think a maximum of six of the new shows have any potential at all."

Columnist Bill Collins of the *Philadelphia Inquirer* characterizes the season as "lightweight," consisting "almost entirely of sitcoms and escapist shows. They're not going to make anybody's head hurt this year." Although he has yet to review all of the new product, Collins feels "the strength of the season may be in the specials and mini-series" that are planned. "That seems to be where they are putting whatever intellectual might they have."

At the *Los Angeles Herald Examiner*, critic Frank Torrez agrees that "it's business as usual for about 70% of the new shows. About 30% of them are different, which is not to say that they are any good, just that they are different." Because the networks are being a little more creative with their premises this season, Torrez ranks it "more interesting than we've seen in the past three or four years. It's not as monotonous—not as typical, you might say—as in previous years."

Clark Secrest of the *Denver Post* reflected the opinion of many critics when he recently wrote that "there can be no question that the anti-sex and anti-violence factions have influenced what you'll be seeing this season. Bouncy-wouncy girls and implied sex have all but disappeared in this season's new offerings, and the old standby comedy reigns supreme—along with escapist adventure and the mucho macho male, successfully pioneered by Tom Selleck and his successful *Magnum P.I.* series [CBS]."

Torrez believes the "macho" trend began last fall, partly spurred by the conservative mood in Washington and the growing public concern about crime. "They're reviving the Western without the horses." The trend is away from sociological explanations of criminal behavior: "The audience wants the male hero to slug the bad guy now." He sees this shift in attitude as one reason the socially-conscious, Norman Lear-type comedies have almost completely disappeared from the screen.

Detroit's Duffy is disappointed by the networks' reliance on tried-and-true formulas, labeling it "boring and derivative. It's sort of mind-boggling that they keep coming up with the same junk year after year." Although he finds a few of the shows look as if they were made "by a computer," Duffy singles out a few exceptions that makes the season "a little better than most."

"I notice they're putting a lot of money into production this season. Many of the shows look very slick—but there's no heart or soul or spirit to them."

In Philadelphia, Bill Collins sees a "continuing decline in good writing as a main source of aggravation... The thing they seem to be shortest on are good premises, good ideas."

The following are excerpts from various reviews of some new season offerings.

### Bring 'Em Back Alive (CBS)

It is not gloriously terrible or gloriously goofy as were the low-budget Saturday afternoon serials this show means to echo. *Bring 'Em Back Alive* is classic pulp; it's not the real thing.—Steve Reddicliffe, *Dallas Times-Herald*.

There is no suspense... Worst of all, there's no fun in *Alive*. If something is bad, it is obliged to be at least enjoyably bad. Instead, this is corn without camp, a cheek looking for a tongue, a spoof... that deserves to be the spoofee.—Howard Rosenberg, *Los Angeles Times*.

Engaging, if slightly flawed.—Frank Torrez, *Los Angeles Herald Examiner*.

Bruce Boxleitner plays romantic big-game hunter Frank Buck in this slickly produced but ultimately disappointing adventure series. It strains much too hard to be an affectionate parody of everything from *Ramar of the Jungle* to "Raiders of the Lost Ark."—Mike Duffy, *Detroit Free Press*.

### Cheers (NBC)

The best new program of the fall... sports the same big-city atmosphere that NBC seems to be shooting for on many of its programs these days.—Gary Deeb, *Chicago Sun-Times*.



NBC's *Cheers*

*Cheers* is outstanding. A wonderful, warm robust comedy... It reminds me of the shows we saw during the golden age of sitcoms. It has style, intelligence and humor.—Howard Rosenberg, *Los Angeles Times*.

It isn't the funniest sitcom in history, as the network would have you believe, but it's OK.—Clark Secrest, *Denver Post*.

**Sold out in Cannes.** Vidcom '82, this year's International Videocommunications Market in Cannes, France, takes over the new Palais des Festivals beginning this week (Oct. 15-19). Although there's now about 150,000 square feet of exhibit space—two and a half times that of last year's site, the old Palais—organizers are reporting that all space has been taken.

More than 7,000 participants are expected at the eighth annual Vidcom, with more than 325 exhibiting companies. Most exhibitors come from the programming side, mostly home video vendors but also cable software suppliers and others. Exhibitors also will be offering hardware, support services such as duplication, and information services such as videotext, teletext and data banks.

About 100 U.S. companies are expected to be represented in the Palais on both the buying and selling front. Among the U.S. exhibitors are ABC Video Enterprises, Ampex, Atari, CBS-Fox Video International, Metromedia, MGM/UA, Telepictures, Warner Home Video and Worldvision Enterprises. Other "participants" range from Home Box Office and Walt Disney Productions to Viacom Enterprises and Lorimar Distribution.

This show is crafted with care and loving affection by the creators of *Taxi*. The real charm of this series is in its exceptional writing and fine ensemble acting.—*Mike Duffy, Detroit Free Press.*

### The Devlin Connection (NBC)

The fact that NBC's *The Devlin Connection* was even made and considered worthy to air is one of life's mysteries... This show is very, very bad, a real bozo.—*Howard Rosenberg, Los Angeles Times.*

### Family Ties (NBC)

The cast is pleasant enough. The rest depends on how cleverly Gary David Goldberg, the creator and producer of the series, can bring a sense of freshness to an overworked device.—*John J. O'Connor, New York Times.*

Despite its contemporary trappings, this is another one of those sitcoms in which the father is dumber than his children. Producer Gary David Goldberg will have to come up with some fine writing to make *Family Ties* an intelligent show despite that tired old premise.—*Lee Winfrey, Philadelphia Inquirer.*

If handled properly, it could mark the beginning of a trend toward more mentally stimulating humor on that living-room tube. On the other hand, if the producers don't soften up some of the sledge hammer techniques of the opening episode, they could give socially relevant comedy a bad name.—*Gary Deeb, Chicago Sun-Times.*

For the most part a winner... a highly skilled cast.—*Rick DuBrow, Los Angeles Herald Examiner.*

### Filthy Rich (CBS)

Vulgar, lewd, rude and coarse—and those are its good points.—*Tom Shales, Washington Post.*

### Gloria (CBS)

Long-distance spinoff of *All in the Family* has Gloria Stivic (via Sally Struthers) and her son trying life alone after a divorce. With a good cast, including Burgess Meredith, and the opportunities to see how a familiar character has grown, the pilot episode is nonetheless limp and predictable.—*Mike Duffy, Detroit Free Press.*

This will be the hit of the new season.—*Clark Secrest, Denver Post.*

Mr. Meredith, a wily acting veteran, can make a little energy go an awfully long way. Miss Struthers is, as usual, a problem... When in doubt, she has a tendency to overact, resorting to Paul Lynde reaction bits, or, in two instances, vulgar Bronx cheers.—*John J. O'Connor, New York Times.*

(Aside from Struthers herself and the show's scheduling), *Gloria* has a third sig-

nificant strength. Pet owners in America number in the tens of millions. *Gloria's* dialogue includes tips about the care of dogs, cats and other beloved beasts. That alone should assure enough tune-ins to make Nielsen notice.—*Lee Winfrey, Philadelphia Inquirer.*

### It Takes Two (ABC)

What in the world are such two skilled performers as Richard Crenna and Patty Duke Astin doing in this lame half-hour? You keep expecting Rod Serling to come forward and announce that they're traveling through the wrong dimension... critical issues cannot always be reduced to one-liners, as they are here.—*Harold Rosenberg, Los Angeles Times.*

A hopeful show. It depicts a happily married man, wife and child, which we've moved away from seeing in the past few



CBS's *Gloria*

years.—*Mike Duffy, Detroit Free Press.*

### Knight Rider (NBC)

There's no hope with handsome dope David Hasselhoff wheeling and dealing in his computerized hot car. Very, very dumb. And any series that recalls *My Mother the Car*, as this one does, is in big trouble.—*Mike Duffy, Detroit Free Press.*

Features... a pretty-boy hero who stalks around numbly saying things like "I can't believe this." And who would bother trying to? Dull derring-do.—*Tom Shales, Washington Post.*

**Carson contract.** Talk show host Johnny Carson has signed a new long-term agreement with NBC-TV to continue as star of *Tonight*. Terms of the contract were not disclosed, but industry sources speculated the package will provide Carson with \$35 million over the next five years. NBC Chairman Grant Tinker said the network is "delighted" Carson will continue doing the show, which he has hosted since Oct. 1, 1962.

### Matt Houston (ABC)

This escapist potboiler series could have been a bright addition to nighttime TV, particularly with the smoothly attractive Lee Horsley in the lead. But Spelling & Co. are such slimy, manipulative jerks—and have pumped the program full of so much calculatedly flatulence—that the only possible reaction by a discerning viewer is one of revulsion.—*Gary Deeb, Chicago Sun-Times.*

This series is the latest lollipop from the giant candy factory of Aaron Spelling... Assuming America's sweet tooth has not developed an unseen cavity, this will probably go down as smoothly as the rest.—*Lee Winfrey, Philadelphia Inquirer.*

Tedious, broadly played bag of clichés.—*Steve Linan, Los Angeles Herald Examiner.*

Another colossal waster of time from producer Aaron Spelling.—*Steve Reddicliffe, Dallas Times-Herald.*

### Newhart (CBS)

I think it's a pretty funny comedy.—*Howard Rosenberg, Los Angeles Times.*

Bob's back, hooray for that. Genuinely funny in a Newhartian way.—*Steve Reddicliffe, Dallas Times-Herald.*

### The Powers of Matthew Star (NBC)

Mr. Barton, a former model..., is properly sensitive and heroic. But it is Mr. Gossett, always a fine actor, who brings a semblance of solidity to the general nonsense.—*John J. O'Connor, New York Times.*

The story line and the special effects are pitiful, and the doe-eyed innocence of Peter Barton in the title role will get on any adult's nerves after a few minutes... Strictly for very young boys and girls who aren't looking for a challenge.—*Gary Deeb, Chicago Sun-Times.*

Credibility is not at a premium in this hour show.—*Frank Torrez, Los Angeles Herald Examiner.*

... There are a lot of nasty out-of-space beings who don't want Matthew to grow up and reclaim his home planet. A pleasant, likable pursuit...—*Steve Reddicliffe, Dallas Times-Herald.*

### The Quest (ABC)

An interesting new fantasy.—*Clark Secrest, Denver Post.*

The tongue in cheek approach makes it most enjoyable.—*Frank Torrez, Los Angeles Herald Examiner.*

### Remington Steele (NBC)

Stale, musty, noxious mentality... *Remington Steele* is obnoxiously behind the times and anti-female.—*Howard*

Rosenberg, *Los Angeles Times*.

NBC appears to have snatched banality from the jaws of originality with *Remington Steele* ... A show that had novelty, sex appeal and a healthy revisionism going for it now appears wearily standard and stale ... —Tom Shales, *Washington Post*, in comparing premiere to pilot episode.

It's well written and well acted. Very classy. It outshines any of the other escapist shows. —Mike Duffy, *Detroit Free Press*.

#### Ripley's Believe It or Not (ABC)

I sort of like *Ripley's Believe It or Not* believe it or not.—Howard Rosenberg, *Los Angeles Times*.

... a *That's Incredible* smorgasbord of allegedly fascinating oddities including a visit to a Denmark bog where the remains of 2,000-year-old bodies have been found. This series can prepare to join them ... —Tom Shales, *Washington Post*.

#### St. Elsewhere (NBC)

Just as the cops on *Hill Street Blues* are portrayed as generally decent but occasionally cruel folks with human frailties, so are the nurses, doctors and administrators on *St. Elsewhere* depicted as the Good, the Bad and the Ugly of modern American medicine. Early segments of the series display much of the same gritty, intellectual appeal as *Hill Street*.—Gary Deeb, *Chicago Sun-Times*.

Produced by MTM, and therefore widely considered to be a medical *Hill Street* ... an unseen but still promising show, and the only new hour of serious drama to be introduced by any network for the fall.—Tom Shales, *Washington Post*.

"I like it. It has strong writing, good ensemble acting. It's a solid drama with dark humor, such as we've seen in *Hill St. Blues*.—Mike Duffy, *Detroit Free Press*.

#### Silver Spoons (NBC)

What gives *Silver Spoons* a shot are two things. Its stars and its basic situation. Underlying the skills of Joel Higgins and Ricky Schroder is the basic plot of *Silver Spoons*: a son's search for his father. That is a theme that has echoed through the world's literature for literally thousands of years.—Lee Winfrey, *Philadelphia Inquirer*.

*Silver Spoons* is immediately preceded by *Diff'rent Strokes*. The differences in concept and tactics are infinitesimal.—John J. O'Connor, *New York Times*.

Amazingly, six people are credited with writing the script of the premiere, a witless parody of stale situations and dialogue that could have been dashed off in the backseat of a limousine by a moderately intelligent

poodle. This program stinks. ...—Gary Deeb, *Chicago Sun-Times*.

One of the most charming half hours in recent memory.—Frank Torrez, *Los Angeles Herald Examiner*.

#### Seven Brides for Seven Brothers (CBS)

Family dramas are hard to do but *Seven Brides for Seven Brothers* has been attractively assembled. It's full of young folks who can sing and dance at the drop of fiddle bow and they just might sashay right into your heart.—Lee Winfrey, *Philadelphia Inquirer*.

Every once in a while, the family gets to roll around in the mud while trying to round up stray cows or entering assorted contests at the local fair. That is about as dirty, or interesting, as *Seven Brides for Seven Brothers* ever gets.—John J. O'Connor, *New York Times*.



ABC's *Gold Monkey*

The audience won't buy it.—Clark Secrest, *Denver Post*.

#### Square Pegs (CBS)

The best thing *Square Pegs* has going for it is its producer, Anne Beatts, who won two Emmy Awards as one of the original writers of *Saturday Night Live*. She has an alert ear for contemporary dialogue and a witty pen in transcription. No girl or woman who ever wished that the world would fall at her feet, even if it only slipped on a banana peel, will have any trouble sympathizing with her square pegs.—Lee Winfrey, *Philadelphia Inquirer*.

This may be the most pro-social TV program for young people since the early days of *Kids Are People Too*. The subtle, underlying message throughout the show is that your true beauty as a person can't be measured by your clothes or hair style or whether you wear glasses or braces. An inventive, clever and deeply satisfying program.—Gary Deeb, *Chicago Sun-Times*.

What it doesn't have is anything to laugh about. ... Still, because the girls are so appealing, I prefer to think of *Square Pegs* as a redeemable nerd, a show in a painful gawky stage. ... It has a lot of growing up

to do.—Howard Rosenberg, *Los Angeles Times*.

A surprisingly effective new comedy.—Clark Secrest, *Denver Post*.

A unique approach to looking at teenagers. ... It's a very—and I hate to use the word—"hip" show. It's a brightly written extremely funny show.—Mike Duffy, *Detroit Free Press*.

#### Tales of the Gold Monkey (ABC)

This special two-hour premiere never quite achieves the 'high-style' drama that ABC promises in one of its press releases. But the show does show an intriguing dash of promise as escapist action fodder. ... Mr. Collins does an exceptionally nimble job of capturing both the seedy adventurer and the romantic hero.—John J. O'Connor, *New York Times*.

Stephen Collins is a handsome and surprisingly likable actor. ... but whether this series lives up to the fun of the two-hour premiere depends entirely on the producers' ability to maintain those high standards. If they start cutting corners, it could easily degenerate into mindless, uninspired TV pap.—Gary Deeb, *Chicago Sun-Times*.

Leaves a lot to be desired.—Frank Torrez, *Los Angeles Herald Examiner*.

Much of this show obviously is meant as a lark, but it more closely resembles a 500-pound canary. It never takes off. ... If "Raiders" was a Harvey Wallbanger, *Gold Monkey* is Gatorade.—Steve Reddicliffe, *Dallas Times-Herald*.

*Bring 'Em Back Alive* on CBS has little to offer. *Tales of the Gold Monkey* has even less ... [It] doesn't seem to have a story worth telling ... a classic case of a TV drama without a plot. Or suspense. Or excitement. You get the feeling everyone was sloshed when they wrote this.—Howard Rosenberg, *Los Angeles Times*.

#### Tucker's Witch (CBS)

Not terrific ... I'm about to overdose on private eyes, especially ones as predictable as the pair in *Tucker's Witch*. ... The script lacks mystery, suspense, wit and interest as it pushes familiar buttons.—Howard Rosenberg, *Los Angeles Times*.

#### The Voyagers (NBC)

These tales ... are fairly cute, well produced and careful to mention correct dates and places, to the certain delight of history teachers everywhere ... —Tom Shales, *Washington Post*.

A regular dream machine that pushes my Walter Mitty button, a show in the tradition of H.G. Wells and the recent movie "Time Bandits." You can have some fun in this hour ... its nicely executed promise of time hopscotching backward through history—is so appealing ... Nice, very nice.—Howard Rosenberg, *Los Angeles Times*.

# Lear, Falwell at odds over TV program

**Moral Majority will ask stations for time to rebut documentary by People for the American Way**

Moral Majority founder Jerry Falwell and television producer Norman Lear are using television as a battlefield again. Lear's group, People for the American Way, has produced a 30-minute documentary that examines the Moral Majority and other fundamentalist groups. The program aired last Thursday on WPHL-TV Philadelphia at 10 p.m. and is scheduled for broadcast on five other stations—KTTV Los Angeles, Oct. 22, 8:30 p.m.; WNEW-TV New York, Oct. 24, 9 p.m.; WTTG Washington, Oct. 30, 11 p.m.; WCVB-TV Boston, Oct. 31, 6:30 p.m., and WTBS Atlanta, tentatively Nov. 5, 10 p.m.

Falwell plans on asking those stations for time to air a response. According to Moral Majority vice president Cal Thomas the program is "full of lies and



Lancaster

distortions." He said, "We are not going to ask them not to run the program; we just want access."

Thomas said the group has already prepared a 15-minute film that can be used to respond to Lear's program. It will be expanded to 30 minutes. "It will address what we are really about. We will deal with the issues, not personalities like Norman Lear does," Thomas noted.

Thomas said the group may not necessarily ask for equal time under the fairness doctrine but instead will ask out of fairness for a right to reply.



Falwell

He charged Lear with "launching a campaign of antireligious bigotry." What Lear is doing is similar to what Hitler did to the Jewish people in Germany, Thomas said.

The Moral Majority is willing to purchase the same amount of time that PAW did, if they made a purchase, he said. PAW spokesman Sue Vogelsinger said the group did buy the time from all the stations. Vogelsinger also noted that PAW showed the program to a number of lawyers, who said the fairness doctrine would not apply.

Vogelsinger pointed out that the Moral Majority has requested equal time before under the fairness doctrine to respond to PAW's public service announcements. Those requests, she added, were rejected by the FCC.

According to PAW, the film "is designed to show both sides of the debate—to encourage a climate of human awareness that is desperately needed if the United States is to continually progress as a strong, dynamic and free nation."

Actor Burt Lancaster, who narrates the film, opens it by saying: "I'm Burt Lancaster, and if you're as shocked as I am, that some ministers have rewritten the Christian pledge to suggest that liberty is only for those who believe their way, then, please, stay with me for an extraordinary program."

"You'll see that we, as a nation, are besieged today by a powerful, wealthy movement, with one dangerous goal: to mix religion with partisan politics, so they can force, I mean force, their narrow doctrine on all of us."

The film also takes a look at the Moral Majority's use of television. "What is new and frightening is the technology," Lancaster says. "From their satellites and computers they broadcast intolerance to tens of millions of homes every week. For the first time they have the skill and the big money to accomplish their goals, unless the real majority of citizens like you and me act now."

*I Love Liberty*, a program produced by PAW that aired last February, drew sharp criticism from Falwell (BROADCASTING, March 1). The four-hour program aired as a prime time television special on ABC-TV.

Falwell had asked for permission to appear with his Liberty Baptist College Choir on the special, but was turned down. □

## Shopping via cable

**'Access' and 'The Winning Shopper' offer viewers chance to order products from screen**

In August, the Direct Marketing Group Inc., New York, introduced Access, a mail-order catalogue featuring 246 products integrated into a story line. On Oct. 10 DMG carried that concept a step further when it was to introduce *Access to Shop the World*, a direct shopping program for the 75,000 subscribers of Group W Cable's system in Manhattan.

The latter, a 30-minute program featuring products from the catalogue, provides an opportunity on cable where "the success of catalogues can be translated into motion," according to Edward Kessler, creator and executive producer. "I believe it represents a totally new form of programming, this is a glimpse of narrowcast programming," he said.

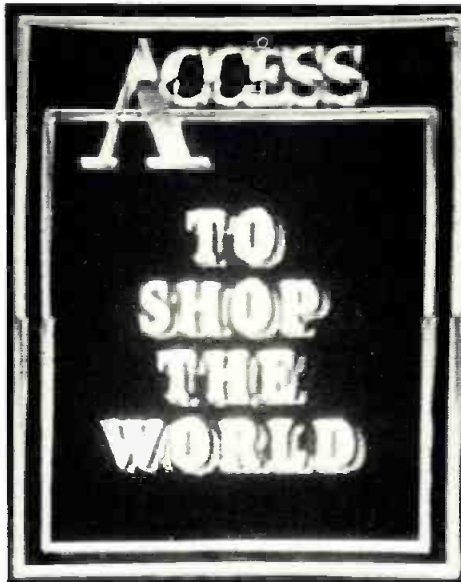
Targeted specifically to "middle to upscale income" women, the show combines "more information about the products" with short-form direct sell. French lingerie, silver jewelry and office furniture are shown in life style situations. Following these four-to six-minute segments, the viewer is told in a 30-90 second spot how much the product costs and given a toll free number and address in order to send for it.

In addition to Group W, six other MSO's—Cox Cable, Viacom, Times Mirror, Televents, New York Times Cable and TKR, a joint venture of TeleCommunications Inc. and Knight-Ridder—have agreed to carry the service on about a dozen systems beginning Nov. 1, to bring

Access's total audience to about 600,000.

On another front, Metromedia, in a joint venture with Comp-U-Card of America, announced in a full-page ad in the *New York Times*, Oct. 6, its new cable shopping program, *The Winning Shopper*, to be broadcast on the Christian Broadcasting Network beginning Jan. 8.

The program is billed as a "live cable TV program in which buying and shopping are the entertainment... [and] viewers can win hundreds of prizes daily... get special spectacular buys... free offers... money-savings tips... and useful consumer information..." □



The Direct Marketing Group's Mail-order Access

# PBS announces plan to develop programs with Columbia Pictures

**Project still in preliminary stage; no specifics announced by PBS's Grossman**

Public Broadcasting Service President Lawrence Grossman announced last week that PBS has struck a deal with Columbia Pictures to develop a joint programming venture. Grossman announced the deal at a PBS executive committee meeting and said it would be a development effort focusing on educational and other types of television programming.

While Grossman would not comment on specific projects, or on the financial commitment Columbia Pictures has made, knowledgeable sources say programming will be developed for a variety of television services, including pay-cable, followed by subsequent release of programs on public TV.

The venture is part of PBS's efforts to develop new revenue sources, such as its proposal to establish a cable service, which it has been exploring during the past year.

Grossman would not say what roles PBS and Columbia will play. He noted that the plan is in the preliminary stage and that both groups will put "a great degree of energy and effort into the venture." He said the next year would be spent exploring the venture's potential.

The PBS executive committee also heard from members of the newly formed PBS Task Force on Future Services, who outlined goals for the group.

According to PBS senior vice president, program support group, and liaison for the task force, Peter Downey, the group's mission is to look ahead into the coming decade to determine future services that should be offered by public broadcasting.

Downey reported that the group will examine "how best PBS can serve the American public." He said the task force will not determine the service's technological mission or address the specific structural makeup of PBS or its funding.

The task force comprises PBS board members and representatives from the National Association of Public Television Stations.

It plans to send questionnaires to PBS board members and ask them their view on PBS's mission during the next seven years. After that, Downey said, the task force will study the material and report back at the full board meeting Feb. 10, 1983. A final report will be presented at the annual meeting next year.

The executive committee was also informed of a \$4.3 million increase in PBS working capital for fiscal 1983 due to a surplus in last year's budget. PBS officials had announced at the annual meeting last June that there would be a \$2 million surplus. However, an auditors' report revealed a larger surplus. □

## Monitor

**Daytime news.** Hearst-ABC Video's Daytime cable service has laid off seven programming employees—but only, spokesman said, because production cycle for which they were hired has been completed. Spokesman insisted layoffs do not signify retrenchment. In different area, officials said transition in operation of ARTS cultural service from ABC Video Services to ARTS's owner, Hearst-ABC Video, continues and should be completed by early 1983. ARTS's affiliate relations, marketing, sales, advertising and promotion functions already have moved over, but its programming and scheduling still remain with ABC Video. ABC Video spokeswoman said Mary Anne Tighe, whose work has included programming for ARTS, will continue as ABC Video vice president for program development. Mary Alice Dwyer is programming vice president for Hearst-ABC. □

**'Simon' says stay.** Philip DeGuere, executive producer of *Simon & Simon*, detective drama airing on CBS-TV, has given in to pressure from city of San Diego and its residents and decided to keep city as setting for series. DeGuere announced last August series would leave city, which he described as "not perceived as 'sexy' in terms of attracting television viewers nationally." DeGuere said CBS had change of heart after receiving estimated 10,000 protest letters and pressure from local chamber of commerce, which feared loss of national exposure. Proposed new locale would have been unspecified coastal city in California. DeGuere cited improvement in ratings as one factor leading to turnabout. □

**Filing suit.** Talent Registry International Inc. and its president, George Goldberg, filed \$265-million lawsuit Sept. 14 in Los Angeles Superior Court against CBS Television Network and its Los Angeles station, KNXT(TV), claiming damages resulting from allegations contained in CBS News documentary, *So You Want to be a Star and Make Movies*, broadcast last February. Complaint seeks \$50 million compensation for lost reputation and business and \$100 million in punitive damages.

## Seminar examines ways to keep rock radio alive

Rock radio is not dying but expanding, according to four leading program consultants in that format who gathered for a panel discussion at the annual CBS-FM sales seminar in New York. At another session, financial analyst David J. Londoner, of Wertheim & Co., told participants their medium should hold fairly steady in the face of massive changes in the video entertainment industry, although Warner Amex Satellite Entertainment Co.'s Music Television might represent a serious threat to rock music on the radio.

Participating in the rock panel were Bob Hattrick, Bob Hattrick Communications, St. Louis; John Sebastian, Sebastian,

Casey & Associates, Phoenix; Lee Abrams, Burkhart/Abrams/Michaels/Douglas & Associates, Atlanta, and Jeff Pollack, Jeff Pollack Communications, Pacific Palisades, Calif.

Too many rock stations are reacting to the success of competitors using the "hot hits" format by tightening their music selection to appeal to their core 18-to-24-year-old audience, said Hattrick, and in doing so, are driving away other important segments of their audience, most notably, female listeners. Tightening back "was fine before psychographic research," he said, but today it is "nonsense to rely on that core," when call-out research can be used to find out who a station's heavy



**Perspectives on AOR.** Four leading rock program consultants who shared opinions at the annual CBS-FM sales seminar were (l to r): Bob Hattrick, Bob Hattrick Communications, St. Louis; John Sebastian, Sebastian, Casey & Associates, Phoenix; Eli Kaufman, CBS-FM National Sales, New York; Lee Abrams, Burkhart/Abrams/Michaels/Douglas & Associates, Atlanta, and Jeff Pollack, Jeff Pollack Communications, Pacific Palisades, Calif.

users are. "They are not necessarily defined by age," he said.

Hattrick and Pollack agreed that the success of hot hits will probably be fleeting. Once the novelty is gone, said Hattrick, "listeners will fly away to something else, as they have already begun to do."

Sebastian maintained that hot hits are "filling a void" for top 40 radio being "left open by default" in some markets but that it is a format with narrow appeal, primarily to pre- and early-teen-age female listeners with music preferences far different from those of most rock music fans. Because rock radio appeals to the aging 25-to-34-year-old baby boom generation as well as to younger listeners it is the "format of today and the future," he said.

Abrams said, however, that as rock radio's audience continues to expand, its older listeners who grew up listening to

rock music but are now between the ages of 25 to 34 are becoming alienated from today's rock radio, which still appeals primarily to a younger audience. If a rock station has no competitors, it should program "mainstream AOR," Abrams said, but if it is competing with several other rock outlets, there is a "golden opportunity" in programming to reach that older audience. Abrams said his "superstars II" format, launched a few weeks ago on KFOG(FM) San Francisco, is targeting that audience by playing, among other things, older records not being played by most AOR stations.

Londoner, who spoke of another emerging media trend, prefaced his remarks by saying most analysts have little real understanding of the entertainment industry. He predicted that the revenue stream to Hollywood's motion picture production

companies would nearly double once impulse pay-per-view programming is widely offered on cable systems. Impulse pay-per-view, which will free viewers from having to commit to a pay-per-view offering, weeks in advance, will send to Hollywood a "\$10 billion revenue stream that wasn't there before," he said. Today, Americans spend about \$3 billion at the movies and about \$3.5 billion on records annually.

Music Television could capture much of rock radio's younger audience and could threaten rock radio's advertiser base, said Londoner, but as a whole, cable TV will be supported by its viewers rather than advertisers. Cable advertising revenues will "grow rapidly," he said, but they will remain "a drop in the bucket" compared to those of network TV and eventually are likely to amount to only about 2% of total advertising revenues. □

## Information Age

### Beyond the Fifth Estate

## RCC compromises urged

### **Fogarty tells Telocator Network convention that competing applicants for nonwireline franchise should pool their resources**

To hasten their entry into the cellular radio market, radio common carriers with competing applications for nonwireline cellular radio franchises should combine in joint ventures or other agreements, FCC Commissioner Joseph Fogarty said last week.

In a keynote speech to the RCC's attending the Telocator Network of America's annual convention in Washington, Fogarty noted that only through such agreements would the RCC's be able to avoid comparative hearings and eliminate any headstart the telephone company cellular applicants might have over them. "The wireline carriers—your competitors—have heeded this advice and have reached settlements in 18 of the top 30 markets," he said. "I strongly suggest that you in the nonwireline industry do the same," he said. "Nothing would give me greater pleasure than giving a headstart to a consortium of RCC's that has settled in a market where the wireline carriers are still fighting among themselves," Fogarty said.

Fogarty also noted that the commission would "welcome gladly" partial settlements, which would reduce the number of mutually exclusive applicants in the commission's hearing designation orders. While those partial settlements won't net the RCC's preferences in a hearing, the participating RCC's would be able to stress in a hearing whatever benefits were promised the public by their merged applications, Fogarty said. "We at the commission are doing our part. We are counting on you to do yours," he said. "Your best interests—the larger public interest in receiving cellular service, will be best served by settlements. So settle."

Fogarty noted that Milwaukee and Indianapolis were the only two markets where complete settlements had been announced on the nonwireline side. He also announced that the commission had delegated authority to the Common Carrier Bureau to act on pending cellular applications, including the authority to issue construction permits in those markets where there aren't mutual ex-

clusivities. He said the commission expected to grant or designate for hearing all of the applications for the top 30 cellular markets by the end of the year.

In a panel presentation, Commissioner Anne Jones debated the wisdom of Fogarty's advice, and the wisdom of parts of the commission's order authorizing cellular. Jones, for example, said that the "set aside," which allocates half of the cellular spectrum to telephone companies, was of questionable legality, and noted that the order had been appealed. If the Court of Appeals in Washington doesn't uphold the commission's cellular order, "introduction of cellular service would be held up for many months, or many years," Jones said.

Jones also said she thought the commission might be "twisting" antitrust laws in encouraging cellular applicants to form agreements, all because its comparative hearing mechanism isn't working very well. "I'd want to talk long and hard to my counsel before I got into this," Jones said.

While a pending proposal to permit FM broadcasters to use their subcarriers to offer paging services seemed to irritate a number of the RCC's in attendance, the commissioners gave them little reason to believe that proposal wouldn't become a reality. "It's a time of open entry," Jones said. Commissioner Mimi Dawson said it would be "irresponsible" of the commission not to authorize new services that benefit the public. Nonetheless, Dawson said, if the commission authorized FM broadcasters to offer paging, the FCC should take steps to insure that broadcasters were playing by the same regulatory ground rules that RCC's were.

In a separate presentation, Gary Epstein, Common Carrier Bureau chief, outlined several areas of concern for the bureau in the future. Because it was possible that "virtually" all two-way radio communications in urban areas would be taking place over cellular systems in 10 years, "for planning purposes we would have to consider whether more of the land mobile spectrum should be allocated for cellular and less for conventional two-way systems," Epstein said.

Also, Epstein said, because new technological developments, such as digital modulation and speech compression techniques, promise to make use of channels much more efficient, "our regulatory policy must provide incentives for developing new technology and must not impose barriers to [their] implementation." □

## Farmtext set for November launch

### Agricultural publisher will market data information network to farmers, ranchers

AgriData Resources, Milwaukee, has completed its test of a data business information service for farmers and ranchers and announced plans to market the service beginning Nov. 15.

AgriStar, as the service will be known, will be a two-way, interactive videotext service to keep the agricultural community abreast of the latest business, financial, marketing, commodity, weather and news information.

Richard Weening, chief executive officer of AgriData, said AgriStar "can deliver to the farmer the technology... the information and the insight to use the information for business survival, if not for substantial profits." "Knowledge is power—and today no one needs power more than the American farmer."

Among agreements AgriData has lined up are one with Radio Shack/Tandy Corp. to distribute computer terminals and one with Commodity News Service to supply AgriStar with news and information.

In addition to CNS, AgriData says several ag-industry publishers, meteorological services, commodity brokerage houses, selected agricultural corporations, associations and colleges, and economists and analysts will provide information for the service. The system's AgriScan will contain more than 10,000 pages of continuously updated material.

Subscribers will access the data via telephone lines from the system's center in Milwaukee. Electronic mail, StarGram, will also be available with the service.

AgriData estimates the average cost per month per subscriber will be less than \$100. Leasing of equipment is available through AgriData.

The company had supplied the First Bank System of Fargo, N.D., the data bank for a test in its area (BROADCASTING, Sept. 20). AgriData has been conducting its own nationwide test service among 130 farmers. Their comments on the system, says AgriData, will be used in improving the service for November's



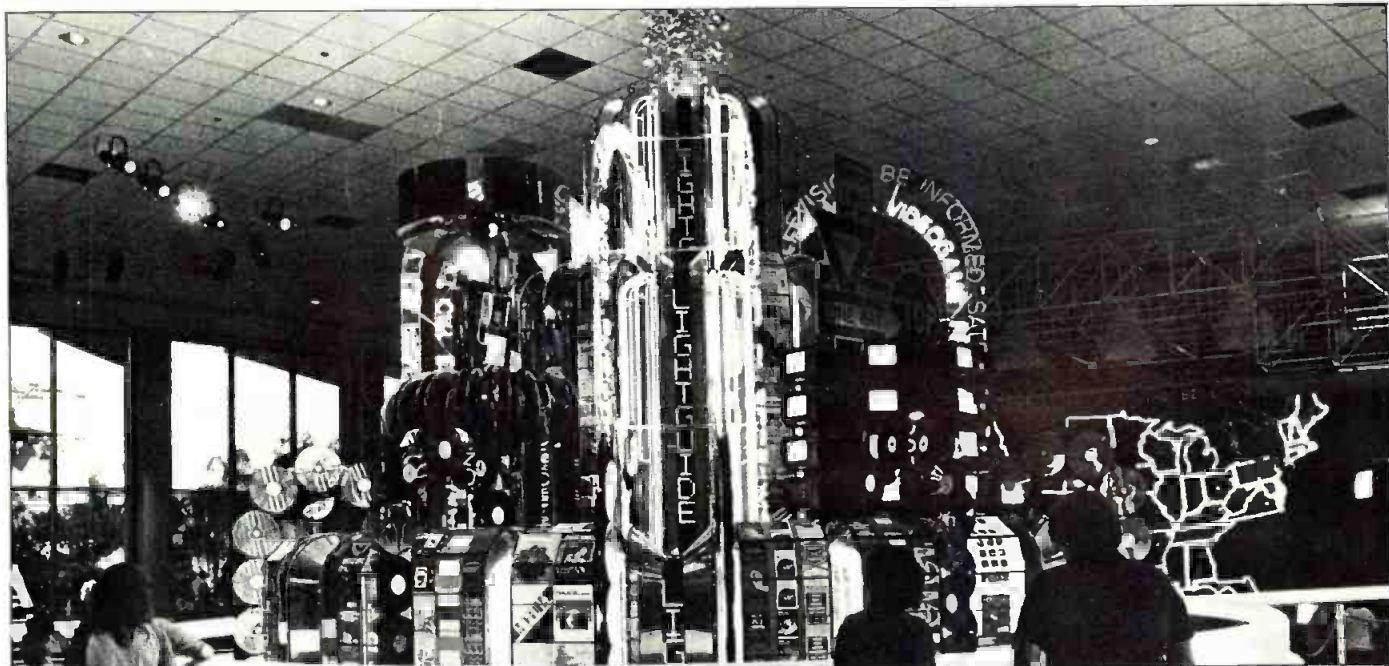
AgriStar

launch. AgriStar expects 1,000 commercial users to be on line then, giving it a larger test market before its planned full market launch in January.

AgriData is claiming a number of firsts for the service: first national business service aimed at farmers, first with a national distribution/sales agreement through Tandy, first without telephone user charges.

AgriData publishes *Farm Futures* and a number of other smaller farm publications. Its subscriber/client lists numbers 225,000. AgriData is a wholly owned subsidiary of Raintree Publishers. □

# FUTURECOM



Bell's Epcot Center extravaganza

## Electronic mail vs. post office

**That looks to be the battle shaping up with new technologies**

One of the new technologies emerging in the information age may eventually put a major government agency out of business. The technology is electronic mail and electronic fund transfer, and the agency, the United States Postal Service, doesn't plan to go down without a fight.

In fact, the possibility of the USPS joining the fray was verbalized by Senator Ted Stevens (R-Alaska) in remarks on an Office of Technology Assessment report on what electronic mail will do to the post office.

The report speculates that the volume of conventional mail will peak in the 1990's and fall below today's levels as private electronic mail competitors flourish. Stevens, warning that the result could be higher postage rates and/or reduction in services, said "electronic mail service offers what I believe is the best opportunity to increase income which can be used for general operating expenses of the Postal Service."

The OTA report notes, though, it is not known how fast the new services will develop; it's believed that two-thirds of future mail could be delivered electronically.

OTA pointed out that since USPS has a "nationwide physical delivery structure" any plans for "large-scale generation II electronic message service depends upon USPS participation for hard copy delivery."

USPS, the report notes, is already involved in an electronic mail service through E-COM, a USPS service in which the post office converts electronic messages to hard copy and then delivers them.

But, OTA notes, many private companies about to enter or already involved in the electronic mail business will be concerned about a government agency entering the open competitive market, raising questions on rate settings and possible cross-subsidies. One solution may be the route Comsat has taken, a major international satellite carrier whose marketplace application for a direct broadcast satellite system has received FCC approval.

The OTA report urges Congress to take up the USPS/electronic mail issue, clarifying and redefining regulatory boundaries. Among other issues, OTA recommends examining joint technical and market tests between the public and private sector, and use by USPS of electronic mail for rural delivery and between other government agencies. □

## Long-distance fallout

**GTE buy into Southern Pacific brings call by competition for examination of deal**

GTE Corp. wants to expand its already sizable share of the telecommunications turf. But the company's Oct. 1 announcement of a planned \$750-million purchase of part of Southern Pacific Co. has touched off protests from the competition and the promise of close scrutiny from the government.

GTE, a Stamford, Conn.-based communications products manufacturer, is also the second largest independent local telephone system operator, and the purchase from Southern Pacific would include SP's Sprint, the discount long-distance phone service. It would enhance GTE's position against American Telephone & Telegraph and smaller communications firms in telephone service.

MCI Communications, Sprint's most formidable competitor aside from AT&T, already has contended that the acquisition would give GTE an unfair advantage over MCI in marketing long-distance service in areas in which GTE operates. MCI Chairman William G. McGowan said his company would urge the Justice Department and the FCC to reject the purchase agreement.

The Justice Department has expressed concern about vertical integration (of both local and long-distance phone service in one company), a key factor in the Justice Department's suit to break up the Bell System. Assistant Attorney General William F. Baxter called it a worrisome situation and said Justice would look at the GTE proposal "very carefully."

However, GTE Chairman Theodore F. Brophy said GTE's entry into long distance would increase competition and offer the public improved quality and attractively priced service.

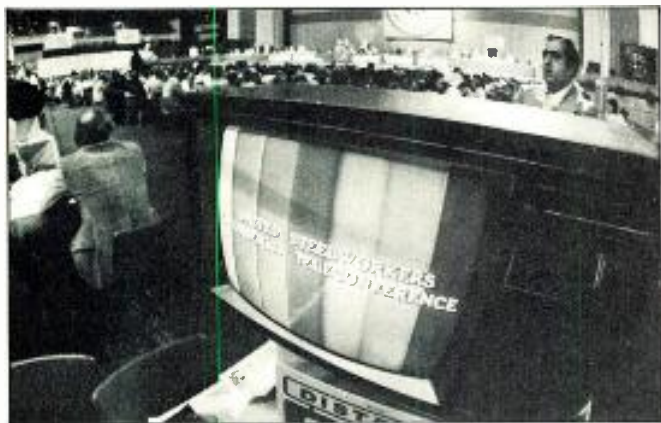
Less in the public limelight is the part of the proposed GTE buy involving SP Spacenet operations. SP earlier had received FCC permission to launch two satellites with the equivalent of 36 transponders each—Spacenet I in February 1984 and Spacenet II in August of that year. At the Satcom '82 conference this year, C. Gus Grant, vice chairman of Southern Pacific Communications, said the company had asked the FCC to launch Spacenet III and construct a fourth satellite as a spare. □

## British teletext invasion

British Videotext and Teletext, the marketing and promotional arm for the British videotext and teletext industry, announced last week a new marketing campaign aimed at the American television industry and promoting the British teletext system. BVT's Bill Shrimpton said that the campaign involved a mailing of literature on the whys and wherefores of teletext (specifically British teletext) to executives and engineers of the major group owners as well as to most of the more than 1,000 television stations across the country. Some advertisements will be bought in national trade publications, he said. The mailing will also contain a buyer's guide to teletext equipment.

Teletext is an advertiser-supported service. In the United Kingdom there are currently about 500,000 TV households equipped with teletext decoders. Advertising revenues for 1982 are expected to range between \$1.75 and \$3.50 per decoder or a total of between \$875,000 and \$1.75 million. By 1985, BVT officials expect that revenues will amount to almost \$9 per decoder with "several million" decoders in the U.K. market by then.

Depending on the degree of sophistication of the teletext service that a top-10-market broadcaster chooses to provide, he can expect to pay between \$20,000 and \$250,000 in start-up costs using the British system. However, the FCC has yet to decide on a set of standards, if any, to be applied to the U.S. market. Until it takes final action, teletext service can only be launched on an experimental basis. □



**Steel and satellite.** The United Steelworkers of America said satellite technology used at its annual convention in Atlantic City, N.Y., to beam a two-hour teleconference to nearly 8,000 unemployed USWA workers in 18 union halls across the country was "most successful." A one-hour press conference followed the one-way video, two-way audio teleconference, in which reporters at the union hall sites called in questions to Atlantic City. Several cable systems in steel towns picked up the feed off Westar IV and distributed parts or all of the proceedings to subscribers.

legislation exempt from exclusivity rule for life of program contract. Network nonduplication rules in effect at FCC on Oct. 1, 1981, would be codified. Compulsory license fee system now in effect is retained.

■ Bill would also authorize FCC to order deletion of network programming on station located more than 55 miles from cable system's headend if it duplicates that of local station that is in market with 35,000 or fewer households (BROADCASTING, Sept. 27).

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**Cable deregulation.** FCC on July 24, 1980, lifted its rules on distant signals and syndicated exclusivity—last regulations cable industry considered seriously restrictive. In doing so, agency also turned down concept of retransmission consent, which broadcasters had been pushing as means of righting what they see as marketplace inequity. Malrite Broadcasting, backed by large contingent of broadcasters, went to U.S. Court of Appeals in New York seeking to block action (BROADCASTING, July 28, 1980). But court affirmed FCC's order (BROADCASTING, June 22, 1981). National Association of Broadcasters and National Football League have appealed to Supreme Court. In another development, Ted Turner has asked commission to repeal "must-carry" rules for local stations (BROADCASTING, Oct. 20, 1980). Senate Commerce Committee adopted controversial cable bill (BROADCASTING, July 26) that would set national guidelines on extent of regulation cities and states may impose on cable TV. Measure, S. 2172, is expected to go to floor before Senate adjourns this year but will face stiff opposition from National League of Cities. No action on bill is planned in House. NLC is ardently opposed to bill which moves primary jurisdiction over cable regulation from cities and states to FCC. It would require cities to renew franchises of operators that have fulfilled terms of their previous contracts and would prohibit cities from regulating rates of any cable services except public access channels and retransmitted broadcast signals and from collecting franchise fees in amounts greater than those set by FCC. Additionally it would bar cities from controlling nature of services provided by cable system except on public access channels; cable operators with 20 channels or more would have to set aside 20% of their channel capacity not subject to "must-carry" rules or any other FCC requirement for public and leased channel access. Under S. 2172, ownership of cable systems could not be regulated. However, FCC could establish reciprocity rules to restrict acquisitions by companies from countries that limit foreign ownership of their own systems.

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**Canadian border problems.** White House has asked Congress for legislation mirroring Canadian tax law that denies tax deduction for Canadian advertising placed on American stations that reach Canadian audiences. Message to Congress states that if mirror legislation does not succeed in persuading Canada to modify or repeal tax law aimed at foreign stations, further retaliation will be taken.

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**Children's television.** FCC's formal rulemaking on children's television, with wide range of options including imposition of mandatory program requirements to alleviate what FCC children's task force saw as insufficient volume of children's instructional and educational pro-

graming on commercial television (BROADCASTING, Dec. 24, 1979) is not priority item for commission. Chairman Mark Fowler has frequently maintained that FCC won't involve itself with program content regulation. And although Larry Harris, Broadcast Bureau chief, has stated that commission hopes broadcasters will pay attention to children's programming, "we will not get into content regulation," he said (BROADCASTING, March 29). Action for Children's Television in May filed suit in federal court against commission and seven commissioners for "failing and refusing to take final action in the commission's 12-year-old children's television proceeding" (BROADCASTING, May 24).

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**Closed captioning.** After months of wavering, NBC-TV decided to stop paying for captioning of its programming by National Captioning Institute (BROADCASTING, Aug. 30). It said, however, that it would continue broadcasting closed captions, when provided by producers, advertisers and others. Since CBS-TV has refused from the start to cooperate with NCI in its line 21 captioning service, NBC-TV's action leaves ABC-TV and Public Broadcasting Service as only networks fully committed to it. Number of advertisers and syndicated programmers also pay to have their material captioned. NBC-TV, which had about five hours worth of programming captioned in each of past two seasons, cited sagging decoder sales for its decision. After more than two years since service began, only 60,000 homes are equipped with decoders necessary to receive captions. So far, PBS and ABC-TV have shown no indication that they might decrease their commitment to service. CBS's refusal to participate in service stems from its belief that closed captioning should be just one element of comprehensive teletext service.

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**Communications Act.** Congress passed bill to reduce size of FCC from seven members to five. Measure, which was part of larger budget reconciliation package, was introduced by Senator Harrison Schmitt (R-N.M.) and remained in bill during conference with House. President Reagan signed measure last month. Measure eliminates, as of June 30, 1983, two seats on FCC: those of Republican Commissioner Stephen Sharp whose term began last week, and Democratic Commissioner Joseph Fogarty, whose term expires in June 1983.

Congress also adopted omnibus communications bill (H.R. 3239) that includes new guidelines for use of lottery by FCC to choose among rival license applicants, permission for FCC to establish minimum performance standards for radio and TV set manufacturers to reduce interference from citizen band and other private radio operators and authorization of 1983 spending levels for National Telecommunications and Information Administration.

Also included in measure was S. 929 which would permit FCC to ease many of its regulations on amateur radio operators. Reagan also signed measure.

Included in S99-billion tax bill (H.R. 4961) passed by Congress and signed by President is measure requiring FCC to renew license of any VHF operator agreeing to move to now underserved area. WOR-TV New York is planning move to New Jersey to insure license renewal of station (BROADCASTING Sept. 6). Measure was originally introduced in Senate by Bill Bradley (D-N.J.).

While Senate passed (S. 898) permitting AT&T to compete, through unregulated subsidi-

aries, in enhanced services, forbidden by 1956 consent decree (BROADCASTING, Oct. 12, 1981), effort by House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.), to pass bill (H.R. 5158) that would have imposed tougher divestiture requirements was abandoned. Senate passed by unanimous consent, bill to abolish comparative renewal proceedings, codify FCC's radio deregulation order and direct FCC to encourage development of new, diverse and competitive services. Floor amendment to bill would permit FCC to collect annual license fees to cover cost of regulating most telecommunications services. Fees for broadcasters would range from \$150 for AM stations with low power to \$7,500 for commercial TV stations in top 20 markets. No action on bill is expected this year by House.

Measures that survived conference on budget reconciliation bill and became law: License terms lengthened from three to seven years for radio stations and from three to five years for TV stations. Authorization of up to \$130 million for Corporation for Public Broadcasting during each of fiscal years 1984, 1985 and 1986 and for funding for facilities planning, construction and upgrading at levels not to exceed \$20 million, \$15 million and \$12 million during FY 1982, 1983 and 1984. Experiment in institutional advertising by limited number of public stations and under FCC guidance. CPB's board of directors must be reduced by attrition from 15 members to 11 and membership must include one TV and one radio station representative.

Three major proposals for broadcast deregulation are pending in House, most sweeping of which, sponsored by Representative James Broyhill (R-N.C.), would eliminate all content regulation of broadcasting, including political broadcasting rules. Two-bill package (H.R. 5584-5585), which contains much of controversial legislative proposals submitted last year by FCC (BROADCASTING, Sept. 21, 28, 1981), would also codify FCC's deregulation of radio and extend it to TV, eliminate comparative renewals and end FCC's authority to revoke or suspend licenses, or impose sanctions for broadcast of lottery information, or obscenities. In provisions broadcasters are not expected to support, proposal would remove FCC's mandate to allocate frequencies in fair, efficient and equitable manner and would raise fines for violations of Communications Act from \$2,000 to \$100,000 (BROADCASTING, March 1).

Second major deregulation bill (H.R. 5242) would codify FCC's deregulation of radio and extend it to TV, eliminate comparative renewals and permit FCC to dismiss petitions to deny license renewals without receiving reply to petition from licensee. Bill replaces package introduced earlier by its author, Representative James Collins (R-Tex.), that would have added to package repeal of equal time and narrowing of fairness doctrine (BROADCASTING, Nov. 2, 1981). Collins withdrew those proposals after promise that he'd have more sponsors without provisions on political broadcasting rules (BROADCASTING, Dec. 21, 1981).

Third deregulation proposal (H.R. 5752) is sponsored by Representative Al Swift (D-Wash.) and would simply eliminate comparative renewals in favor of two-step process also contained in Senate bill (S. 1629).

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**Copyright Royalty Tribunal.** After operating without full complement for almost year, CRT found itself with fifth commissioner: Edward

Ray (BROADCASTING, March 29). Ray, 55, was appointed by President Reagan to fill term, which expired last month, vacated when Clarence James resigned last year (BROADCASTING, May 11, 1981). Ray was renominated by Reagan for seven-year term and officially confirmed by Senate Judiciary Committee Sept. 22. Tribunal has completed 1979 cable royalty fee distribution proceeding (BROADCASTING, Dec. 7, 1981) in which it issued formula to divide \$20.7 million paid in royalties by cable companies. Under formula, U.S. commercial TV will receive 4.5%; Canadian TV, .75%; program syndicators, 70%; sports claimants, 15%; National Public Radio, .25%; music performing rights societies, 4.25%; and Public Broadcasting Service, 5.25%. CRT completed final phase of proceeding (BROADCASTING, March 15), allocating funds among individual parties within categories that weren't able to agree among themselves on split. As result, of 70% awarded program syndicators, MPAA will receive 96.8%; Multimedia Program Productions Inc., 1.6%; National Association of Broadcasters, 0.8%; Spanish International Network, 0.7%; Mutual of Omaha, 0.1%. Christian Broadcasting Network, PTL Television Network and Old Time Gospel Hour received none. NAB had argued TV broadcasters deserved 5% of syndication award, contending broadcasters produced hundreds of hours of original programming and deserved share of royalties awarded for syndicated programs (BROADCASTING, Feb. 8). Tribunal, in response to petition from National Cable Television Association, is holding cable royalty rate adjustment proceeding to determine cable operators' copyright obligations in wake of FCC's dropping syndicated exclusivity and distant signal rules (BROADCASTING, June 21). Proceedings have been ongoing since June and final comments were filed last month (BROADCASTING, Sept. 13). Broadcasters, copyright holders, sports associations and motion picture industry filed comments backing arguments that CRT would raise royalty rates paid by cable TV systems that carry new distant television signals. NCTA, however, is recommending that rates remain unchanged. CRT is expected to make final decision Oct. 15. Commissioner Frances Garcia became tribunal chairman Dec. 1, 1981, replacing Commissioner Thomas Brenna, who had been serving as acting chairman after James resigned.

□

**Crossownership (television broadcasting-cable television; telephone company-cable TV).** FCC has launched rulemaking proposing to drop crossownership rule prohibiting networks from owning cable systems (BROADCASTING, July 19). Action comes in wake of proceeding launched to solicit comment on staff report recommending that FCC drop most of its cable crossownership rules (BROADCASTING, Nov. 9, 1981). Report, put out by FCC Office of Plans and Policy, recommended that FCC allow co-located broadcast-cable crossownership; allow networks to own cable companies; place no restrictions on size of MSOs, but continue to restrict entry of telephone companies into cable. In comments, report drew praise from broadcasters and networks; cable interests and public interest groups were opposed, and telcos argued for easing restrictions on telephone companies (BROADCASTING, Jan. 25). FCC has dropped public notices adopted in 1979 that warned acquisitions of AM-FM combinations would be subject to future proceedings considering divestiture of combinations (BROADCASTING, March 8). FCC has also

adopted rule exempting rural areas, as defined by Census Bureau, from its telephone company-cable television crossownership prohibition (BROADCASTING, Nov. 9, 1981). FCC amended its rules to require divestiture of either cable system or co-owned TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, April 26, 1976). National Citizens Committee for Broadcasting appealed, arguing rule should be broader. Two system owners involved also appealed on other grounds (BROADCASTING, April 26, 1976). In December 1978, court sent case back to commission at FCC's request. FCC on June 25, 1980, adopted notice of proposed rulemaking that seeks to require divestiture of all crossownerships of TV stations and cable systems located in TV station's Grade B contour (BROADCASTING, June 30, 1980). Late in 1980, Marsh Media petitioned commission to do away with cable-broadcast crossownership rules altogether, arguing that prohibition is outdated, in violation of First Amendment and not in public interest.

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**Direct broadcast satellites.** FCC opened skies last June to DBS service, adopting loose rules for licensing and operation of DBS satellites, and granted last month first DBS construction permit to Comsat's Satellite Television Corp. In unanimous vote, adopting rules, FCC allocated 500 mhz of spectrum (12.2-12.7 ghz) for downlinks and another 500 mhz (17.3-17.8 ghz) for uplinks, giving DBS operators broad leeway to determine what sorts of services they want to offer and how they want to be regulated. DBS operators opting to offer broadcast services will be subject to broadcast rules; operators offering common carrier-like services will be subject to common carrier rules. FCC declined to impose any ownership restrictions, and imposed no technical standards on service beyond those required by international agreements. Under DBS licensing and procedural rules, licenses will be granted for five years. Applicants will be required to start construction within six years of receiving construction permits. With rules and STC grant out of the way, FCC is continuing processing of eight other applications: CBS, RCA, Western Union, Graphic Scanning Corp., Video Satellite Systems, DBS Corp., Focus Broadcast Satellite Co. and United States Satellite Broadcasting (Hubbard Broadcasting). STC proposed three-channel subscription television service, but other applicants have taken different tacks. DBSC, Western Union and RCA plan to lease transponders, and CBS has dedicated its entire system to distribution to homes and broadcast affiliates of high-definition television (HDTV). Concept of DBS has come under attack from broadcasting industry in comments on DBS applications and before House Telecommunications Subcommittee (BROADCASTING, Dec. 21, 1981) and in comments on FCC's two DBS proceedings, one to prepare U.S. policy for 1983 international DBS conference and one to formulate domestic U.S. policy. National Association of Broadcasters, which has appealed FCC's order authorizing DBS, said it would appeal grant of STC's application and seek stay of FCC's action pending appeal.

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**Equal Employment Opportunity.** Although FCC voted in 1980 to launch rulemaking looking to more stringent EEO reporting requirements for all broadcast stations with five or more employees, and comments were filed in

proceeding on Oct. 24, 1980, FCC under Chairman Mark Fowler appears headed for more lenient EEO reporting requirements. Although commission was slated to address rulemaking in January, item was pulled after Commissioner Henry Rivera voiced strong opposition (BROADCASTING, Jan. 4). One item proposed reducing frequency of broadcasters' annual employment reports. Second item proposed to exempt all licensees with 15 or fewer employees from EEO reporting requirements. (Currently, only stations with five or fewer employees are exempt.) Third item would have requested comment on Office of Management and Budget recommendation that FCC stop requiring licensees routinely to file affirmative action reports—FCC model EEO program forms—at renewal time. In directive to FCC, OMB said model EEO program forms should be required only in cases where FCC had first determined licensee had been engaging in "discriminatory practices" (BROADCASTING, Nov. 30, 1981). OMB has granted FCC extension to continue requiring filing of affirmative action reports through Jan. 1, 1983 ("Closed Circuit," March 22). Under current EEO guidelines, stations with five to 10 full-time employees are required to have 50% parity over all with available work force. Stations with more than 10 full-time employees must reach 50% parity over all and in top four job categories, and stations with 50 or more full-time employees receive complete review of their EEO programs.

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**Family viewing.** Ninth Circuit of U.S. Court of Appeals in San Francisco has thrown out November 1976 ruling by Judge Warren Ferguson that held family-viewing self-regulatory concept unconstitutional (BROADCASTING, Nov. 19, 1979). And Supreme Court denied petition for review (BROADCASTING, Oct. 13, 1980). Appeals court ruled that Ferguson erred in concluding that U.S. District Court in Los Angeles was proper forum for deciding issue. Court ordered judicial review of administrative proceedings of case before FCC, with claims made against networks and National Association of Broadcasters to be held in abeyance until commission completes its actions. Parties in case participated in hearing before Ferguson, on March 20, 1981, on question of how order referring case to commission should be framed. Case has been remanded to commission, which has sought and received comments on how to proceed. NAB and networks have urged commission to hold evidentiary hearing on policy. Tandem Productions and Writers Guild have urged commission merely to state views on issue "so that the entire matter may be returned to the courts for a prompt fair adjudication."

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**Federal Trade Commission.** FTC, under new leadership of Republican economist James Miller III, has taken new direction aiming for "leaner" and "more productive" agency. Since taking office Oct. 5, 1981, Miller has consolidated some of agency's programs. Miller has recommended amending agency's current "unfair and deceptive" advertising and trade practices standards. House and Senate Commerce Committees have accepted Miller's proposed standard and included it in new reauthorization legislation. Neither measure, however, addresses Miller's proposed deception standard. Senate measure includes two provisions not in House bill: permanent exemption for advertising from FTC's jurisdiction under unfairness standard, and exemption for

state-regulated professional groups from FTC enforcement of antitrust and consumer protection laws. Both Miller and Senator Robert Packwood (R-Ore.) have stated objections to exemption for advertisers and state regulated professions (BROADCASTING, May 31).

No congressional action on measures is expected until lame-duck session. While agency's authorization ran out Sept. 30, Congress passed continuing resolution appropriating funds to keep agency running until authorization legislation is approved.

Resolution includes \$63.8 million appropriation figure for fiscal 1983, and increase from \$60.8 million figure recommended by Miller. For fiscal 1983, Miller was proposing \$60.8-million budget that would consolidate activities in commission's three major bureaus, reduction in force of 145 full-time employees, and closing of four of its 10 regional offices. Closing of regional offices reflects staff reduction of 150 (BROADCASTING, March 8). FTC proposal to close offices has stirred much debate in House and Senate (BROADCASTING, April 29, May 31). Senate Appropriations Subcommittee Chairman Lowell Weicker (R-Conn.) and Representative Benjamin Rosenthal (D-N.Y.), chairman of the House Commerce, Consumer and Monetary Affairs Subcommittee, have hotly objected to proposal. FTC has agreed to stall closing until further discussion with Congress (BROADCASTING, June 21). Nomination of Democrat F. Keith Adkinson was returned to White House late last year and then withdrawn by White House March 29. George Douglas, Austin, Tex., economist, has been nominated to FTC vacancy (BROADCASTING, Sept. 27).

**FM quadrasonic.** Fate of FM quadrasonic still hasn't been determined, and soonest commission is expected to address it now is first quarter of 1983, according to official in Broadcast Bureau. Commission rulemaking sought comment on whether to adopt specific standards for systems or leave that up to marketplace (BROADCASTING, July 21, 1980). All indications are that FCC is leaning toward marketplace.

**Home videotaping and copyright.** Supreme Court has agreed to review decision by Ninth Circuit Court of Appeals in Los Angeles that found home taping violates copyright law (BROADCASTING, June 21). Meanwhile, proposals are pending in both House and Senate to exempt home taping from liability, including S. 1758, introduced by Senator Dennis DeConcini (D-Ariz.), and H.R. 4808, introduced by Representative Stan Parris (R-Va.). Also pending are proposals to compensate copyright holders through compulsory license on sale of audio and video cassette recorders, found in amendment to S. 1758 sponsored by Senator Charles Mathias (R-Md) and in separate bill (H.R. 5488) introduced by Representative Don Edwards (D-Calif.). House copyright subcommittee held sixth hearing on issue last month. (BROADCASTING, Sept. 27). Senate Judiciary Committee has completed hearings, but made no move to mark up proposals.

**License renewal forms.** FCC adopted rule that shortens renewal form to postcard size for most AM, FM and TV stations. Random sample of about 5% (excluding commercial radio service), however, will have to submit longer "audit" form. Broadcast Bureau will conduct

on-site audits of some of those stations completing long form to verify accuracy of information submitted (BROADCASTING, March 30, 1981). Rule has been opposed by Henry Geller, former head of National Telecommunications and Information Administration, in petition for reconsideration. FCC rejected reconsideration, and Geller filed appeal with U.S. Court of Appeals for D.C. Circuit Dec. 4, 1981.

**Low-power television.** FCC gave birth to new broadcast service March 4 adopting rules for low-power television (LPTV) (BROADCASTING, March 8). New-generation television stations are technically similar to translators, but are permitted to originate programming. (Translators had been restricted to rebroadcasting signals of full-service stations.) In adopting service, FCC estimated as many as 4,000 new stations could eventually be spawned by rules, adding to 4,000 existing translators that can rise to LPTV status simply by notifying FCC. LPTV stations will have few regulatory obligations and there are no crossownership or multiple-ownership restrictions. Stations must observe statutory prohibitions against broadcast of obscenities and lotteries, however, and they have limited equal time and fairness doctrine obligations. Freeze imposed in 1981 to deal with backlog of 6,500 applications will remain in place for foreseeable future. Applications for new LPTV stations proposing to serve areas now unserved or served by one full-service station are exempt from freeze. FCC expects to receive about 1,200 freeze-exempt applications each year and hopes to dispose of them and existing backlog at rate of 600 per month once new computer system comes on line in early 1983.

**Minority ownership.** FCC three years ago adopted policies aimed at easing minorities' path to station ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans in first year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about \$10 million from networks and other broadcast organizations for its nonprofit Broadcast Capital Fund (formerly Minority Broadcast Investment Fund [BROADCASTING, Sept. 29, 1980]), through which it hopes to raise \$45 million for direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1, 1979). Fund's subsidiary MESBIC (minority-enterprise, small-business investment corporation) has invested \$4 million in 13 radio ventures and two TV ventures. BROADCASTING board of directors recently voted to expand management training programs to include executives from cable and other technologies as well as broadcasting. Meanwhile, Advisory Committee on Alternative Financing for Minority Opportunities in Telecommunications, which was chaired by FCC Commissioner Henry Rivera, has presented final recommendations on ways to increase minority ownership to commission (BROADCASTING, May 31). Among other things, committee recommended that FCC revise its distress-sales and tax-certificate policies to make it easier for minority-controlled limited partnerships to take advantage of them. It also recommended that tax-certificate policy be applied to cable, common carrier and land

mobile services. FCC is expected to act further on recommendations this month.

**Music licenses.** All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers agreed on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters \$6.5 million to \$8 million over full term (BROADCASTING, Aug. 21, 1978). Committee also negotiated new agreement for Broadcast Music Inc. licenses retroactive to Jan. 1, 1979, and extending through Dec. 31, 1983 (BROADCASTING, March 12, 1979). In TV, similar all-industry committee quit negotiating for new TV-station licenses with ASCAP and BMI and filed class-action suit in U.S. Southern District Court in New York against two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 4, 1978). That case was tried in November and December 1981 (BROADCASTING, Dec. 14, 1981). In decision eight months later, presiding Judge Lee P. Gagliardi sided with stations but left implementation of his ruling to be worked out in further proceedings (BROADCASTING, Aug. 23). ASCAP and BMI said they would appeal to higher courts.

**Network inquiry.** FCC's network inquiry staff disbanded in fall of 1980, submitting its final report to commission Oct. 20, 1980. Staff suggested best way to achieve goals of added competition, diversity and localism in televi-

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sion is to open existing allocations plan to more local outlets so that new networks can be formed. Staff also concluded that commission can foster growth of more networks in newer forms of technology such as direct broadcast satellite, multipoint distribution service and cable by not placing regulatory barriers in way of new technological development (BROADCASTING, Oct. 27 and Nov. 10, 1980). In wake of report, commission adopted notice of proposed rulemaking aimed at deleting prohibitions against networks interest participating in program syndication or acquiring financial interest in programs they do not themselves produce.

**Network standings.** Prime-time TV rating averages, Oct. 5, 1981-Sept. 26, 1982: CBS 16.8, ABC 16.2, NBC 13.8; Sept. 27-Oct. 3, 1982: CBS 17.9/29, ABC 17.3/28, NBC 14.4/24.

**Noncommercial broadcasting rules.** FCC has amended rules to permit public TV stations to broadcast logos and to identify product lines of program underwriters (BROADCASTING, April 27, 1981). New identifications may be run without limit. Public broadcasters may now also promote goods and services on air as long as no consideration is received—with proviso that they make determination that such promotion serves public interest. National Association of Broadcasters has filed petition for reconsideration. Commission, under authorization given it in budget reconciliation bill, has established committee that has implemented 18-month experiment by limited number of public radio and television stations to air commercials (see "Public broadcasting," below). Commission initiated inquiry and rulemaking designed to bring regulatory policies for public broadcasting up to date (BROADCASTING, June 12, 1978). Inquiry is aimed at helping commission determine standards for who can be non-commercial licensee. Commission is considering establishment of FM table of allocations for educational assignments and new classes of stations and extension to noncommercial licensees of limits on ownership now applicable only to commercial licensees. Comments have been received in all (BROADCASTING, Jan. 28, 1981). FCC also has launched proceeding considering elimination of ascertainment and logging rules and program oversight of public broadcasting (BROADCASTING, Nov. 9, 1981). FCC has also launched rulemaking proposing to permit noncommercial broadcasters to use their FM subsidiary communications authorizations to turn profits (BROADCASTING, Jan. 18). Comments have been received and proposal is expected to come up on commission agenda this fall.

**Prime time access rule.** FCC dismissed petition by Chronicle Broadcasting Co. to delete prohibition against use of off-network programming during prime time access (BROADCASTING, Nov. 16, 1981). FCC argued that though there might be merit to Chronicle's proposal, it should be considered in context of review of entire prime time access rule which it said might be addressed when commission takes up staff recommendations stemming from FCC's network inquiry (see above). Chronicle petitioned FCC to repeal section of PTAR that restricts off-network programming on network affiliated stations in largest 50 TV markets (BROADCASTING, July 27, 1981), arguing that it

was unconstitutional, ineffective and gave stations not affected by rule competitive advantages. NBC, filing comments, urged that proceeding be expanded to consider repeal of entire prime time access rule, arguing that rule presented "barrier" to expansion of its *Nightly News* to 60 minutes (BROADCASTING, Aug. 17, 1981). NBC's proposal to expand proceeding was strongly opposed by Chronicle and all network affiliates' associations (BROADCASTING, Aug. 31, 1981). Networks appeared to back off on drive to win repeal or waiver of PTAR, rechanneling their energies to lobby for repeal of financial interest and network syndication rules, which prohibit television networks from acquiring any piece of exhibition, distribution or other commercial use of any program not produced entirely by network, and bar them from domestic syndication. While networks have been hotly opposed by independent producers and program syndicators, commission has adopted notice of proposed rulemaking proposing repeal of those rules (BROADCASTING, June 28).

**Public broadcasting.** Corporation for Public Broadcasting still faces possible series of budget reductions although outlook has improved. This summer Congress adopted urgent supplemental that contained amendment restoring CPB's 1984 appropriation to \$130 million from recommended \$105.6 million. While President Reagan vetoed supplemental twice, bill was finally passed third time and included amendment (BROADCASTING, July 19). CPB is asking for \$130 million in FY 1985 and Office of Management and Budget is recommending \$85 million. House Appropriations subcommittee, however, has approved \$130 million appropriation. Senate is not yet scheduled to take up budget.

CPB has set up financial task force to explore possible alternative funding methods. Also, National Association of Broadcasters task force on public broadcasting funding released report containing five funding options. Report was included in larger study completed by Temporary Commission on Alternative Financing for Public Telecommunications (BROADCASTING, May 20). TCAFFT sent report to Congress July 1. It primarily noted there are no immediate solutions to funding problems, and didn't foresee any options that could completely replace federal funds (BROADCASTING, June 28). Public Broadcasting Service, which will be affected by budget cuts, has adopted reorganization plan that will consolidate services to reduce costs (BROADCASTING, June 7).

Temporary Commission on Alternative Financing for Public Telecommunications has authorized advertising experiment granting 10 public TV stations permission to air commercial messages. Public Broadcasting Service continues efforts to develop pay television network, now being called PBS/Cable, which would be supported by pay television revenue and institutional advertising (BROADCASTING, Feb. 9, 1981). PBS has received \$500,000 in seed money from Carnegie Corp. and Mobil Oil to develop project and was awarded \$250,000 grant by General Electric to be used for intensive study of subscriber potential, methods of local distribution via cable TV, and structuring arrangements with arts and educational institutions. At annual conference last June, no major announcements on cable project were made.

National Public Radio is aggressively seeking revenue-making ventures. At Public Radio

Conference, it introduced number of options under consideration (BROADCASTING, April 26). In June NPR announced details of joint venture to form digital data delivery service, INC Telecommunications, with National Information Utilities Corp. (BROADCASTING, June 28). Service would be delivered over public radio station's FM subcarrier channel.

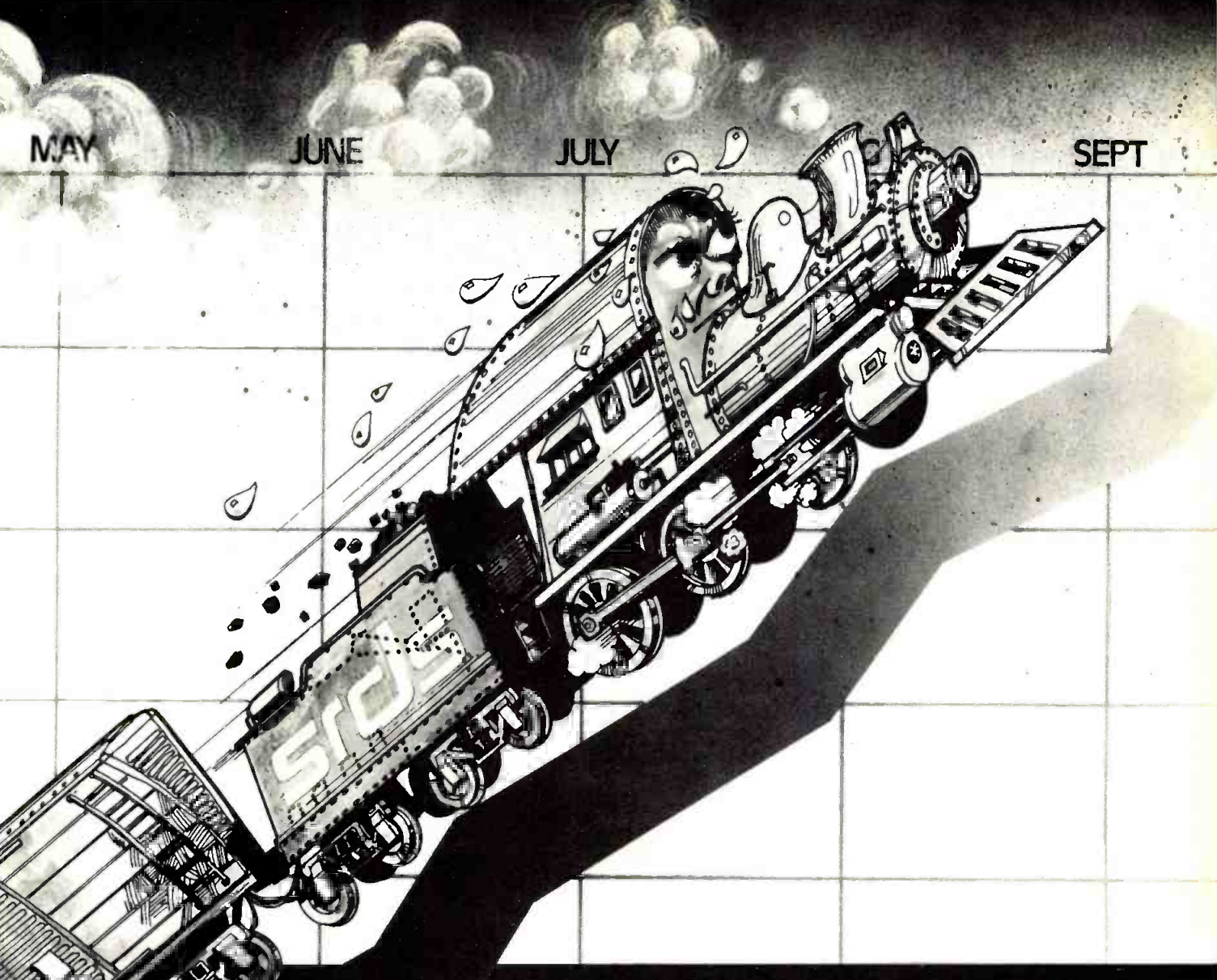
**Radio Marti.** Administration proposal to establish radio station to broadcast news of Cuba to that country cleared House and has won favorable vote of Senate Foreign Relations Committee. But senators who oppose measure—both for fear it would lead to radio war with Cuba and for international policy reasons—are said to be preparing strategy to block action on Senate floor. Among parties most concerned about Radio Marti proposal are representatives of WHO(AM) Des Moines. It operates on 1040 khz, frequency U.S. had originally selected for Radio Marti, and who representatives fear retaliation against Radio Marti—in form of Cuban-caused interference—would be felt by WHO.

**Region 2 (western hemisphere) conference on AM broadcasting.** Second and final session of Region 2 conference on AM broadcasting ended on Dec. 19, 1981, on note of uncertainty. Cuban delegation on preceding Monday had walked out, with strong denunciation of U.S. (BROADCASTING, Dec. 21, 1981). Question of how U.S. and Cuba would negotiate incompatibilities in their respective inventories was key question left unresolved, and Cuba's inventory posed most serious problems faced by U.S. broadcasters. Among actions of conference that U.S. regarded as victories was decision to retain 10 khz channel spacing rather than adopt 9 khz plan that U.S. had advanced originally, at first session, in Buenos Aires, in March 1980.

**Shield legislation.** No federal legislation proposed. Twenty-six states provide some protection against forced disclosure of reporters' sources and outtakes. There are wide variations in scope of protection. Shield bills are currently under consideration in number of states including Massachusetts.

**Teletext.** In rulemaking released last fall, FCC proposed authorizing television stations to broadcast teletext services during vertical blanking interval without specifying what teletext system they must use (BROADCASTING, Oct. 26, 1981). Choice of system would be left to marketplace (presumably broadcasters) to decide. Rules would dedicate seven lines of the vertical blanking interval to teletext service (lines 14, 15, 16, 17, 18 and 20); line 21 could be used on "equal access" basis with closed captioning service of National Captioning Institute. Marketplace approach to teletext brought mixed reactions from teletext proponents. Generally, proponents of North America Broadcast Teletext Specification, worked out last spring by AT&T, CBS and promoters of French Antiope and Canadian Telidon systems argued against marketplace; they urged FCC to dub NABTS as national standard. CBS went so far as to file petition for reconsideration of proposed rulemaking (BROADCASTING, Jan. 18). Proponents of British Ceefax system, on other hand, supported marketplace approach, confident their system would quickly win

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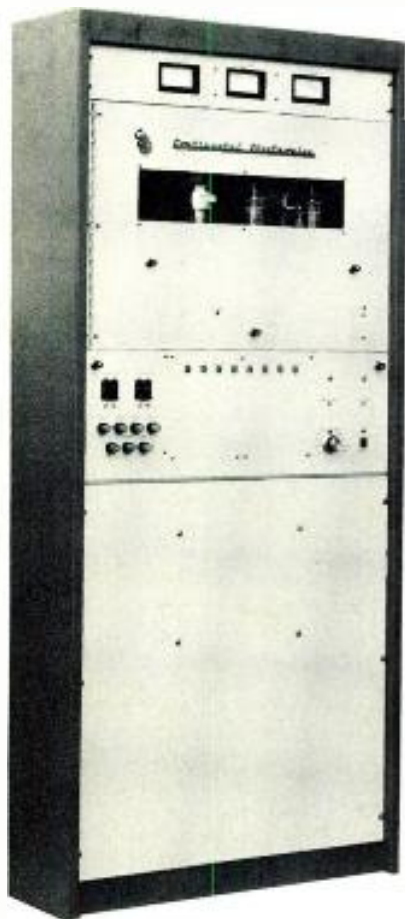
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widespread acceptance. Meanwhile, on-the-air tests of systems are being conducted in number of cities including Los Angeles, Chicago, San Francisco and New York. Plans for nationwide teletext services were announced by CBS and NBC on June 25; both will use NABTS.

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**TV allocations.** FCC Broadcast Bureau doesn't plan to recommend item to commission on its generic VHF drop-in proceeding before first quarter of 1983. But, according to Larry Harris, Broadcast Bureau chief, bureau wouldn't be receptive to "protectionist" arguments, basing recommendation "strictly on whether they [drop-ins] cause interference or not" (BROADCASTING, March 29). In move some observers interpreted as strong signal that FCC will change its rules in generic proceeding to ease creation of drop-ins, FCC has denied nine petitions to reconsider its decision approving four drop-ins: Salt Lake City (ch. 13); Charleston, W. Va. (ch. 11); Knoxville, Tenn. (ch. 8), and Johnstown, Pa. (ch. 8). In 5-to-2 vote, commission upheld its order approving those, contending that benefit communities would experience outweighed any service loss drop-ins might cause (BROADCASTING, May 17). FCC approved those four drop-ins and proposed changing its rules to ease creation of more two years ago (BROADCASTING, Sept. 15 and Sept. 21, 1980). In proposal, FCC said that if rulemaking were adopted, there would be "presumption in favor" of additional service. Although applicant would be required to provide equivalent protection to existing stations, it would be incumbent upon opponents of drop-in allotment to prove addition of short-spaced VHF stations would be harmful to extent that "net loss of service to the public" would result. As of Sept. 30, there were six applications on file for drop-in at Charleston. Eight applications are on file for Salt Lake City, 13 for Knoxville and four for Johnstown. All four have been cut off.

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**TV cameras in Senate.** Resolution to allow televising of chamber proceedings (S. Res. 436) was passed by Senate in late April on condition that Rules Committee define any necessary changes in Senate rules and any regulations needed to govern broadcast system before effective date to begin broadcasting is set (BROADCASTING, April 26). Rules Committee after several hearings reported out resolution recommending no changes in Senate rules, that televised coverage be gavel-to-gavel, that Senate employees operate cameras, that camera focus only on person recognized by presiding member, with no panning of proceedings.

Prospect of bill's passage brightened when Senate Majority Leader Howard Baker on day before Senate recess, said he will bring resolution to floor during lame-duck session. Baker now says he feels votes are there to pass measure.

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**UHF.** FCC's May 1975 notice of inquiry on UHF taboos to determine whether proximity of stations could be reduced (BROADCASTING, June 2, 1975) was terminated with adoption of new proceeding looking toward development of new television receivers (BROADCASTING, Feb. 20, 1978). In 1979 FCC set up task force to work toward UHF comparability, and made plans to spend up to \$610,000 on project (BROADCASTING, Jan. 8, 1979). Task force released first in series of reports that will seek

to define problem, evaluate improvements and formulate alternatives for improved UHF reception (BROADCASTING, Sept. 17, 1979). Second report sees number of possible technical gains for transmitters that would narrow VHF advantages (BROADCASTING, March 10, 1980). Subsequent report, "Comparability for UHF Television," released September 1980, concludes that although UHF is running poor second to VHF, disadvantages suffered by UHF service could be drastically reduced if viewers installed proper antenna systems (BROADCASTING, Sept. 22, 1980).

In comments, broadcasters and equipment manufacturers have taken issue with that conclusion. Commission has initiated further notice of inquiry and notice of proposed rulemaking on some of concerns raised in report and looks toward revising some technical rules regarding UHF television. Task force released two more reports in September 1981—although neither has been placed in commission's proceeding—dealing with preamplifier effect on reception and analysis of field data obtained from sample of antenna systems. FCC Office of Plans and Policy has released staff report, "UHF Viewing and Television Channel Selector," which concludes there is no systematic relationship between UHF viewing and channel selector type (BROADCASTING, March 15). While receiver manufacturers lauded report's conclusions in comments, UHF proponents took "great exception" to those findings (BROADCASTING, May 17).

In addressing recommendations still outstanding from 1980 UHF Comparability Task Force report, FCC has dropped rule requiring TV set manufacturers to provide receivers with channels 70 through 83 (now assigned to land-mobile use) and launched notice of proposed rulemaking aimed at requiring set manufacturers to reduce UHF noise figures from maximum of 14 dbm now allowed to 12 dbm (BROADCASTING, July 26). Commission also dropped proposal to grade and label TV receivers and antenna systems; rejected proposals to require form of integrated channel selector that uses same control for selecting VHF and UHF channels, but voted to retain its requirement that receiver manufacturers submit annual reports on noise figures. FCC also issued policy statement saying viability of UHF had been demonstrated and embraced task force's recommendation that use of proper antenna systems could significantly reduce UHF handicap.

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**WARC.** White House has yet to send to Senate for ratification treaty and protocol negotiated at World Administrative Radio Conference, which concluded in Geneva in December 1979. U.S. officials said 11-week conference—which managed to avoid ideological conflicts some had feared would occur—was "success" (BROADCASTING, Dec. 10, 1979). Among results: Upper end of AM band was extended from 1605 to 1705 khz, shortwave frequencies were increased by about 500 khz, and proposal was adopted to increase three-fold number of broadcast and fixed satellites that can operate in 12 ghz and in western hemisphere. In addition, conference provided for co-equal sharing by television, mobile and fixed services in 806-890 mhz band, but U.S. took footnote to assure right to such sharing between 470 and 806 mhz and from 890 to 960 mhz and reserved right to ignore WARC-imposed conditions on coordinating such sharing with Canada, Mexico and Cuba (BROADCASTING, Dec. 24, 1979).

# For the Record

As compiled by BROADCASTING, Sept. 22 through Oct. 1, and based on filings, authorizations and other FCC actions.

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

## New stations

### FM applications

- **Standish, Me.**—St. Joseph's College seeks 90.9 mhz, 360 w, HAAT: 85 ft. Address: Whites Bridge Road, North Windham, Me. 04062. Estimated construction costs: \$14,000. Principal: Noncommercial, educational institution, which has no other broadcast interests. Filed Sept. 27.
- **Marshall, Minn.**—Marshall Broadcasting Inc. seeks 107.1 mhz, 3 kw, HAAT: 289 ft. Address: 1504 Viking Drive, Buffalo, Minn. 55313. Principals: Donald C. Schiel and Donald L. Wohlenhaus (50% each). Wohlenhaus owns 51% of KRWC(AM) Buffalo, Minn. Filed Sept. 21.
- **Haverford, Pa.**—Haverford-Bryn Mawr Broadcasting Inc. seeks 88.3 mhz, 8.7 w, HAAT: 224 ft. Address: Haverford College, Haverford 19041. Estimated construction costs: \$6,217; first-year operating cost: \$6,000. Principal: Noncommercial, educational institution which has no other broadcast interest. Filed Sept. 24.
- **Newberry, S.C.**—Miller Broadcasting Inc. seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: 2540 Nance Street, Newberry 29108. Principals: Patsy H. Miller (70%) and three others, none of whom have other broadcast interests. Filed Sept. 24.

### AM actions

- **Ruidoso Downs, N.M.**—Mountain Top Radio granted 1490 khz, 1 kw-D, 250 w-N. Address: Route 3, Box 53 A, Roswell, N.M. 88201. Principals: Michael Venditti (25%), Jimmy L. White, Aaron W. Eakin, Dan A. Corn and Ernest Linsmier (18.75% each). Venditti owns 15% of applicant for new AM at Huntsville, Tex., and 25% of new AM at Wellington, Colo. (BROADCASTING, May 10) and Colorado City (BROADCASTING, Aug. 9). Others have no other broadcast interests (BP-820422AA). Action Aug. 24.
- **Yauco, P.R.**—Radio Voice of Yauco Inc. dismissed application for 800 khz, 500 w-U. Address: P.O. Box 755, Yauco, P.R. 00768. (BP-810402AA). Action June 28.
- **Milan, Tenn.**—Cory Communications Inc. granted 1360 khz, 5 kw-D, 500 w-N. Address: 50 Boyd Avenue, Jackson, Tenn. 38301. Estimated construction costs: \$115,000; first-quarter operating cost: \$24,500; first-year revenue: \$100,000. Principals: J. Michael McCallum (100%), who is treasurer and manager of Jackson, Tenn., electronics company and has no other broadcast interests. (BP-820210AB). Action Aug. 26.

### FM actions

- **West Memphis, Ark.**—Class A Broadcasting Co. dismissed application for 107.1 mhz, 1.9 kw, HAAT: 371 ft. (BP11-810904AA). Action Sept. 15.
- **Wichita, Kan.**—Quantum Communications Inc. dismissed application for 105.3 mhz, 100 kw, HAAT:

697 ft. (BPH-820415AE). Action Sept. 9.

- **Santa Fe, N.M.**—Mesa Grande Broadcasting Co. granted 105.9 mhz, 100 kw, HAAT: 11631 ft. Address: Suite 208 535 Cordova Road, Santa Fe 87501. Estimated construction costs: \$165,000; first-year operating cost: \$263,000; revenue: \$100,000. Principals: Philip H. Green (50%), James M. Ellis (25%), Thomas P. McGurn Jr. and Melvin P. Hemmer (12.5% each). Green is Chicago Board of Trade. Ellis is municipal bond salesman. Hemmer is architect. They have no other broadcast interests. (BPH-810826AG). Action Sept. 8.
- **Sand Springs, Okla.**—Haynes Communications Co. dismissed application for 102.3 mhz, 1.42 kw, HAAT: 444 ft. (BPH-820419AE). Action Sept. 15.
- **North Charleston, S.C.**—Haynes Communications Co. dismissed application for 96.1 mhz, 100 kw, HAAT: 939 ft. (BPH-820520AV). Action Sept. 15.

### TV actions

- **Beaumont, Tex.**—Focus Broadcasting of Texas Inc. dismissed application for ch. 21; ERP: 5000 kw vis, 500 kw aur. HAAT: 1948.5 ft.; ant. height above ground: 1997 ft. Address: One Commerce Place, Suite 825, Nashville, Tenn. Action Aug. 19.
- **Nederland, Tex.**—Edward M. Johnson dismissed application for ch. 21; ERP: 196 kw vis., 18.6 kw aur. HAAT: 232 ft.; ant. height above ground: 250 ft. Address: Suite 702, 531 Gay Street, Knoxville, Tenn. Action Aug. 19.

## Ownership changes

### Applications

- **KIEL(AM)-KEZQ(FM) Jacksonville, Ark.** (AM: 1500 khz, 1 kw-D; FM: 100.3 mhz, 100 kw, HAAT: 300 ft.)—Seeks assignment of license from Security Broadcasting of Little Rock Inc. to KEZQ Limited Partnership for \$1.5 million (BROADCASTING, Oct. 4). Seller: Edmond J. Muniz (50%) and D. Brennan Bridgeman and Michael O'Keefe Jr. (25% each). Muniz owns WNNR(AM) New Orleans and WAIL(FM) Slidell, La. Birdgeman owns two-thirds of KALO(AM)-KZZB(FM) Beaumont, Tex. Buyer: Robert Understein (general partner), and Bruce Houston, Norman Orleans, Jeffrey Mensh, J. Cohen, Harvey Kaplan, Bruce Eisen, James Weitzman and Shrinky Family Partnership (limited partners). Understein is principal in WXKS-AM-FM Medford, Mass., and WUSQ(AM)-WVAL(FM) Winchester, Va., and former principal in WAVA(FM) Arlington, Va., which was sold last year for \$8 million (BROADCASTING, Dec. 8, 1981). Shrinky Family Partnership is headed by Jason Shrinky, Washington communication attorney. Eisen, Shrinky and Weitzman also are principals in Medford and Winchester stations. Filed Sept. 24.
- **KRDG(AM) Redding, Calif.** (1230 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Redding Broadcasting Co. to David T. Newman for \$450,000 (BROADCASTING, Oct. 4). Seller: Howard N. Martineau (75%) and Reinard W. Brandley (25%), who have no other broadcast interests. Buyer: Newman is general manager of KONE(AM)-KOZZ(FM) Reno, and 51% owner of applicant for new FM at San Luis Obispo, Calif., and 50% owner of applicant for new FM at Peoria, Ariz. Filed Sept. 22.
- **WTYS(AM) Marianna, Fla.** (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Jackson Broadcasting Corp. to Joseph E. Davis for \$285,000. Seller: William F. Dunkle III and family, who have no other broadcast interests. Buyer: Davis 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). Filed Sept. 23.
- **WDCI(AM) Gorham, Me.** (1590 khz, 5 kw-D, 2.5 kw-N)—Seeks assignment of license from Dirigo Communications Inc. for \$150,000. Seller: Frederick A. Miller (100%), who owns WDXS(FM) Scar-

borough, Me. Buyer: Vincent D. DiVittorio and Dan C. Lennon (50% each). Lennon is vice president and 50.1% owner of WFAN(AM) Storington, Conn. DiVittorio is limited partner in Los Angeles area cable system. Filed Sept. 24.

- **WLYN-FM Lynn, Mass.** (101.7 mhz, 3 kw, HAAT: 170 ft.)—Seeks assignment of license from Puritan Broadcast Service Inc. to MCC Broadcasting Inc. for \$1.1 million (BROADCASTING, Oct. 4). Seller is owned by Theodore Feinstein and family, who also own co-located WLYN(AM). Buyer: Stephen M. Mindich (100%), who is publisher of *The Boston Phoenix* and has no other broadcast interests. Filed Sept. 24.
- **KICS(AM)-KEZH(FM) Hastings, Neb.** (AM: 1550 khz, 500 kw-U; FM: 93.5 mhz, 3 kw, HAAT: 260 ft.)—Seeks assignment of license from Highwood Broadcasting Co. to Tri-Cities Broadcasting Inc. for \$800,000 (BROADCASTING, Oct. 4) plus \$150,000 for non-compete. Seller: James DePalma and wife, Letitia (50% each), who have no other broadcast interests. Buyer: Robert D. Hanna and Edward H. Tricker (50% each). Hanna is media broker and principal owner of KCLW(AM) Hamilton, Tex., and minority stockholder in KERV-AM-FM Kerrville, Tex., and minority stockholder in KERV-AM-FM Kerrville, Tex., and KROX(AM) Crookston, Minn., in which

### STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act. of August 12, 1970: Section 3685; Title 39, United States Code).

- Title of Publication: BROADCASTING.
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8. Known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities: (If there are none, so state.) None.

9. Not applicable.

10. Not applicable.

#### 11. Circulation:

|                                                                                                               |         |          |
|---------------------------------------------------------------------------------------------------------------|---------|----------|
| A. Total no. copies printed (net press run)                                                                   | 40,124* | 42,000** |
| B. Paid circulation                                                                                           |         |          |
| 1. Sales through dealers & carriers, street vendors & counter sales                                           | 127*    | —**      |
| 2. Mail subscriptions                                                                                         | 36,092* | 37,573** |
| C. Total paid circulation                                                                                     | 36,219* | 37,573** |
| D. Free distribution (including samples, complimentary and other free copies) by mail, carrier or other means | 2,989*  | 3,250**  |
| E. Total distribution (sum of C and D)                                                                        | 39,208* | 40,823** |
| F. Office use, left-over, unaccounted, spoiled after printing                                                 | 916*    | 1,177**  |
| G. Total (sum of E & F—should equal net press run shown in A)                                                 | 40,124* | 42,000** |

I certify that the statements made by me are correct and complete.

LAWRENCE B. TAISHOFF  
Publisher

\*Average no. copies each issue during preceding 12 months.  
\*\*Actual number of copies single issues published nearest to filing date.

Tricker also holds interests in KERV-AM-FM and KROX(AM). Filed Sept. 21.

■ **KXOJ-AM-FM** Sapulpa, (AM: 1550 khz, 500 w-D; FM: 100.9 mhz, 2 kw)—Seeks transfer of control of KXOJ Inc. from W. R. Stubbs and Gordon Smith (77.77% before; none after) to KXOJ Inc. (33.33% before; 100% after). Consideration: \$400,000. (BROADCASTING, Aug. 30). Principals: Sellers are transferring their interests to current minority owner. Filed Aug. 23.

■ **WDHB(AM)** [formerly WJZA] Harriman, Tenn. (1600 khz, 5 kw-D)—Seeks transfer of control of Folkways Broadcasting Inc. from Donald H. and Margaret V. Beck (55% before; none after) to Keith McDaniel et

al (none before; 55% after). Consideration: Assumption of about \$240,000 in notes. Principals: Sellers have no other broadcast interests. They bought stations in 1981 for \$291,000 and later sold 45% interest to Kenneth Crosthwait and seek waiver of three year rule on grounds of financial distress. Buyers are Marvin Enix (35%), Keith McDaniel and R. Jack Prevo (10% each). Crosthwait will continue to hold 45%. Crosthwait also owns WKJS(FM) Harriman, Tenn. Filed Sept. 23.

■ **WVLR(FM)** Sauk City, Wis. (96.7 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Daryl L. Fredine to Dri-Five Inc. for \$250,000 (BROADCASTING, Oct. 4). Seller: Fredine also owns 24% of WRPQ(AM) Baraboo, Wis. Buyer: Dale A.

Gamske, president, Michael Forkal, Gayle R. Dvorak and Harold C. Lardinois (25% each). Dvorak and Lardinois each own 25% of WAZE(AM) Yazoo City, Miss., Lardinois also owns 50% of WLTD(FM) Lexington, Miss., and Dvorak also owns 40% of WRDC(AM)-WQAZ(FM) Cleveland, Miss. Filed Sept. 24.

## Actions

■ **WBIS(AM)** Bristol, Conn. (1440 khz, 500 w-D)—Granted assignment of license from Radio House Inc. to Dawn Broadcasting Inc. for \$463,333, plus \$1,000 for noncompete agreement. Seller is owned by David Rodgers, who also owns KKZZ(AM)-KOTE(FM) Lancaster, Calif., and WBML(AM) Macon, Ga. Buyer is owned by Sam Hassan and son, Mike Hassan, and Joel Townsend. Sam Hassan and Townsend own WILY(AM)-WRXX(FM) Centralia, Ill., and 80% of WIHN(AM) Bloomington, Ill. Mike Hassan is sales manager at WBIS. (BAL-820726HZ). Action Sept. 17.

■ **WKWF(AM)-WVFK(FM)** Key West, Fla. (AM: 1600 khz, 500 kw-D; FM: 95.5 mhz, 100 kw, HAAT: 245 ft.)—Granted assignment of license from Mary S. Spottswood, receiver for Key West Broadcasting Inc. to Mary S. Spottswood, executer for estate of John M. Spottswood, her late husband. Under terms of will, residual estate will be distributed to marital and family trust. (BAL-820806HH). Action Sept. 17.

■ **WCCD(AM)** Athens, Ga. (1470 khz, 1 kw-D)—Granted assignment of license from B & W Georgia Broadcasting Co. to Classic Communications Ltd. for \$340,000. Seller: William O. Woodall and Frank Bird Jr. (50% each). Woodall owns WGAF(AM) Valdosta, and 25% of WGRA(AM) Cairo, both Georgia, and 33.33% of WSMU(AM)-WPTM(FM) Roanoke Rapids, N.C. Buyer is principally owned by Larry E. Blount, who is law school professor at University of Georgia, Athens, and has no other broadcast interests. (BAL-820712HN). Action Sept. 17.

■ **WWCC(AM)** Bremen, Ga. (1440 khz, 2.5 kw-D)—Granted assignment of license from Carroll-Harralson Radio Inc. to Radio Investment Group Ltd. for \$225,000. Seller is principally owned by M.L. Lamar, who has no other broadcast interests. He bought WWCC in 1975 for \$25,000 (BROADCASTING, Dec. 1, 1975). Buyer is composed of Southeast Radio Management, general partner, and six limited partners. A.H. Woodall is president of general partner, which owns 42% of KGSW(AM) Greenwood, S.C.; 25% of WGAF(AM) Valdosta, Ga.; one-third each of WPTM(FM) Walden and WSMY(AM) Roanoke Rapids, both North Carolina, and 29% of WGRA(AM) Cairo, Ga. (BAL-820804GM). Action Sept. 17.

■ **WJJC(AM)** Commerce, Ga. (1270 khz, 1 kw-D)—Granted transfer of control of WJJC Broadcasting Inc. from Dallas M. Tarkenton (100% before; none after) to Oscar Wiseley and Henry Asbury (none before; 100% after). Consideration: \$350,000. Principals: Sellers own 75% of WJGA(FM) Jackson and 50.1% of WCOH-AM-FM Newnan, both Georgia. Buyers are Oscar L. Wiseley (90%) and Henry L. Asbury (10%). Wiseley is Atlanta businessman. Asbury is Jefferson, Ga., bank president. Neither has other broadcast interests. (BTC-820804GN). Action Sept. 17.

■ **WKXA-AM-FM** Brunswick, Me. (AM: 900 khz, 1 kw-D; FM: 98.9 mhz, 80 kw, HAAT: 205 ft.)—Granted assignment of license from Amcom Corp. to Clipper Communications Inc. for \$575,000. Seller is principally owned by Robert Pappé, who has no other broadcast interests. Buyer is subsidiary of Windward Inc., which is principally owned by Larual Group Ltd., which in turn is owned by John Reese and John Robertshaw (50% each). They also are principal owners of WCNS(AM) Latrobe, Pa., and WQMR(AM)-WTOS(FM) Skowhegan, Me. (BALH-820811FB,C). Action Sept. 22.

■ **WARK(AM)-WWCS(FM)** Hagerstown, Md. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 106.9 mhz, 13.5 kw, HAAT: 840 ft.)—Granted assignment of license from Rau Radio Stations Inc. to Manning Broadcasting Inc. for \$730,000. Seller is Washington-based group owner of five AM's and five FM's owned by Robin Rau Henry, president, and Rau family. Buyer is owned by Fred W. Manning and wife, Margaret A. (70% jointly), and son, Eugene J. Manning (30%). Fred Manning owns Jim Thorpe, Pa., fur processing company. Eugene Manning is former Harrisburg, Pa., Associated Press broadcast executive. Fred Manning also owns 20% of WICK(AM) Scranton, Pa. (BAL-820806HE). Action Sept. 17.

■ **WXGR(AM)** Bay St. Louis, Miss. (1190 khz, 5 kw-D)—Granted assignment of license from Bay Broadcasting Corp. to W.R. and Freda V. Crews for \$336,000.

## Summary of broadcasting

### FCC tabulations as of Aug. 31, 1982

|                | Licensed | On air STA* | CP's on air | Total on air | CP's not on air | Total authorized** |
|----------------|----------|-------------|-------------|--------------|-----------------|--------------------|
| Commercial AM  | 4,668    | 0           | 0           | 4,668        | 138             | 4,806              |
| Commercial FM  | 3,379    | 1           | 0           | 3,380        | 316             | 3,696              |
| Educational FM | 1,112    | 0           | 0           | 1,112        | 84              | 1,196              |
| Total Radio    | 9,159    | 1           | 0           | 9,160        | 538             | 9,698              |
| Commercial TV  |          |             |             |              |                 |                    |
| VHF            | 525      | 1           | 0           | 526          | 12              | 538                |
| UHF            | 271      | 0           | 0           | 271          | 137             | 408                |
| Educational TV |          |             |             |              |                 |                    |
| VHF            | 103      | 1           | 3           | 107          | 9               | 116                |
| UHF            | 163      | 0           | 0           | 163          | 15              | 178                |
| Total TV       | 1,062    | 2           | 3           | 1,067        | 173             | 1,240              |
| FM Translators | 492      | 0           | 0           | 492          | 268             | 760                |
| TV Translators |          |             |             |              |                 |                    |
| VHF            | 2,750    | 0           | 0           | 2,750        | 269             | 3,019              |
| UHF            | 1,642    | 0           | 0           | 1,642        | 403             | 2,045              |
| Low power      |          |             |             |              |                 |                    |
| VHF            | 97       | 0           | 0           | 97           | 141             | 238                |
| UHF            | 4        | 0           | 0           | 4            | 75              | 79                 |

\*Special temporary authorization

\*\*Includes off-air licenses

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Seller: W.C. Garrett (100%), who has no other broadcast interests. Buyers, who are husband and wife, own WVCV(AM) Tallahassee. (BAL-820811EZ). Action Sept. 22.

■ KTRX(FM) Trakio-Rock Port, Mo. (93.5 mhz, 3 kw, HAAT: 235 ft.)—Granted assignment of license from Ashdown Broadcasters Inc. to Cole Broadcasting Inc. for \$195,000. Seller is principally owned by Jimmy N. McCollum, Norman W. Peacock and C.N. McCollum, who also own KMLA(FM) Ashdown, Ark. Buyer: William B. Cole and family, who have no other broadcast interests. (BALH-820726HW). Action Sept. 17.

■ KPTL(AM)-KKBC(FM) Carson City, Nev. (AM: 1300 khz, 5 kw-D, 500 w-N; FM: 97.3 mhz, 52 kw, HAAT: 2,240 ft.)—Granted assignment of license from MBC Inc. to Woodward Communications Inc. for \$2,050,000. Seller is subsidiary of Mortimer Development Co., which is owned by Robert C. Mortimer and brother, Charles C. Mortimer, who have no other broadcast interests. Buyer: F.R. Woodward, chairman, and family, who are Dubuque, Iowa-based group owners of three AM's and three FM's. (BALH-820811FG.H). Action Sept. 22.

■ WIEZ(FM) Oneonta, N.Y. (103.1 mhz, 2 kw, HAAT: 360 ft.)—Granted assignment of license from Cimmarion Communications to Corgi Communications Inc. for \$240,000. Seller is owned by Oscar A. Silver and wife, Janet L. (50% each), who bought WIEZ in 1978 for \$95,000. (BROADCASTING, April 10, 1978). Buyer is owned by William Lee, president, and wife, Evelyn (35% each), and 15 others. William Lee is vice president and 7.45% owner of Beck-Ross Communications Inc., Rockville Center, N.Y.-based group owner of two AM's and four FM's. (BALH-820803GB). Action Sept. 16.

■ WPET(AM) Greensboro, N.C. (950 khz, 500 w-D)—Granted transfer of control of Mido Communications Inc. from Donald Wiks and Michael Schwartz (66.77% before; none after) to Thomas V. Armshaw (33.33% before; 100% after). Consideration: \$450,000. Principals: Sellers each own one-third of licensee and are selling their interests to remaining stockholder. (BTC-820811FD). Action Sept. 22.

■ WSYX-FM London, Ohio (106.3 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Crista Ministries Inc. to Kix Broadcasting Inc. for \$275,000. Seller is nonstock corporation that also owns KLYN(FM) Lynden and KGDN(AM)-KBIQ(FM) Seattle, all Washington. Clarence Reimer is president. Buyer: Closely held group of 12 stockholders headed by Carl Clovis II, president and 12.5% owner. Clovis also owns 51% of WBRJ(AM) Marietta, Ohio. (BALH-820726HX). Action Sept. 17.

■ WDAU-TV Scranton, Pa. (CBS, ch. 22, 750 kw vis., 137 kw aur., ant. 1,560 ft.)—Granted assignment of license from WGBI Radio Inc. to SWB Corp. for \$12 million. Seller is owned by heirs of Frank Megargee who own co-located WGBI-AM-FM. Buyer: Robert L. Dudley, A. Richard Benedek and Charles Woods (one-third each). Dudley is executive vice president of Avery-Knodel, New York-based station representative. He owns 14.8% each of WNB(AM) Newburyport, Mass., and WSME-AM-FM Sanford, Me., and 24.5% of WTXS-TV Sweetwater and KLBK-TV Lubbock, both Texas. Benedek is president and 82.5% owner of WTAP-TV Parkersburg, W. Va., and 1.25% owner of publicly traded Gray Communications, Albany, Ga.-based licensee of three TV's. He also bought, subject to FCC approval, WYTV(TV) Youngstown, Ohio, for \$9 million (BROADCASTING, Aug. 16). Woods owns WTVY-AM-FM Dothan, Ala., and 80% of general partner and 100% of limited partner in WTVW(TV) Evansville, Ind. (BTCCT-811208KE). Action Sept. 17.

■ WCRS(AM)-WSCF(FM) Greenwood, S.C. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 96.7 mhz, 1.6 kw, HAAT: 390 ft.)—Granted assignment of license from Grenco Inc. to Eaton Broadcasting Corp. for \$850,000. Seller: Estate of Douglas Featherstone, which has no other broadcast interests. Buyer: William P. Eaton Jr. and wife, Marilyn J. (50% each). William Eaton is former vice president of operations at LIN Broadcasting. (BALH-820811FE,F). Action Sept. 22.

■ KTNT(AM) Tacoma, Wash. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Tribune Publishing Co. to Positive Broadcasting Inc. for \$522,500. Seller is owned by family of late Eric Baker Ward, who also own co-located KNBQ(FM). Buyer: Larri W. Dennis and wife, Donna Lee (60% jointly) and Donald R. Atkinson and wife, Carol Jean (40% jointly). Donald Atkinson is salesman at KWWZ(AM) Everett, Wash. Dennis conducts sales management

training programs, Portland, Ore. Neither has other broadcast interests. (BAL-820810EB). Action Sept. 22.

■ WVRC(AM) Spencer, W. Va. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from MPY Broadcasting Inc. to Roane Communications Inc. for \$40,000 plus \$84,900 in assumption of notes. Seller: Walter E. Tolley (28.5%), Wanda J. Tolley (24%), David Pence (25%) and John Powell (22.5%), who have no other broadcast interests. Buyer: Wallace F. Suttle and David H. Stalmaker (50% each), who have no other broadcast interests. (BAL-820812FO). Action Sept. 22.

## Facilities changes

### AM applications

#### Tendered

■ KBOT (1350 khz) Cabot, Ark.—Seeks CP to increase power to 2.5 kw. Ann. Sept. 29.

■ WEKC (710 khz) Williamsburg, Ky.—Seeks CP to increase power to 1 kw. Ann. Sept. 30.

■ KYKK (1110 khz) Hobbs, N.M.—Seeks CP to increase power to 5 kw. Ann. Sept. 30.

#### Accepted

■ WIDS (1190 khz) Russell Springs, Ky.—Seeks MP (BP-820301AY) to change from directional to non-directional operation. Ann. Sept. 29.

■ WLIM (1580 khz) Patchogue, N.Y.—Seeks CP to change critical hours of operation from 5 kw DA to 1 kw, ND. Ann. Sept. 29.

■ KGRI (1000 khz) Henderson, Tex.—Seeks MP (B3-P-4642 as mod.) to change TL. Ann. Sept. 29.

### FM applications

#### Tendered

■ KNDE (99.5 mhz) Tucson, Ariz.—Seeks CP to change TL; change HAAT to 190 ft. (H) and make changes in ant. sys. Ann. Sept. 24.

■ KKYS (107.5 mhz) Hanford, Calif.—Seeks CP to change ERP to 16.4 kw; change HAAT to 860 ft.; change TL. Ann. Sept. 30.

#### Accepted

■ KHYL (101.1 mhz) Auburn, Calif.—Seeks CP to install aux. trans. and ant. at main TL; to be operational on ERP of 2.8 kw; change HAAT to 571 ft.; change SL and change TPO. Ann. Sept. 29.

■ WJIB (96.9 mhz) Boston, Mass.—Seeks CP to increase ERP to 12.5 kw. Ann. Sept. 29.

■ WVCA-FM (104.9 mhz) Gloucester, Mass.—Seeks CP to make changes in ant. sys.; change type ant.; decrease HAAT to 245 ft. and change TPO. Ann. Sept. 29.

■ WQAZ (92.7 mhz) Cleveland, Miss.—Seeks CP to increase HAAT to 262 ft. Ann. Sept. 29.

■ WAWZ-FM (99.1 mhz) Zarephath, N.J.—Seeks CP to install aux. sys. at main TL; to be operated on ERP of 7.8 kw; change HAAT to 482 ft. and change TPO. Ann. Sept. 29.

■ WKGL-FM (92.7 mhz) Middletown, N.Y.—Seeks Modification of CP to decrease ERP to 2.7 kw and increase HAAT to 320 ft. and change TPO. Ann. Sept. 29.

■ KGRI-FM (100.1 mhz) Henderson, Tex.—Seeks CP to change TL; decrease ERP to 1.33 kw; increase HAAT to 422.2 ft. and change TPO. Ann. Sept. 29.

■ WVIS (106.1 mhz) Frederiksted, St. Croix V.I.—Seeks modification of CP (BPH-800707AM, as mod.) to change city of license to Christiansted, St. Croix, V.I.; change SL; request waiver of section 73.1125 of rules Ann. Sept. 29.

■ KMTN (96.9 mhz) Jackson, Wyo.—Seeks CP to increase ERP to 50 kw; increase HAAT to 1060 ft. and change TPO. Ann. Sept. 24.

### AM actions

■ KAAB (1130 khz) Batesville, Ark.—Granted CP to increase power to 1 kw, DA-D. Action Sept. 26.

■ WNYR (990 khz) Rochester, N.Y.—Granted CP to make permanent temporary 990 khz; change hours of operation to U by adding night 2.5 kw-N; increase D power to 5 kw; install DA-2; change TL; and make

changes in ant. sys. Action Sept. 20.

■ WKDW (900 khz) Staunton, Va.—Granted CP to increase power to 2.5 kw-D. Action Sept. 20.

### FM actions

■ WKY-FM (104.1 mhz) Evansville, Ind.—Granted CP to decrease ERP to 38.9 kw; increase HAAT to 567 ft. and change TPO. Action Sept. 16.

■ KRLY (93.7 mhz) Houston, Tex.—Granted CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; change ERP to 95.26 kw; increase HAAT to 1,750 ft. and change TPO. Action Sept. 22.

### TV actions

■ KOOL-TV (ch. 10) Phoenix, Ariz.—Granted CP to change HAAT to 2,000 ft. and change ant. to circular polarization. Action Sept. 14.

■ WBAK-TV (ch. 38) Terre Haute, Ind.—Granted CP to change ERP to 1,030 kw vis., 103 kw aur.; and change HAAT to 972 ft. Action Sept. 9.

■ KTMA-TV (ch. 23) Minneapolis—Granted MP to change ERP to 1,740 kw vis., 347 kw aur.; and change HAAT to 1,170 ft. Action Sept. 9.

■ KHTV (ch. 39) Houston—Granted CP to change ERP to 5,000 kw vis., 500 kw aur.; change HAAT to 1,950 ft. and change TL. Action Sept. 14.

■ KOWY (ch. 5) Lander, Wyo.—Granted MP (BPCT-810428KG, as mod) to change ant. sys. Action Sept. 10.

## Call letters

### Applications

| Call                 | Sought by                                                |
|----------------------|----------------------------------------------------------|
| <b>New FM's</b>      |                                                          |
| KHPO                 | Weber-King Radio, Clinton, Ark.                          |
| WJYJ                 | Joy Public Broadcasting Corp., Fredericksburg, Va.       |
| <b>New TV</b>        |                                                          |
| KLRT                 | Little Rock Communications Associates, Little Rock, Ark. |
| <b>Existing AM's</b> |                                                          |
| KENZ                 | KROY Sacramento, Calif.                                  |
| WMGI                 | WKGR Gainesville, Fla.                                   |
| WSUA                 | WHTT Miami.                                              |
| WCOT                 | WLOF Orlando, Fla.                                       |
| KMEZ                 | KBOX Dallas.                                             |
| KIJN                 | KZOL Farwell, Tex.                                       |
| <b>Existing FM's</b> |                                                          |
| WKYO-FM              | WIDL Caro, Mich.                                         |
| KFLC                 | KNFR Albuquerque, N.M.                                   |
| WROC                 | WLYT Cleveland Heights, Ohio                             |
| WLZN                 | WVCD Hazelton, Pa.                                       |
| <b>Existing TV</b>   |                                                          |
| KSKN                 | KUAA Spokane, Wash.                                      |

### Grants

| Call                 | Assigned to                                |
|----------------------|--------------------------------------------|
| <b>New AM</b>        |                                            |
| WGIB                 | Glen Iris Baptist School, Birmingham, Ala. |
| <b>New TV's</b>      |                                            |
| WMJA                 | Kenneth B. Darby, et al, Panama City, Fla. |
| WTIN                 | Ponce and Yauco UHF, Ponce, PR.            |
| <b>Existing AM's</b> |                                            |
| WXTA                 | WRRR Rockford, Ill.                        |
| WKOE                 | WREA Dayton, Tenn.                         |
| WRMR                 | WPKX Alexandria, Va.                       |
| WGZS                 | WLKE Waupin, Wis.                          |
| <b>Existing FM's</b> |                                            |
| KYKY                 | KSLO St. Louis.                            |
| WKCD                 | WVOE Mechanicsburg, Pa.                    |
| WCKN-FM              | WAIM-FM Anderson, S.C.                     |
| WHCB                 | WKKG Bristol, Tenn.                        |
| KDLT                 | KXON-TV Mitchell, S.D.                     |
| WIKO                 | WOFM Greenville, Tenn.                     |
| <b>Existing TV's</b> |                                            |
| KPOM-TV              | KLMN Fort Smith, Ark.                      |
| WLKE-FM              | WGGO Waupin, Wis.                          |

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**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.

**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.

**General Manager/Sales Manager.** Run it like you own it for absentee owner. Results rewarded. New FM serving 200,000 in north central Massachusetts. Solid, small market experience, guts, energy and integrity essential. Minimum three years' experience. Call Ed Mattar, 617-754-1000.

**Director of Radio Stations** wanted for public station WFSU-FM in Tallahassee, Florida. Minimum requirements: graduation from college and 6 years of managerial experience in radio field. Salary range from \$22,000 to \$36,900. Send letter of application and resume to: Florida State University, Personnel Relations Department, 216 Suwannee Arcade, Tallahassee, FL 32306. Must be postmarked by October 23, 1982.

**KJAZ-FM/Sales Manager.** America's premier jazz radio station in the San Francisco Bay area needs dynamic, high energy, proven successful Sales Manager (including national sales experience) who loves the music, understands radio sales, and is a natural leader. Opportunity exists to become General Manager and to earn an equity interest in station! Entire sales program must be revamped with special emphasis on retail sales; focusing on high quality listening audience, not Arbitron numbers. Forward resume to: KJAZ, Inc., PO. Box 1450, Alameda, CA 94501.

### HELP WANTED SALES

**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.

**Arizona:** New FM, Tucson metro, needs aggressive person experienced in agency sales and pounding pavement. 602-889-9797. EEO.

**Sales Manager,** for San Francisco suburban daytimer, in a fast growing market, who can do it all, sell, recruit, train, equipped with successful promotion and merchandising packages. Great bucks, for great performer. Resume and references to Box H-72. EOE.

### HELP WANTED ANNOUNCERS

**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.

**Morning man, familiar** with AOR and AC formats, needed for small market Rocky Mountain resort town. Strong production required. No smokers. Like the mountains? Tape & resume to KMTN-FM, Box 927, Jackson Hole, WY 83001. EOE.

**MOR personable** air performer, team player, proven audience builder. Good pay. Contact Lowell Wilks, KVOZ, Laredo, TX 512-723-4396.

**Strong communicator** wanted to build on an established audience. Easy listening adult-music, community-involved station offers desirable opportunity for experienced announcer. Creative commercial production abilities will be an asset. Opening is immediate. Send air-check & resume to: General Manager, WPBC-FM, 27 State St., Bangor, ME 04401. EOE.

**A/C KBOR has rare** opening for experienced adult, morning drive personality. Community involvement a must. T&R: Gordon Marcy, KBOR, Box 3407, Brownsville, TX. 78520.

### HELP WANTED TECHNICAL

**Radio Chief Engineer.** Immediate opening. Excellent facilities and equipment. 100,000 watt FM stereo, daytime AM plus AM on Gulf Coast coming soon. Must have First Class/General License, broadcast experience and best references. We offer top pay and benefits. Send complete information first letter to Raymond Saadi, KHOM, Station 2, PO. Box 728, Houma, LA 70360. Equal Opportunity Employer.

**Virginia Beach**—Chief Engineer (operator) needed for AM/FM market leader. Nearly all equipment less than two years old and state-of-the-art, studio to antenna. Salary commensurate with background. Send resume with salary history and references to: W.H. Weller, G.M., WCMG AM/FM, 900 Commonwealth Place, Virginia Beach, VA 23464. No phone calls, please. Affirmative action, EOE, M/F

**Central Virginia AM/FM** needs an experienced Chief Engineer with directional antenna experience. Send resume and salary history to Colin Rosse, WINA/WQMC, PO. Box 1230, Charlottesville, VA 22902. Equal opportunity employer.

### HELP WANTED NEWS

**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.

**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 audition 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/AEE.

**Looking for talk show** host with newsroom duties, sports talk show host and morning personality who can co-host 2 hour news block or do talk show. Send tapes, resume to: Tony Booth, Group Program Director, WFBG, Box 2005, Altoona, PA 16603. EOE. No calls.

**Top regional station** seeks committed broadcast journalist with two years' experience in all phases of radio news. Only those willing to work harder than you've ever worked before and willing to work any shift should apply. Prefer those now working in Northeast. Send resume, letter and salary requirements to Box H-63.

**WDOZ AM/FM** has an immediate fulltime opening for qualified news person for morning shift. Collecting, writing, reporting on-air. Only those with experience need apply. Resume/tape to WDOZ, PO. Box 36, Green Bay, WI 54305. Equal opportunity employer.

### SITUATIONS WANTED MANAGEMENT

**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 G-86.

**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 owner:** retiring within a year? Establish working relationship with potential buyer. Details: Dave Smith, PO Box 3271, St. Louis, MO 63130.

**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.

**Professional, civic-minded,** sales-oriented. Medium market. Sober, honest, dependable. Want challenge with rewards. Casto, 719 S. Main, Reidsville, NC 27320.

**General Manager,** community-oriented. Former owner-manager, successful background all areas. Buy in possible. 218-847-4942.

**Turnaround GM/SM** available immediately. Tested, proven track record. Consultant or full time. 703-463-6715.

**Losing your shirt?** Thinking of selling? An experienced G.M. can increase the value of your property and insure maximum marketability. First-hand experience in license transfer, turn-arounds, and all that's necessary to prepare a station for sale. Industry credentials and record of performance second to none. Looking for short-term (6 months or less) assignment. Box H-55.

**General Manager:** Dynamic, organized, disciplined professional. Results and profit oriented. Expertise includes leadership, promotions. Basic management skills. 19 years managing AM/FM with strong sales development ability. Excellent credentials. Write Box H-71.

**Over 20 years** in management. Seeking challenge in small-medium market, Southeast. Successful at blending commercialism with good programming. Write Box H-81.

### SITUATIONS WANTED SALES

**Radio sales pro,** RAB trained, seeks lucrative sales opportunity with top station. Prefer coastal area. Box H-50.

**Former radio station** owner looking for combo announcer/sales position. Also interested in equity possibilities. Reply Box H-66.

### SITUATIONS WANTED ANNOUNCERS

**Professional sound** and attitude. Dependable, cooperative, eager for first break. Available now. Brian Davis, 414-255-2078.

## SITUATIONS WANTED ANNOUNCERS CONTINUED

**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, hard-working, 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 programming position. Prefer large major, but open. Available now. Write Box G-127.

**Ambitious, schooled, hard-working, 20-yr-old** looking for full-time, preferably West Coast. Good voice/production 916-927-2183, Tom.

**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.

**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.

**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.

**Planet rock?** 1 Contemp. Christian format with fresh, new personality & great sound. Excellent for metro-urban radio. Tape avail. 312-467-9887 x-1237 or 264-3299 for Vincent Allen and the solid rock!

**Relocating is no problem** for the right team in a top 50 market. Prefers AOR or CHR in the sunbelt. 5 yrs. radio, college & record background. 412-832-1217, days.

**Station in a rut?** Don't pick up a V-8, pick up the phone and call me, Gary, at 312-975-9880. I am a trained beginner and the right person to get you out of your rut. Rock, country, jazz, anything. So don't forget Gary. 312-975-9880.

**Stop.** Got a vacancy? Now you don't. I'll fill it well. Call me at 201-773-3492.

**Prefer announcing, production, news, copywriting.** Degree, broadcast grad, third endorsed. Some radio experience. Janet Lynch, 3743 Deep Dale, Louisville, KY 502-895-5208 except week day afternoons EDT.

**Ford Mullins**, 6-year pro (WZBC, WCFR, WPOE, WKZE), KHS grad., BA psych, seeks swing/prod, So. CA. coast 714-859-6381.

**Aspiring talent seeks** announcing debut. How about with you? Personable and bright. Prefer Southwest. Charlene Nyren, 5615 Gatewood, Greendale, WI 53129. 414-529-3617.

**Announcer/Sportscaster.** Six years' experience, know rock format. Southern Rockies, West Coast respond anytime. 303-651-3549.

## SITUATIONS WANTED TECHNICAL

**12-years' experience**, 10 as chief. AM directional, FM stereo, audio processing, construction. Reply Box H-77.

## SITUATIONS WANTED NEWS

**Hardworking reporter** with New York experience, good voice, warm, personable delivery and superb writing skills. Available now. Box G-76.

**News, sports, PBP.** 4½ years small market experience plus college degree and ready to move up. 301-949-0722.

**News Director.** Experienced newsman. Radio, TV, newspapers. Number 26 market. 34, black, family man. Write Box H-4.

**Position sought in sports** or news; PBP experience; strong delivery; law degree; political experience; will relocate. Bob, 703-892-0920.

**Experienced, award-winning sportscaster** seeks medium-market sports or sales/sports position. RAB trained. Highly motivated, professional. Five years baseball, football, and basketball play-by-play. Some hockey experience. Resume and tape available upon request. Write Box H-53.

**Seasoned broadcast journalist** seeks permanent post with commercial Christian station in Sunbelt. Extensive sales and programming experience. Write Donald Dickson, P.O. Box 5041, Fort Myers, FL 33901.

**Talk all night**—12 years' experience, specializing in blending human interest, controversy, humor, interviews and information. Variety entertainment for night time audiences. Art Murphy, 305-725-1743; 1322 Copenhagen Ave., Palm Bay, FL 32905.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Successful, business-oriented PD** at longtime winner ready for new major market AC/CHR challenge. Reply Box G-149.

**P.D./M.D. available** for medium market operation. Excellent tape and resume available. Call Timm Course, 501-793-8371.

**Four year pro** with college degree, experienced in sales, news and announcing, seeks PD position in small to medium market. Reply to Box H-74.

# TELEVISION

## HELP WANTED MANAGEMENT

**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.

**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.

**General Manager.** New mid-Atlantic Sunbelt T.V. station (UHF) seeks manager to start up and operate. Previous T.V. experience desirable, but solid business background and successful general track record a must. Send resume to Box H-64.

**Television General Manager**—Group-owned network affiliate in Southeast market seeking experienced broadcaster for general manager's position. Financial sales and people skills essential; as well as a proven record of performance. Prefer professional broadcaster with stable background interested in long-term commitment. Send resume to Box H-70.

## 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.

**GSM for new maximum power VHF** in beautiful southern Illinois locale which penetrates top major market. The individual we seek is a television pro with a track record of sales and management potential. A take charge leader, responsible directly to licensee. Age, sex and race not a factor. WCEE-TV, Box 200, Carbondale, IL 62901.

**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.

**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 broadcast 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.

**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.

**KMGH-TV, Denver, Co.,** seeks applications from qualified maintenance engineers. Minimum 3-5 years repair and maintenance experience on ENG, VTR camera, microwave, switchers and other studio equipment. General class FCC license. Send resume to Kent Gratteau, KMGH-TV, 123 Speer Blvd. Denver, CO 80217. Equal opportunity employer. M/F.

**Engineer/technician** with experience in studio maintenance. Familiarity with RCA Quad; Ampex 1" Sony JVC; Panasonic 3/4"; and TBCs. Salary: DOE. To work in beautiful Alaska, contact Dick Engh, KTVA-TV 1007 West 32nd Ave., Anchorage AK 99503. 907-272-3456.

**New full power VHF** in beautiful southern Illinois community seeks a take charge Chief. WCEE-TV, Box 200, Carbondale, IL 62901.

**Wanted: maintenance eng.** Entry level or 1 to 2 yrs' exp. Please send resume to Operation Mgr., KOUS-TV, Drawer D, Hardin, MT 59034.

**Operations Crew Chief.** TV broadcast operations crew chief, associate degree in electronics or equivalent, five years of broadcast technical experience with at least 1 year of a supervisory nature FCC first class or general class licensed preferred. Salary range: \$16,640 to \$25,850, depending on experience. Send resume to: Director of Engineering New Hampshire Public Television, Box 2, Durham, N.H. 03824. Application deadline is October 29, 1982. The University is an affirmative action/equal opportunity employer.

**Chief, Electronic Media Technician.** Responsible for installation, maintenance, and supervision of Lamar University's radio, television, and electronic media equipment to include a new operational color television laboratory. Must possess FCC First Class license, good supervisory skills, and have ability to work in an academic, instructional and production environment, and have ability to diagnose, troubleshoot and repair electronic equipment. Salary: \$18,000-\$26,000, commensurate with experience. Fringe benefits. Resume to: William L. Ryan, Lamar University, P.O. Box 10021, Beaumont, TX 77710, prior to October 29, 1982. AA/EOE.

**Television remote engineer.** Responsible for operation and maintenance of new multi-camera multi-VTR mobile unit. Must have strong electronics maintenance background. Thorough knowledge of television camera, VTR switching, audio and terminal systems. Minimum 5 years' experience. Must work as integral part of production team. Send resume to Mike Arnold, Chief Engineer, Scene Three, 1813 Eighth Avenue South, Nashville, TN 37203.

## HELP WANTED TECHNICAL CONTINUED

**TV Maintenance Engineer**—for upstate New York UHF. General class license required. Prefer experience in all phases of TV maintenance: studio, transmitter, translator, ENG. Send resume to Chief Engineer, WUTR-TV, P.O. Box 20, Utica, NY 13503. EOE.

**Wanted: maintenance engineer**—skilled in the maintenance of ENG and studio equipment. The station is gearing up for the purchase and installation of new state-of-the-art equipment to be installed in our new modern facility. The engineer hired will be expected to be able to contribute to the planning process for the new equipment, its installation and maintenance, as well as the maintenance of existing studio equipment. Write Mr. Charles Goode, Studio Chief Engineer, WOWK-TV, P.O. Box 13, Huntington, WV 25706 EEO.

**Wanted: Full-time licensed control room operator/engineer.** Duties include operation and adjustment of video tape machines, cameras, and remote transmitter. Other duties as instructed. Experience preferred. Send resume to: Chief Engineer, WEAU-TV, P.O. Box 47, Eau Claire, WI 54702. An equal opportunity employer.

**Production/maintenance engineer** for national ITV series. Responsible for set-up, maintenance and technical standards of series. Other duties as required. Must be familiar with state of the art teleproduction equipment and type C 1". Knowledge of editing and production concepts essential. First class license preferred. Salary and benefits competitive. Starting Date: November 1, 1982 (contingent on grant approval). One year position. Application deadline: October 22, 1982. Send resume and references to: Mack Seed, Broadcasting Dept., 1002 N. 1st Street, Vincennes University, Vincennes, IN 47591. EOE, M/F.

## HELP WANTED NEWS

**Anchor/reporter** with experience who can write, shoot and edit for flagship station of expanding group. Send tape, resume and salary requirements to: Charles Tornelli, 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.

**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 H-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.

**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.

**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.

**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.

**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.

**Executive news producer** needed by major NBC affiliate. Must have minimum 2 years TV news producer experience. Executive producer or program manager experience preferred. Send resume and tape to: Personnel Manager, WCKT, P.O. Box 1118, Miami, FL 33138. Equal opportunity employer.

**Broadcast Consultants** is seeking quality journalists for important position with top client stations. Anchors, producers, reporters and meteorologists currently needed. Send T&R to Bruce Williams, Broadcast Consultants, Box 60, West Hartford, CT 06107. 203-233-6291. No fees!

**Weekend sportscaster/reporter.** Sports is both the pros and the recreational events in which most people participate. If you can do both, send me your tape and resume. Experience is required. No phone calls, please. John Hayes, KNTV, Inc., 645 Park Avenue, San Jose, CA 95110.

**Producer** for medium-market New England station's full-hour early-evening newscast. Salary range: \$11,700-\$13,000. Tell us about your approach to producing. Write Box H-78.

**News Director.** WSTM-TV, the Times Mirror station in Syracuse, NY, has an immediate opening for an experienced, budget-oriented news director. Former news director promoted to sister station in Dallas. Responsible for staff of 35 using modern equipment including live capability. A degree in journalism or communications is preferred. Send resume and salary requirements to David Shurtleff, Vice President and General Manager, WSTM-TV, 1030 James Street, Syracuse, N.Y. 13203. No phone calls, please. An equal opportunity employer.

**Reporter.** Aggressive news operation with all the tools seeking experienced reporter. College degree preferred. Send resume and tape to John Kline, News Director, KATU-TV, P.O. Box 2, Portland, OR 97208. An EEO Employer.

**Anchor/reporter:** Half-day reporting, anchor 7 PM. newscast. Tapes and resumes, no phone calls. Jay Moore, ND, WTVR-TV, 3301 West Broad, Richmond, VA 23230. E.O.E.

**Consumer reporter.** Creative, highly motivated individual needed for this new position with NBC affiliate. Must have previous consumer affairs experience and knowledge of TV broadcasting techniques. Send resume and tape to: Personnel Manager, WCKT, P.O. Box 1118, Miami, FL 33138. Equal opportunity employer.

**Weekday evening anchor** sought for an aggressive, small-market news department. Broad responsibilities. Not entry level. No phone calls, please. Send resume, videocassette, and salary requirements to David Cupp, News Director, WVIR-TV, P.O. Box 751, Charlottesville, VA 22902.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**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.

**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, VP/Operations, KTIV, Box 87, Signal Hill, Sioux City, IA 51102. EOE.

**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, PO Box 9494, Seattle, WA 98109. EOE.

**Production Manager.** Top ten market. Manage staff of fifteen. Need experienced producer/director who has at least 5 years' experience directing/managing all types of production including news, sports, public affairs and commercials in a top 20 market. We need a top notch person to supervise all local production. Resume to Box H-62.

**Producer/Director.** Top ten, group-owned network affiliate seeks producer/director to write and produce prime-time magazine, public affairs and cultural programming. Three years' experience, and strong writing and producing skills necessary. Resume to Box H-73. EOE.

**Associate producer,** PM Magazine, Detroit. Want proven field producer ready to spread wings in major market. Must be organized with ability to make stories come to life and confidence to take risks. Responsible for 1-2 stories per week. Send Resume and reel ASAP to Beth Sosin, WJBK-TV, Box 2000, Southfield, MI 48037. An Equal Opportunity Employer.

**TV executive producer:** 3 years' experience producing and directing studio and location. Strong background as location videographer and 3/4" editor. Send sample tape and resume to Mike Dougherty, Production Manager, WCMH-TV, 3165 Olentangy River Road, Columbus, OH 43202. EOE.

**Production photographer.** Looking for experienced photographer to shoot 16mm and 1" video tape. A Midwest ABC affiliate, heavy on production and promotion shooting. Send resume and tape to: Tim Martin, WRAU-TV, 500 N. Stewart St., Creve Coeur, IL 61611. EOE.

**Video script writer** for Maryknoll team in Bolivia. Spread the values of the kingdom with modern means of communication. Please indicate age and religion. Minimum one year experience. Willingness to learn Spanish and to make three-year commitment as lay missionary. Room and board, stipend, transportation. Now screening for four month formation program at Maryknoll to begin August, 1983. Write: Lay Mission Office, Maryknoll, NY 10545.

## SITUATIONS WANTED MANAGEMENT

**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.

**Very successful Broadcast** Division Director and General Manager available January 1, 1983, after 27 years with same company. Have led AM, FM and TV stations from red ink to profitability. Built stations from ground up. UHF, a specialty—including past success in mountainous terrain in face of strong local VHF competition. Experience in securing of financing for construction and operation of fledgling (and mature) facilities. Very strong in sales and programming. I am people- and profit-oriented and will only consider working for well-established companies which have the same philosophy. Can produce references from banks, successful general managers I've hired, contemporary GM's and owners, plus present ownership. Prefer Southeast. Will consider General Manager of AM-FM-TV or combination. Presently located in southwest Florida. Reply Box H-60.

## SITUATIONS WANTED MANAGEMENT CONTINUED

**Are you looking for** innovative, audience-building, promotion advocate, community-conscious GM? Hands-on, detail-obsessed, close to the staff supervision? Strong in programming and film buying? Award-winning editorials on tape. Eagerly seeks to relocate in good size market on Northeast coast. Reply Box H-51.

**General sales manager** desires move to General Manager slot or GSM leading to GM. Nineteen years proven track record. Aggressive, highly organized, degree, production background. Rep. Experience. Reply Box H-75.

**Management style is important!** All too often the "top salesman" is promoted to station manager by the "Peter Principle." He may know a lot about sales, but does he have a management plan? Usually not. For the last two years I have been a consultant, teacher and manager for a top quality management consultant company. I also have 14 years' experience in TV in an on the air capacity. I would like to bring a quality management system to your station. Let's talk management strategy. Dave McLaughlin, 5430 Ardmore Drive, Orlando, FL 32807.

## 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.

**Female-FCC general license**—love to relocate. Experienced with handwork—TV camera, master control or studio operations. Melanie, 215-922-2530.

**Operations Technician**, currently at top 25 affiliate, with license, degree, and technical school, seeks production/operations position. Only those demanding quality and hard work need respond. Leave message: 212-933-4387.

## 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.

**Anchor/reporter**. Credibility, vitality, experience. Curt Renz, 4620 Timberlane, Crystal Lake, IL 60014. 815-455-5797.

**Experienced feature reporter/anchor**. Desires position with professional, dedicated news team. Karla, 318-261-1355.

**Experienced, attractive** minority female. Seeking a challenge. R. Pierce, 804-855-9991.

**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.

**Reporter**—bright, young, hardworking and achievement-oriented with well-rounded experience and excellent background. Mary, 206-592-5212.

**Aggressive reporter** with anchor experience in small TV news market wants to move up. Newspaper and radio experience too. Larry, 915-655-6588, evenings.

**Looking for an entry level position** in television news. I'm black and female, with diversified talents in the field. On-air reporting experience too! Cheryl, 219-949-8071.

**Hardworking UMass grad** seeks entry-level news (TV/radio) or camera position. BA, Broadcast Management. Reply Box H-54.

**Wanted: entry level position**. See Janet Lynch's ad under situations wanted radio announcers.

**Writer/Producer**. Missouri graduate. Degrees in English, history, radio-TV news. Experience: radio, TV, Georgia consumer affairs. Chuck Fant, 404-874-3409 or 803-684-4936.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Experienced top 10** associate producer seeks producership in top 10 Market or nationally syndicated show. Please direct inquiries to Peter, 212-748-8603.

**CMX Editor**, not just a button pusher! Now looking for new opportunities. Will consider freelance and/or relocation for right offer. 1 year CMX experience; 3 years production. Contact Alan, 212-724-4103.

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## ALLIED FIELDS

### HELP WANTED MANAGEMENT

**Opening-Asst. Dean**—College of Arts & Architecture. Position represents the College on University committees and works extensively with students. Must have terminal degree and academic experience. For more information, Contact Joel Jahnke, Dept. of Theatre Arts, Montana State University, Bozeman, MT 59717, by December 15. Salary: \$25,000-\$31,000. AA/EOE.

### HELP WANTED INSTRUCTION

**University of Maryland**. Three (3) tenure-track teaching positions at assistant/associate professor level. Teaching and/or professional experience in one or more of the following areas: mass communications processes, effects, and quantitative methodology; telecommunications marketing, management, policy, and regulation; design and development of telecommunications systems; writing for the media; film production. Doctorate or equivalent, evidence of effective teaching, research skills, and professional experience required. Direct inquiries to: Chairman, Radio-Television-Film, Department of Communication Arts and Theatre, University of Maryland, College Park, MD 20742.

**Assistant or associate professor to teach basic and advanced courses** in broadcast management, sales, audience research and mass communication theory; conduct research in broadcasting and cable; direct M.A. theses and Ph.D. dissertations. Ph.D. and teaching experience or demonstrated teaching potential required. Research experience preferred. Beginning September, 1983. Application deadline January 15, 1983. Send vita to: Dr. Joseph R. Dominick, School of Journalism and Mass Communication, University of Georgia, Athens, GA 30602.

**Broadcast News**: Teaching opening in broadcast news at West Virginia University; evidence of professional experience and scholarship in broadcast news, Ph.D. degree (extensive network news experience will be considered in lieu of the doctorate); rank and salary negotiable; position begins: August 16, 1983. Send application and vita by January 15, 1983 to Dean Guy H. Stewart, School of Journalism, West Virginia University, Morgantown, WV 26506; the broadcast news program plus four other programs and the school are accredited by ACEJMC; located approximately 70 miles southeast of Pittsburgh. West Virginia University is an affirmative action/equal opportunity employer.

**Coordinator of Journalism & Mass Communications**; Professor/Associate Professor—faculty position in Mass Communications requiring an earned doctorate in radio/TV or Mass Communications; or M.A. and established professional reputation; seven to ten years of teaching and/or media experience—especially broadcast journalism—are desirable. Demonstrated leadership ability will qualify candidate for appointment as Coordinator of Programs in Journalism and Mass Communications. Duties will be to teach basic and advanced courses in radio and TV production and related courses in broadcast journalism. Interested persons send letter of application, resume, transcripts and three letters of recommendation to Personnel Office, Lincoln University, Jefferson City, MO 65101. All credentials must be received by November 1, 1982. An Equal Opportunity/Affirmative Action Employer.

**Director, School of journalism**—The Pennsylvania State University. Qualifications: Ph.D. and/or extensive academic experience; administrative experience or potential; professional media experience normally expected. School offers undergraduate sequences in journalism, broadcast news, and advertising, and an M.A. degree. Desired availability: June 1983. Application deadline: November 15, 1982. Affirmative action/equal opportunity employer. Applicants send vita and references to Professor John S. Nichols, 215 Carnegie Building, Box C, The Pennsylvania State University, University Park, PA 16802.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters**. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**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.

**2 GC microwave transmitter and hardware**. PO. Box 137, Fabius, NY 13063-315-677-3404.

## 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.

**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.

**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.

**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.

**1-MW-50 Harris**, used only 1 year—many spares—immediate delivery. Perfect condition. Bargain price. 214-630-3600.

**New & reconditioned equipment for sale**: Ikegami ITC-350 ENG cameras w/satcons; Hitachi HR-200/HST 1" Type-C VTR; Hitachi SK-91 camera; Hitachi FP-40SS camera; Hitachi FP-21 camera; Sony BVU-200 edit system; Sony VP-2011 3/4" player; Sony VO-2610 3/4" recorder; Sony DXC-1640 camera; DVS DPS-1 time base corrector; CVS 504 time base corrector; Panasonic WV-9240 3/4" VCR; Panasonic WJ-5500P SEG; Jatec USEC-42T edit controller; monochrome & color monitors. Call Bob, Ted or Terry, 518-449-7213.

## FOR SALE EQUIPMENT CONTINUED

**Over \$30,000 worth** of commercial B&W television equipment. Best offer. Contact Fred, 603-478-3202. Days.

**TEK 670, TEK 670A** color monitors, newly calibrated with factory warranty. Larry, 412-543-9852; 548-4300.

**Jatex VSEC-** 42TD editor with options. Excellent condition. Cables for Sony recorders 212-285-0819.

**Tower for sale:** 1-890-foot Kline (FM/TV), 1-140 foot self-support (FM), 1-190-foot self-support (FM), 1-260-foot guyed (microwave), 1-400-foot (FM). Call 901-274-7510.

**20KW FM transmitter**, 10 years old, excellent large spares inventory. Consider trade for 5KW AM or 3-5 KW FM. 208-344-0947.

**Used broadcast television equipment.** Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

## COMEDY

**Free Sample** of radio's most popular humor service. (Request on station letterhead). O'Liners, 1448 C West San Bruno, Fresno, CA 93711.

**"Phantastic Phunnies"** - humor service of world's top comics! Month's 500 topical jokes - \$2.00. 1343-B Stratford, Kent, OH 44240.

## RADIO PROGRAMING

**Radio & TV Bingo.** Oldest promotion in the industry. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288. Copyright, 1962.

## 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.

**Radio stations.** This Christmas season your listeners can generate business for your first quarter of 1983. You can get dozens of new leads and cash in advance! For details, write P.O. Box 17538, Pittsburgh, PA 15235.

**Technicians:** want to work for networks? Free referrals. Female applicants especially encouraged. Write Box H-18.

## INSTRUCTION

**Co-op ad seminar.** TV, radio: Chicago, Nov. 5 call now for brochure. Registration deadline Oct. 26. Co-op Resource Center, 507-625-2667.

## RADIO Help Wanted Management

### PROGRAM DIRECTOR SAN FRANCISCO AM/FM COMBO NO. 3 25-54

Immediate opening for major market programmer with proven track record. Experience in A/C, personality and oldies.

Send resume to Fred Schumacher, KYA/KLHT, 300 Broadway, San Francisco, CA 94133.



King Broadcasting Company is an equal opportunity employer, M/F/H/Vets.

## ONE OF THE NATION'S FASTEST GROWING

group operators seeks skilled professionals in following categories: General Manager, General Sales Manager, Local Sales Manager, News Director. Send resumes to Box H-59.

### GENERAL MANAGER

An established station group is seeking an experienced General Manager capable of molding and developing a crack sales force for top-rated AM/FM combination. Prefer RAB-trained with agency sales experience. Only dynamic, highly motivated persons capable of inspiring others and possessing top management qualities need respond. All replies completely confidential. An equal opportunity employer. Reply Box H-68.

## Help Wanted Sales

### 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.

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Katz. The best.

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BROADCASTING's  
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### SALES MANAGER MINNESOTA NEWS NETWORK

Multi-station state radio network. Require strong local sales background including managerial experience. Opportunity to build sales department. Proven track record a must. Replies in confidence to MNN, 45 East Eighth Street, St. Paul, MN 55101. No phone inquiries.

## Help Wanted Programing, Production, Others

### 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.

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America's Employee Owned Broadcast Group  
A SUBSIDIARY OF KATZ COMMUNICATIONS INC



Katz. The best.

## Help Wanted Programing, Production, Others Continued

### ANNOUNCER/ PRODUCER

for public radio station WKYU-FM, to assist in the programming and broadcast of classical music and to be responsible for the programming and broadcast of his/her own jazz shows. Must demonstrate knowledge of music and ability to effectively announce classical music and jazz programs. Prefer 1-2 years' professional experience, but will consider qualified newcomer. On-camera television experience also helpful. Salary \$12,000, minimum. Excellent benefits. Send complete resume and audition tape to the Department of Personnel Services, Western Kentucky University, Bowling Green, KY 42101. An equal opportunity employer.

### 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.

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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 Programing, Production, Others

### WINNER

Program Director, operations, on-air. Track record includes number one stats in 3 top 10 markets. Last station programmed in double digits. Presently PD of major market station changing format. Experience in AC, CHR, MOR and all phases of broadcasting. Write Box H-67.

## TELEVISION Help Wanted Management

### MANAGER— CREATIVE SERVICES

Local TV station seeking individual to coordinate/manage newly formed creative services dept. Must be creative, experienced in writing/producing programs and commercials. Management/administrative experience expected. Good wages. Excellent fringe benefits. Resume including salary requirements to Box H-80. EOE.

### Director of Off-Network Sales & Network Ratings Research

**Paramount Pictures** is seeking a seasoned professional to serve as Director of Off-Network Sales and Network Ratings Research. To qualify for this prestigious position, you must have proven expertise in off-network programs sales research and network ratings research, 4+ years in TV syndication, and extensive knowledge of off-network sales as it relates to syndication TV.

You must also have strong written and verbal communication skills and strong supervisory skills. If your talents match our requirements, you'll enjoy an attractive salary and benefits package as well as the satisfaction of working at one of the top studios in the industry.

For immediate consideration, please contact us by sending your resume or letter of inquiry to (no phone inquiries please):

*Paramount  
Pictures  
Corporation*

**P.O. Box 76387  
Dept. AA/452C  
Los Angeles, CA 90076**

An Equal Opportunity Employer

### ACCOUNT EXECUTIVE

This network affiliated, top 50 Sunbelt station is looking for a creative, promotion-oriented salesperson with TV, radio or other intangible sales experience. The right person will be paid well. Knowledge of major retailing, co-op and vendor programs important. Send your resume and your most creative idea on how to develop untapped resources and I will call you promptly. Write Box G-152. An equal opportunity employer, M/F.

## Help Wanted Management Cont.

### PROMOTION MANAGER

With multiple market experience in performing and supervising aggressive promotion efforts. Must have creative skill, production energy and administrative ability. This is a Sunbelt TV station with goals in news and community image, a 4-person promotion department and sizable ad budget. Contact R. Roberts, 813-229-7781. EOE. M/F.

### LOCAL SALES MANAGER

to work with number one local sales team in growing Sunbelt market. Applicant should possess outstanding written and verbal sales presentation skills and experience in development of vendor support programs and co-op campaigns. Send resume to: William J. Kemple, Vice President and General Sales Manager, WRDW-TV, Drawer 1212, Augusta, GA 30903. An equal opportunity employer.

## 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.

## Help Wanted Technical

### ENGINEERING TV TECHNICIAN

Requires FCC General License, preferably with 2-5 years' experience in studio broadcasting demonstrating strong electronics and maintenance background.

For prompt, confidential consideration, please send resume to Employee Relations Department, 7 Bulfinch Place, Government Center, Boston, MA 02114. EOE.

**WNEV-TV**   
A New Day Dawning.

## ALLIED FIELDS Help Wanted Management

### DEVELOPMENT DIRECTOR

for Georgia Public Telecommunications Commission, Atlanta, Georgia. Plan, direct, and carry out fundraising activities including corporate underwriting, pledge drives, memberships, endowments, deferred giving, grant applications, and other appropriate fundraising strategies. Proven ability to obtain corporate underwriting and to conduct pledge drives essential. Successful development and marketing background in public broadcasting or similar nonprofit organization highly desirable. Salary negotiable. Send full resume and references plus letter explaining your understanding of and interest in public broadcasting to Rick Cramer, Director of Administrative Services, Georgia Public Telecommunications Commission, 1540 Stewart Avenue SW, Atlanta, GA 30310, by October 30, 1982. An equal opportunity employer.

**Help Wanted Management  
Continued**

## **CORPORATE COMMUNICATIONS DIRECTOR**

### **TV, Film and Radio**

Your multi-dimensional professional background in communications means outstanding opportunity with a Fortune 100 multinational manufacturing corporation located in the Midwest.

We seek such an experienced professional to direct our public affairs TV, film and radio operations, as well as act as our liaison with the TV and radio media. A bachelor's degree and at least 10 years successful communications experience is essential, as is demonstrated ability to manage a professional staff. Network experience would be very helpful for this position which offers a salary in the \$80K range, plus excellent benefits and relocation expenses.

Detailed resume reflecting your communication skills and accomplishments should be received by October 30, 1982.

Please send to:

**Box H-69.**

An Equal Opportunity Employer. M/F

### **Help Wanted Instruction**

## **DEAN School of Journalism University of Missouri-Columbia**

The University of Missouri School of Journalism is searching for a Dean to begin in the Fall of 1983.

Applicants should have strong leadership and administrative abilities, with a commitment to the importance of teaching and a high regard for the practical experience that Missouri-Columbia offers.

We want an individual of outstanding character, probably an educator, a practicing journalist, or an executive in the advertising or communications industry, with a strong belief in the value of scholarly research.

Send letter of application with vita by December 1 to:

Donald J. Brenner, Chairman, Search Committee  
Box 838 School of Journalism  
University of Missouri-Columbia  
Columbia, MO 65205

An equal opportunity, affirmative action employer.

### **Help Wanted Instruction Continued**

#### **CBN UNIVERSITY'S**

Graduate School of Communication is seeking full time faculty members with expertise in one or more of the following areas: film, radio, television, script writing, mass communication theory, research methods and media management. Responsibilities include program development, teaching, research, student counseling and advising. An earned PhD with relevant teaching and other professional experience in the communication field preferred. Master's Degree with significant professional experience considered. Rank of Assistant, Associate, or Full Professor depending on qualifications. Salary competitive. Send resume and names of three references to JD Keeler, Dean, School of Communications, CBN University, Virginia Beach, VA 23463. CBN University is a community of mature Christian scholars who are highly competent in their chosen disciplines, and who know God and His Word as the source of all wisdom. The University is a distinctive, graduate-based educational institution holding the highest of intellectual standards, with the transcending purpose of glorifying God and His Son, Jesus Christ. The University is an equal opportunity employer sharing an evangelical Christian perspective and is associated with the Christian Broadcasting Network.

### **Help Wanted Sales**

The Graphic Express Corporation is televisions' premier newscast design group.

We're looking for you if you've got:

- 3-5 years in television sales
- 2 years experience in sales and marketing management
- experience at major market presentations to stations and corporate groups
- abilities as strong self-starter
- a desire to live in San Diego and enjoy moderate travel
- the ability to make \$35-\$75K per year

Send resume, introductory letter and television references to:  
Byron Andrus, President  
The Graphic Express Corporation  
3678 4th Avenue  
San Diego, CA 92103



### **Business Opportunity**

#### **SATCOM 3R**

Audio subcarrier space available full- or part-time for audio and data communications, national or regional delivery: **commodities, stocks, sports, news, etc.** Call Michael Gliner, 816-358-9960.

### **Miscellaneous**

#### **"Want to Own a Station?"**

Full day, individual seminar for broadcast investors given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover among the topics. Find out how to buy your next or first station through my personal experience. Robin B. Martin, President, Deer River Broadcasting Group, Suite 1001, 141 East 44th Street, NY, NY 10017. 212-599-3303.

**Miscellaneous  
Continued**



**VIDEO TECHNICAL INSTITUTE  
BUSINESSES THAT NEED  
VIDEO TECHNICIANS ...  
NEED VTI.**

We at Video Technical Institute are proud of our placement record. An overwhelming majority of our graduates have found jobs in their field of training . . . which means satisfied graduates. Satisfied graduates make good employees and good employees mean happy employers. That's where we step in.

VTI trains people for entry level occupations in the video production field. Our graduates possess strong motivation evidence of their nine months, five days per week, five hours per day training . . . usually at their own expense. In short, our graduates have that extra edge called *desire*. We think that's half the battle .

**VIDEO TECHNICAL INSTITUTE**

P.O. Box 10128  
Dallas, Texas 75207

**214-263-2613.**

**For Sale Stations  
Continued**

**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.

**HOT CALIFORNIA FM!**

Class A covers to **TWO** metro mkts. with growing ratings in both. Primed for super billing + growth. \$1 mil is a steal! Qualified only. Gary Willson, broker, 415-435-3159.

**CENTRAL FLORIDA STATION  
FOR SALE**

5-kw days, 2.5-kw nights. Medium market. Excellent potential just being realized. Owner will sell all or part. Principals only. Box H-52.

**MIDWEST**

Regional AM/Class C FM. Great opportunity in a \$5 million radio market. FM was recently purchased. Group owner desires sale to finance major market acquisition. Aggressive new owner could double \$800,000 annual sales. Sales 2 years ago over \$1 million. Terms: 1/3 down. Price: \$2 million. Write Box H-56.

**Employment Service**

**"JOB HUNTING"**

NATIONAL BROADCAST TALENT COORDINATORS can help NBTC specializes in placing qualified D.J.s, news people, P.D.s, sports, sales & management. Our client stations need experienced radio people. For confidential details, including registration form, enclose \$1.00 postage & handling to: NATIONAL BROADCAST TALENT COORDINATORS, Dept. B, P.O. Box 20551, Birmingham, AL 35216. 205-822-9144

**RADIO JOBS**

10,000 radio jobs a year for men and women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspeople & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, \$6.00. Special bonus: six consecutive weeks, only \$14.95—you save \$21.00! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.**

**Wanted To Buy Stations  
Continued**

**LOSERS**

We're interested in your problem radio station (FM or full-time AM), regardless of its current financial performance. Outright purchase or buy in with our experienced management in place. All replies answered. Box 2040, St. Petersburg, FL 33731.

**LOOKING FOR BROADCAST  
PROPERTY**

Retiring broadcast executive from one of America's top groups. Seeking ownership. Am interested in AM/ FM or medium market TV station, preferably on eastern Seaboard. Please write Box H-61 with details.

**WALKER MEDIA &  
MANAGEMENT INC.**

New address  
for the  
Washington area office.

William L. Walker  
P.O. Box 2264  
Arlington, VA 22202  
703/521-4777

**Wanted To Buy Stations**

**RADIO STATION WANTED**

Investors interested in purchasing AM, FM or combo radio station. Sizable down payment and terms offered. Michigan, Ohio or Indiana markets preferred. Write Box H-65.

**For Sale Stations**

**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.

**BOB KIMEL'S  
NEW ENGLAND MEDIA, INC.**

**\$\$\$**

**IT DOESN'T REQUIRE** lots of \$ to purchase broadcast stations in New England that have big profit potential. **IT DOES REQUIRE** being on the "prospective buyer lists" of New England's leading broker. Contact us today.

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ST. ALBANS, VT. 05478  
802-524-3159



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nationwide mergers & acquisitions

### STATION

|        |          |          |         |
|--------|----------|----------|---------|
| SE     | Major    | AM/FM    | \$3500K |
| R.Mt.  | Metro    | IV/FM    | \$2000K |
| SE     | Regional | C1.C FM  | \$1200K |
| SW     | Medium   | C1.IV    | \$1150K |
| N.Eng. | Medium   | AM/FM    | \$600K  |
| SW     | Metro    | Fulltime | \$650K  |
| SW     | Metro    | Fulltime | \$600K  |
| MW     | Small    | FM       | \$400K  |
| MW     | Small    | AM/FM    | \$350K  |
| R.Mt.  | Small    | Fulltime | \$250K  |

### CONTACT

|         |                  |                |
|---------|------------------|----------------|
| \$1000K | Bill Cate        | (904) 893-6471 |
| \$550K  | Elliot Evers     | (213) 366-2554 |
| \$500K  | Ernie Pearce     | (615) 373-8315 |
| \$300K  | Bill Whitley     | (214) 387-2303 |
| Terms   | Jim Mackin       | (207) 623-1874 |
| \$150K  | Brian Cobb       | (303) 393-7636 |
| Cash    | Bill Hammond     | (214) 387-2303 |
| \$123K  | Peter Stromquist | (612) 831-3672 |
| Terms   | Bill Whitley     | (214) 387-2303 |
| \$60K   | Greg Merrill     | (801) 753-8090 |

To buy or sell, for appraisals or financing—contact John Emery, General Manager, Chapman Co., Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341 (404) 458-9226

### WZBR AMORY, MS

Court-ordered partnership dissolution sale. Sealed bids received by Monroe County Chancery Clerk, Aberdeen, MS 39730, October 29, 1982, 10 a.m., 10% deposit with bid. Bidders must show evidence of financial ability. For information, call 601-256-5697.

### NORTH ALABAMA

Metro market full time AM. Clean, profitable operation. Includes real estate. Qualified principals only. Box H-76.

### CAROLINA'S AM-FM COMBO

ARB No. 1 and profitable. Price of \$1.7 million. Is approximately eight times cash flow. Box H-82.

### NORTH AMERICAN MEDIA BROKERS

Box 1415  
Boca Raton, FL 33432  
(305) 391-2280  
California Office: (408) 624-7282



## 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

### SINGLE STATION MARKET

Midwest AM/FM, 400,000-plus people in coverage area and recent inroads into large metro audience nearby promise excellent growth potential. \$590,000 cash, or negotiated terms. Qualified principals only. Box H-57.

### SUNBELT

FM & AM, high growth 475,000 metro area. Equipment and studios three years old. Profitable. Write Box H-58.

### 83 LISTINGS NATIONWIDE

- Priced from \$130,000 to \$10,500,000
- Tell us what you want. We may have it.
- Call to get on our mailing list.

**BUSINESS BROKER ASSOCIATES**  
815-756-7835 (24 HOURS)

## Horton & Associates

MEDIA BROKERS/APPRAISERS

|                     |   |        |
|---------------------|---|--------|
| Coastal Florida FM  | — | \$800K |
| New York State AM   | — | \$375K |
| Midwest AM-FM combo | — | \$725K |

Woodland Park • Box 948 • Elmira, N.Y. 14902  
607-733-7138

### H.B. La Rue, Media Broker

RADIO TV CATV APPRAISALS

West Coast:  
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750  
East Coast:  
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

## R.A. Marshall & Co.

Media Investment Analysts & Brokers

(803) 842-5251

Bob Marshall, President

A broadcaster's dream — single station market, AM/FM combination operation in a progressive, growing area. Present owner wants to retire and pass the torch to competent new ownership. \$650,000 with combination site real estate included — flexible terms to enable a new owner to tap undeveloped potential.

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## For Sale Stations Continued

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Over twenty years of service to Broadcasting  
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**THE HOLT CORPORATION**

### CLASS C FM

and 1000 watt AM for sale in Tulsa area. Excellent growth potential. Price: \$1,250,000, with small amount down and 12% for 15 yrs. Qualified buyers only. Call Earl Butler, 316-421-0010.

### FOR SALE LARGE FAST GROWING SUNBELT MARKET CLASS C FM

Available now for \$1,900,000 cash or terms. Station will experience exceptional growth merely based on the market. Excellent facility, outstanding programming, targeted for the 25 to 54 adults. Qualified princ. only. Call Madeleine Gibbs, 202-637-9040.

### FOR SALE

1000 watt AM and 3000 ERP FM. Making a profit. Good real estate-nice town, untouched by the recession. \$380,000 to qualified buyer. No brokers, please. Box H-79.

### FM IN SUNNY ARIZONA

New FM Tucson metro needs operating capital. Will sell 20% interest for \$20,000. We also need sales manager. 602-889-9797.

### MONTANA AM/FM STATION

w/land & building. Contact Jock B. West, 204 Behner Building, Billings, MT 59101. 406-252-3858.

**Dan Hayslett**  
a associates, inc.  
*Media Brokers*  
RADIO, TV, and CATV  
(214) 691-2076  
11311 N. Central Expressway • Dallas, Texas

**901/767-7980**  
**MILTON Q. FORD & ASSOCIATES**  
**MEDIA BROKERS—APPRAISERS**  
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5050 Poplar • Suite 816 • Memphis, Tn. 38157

### CLASS C SUNBELT

with dominant top 100 market signal under-developed. \$2.5 million. Box H-83.

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## BROADCASTING'S CLASSIFIED RATES

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When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted, or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (NO telephone orders and/or cancellations will be accepted).

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

**Robert McRann**, executive VP and chief operating officer, Cablenet Inc., Chicago, named VP and general manager, Cox Cable, San Diego.

**Duane Linholm**, general manager, Daniels Cablevision/Metrovision, Killeen, Tex., named general manager of Falcon Cable's Norwalk, Calif., system.



Chester

**Lawrence Chester**, Midwest district marketing manager, Group W Cable, Milwaukee, named general manager, Skokie, Ill., system.

**George Francis**, VP, Unidyne Technologies, San Diego, Calif., joins Voyager Communications, Raleigh, N.C., as VP, radio, with management responsibilities

for Voyager's WMFR-AM-FM, High Point, N.C.

**George Otwell**, head of operations, TN Spot Sales, Capitol Broadcasting, Raleigh, N.C., named VP and general manager of new Capitol Radio Network, which will assume control of Tobacco Radio Network division and TN Spot Sales, which becomes division of TRN.

**Jay Cook**, VP and national program director, Gannett radio division, St. Louis, assumes additional responsibilities as president and general manager of Gannett's WJW(FM) Tampa, Fla.

**Mark Conrad**, president and general manager, WPMY-TV Greensboro, N.C., joins WGGT(TV) there as VP and general manager.

**Skip Hinton**, director of television services, University of Alabama, Tuscaloosa, joins non-commercial Alabama Public Television Network, Birmingham, Ala., as general manager.



Avery

**Ben K. Avery**, deputy director, broadcast services division, Associated Press, joins Mutual Broadcasting System, Washington, as VP, station relations.

**Peter Corsentino Jr.**, manager of financial planning, Group W Cable, joins co-owned WINS(AM) New York as controller.

**Robert Richardson**, senior VP, finance, and treasurer, A.H. Belo Corp., Dallas, retires.

**V. Leonard Hanna**, VP, finance and control, Evening News Association, Detroit, retires. **Edwin C. Frederickson**, assistant to president, to VP, finance and administration.

**Roger Lund**, general attorney, ABC, New York, named to newly created position of direc-

tor, administration, and general attorney, West Coast, Los Angeles.

**Karen Jorgensen**, VP, manager of human resource administration, American City Bank, Los Angeles, joins Golden West Broadcasters there as director of personnel.

**Lauren Kanter**, director of programs, Bertha Abess Children's Center, Dade County, Fla., joins Storer Cable, Miami, as personnel development director.

**Gene Johnson**, owner and president, Johnson & Associates Consulting Group, Oakland, Calif., joins noncommercial KQED(TV) San Francisco as director of personnel and labor relations.

**Robert Fidler**, assistant professor of journalism and mass communications, Kansas State University, Manhattan, Kan., joins noncommercial KTWU(TV) Topeka, Kan., as director of operations.

## Advertising



Moon

**Anthony Moon**, VP, creative director, J. Walter Thompson, Chicago, joins D'Arcy-MacManus & Masius, St. Louis, as senior VP, group creative director.

**Donald Noble**, head of own personnel firm, D.H. Noble & Associates, New York, joins McCann-Erickson USA there as senior VP, director of personnel.

**Cate Smith**, director, regional buying office, Bozell & Jacobs, Minneapolis, named VP.

**Deanne Cohen**, VP, copy supervisor; **Dom Marino**, VP, art supervisor, and **Peter Tate**, VP, management supervisor, Doyle Dane Bernbach, New York, elected senior VP's.

**James Cunningham**, VP, manager-group supervisor, Young & Rubicam, New York, joins Foote, Cone & Belding there as VP, associate national broadcast director.

Appointments, Ogilvy & Mather, Los Angeles: **Wendy Kruidenier**, from J. Walter Thompson, Los Angeles, to media planner; **Sheri Goodman**, recent graduate, UCLA, Los Angeles, to assistant media planner; **Arlene Eagle**, account executive, Young & Rubicam, New York, to same position; **Sherry Sigler**, from Cochrane Chase & Livingston, Irvine, Calif., to account executive, and **Jill Baldauf**, assistant account executive, Benton & Bowles, New York, to account executive.

**Kevin Killion**, supervisor, media research, Leo Burnett, Chicago, joins Needham, Harper & Steers there as associate media research director.

Appointments, media department, Kenyon & Eckhardt, Boston: **Kevin McNamera**, media planner, Benton & Bowles, Boston, to planning

supervisor; **Dara Keyes**, broadcast buyer, Quinn & Johnson & Arnold & Co., Boston, to senior broadcast buyer; **Leslie Mellencamp**, assistant broadcast buyer, to assistant planner-buyer; **Christopher Philip**, print buyer-estimator, to assistant planner-buyer, and **Diane Usewick**, assistant broadcast buyer-media coordinator, to junior broadcast buyer.

**Robert Igiel**, group media director, programming and-network negotiation, N W Ayer Inc., New York, and **Deborah Newkerk**, account supervisor, AyerDirect, named VP's.

Appointments at CBS Radio Spot Sales: **Rodney Zimmerman**, account executive in New York sales office, to sales manager, Chicago office; **Sally Sliger**, account executive, Detroit, to account executive, Chicago office; **Julie Anne Beadle**, account executive, CBS FM National Sales, Detroit, replaces Sliger; **Bennett Zier**, account executive, WCBS-FM New York, to CBS Radio Spot Sales there in same capacity.

**William Bohart**, regional media planner, Faulkner & Associates, Little Rock, Ark., joins D'Arcy-MacManus & Masius, St. Louis, as account executive.

**Art Wagner**, sales manager, Katz independent sales team, New York, named divisional VP. **Brian Huegel**, senior TV buyer, Ted Bates,



**Sherlee Barish**. Executive recruiter. The best there is, because she's been doing it longer and better.

Television news is her specialty: Anchors, reporters, meteorologists, sportscasters, news directors and news producers.

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527 MADISON AVENUE  
NEW YORK CITY, 10022  
(212) 355-2672

New York, joins Katz Television Continental there as account executive.

**Vicki Price**, from Leo Burnett, Detroit, joins Katz Radio there as account executive.

**Robert Hirsh**, sales research manager, Katz Communications, New York, joins Lexington Broadcast Services there as director of sales services.

**Leslie Savage**, program analyst, Blair Television, New York, named program associate. **Terry Palmer**, account executive, TeleRep, New York, joins Blair TV in same capacity.

**Louis Podover**, VP, media services, Metzdorf Advertising, Houston, joins Arnold Harwell McClain & Associates, Dallas, as VP, media director.

**John Duke**, from Research Information Center, Phoenix, joins W.B. Doner, Baltimore, as director of marketing and research. **Vic Baffa**, regional marketing manager, A&W Restaurants, St. Louis, joins W.B. Doner/Southwest, Houston, as account supervisor.

**Louise Gainey**, from Sandy Tinsley Advertising, Miami, joins Beber Silverstein & Partners there as VP, media director.

**Tony Fasolino**, office manager, Torbet Radio, New York, elected VP, Eastern divisional manager. **Bob Lurito**, office manager, Chicago, elected VP, Midwest divisional manager.

**Len Tronick**, from Field Communications, Los Angeles, joins MMT Sales there as sales manager, B team. **Joe Antelo**, account executive, MMT Sales, Chicago, named sales manager, A team.

**David Madoian**, **Mike Delaney** and **Shannon Thompson**, assistant media planners, Rosenfeld, Sirowitz & Lawson, New York, named media planners. **Jennifer Flack**, media assistant, named assistant media planner.

**Robert Comporeale**, general sales manager WBNR(AM) Beacon, N.Y., joins U.S. Cablevision there as head of new advertising sales and local origination department.

**Leon West**, VP and treasurer, H-R Television, New York, joins Avery-Knodel Television there as controller.

**John Kane**, station clearance representative, United Stations, New York, named manager, station clearance.

**Stephanie Amberg**, from Ramsey Amberg public relations, Tampa, Fla., joins Winner, Cline & Associates there as director of public relations.

**Dick Solberg**, sales manager, WRD(AM) Reedsburg, Wis., joins WAAX(FM) Eau Claire, Wis., as Marshfield, Wis., sales office manager.

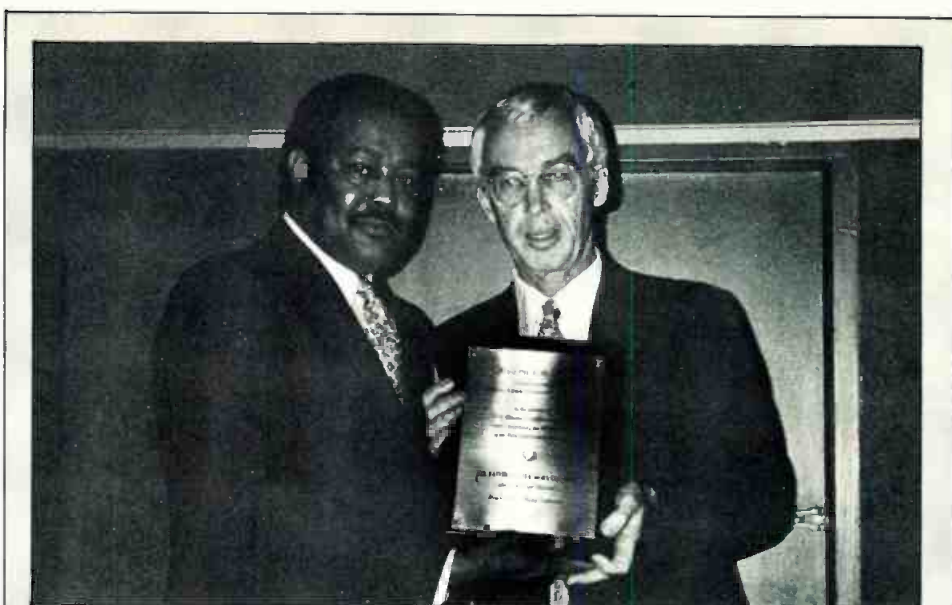
**Deborah McLaughlin**, from Group W's KYW(AM) Philadelphia joins group's KDKA(AM) Pittsburgh as general sales manager.

**Tim Lavender**, sales manager, TeleRep, Houston, joins WFAA-TV Dallas as account executive.

**Jim Almendinger**, account executive, KOMO(AM) Seattle, joins KPLZ(FM) there as account supervisor.

**Tom Richardson**, from United Foundation, Detroit, joins WOMC(FM) there as account executive.

**Daniel de Percin**, account executive, Radio Advertising Representatives, New York, joins



**NBMC honors Fogarty.** Calling it "one of the biggest moments in my life," FCC Commissioner Joseph Fogarty (r) accepts an award from Pluria Marshall, chairman of the National Black Media Coalition. The plaque reads, "To Joseph Fogarty for your unswerving commitment to equal rights for all Americans in telecommunications." Noting that only 1.5% of all broadcast stations are owned by blacks, Fogarty told NBMC at its annual conference in Washington that perhaps such an award was premature. "Frankly I am somewhat embarrassed because so much more needs to be done," Fogarty said.

WOR(AM) there in same capacity.

**Larry Rideaux**, from Union Carbide, Chicago, joins WMAL(AM) Washington as account executive.

**Barbara Berent**, from WNIC-AM-FM Dearborn, Mich., **Henry Graham**, from WXON(TV) Detroit and **Alan Foraker**, from Screenvision Inc., Detroit, join WDIV(TV) Detroit as account executives. **Alexis Smith**, from WWJ-AM-FM Detroit, joins WDIV as sales assistant.

## Programing



Peragine

**Fran Peragine**, director of program acquisition, Cinemax service of Home Box Office, New York, named director of programing, Cinemax. **Henry McGee**, director, planning and administration, Cinemax and program services, named director, Cinemax program planning and family programing. **Jim**

**Warner**, manager, program acquisition, Cinemax, named manager, co-productions, HBO Enterprises.

**Alice G. Donenfeld**, vice president, business affairs, Marvel Entertainment Group, Los Angeles joins Filmmation, division of Group W Productions/Westinghouse, there, as executive vice president.

**Bette Aloffshin**, former director of television syndication, U.S. Chamber of Commerce, joins Golden West Television Distribution as East Coast sales representative, based in New York.

**M. Jay Walkingshaw**, VP and controller, Group W Cable, New York, joins Warner Amex Satellite Entertainment Co. there as senior VP, finance and administration.

**Walter Kaufman**, VP, administration and busi-

ness affairs, Columbia Pictures Television Distribution, Los Angeles, joins Viacom Enterprises there as VP, business affairs, West Coast.

**John Montgomery**, president, Central Educational Network, Chicago, joins Encyclopaedia Britannica Educational Corp., there as VP, production.

**Deborah Pritchett**, coordinator, director's team, Southwestern region, Warner Amex Satellite Entertainment, Dallas, named manager, affiliate relations. **Sally Santana**, manager, affiliate relations, Southeastern region, Atlanta, to director, affiliate relations.

**Virginia Ball**, administrative assistant to president, Home Theater Network, Portland, Me., named programing coordinator.

**Francis Murphy**, consultant, The Entertainment Channel, New York, named director, sales coordination and affiliate affairs. **Carol Esposito**, administrative assistant, operations department, named manager, videotape service.

**Joseph Naar**, producer, ABC-TV, Los Angeles, joins Blake Edwards Entertainment television division there as executive VP.

**Patricia Connolly**, production coordinator, on-air promotion, ABC Television Center, named production supervisor of Los Angeles facility.

**Rick Jacobs**, director, talent and casting, CBS Entertainment, New York, appointed director, talent and casting, West Coast, CBS Entertainment, Los Angeles.

**Liz Oliver**, manager, program acquisitions and development, ABC Video Enterprises, New York, named director, programing.

**Scott Williams**, program director, noncommercial KPLU-FM Tacoma, Wash., named director of programing and station operations.

**Mary Murano**, affiliate marketing manager of

advertising and promotion. Rainbow Programming Services, Woodbury, N.Y., named national manager for affiliate marketing.

**Gail Moaney**, executive producer, noncommercial WHMM(TV) Washington, joins Warner Amex Qube system, Columbus, Ohio, in same capacity.

**Leon Haines**, executive producer-director, WKBS-TV Philadelphia, named production manager.

**Steve York**, from WNBC(AM) New York, joins WRXQ(FM) Washington as production director.

**Bill Campbell**, sports air personality, WCAU(AM) Philadelphia, joins USA Cable Network, Glen Rock, N.J., as sports announcer.

**Jason Kane**, evening air personality, WPKX(AM) Alexandria, Va., named assistant program director.

**Kathleen Bellora**, manager for credit and collection, USA Cable Network, New York, joins Storer Cable, Miami, as program specialist, marketing department.

**Mike Herrera**, weather anchor, WVUE(TV) New Orleans, named producer-director and air personality.

**Roy Reiss**, from WNEV-TV Boston, joins WROR(FM) there as sports reporter.

**Joe Ruiz**, from KVOZ(AM) Laredo, Tex., and **Kirk Davidson**, from KRQY(FM) Pueblo, Colo., join KRRG (FM) Laredo, Tex., as air personalities.

**Ted Robinson**, sports reporter, KSTP-TV Minneapolis, joins KCBS(AM) San Francisco as sports talk show host.

**Kim Prince**, from WGBH-TV Boston, joins WNEV-TV there as co-host. *Look*, afternoon program.

## News and Public Affairs

**Joseph Saitta**, VP of news, Times Mirror Broadcasting, New York joins KTTV(TV) Los Angeles as VP and executive director of news and special programming. **Larry Attebery**, news director, KTTV(TV) named VP and director of news.

**William J. Wilson**, news director, Times Mirror's WSTM-TV Syracuse, N.Y., joins co-owned KDFW-TV Dallas in same capacity, replacing **Bob Henry**, resigned.

**Mark Russo**, anchorman at WASH(FM) Washington, and **Candace Siegle**, news anchor and correspondent, KGAR(AM) Vancouver, Wash. (now KVAN(AM)), joins Associated Press Radio network, Washington. **Karen Sloan**, who is completing studies for master's degree in journalism from University of Missouri, joins Washington staff as temporary replacement for **Kitty Falcone**, who is on maternity leave. **Megan Cassidy**, copywriter, KTVQ(TV) Billings, Mont., joins AP Broadcast Services as editorial assistant.

**Jim Holland**, assistant news director and evening assignment editor, WTVH(TV) Syracuse, N.Y., named news director.

**Robin Hughes**, editorial director, WHAS-TV Louisville, Ky., named assignment editor.

**Jim Pritchett**, from WHB(AM) Kansas City, Mo., joins noncommercial KCPT(TV) there as producer and host of public affairs segment of *The Kansas City Strip* series.

**Rolonda Watts**, reporter, *New Jersey Nightly*

*News*, Trenton, N.J., named co-anchor.

**Donald Harrison**, Virginia editor of United Press International, named regional executive for Virginia, based in Richmond.

**Stephanie Ballard**, news director, WWIL(AM)-WHSL(FM) Wilmington, N.C., joins South Carolina Network, Columbia, S.C., as news anchor-reporter.

**Carol Hoffman**, news director, WBOS(FM) Brookline, Mass., joins WYNY-TV Watertown, N.Y., as anchor-reporter.

**Elizabeth Brackett**, reporter and weekend anchor, WGN-TV Chicago, and **Dick Johnson**, reporter and weeknight anchor, KDFW-TV Dallas, join WLS-TV Chicago as general assignment reporters.

**Tom Cochran**, writer, producer, reporter, WTHR(TV) Indianapolis, named weekend co-anchor.

**Dennis Bounds**, weekend anchor, WTCN-TV Minneapolis, joins KSTP-TV there as reporter and co-anchor.

**Judith Kuriansky**, clinical psychologist, New York, becomes contributor to WCBS-TV news department there.

**Camilla Carr**, from WDVM-TV Washington, joins WBBM-TV Chicago as general assignment reporter.

**David Roberts**, reporter, WEMY-TV Greensboro, N.C., joins WJBK-TV Detroit as assignment editor. **Patrick Crosby**, from KDKA-TV Pittsburgh, joins WJBK-TV as reporter.

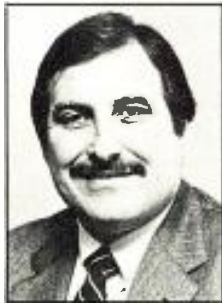
**Daniel Hovel**, from WHBQ-TV Memphis, joins WLWT(TV) Cincinnati as reporter.

**Ellen Dumm**, reporter, Pueblo, Colo., bureau, KOAA-TV Colorado Springs, reassigned to Colorado Springs news team.

**Marty Fahey**, from WWTW(TV) Cadillac, Mich., joins WZZM-TV Grand Rapids, Mich., as reporter.

**John Bernier**, chief meteorologist, WEHT(TV) Evansville, Ind., joins WEWS(TV) Cleveland as meteorologist.

## Technology



Wheeler

**Richard Wheeler**, national service manager, video communications division, Sony, Park Ridge, N.J., named VP, service administration division, Sony Communications Products Co.

**Frank Genereux**, manager, quality control, West Coast, ABC Inc., named general manager, quality control, broadcast operations and engineering, West Coast.

New management assignments at Oak Communications Inc., of San Diego: **John P. Donohue**, VP, operations, Oak Switch Systems, Crystal Lake, Ill., named VP, manufacturing; **C.J. (Dean) Bach**, VP, marketing, Oak Communications Systems, named VP, sales. **Michael J. Shaughnessy**, director, strategic planning, Oak Communications Inc., appointed VP, marketing planning and development. Bach and Shaughnessy continue to be based in San

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Diego, to which Donohue moves.

**Michael Minock**, senior director-special projects, Cable News Network and WTBS(TV) Atlanta, joins Florida Production Center, Jacksonville, Fla., as director of post-production services.

**Theodore Chamberlin**, manager, compensation and benefits, *Newsweek*, New York, joins Group W Satellite Communications, Stamford, Conn., in same capacity.

**William Primrose**, applications engineer, Siecor Optical Cable, Hickory, N.C., named manager, applications engineering.

**John Tollefson**, chief engineer, WDIV(TV) Detroit, joins WJLA-TV Washington as director of engineering.

**James Slagle**, from budget division, Adjutant General's Office, Pentagon, Washington, joins Parkway Communications, Bethesda, Md., syndicator of fine arts radio programming, as studio technician.

**Jeffrey Cronenberg**, from WGBH-TV Boston, joins WNEV-TV there as television engineering technician.

## Promotion and PR

**Russell Roney**, manager, national advertising, ABC Television Network, New York, named director, advertising.

**Susan Dana Kennedy**, manager, special promotions, Group W Satellite Communications, Stamford, Conn., named director, special promotions.

**Peggy Keegan**, public information officer, New York City office, State Department of Environmental Conservation, joins Rainbow Programming Services, Woodbury, N.Y., as manager, public relations.

**Michael Luftman**, senior associate, corporate public affairs department, Time Inc., New York, named corporate press information manager.

**James Plumb**, executive VP, Ruder, Finn & Rotman, Washington, named president, Washington branch of public relations firm. Plumb succeeds **George Krolloff**, who leaves to complete book on Washington media.

**Julie Hall**, supervisor, on-air promotion, ABC-TV, New York, joins Home Box Office there as member of promotion staff.

**Joan Hiser**, advertising and promotion manager, WKOX(AM) Framingham, Mass., joins KFMB-AM-FM San Diego, Calif., as advertising and promotion manager.

**Maragret Shadburne**, administrative coordinator, WAVE-TV Louisville, Ky., named director of creative services.

**William Connor**, special projects coordinator, Telepictures, Beverly Hills, Calif., joins WNBC-TV New York as press representative.

**Leanne Baker**, junior publicist, NBC press and publicity, West Coast, Los Angeles, named publicity representative.

**Jeff Melby**, manager of media productions, King Productions, San Francisco, joins wxyz-TV Detroit as manager, on-air promotion.

**Jolen Schmauss**, creative services manager, WBZ-TV Boston, joins WNEV-TV there as projects supervisor, advertising and promotion.

**Pam Petrik**, from KXJB-TV Fargo, N.D., joins KTHI-TV there as writer-producer, creative services department.

## Allied Fields

**William Ray**, retired chief of FCC's Complaints and Compliance Division, joins National Association of Broadcasters temporarily to operate association's "political hot line." Ray will answer questions from broadcasters throughout election period on political broadcasting laws. Ray, author of "The Law of Political Broadcasting and Cablecasting: a Political Primer," operated hot line for NAB in 1980.

**Stephen Melnikoff**, senior trial attorney, Common Carrier Bureau, hearing division, FCC, Washington, named legal assistant to Commissioner Henry Rivera.

Editorial chairman emeritus of Knight-Ridder Newspaper, **Lee Hills**, has won 1983 William Allen White Foundation Award for journalistic merit. Award honors late editor of *Emporia* (Kan.) *Gazette*.

At board meeting Sept. 29, Radio Television News Directors Association appointed **Bill Ewing**, KPTV(TV) Portland, Ore., director of region I, filling vacancy of **Brian Jennings**, KXL(AM) Portland, Ore., resigned. In addition, at convention in Las Vegas, RTNDA elected **Ed Godfrey**, WAVE-TV Louisville, Ky., and **John Spain**, WBRZ(TV) Baton Rouge, La., directors-at-large.

**T. F. Busyn**, manager, Boston office, A. C. Nielsen, named to newly created post of VP, manager, test marketing services, Marketing Research Group USA, Northbrook, Ill. headquarters. **Roger Schlies**, manager of marketing information services, Western division, named VP, marketing operations.

**Sundlun, Scher & Singer**, Washington law firm with majority of attorneys in communications practice, becomes Sundlun, George, Scher & Singer, as result of its merger with Leo J. George, P.C. Firm's offices are at 1522 K Street, N.W., Washington, Suite 900.

**Edmund Williams**, associate director, engineering technical services, Public Broad-

**Something new.** Representative Tom Railsback (R-Ill.) joins the Motion Picture Association of America, Washington, as executive vice president. Railsback, the ranking minority member of the House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice, which has jurisdiction over copyright matters, assumes the post on the expiration of his term—Jan. 3, 1983. Railsback was defeated in the March 16 Republican primary in his bid for re-election.

casting Service, Washington, joins National Association of Broadcasters there as staff engineer

**Ann Galbraith**, senior designer, Jonsen Pedersen Hinrichs & Shaker, New York, joins Arbitron there as art director.

Elected officers, New York State Associated Press Broadcasters Association: **Bill Snee**, WHEN(AM) Syracuse, president; **Art Athens**, WABC(AM) New York, first vice president; **Larry Price**, WNYT(TV) Albany, N.Y., second vice president, and **Lew Wheaton**, Associated Press, Albany, secretary.

Elected officers, Rio Grande (Tex.) Valley Association of Radio Broadcasters: **Paul Wachsmith**, KBFM(FM) Edinburg, president, and **David Nabor**, KDUV(FM) Brownsville, vice president.

## Deaths



Bernbach

**William Bernbach** 71, co-founder of Doyle Dane Bernbach International, New York, and prime mover in agency's outstanding creative work, died of leukemia at New York Hospital on Oct. 2. At his death he was chairman of executive committee of agency and was still active, particularly in creative area.

With Ned Doyle and Maxwell Dane, Bernbach founded Doyle Dane Bernbach in 1949. Agency won plaudits for its creative output for such clients as Volkswagen ("Think Small"), Avis ("We Try Harder Because We're Only Number 2") and Levy's bread ("You Don't Have to Be Jewish to Love Levy's"). Bernbach won many awards and in 1976 was elected to Advertising Hall of Fame. He is survived by his wife, Evelyn, and two sons, John and Paul.

**Charles Van Bergen**, 66, associate director of operations for CBS News, died of stroke or Sept. 30 while on vacation in East Hampton, N.Y. He worked for CBS for 19 years, beginning as film supervisor, and earlier had been with NBC as film cameraman, with Pathe News as reporter, city and foreign editor and with ABC News as production supervisor. He is survived by his wife, Elizabeth.

**Robert C. Mulhall**, 61, general manager, WOI AM-FM-TV Ames, Iowa, died of heart attack Oct. 4 at his home in Ames. He is survived by his wife, Lois, and eight children.

**Buford (Hap) Chandler**, 58, supervisor, non-commercial WFIQ(TV) Florence, Ala., died following series of strokes Sept. 9 at Muscle Shoals (Ala.) hospital. He is survived by his wife, Edna, son and two daughters.

**Ad-visors.** Gerald McGavick, VP/director of sales, WCVB-TV Boston, elected chairman and James Keeley, general sales manager, KMGH-TV Denver, elected co-chairman of Television Bureau of Advertising Sales Advisory Committee for 1983. Elected to SAC executive committee: Dave Herman, general sales manager, KOB-TV Denver, and Clark Wideman, general manager, WEAU-TV Eau Claire, Wis. Newly elected members of SAC are: Paul Arnszen, WCCO-TV Minneapolis; Joseph Berwanger, KDKA-TV Pittsburgh; Jack Bolton, WHBO-TV Memphis; Clay Brinker, WCJB(TV) Gainesville, Fla.; Lee Carlson, KOIN-TV Portland, Ore.; Jim Doyle, WCHS-TV Portland, Me.; Lynn Fairbanks, WJXT(TV) Jacksonville, Fla.; Doug Grant, KQVR(TV) Sacramento, Calif.; Pie Malson, KTRW(TV) Casper, Wyo.; John Purcell, WSPV-TV St. Petersburg, Fla.; Bill Scaffide, WUAB(TV) Lorain, Ohio; Jim Squibb, WTRF-TV Wheeling, W.Va., and Donna Zapata, WHAS-TV Louisville.

## The FCC's Larry Harris: putting the Broadcast Bureau on the right track

One of the more surprising moves FCC Chairman Mark Fowler made after he took over the commission's helm was to bring in Laurence Edward Harris to head the Broadcast Bureau.

While Fowler is a Republican, Harris, 46, is a Democrat. While most bureau chiefs have worked their way up through the commission ranks, Harris had never worked at the FCC, nor had he worked elsewhere in government. Finally, while Harris had a strong background in common carrier matters, he had no broadcast experience.

Nonetheless, Harris's appointment has turned out to be a pleasant surprise for the broadcasting industry. In his less than one year at the commission, Harris not only has demonstrated that he learns quickly; he also has made the Broadcast Bureau more responsive and efficient.

Erwin Krasnow, senior vice president and general counsel, National Association of Broadcasters, said broadcasters are pleased with Harris, and not just because his business background makes him a kindred soul.

"Harris has a take-charge personality; he's a doer," Krasnow said. "He's also a mover, in the positive sense; he's moving applications along very quickly, and he's moving FCC proceedings more quickly to a resolution."

Said Fowler: "Larry has made the Broadcast Bureau a model of productivity and efficiency."

A large man with a large personality, Harris is a lawyer by training but has spent most of his career in the telecommunications industry.

His first job out of law school was as an attorney for Texas Instruments, where he, like every other new TI employee, spent four weeks learning the business in a training course that began on the loading dock.

In 1967, Harris joined forces with Leasco Data Processing Equipment Corp. (now called Reliance Group), a conglomerate with a variety of holdings. His last assignment before he left in 1972 was as vice president and general manager of Leasco Response, a computer time-sharing company that was losing \$1 million a month when Harris took over. By cutting costs, selling off unprofitable operations and restructuring the sales effort, Harris, within four months, turned the company around. It was recording a profit of about \$60,000 a month when he left.

Harris then put in a 10-year stint with MCI Telecommunications Inc. As a vice



Laurence Edward Harris—chief, FCC Broadcast Bureau; b. Baltimore, March 24, 1936; BA, mathematics/history, Columbia University, New York, 1958; lieutenant, U.S. Navy, 1958-60 and 1961-62; JD, Georgetown Law School, Washington, 1965; attorney, Texas Instruments, 1965-67; vice president, Leasco Data Processing Equipment Corp. (now Reliance Group), 1967-72; vice president, MCI Telecommunications Corp., 1972-82; present position since January 1982; m. Susan Baner Harris, 1962; children—Mimi, 17; Amy, 12.

president, Harris's job was to advise the company on state and federal regulatory matters, to develop tariffs and to negotiate interconnection agreements with the Bell System.

One of his finer moments there arose after MCI and other carriers objected to an interconnection tariff Bell filed with the FCC. Harris, leading a team of negotiators, managed to wring significant concessions from Bell. The Telocator Network of America, an association for radio common carriers, was impressed enough to hire Harris to represent RCC's in negotiations with Bell and other telephone companies, as well as before the FCC, on a part-time basis.

Fowler, who first met Harris socially about two years ago, said he had been impressed by Harris's "no-nonsense, down-to-earth attitude." Even though Harris is a Democrat, Fowler said the two of them share a deregulatory philosophy. So when Fowler began searching for a team to put the commission on the course he wanted, he thought of Harris.

When Fowler first asked Harris to join the commission, Harris considered the Common Carrier Bureau to be an unlikely assignment because of the conflict-of-interest issues he felt he would face as a result of his work for MCI and the RCC's. But when Fowler asked Harris if he would be interested in the Broadcast Bureau, Harris accepted, committing himself to at

least a two-year tour of duty, even though he had to take a considerable cut in pay.

Since he's been at the commission, the Broadcast Bureau's record speaks for itself. The processing of applications has been speeded up considerably; service in the public reference room has been speeded up as well. The turn-around time on bureau responses to congressional requests has been halved. "It's not me; it's the organization; I'm just the head of it," Harris says. Also since Harris arrived, the bureau, among other things, wrote the order eliminating broadcasters's annual financial reporting requirements; it has proposed to stop requiring broadcasters to keep operating and maintenance logs; it put out the orders authorizing low-power television and AM stereo; it also put out the order deregulating subscription television. Its meaty agenda now calls for it to implement the plan to combine the Cable Television and Broadcast Bureaus into a new Mass Media Bureau. And it's currently working on proceedings considering, among other things, the authorization of teletext, TV stereo, FM and VHF drop-ins and TV deregulation. "I've been really pleased with what we've done, but I'm a long way from finished," Harris said.

Before Harris joined the commission, he was under the impression that a few people in government did most of the work while everyone else did nothing. Harris said he was pleasantly surprised to discover that he had been wrong. "We've got our dogs," Harris said, "but there are a large number of people doing a lot."

What he did find, however, was that many people in the bureau were frustrated and morale was low. To try to improve matters, Harris opened the channels of communication between the bureau's front office and the divisions and branches to which he delegated more authority. And to instill pride in the work of those who draft commission papers, he started delegating the authors to present their own items at commission meetings. Morale still isn't terrific, but it has improved. "We're not there yet," Harris said.

When Harris finally moves on to something new, he hopes he will be remembered for helping the Broadcast Bureau run in a more businesslike manner. "We're spending tax dollars; we've got an obligation to function efficiently," he said. He also hopes he will be remembered for the part he took in "allowing the industry to operate without unnecessary constraints."

Although Harris has often stated that he didn't plan to stay at the commission for more than two years, he now says he's really in no big hurry to move on. "I like the job; it's a better job than I thought it would be; it's a fun place to be."

## In Brief

Supreme Court of North Carolina has opened state's courtrooms to conditional broadcast and photographic media coverage of civil and criminal proceedings in appellate and trial courts. Joint petition to suspend electronic media prohibitions was filed last year by North Carolina Association of Broadcasters and Radio-Television News Directors Association of Carolinas. North Carolina decision, which goes into effect Oct. 18 for two years, on experimental basis, does not require consent of parties. Nebraska also joined North Carolina by allowing cameras into Supreme Court proceedings only. Additions bring to 40 number of states permitting some form of camera coverage.

National Association of Broadcasters has asked FCC to stay its order granting Satellite Television Corp.'s direct broadcast satellite application (BROADCASTING, Sept. 27). NAB noted it had already appealed commission order authorizing DBS and said it would seek court review of STC grant. Granting of application "seriously threatens the prospect for detached review and consideration of the legal issues under appeal," NAB said.

FCC Chairman Mark Fowler would seem to be giving more than casual attention to notion of turning spectrum use questions over to marketplace. In speech before Federation of Australian Radio Broadcasters in Melbourne last week, Fowler noted that one reason FM hadn't developed readily in that country is because certain VHF frequencies were allocated for nonbroadcast uses. "A marketplace approach to determining frequency utilization—say, a bidding competition for frequencies by competing services—would result in spectrum going to those who presumably would put the frequencies to the best and highest use," Fowler said. "This may seem like a radical approach, but there are many in the United States who believe this makes more sense than leaving spectrum carving to the political process."

Panelists appearing on ABC-TV's *Good Morning America* last Wednesday (Oct. 6) agreed that readers and viewers should be skeptical about initial news of crisis events such as assassination of late President Anwar Sadat and shooting of President Reagan. They contended that various news organizations try to be first with major news but overriding consideration is accuracy. They agreed that some misinformation is spread at times but they stressed media should always label source of their information and not make claims their reportage is ultimate truth. Panelists were George Watson, VP, ABC News; H.L. Stevenson, editor-in-chief of United Press International, and Seymour Topping, managing editor of *New York Times*.

RCA Corp. has filed shelf registration statement with Securities and Exchange Commission covering \$200 million aggregate principal amount of debt securities. Statement covers \$100 million of 10-year notes which will be offered to public through underwriting syndicate co-managed by Lehman Bros. Kuhn Loeb Inc. and Lazard Freres & Co. Remaining \$100 million may be offered from time to time. Net proceeds from \$200 million sales will be used for working capital and general corporate purposes and to repay floating rate debt.

"Newsday," Long Island-based daily newspaper owned by Times Mirror Co., and Cablevision Systems of Long Island are planning 24-hour news and information channel to be launched on Cablevision's Suffolk and Nassau county systems in March of 1983. Programming would be comprised primarily of text and graphics, produced with Telidon technology, with hopes of converting to full-fledged videotext at unspecified future date. *Newsday* would also produce nightly one-hour video news program, using Cablevision facilities, focusing on regional news.

Channel would initially be advertiser supported.



**Sharp steps in.** Stephen Sharp officially became an FCC commissioner Tuesday afternoon (Oct. 5) after being sworn in by U.S. Court of Appeals Judge Antonin Scalia in a private ceremony at the Old Executive Office Building in Washington. Holding the Bible is Sharp's wife, Lynn, as their daughter, Sarah, looks on. Sharp, formerly FCC general counsel, took over the Republican seat occupied by Commissioner Abbott Washburn, who had been serving on an interim basis since his own term expired last June.

Because legislation cutting the commission back from seven commissioners to five will delete Sharp's seat June 30, Sharp will serve on the commission for nine months instead of a full seven-year term. Moving briskly into office, Sharp attended his first commission meeting as a commissioner Wednesday (Oct. 6); he delivered his first speech as a commissioner to the Ohio Association of Broadcasters on Friday (Oct. 8). Sharp's new staff is scheduled to finish moving into Washburn's former office this week. Frances Wilson, former administrative assistant at the law firm of O'Connor & Hannan, will be his confidential assistant; Kent Nakamura, attorney for the FCC's Common Carrier Bureau, will be one legal assistant and Steven Harris, special assistant to the general counsel, will be the other. Marjorie Reed, formerly deputy general counsel, has been named acting general counsel.

Senate Commerce Committee Chairman Robert Packwood (Ore.) said last week he anticipates no common carrier legislation in Senate until AT&T divestiture decree goes into effect. Packwood addressed seminar at Brookings Institute. Packwood also noted that technology is changing so rapidly that many laws Congress may introduce could become quickly outdated. Senator also stated that testimony at hearings he held on Fi Amendment rights for electronic media only support his conviction that scarcity is not valid argument for content regulation. House Telecommunications Subcommittee Chairman T. Wirth (D-Colo.) addressed same seminar and predicted that House will concentrate more on cable issues during next session than on common carrier. He said House is waiting until AT&T submits divestiture plan before introducing common carrier legislation.

In filing with FCC last week, AT&T proposed to make 12 back up transponders on its Comstar satellites available at \$96.00 per month on pre-emptible basis. AT&T said transponders would be leased for periods of at least 30 consecutive days beginning Nov. 7, 1982, and that all leases would expire on Aug. 31, 1983. According to filing, orders for transponders would be taken on first-come, first-served basis, starting at a.m. Oct. 18.

**Western Union Corp.**, Upper Saddle River, N.J., has announced agreement to acquire **E.F. Johnson Co.**, Waseca, Minn., maker of mobile telecommunications and electronics parts. It is to be a stock swap valued at about \$132 million, with one common share of Western Union for each of Johnson's 4.2 million outstanding common shares. Among other activities, Johnson supplied equipment used by American Telephone & Telegraph in its cellular radio system in Chicago and has been active in developing cellular equipment. Western Union, in joint venture with other companies, has applied to FCC for cellular licenses in 30 markets designated by commission earlier this year for cellular service.

Correcting mathematical errors in its 1980 inflation adjustment decision, **Copyright Royalty Tribunal** has raised cable royalty rates by 18.35% instead of 21%. U.S. Court of Appeals had affirmed CRT decision but asked it to explain or correct apparent mathematical errors in its calculations (BROADCASTING, p. 13). Spokesman for National Cable Television Association said readjustment would save cable industry about \$2.5 billion.

**Cable Health Network** launches on Manhattan Cable TV today (Oct. 11). CHN was also launched recently on systems operated by Cablevision Systems in New York area totaling 220,000 subscribers. That brings CHN's viewership up to about 4 million.

**World Enterprises Inc.**, owner of five TV stations and Chicago Sun-Times, and **Paging Network Inc.**, radio common carrier with paging and mobile telephone operations in San Francisco; Tulsa, Okla.; Houston, and New York, have announced agreement in principle to form joint venture to apply for cellular radio licenses. Partnership will be called Cellnet Partners.

**National Cable Television Association** business development symposium on "Minorities and Cable: The Interconnect of the 90's" begins today (Oct. 11) in Washington. Participants include NCTA's Char Beales and Wendell Bailey; Robert Johnson, president, Black Entertainment Television; John Siegel, senior VP, sales and planning, Showtime, and Representative Warren Mitchell (D-Md.). Opening address will be by Thomas Heeler, NCTA president.

**Mitsubishi Corp.**, Atlanta, will make its television debut during first game of World Series Oct. 15 to advertise its 35 millimeter, four lens camera which takes three-dimensional photographs with regular film. Thirty-second commercial uses

theme line, "Behold, a miracle," and tag line, "When was the last time you performed a miracle?" to introduce its product. Campaign will be utilizing \$20 million annual budget with distribution in 19 East Coast states and 19 Midwest states. Campaign encompasses 153 markets which include 173 TV stations, 191 newspapers and 430 radio stations. Ogilvy & Mather, New York, is advertising agency representing Nimslo.

Federal Trade Commission last week issued complaint against **Amana Radarange microwave ovens** for its radio, newspaper, and magazine ads that "falsely" claimed Amana is only brand to pass four safety tests made by independent testing lab. Commission charged that ads misled consumers by maintaining that owners of nine other brands of ovens rated Amana's unit as best. FTC said survey that ads relied on did not support Amana's claim. Complaint now goes before administrative judge.

**Satellite News Channels** is producing live coverage of debate between Democratic and Republican candidates in California U.S. Senate race, **Jerry Brown** and **Pete Wilson**, tonight (Oct. 11) between 8:00 p.m. and 9:00 p.m. (Pacific time) in Beverly Hills, Calif. Group W systems in California, primarily in San Francisco Bay area, and Times Mirror systems in southern California will carry feed, which will be made available over one of SNC's Westar V transponders. Debate is being sponsored by League of Women Voters of California.

"Unemployment's Up and I'm Down" is theme of radio and television spot campaign created by **Labor Institute of Public Affairs**, new Washington-based programing and polling arm of AFL-CIO. Campaign consists of five-minute documentary, 30-second and 60-second TV spots, and 60-second radio spot, and, according to LIPA spokesman, is first in series of projects designed to "give the labor movement a ... visible and effective voice" in electronic media.

**NBC-TV** will support no-smoking campaign by introducing into story lines of its daytime "The Doctors" struggle of physician to kick smoking habit. NBC also will distribute more than 100,000 viewer's guides, campaign buttons and tie-in promotional activities through affiliated stations. Campaign will culminate in American Cancer Society's "Great American Smoke-Out" week of Nov. 18.

National Communications Club is holding reception Oct. 19 honoring former National Association of Broadcasters President **Vincent Wasilewski**, who retired two weeks ago. Reception is from 6 to 8 p.m.

## Los Angeles DA's fox hunt

Twentieth Century-Fox Film Corp. has accused the Los Angeles county district attorney's office of conducting a "witch hunt" against the studio and is objecting to the way the office is investigating rumors of financial irregularities at the privately held company.

The district attorney's entertainment industry task force, formed four years ago, "is looking into possible misappropriation and embezzlement of funds" by studio personnel, according to a task force spokesman, who declined to elaborate.

Representatives of the district attorney's office had been scheduled to meet with studio executives on Oct. 1 to discuss the allegations, but Fox backed out after information about the meeting was leaked to the news media.

"We have no intention of participating in this charade," said the studio's executive vice president, **Burton I. Monasch**, after the ses-

sion was disclosed. "It's a witch hunt." He denied any wrongdoing on the part of the studio, and said that the canceled meeting was to have been informal.

A spokesman for District Attorney **John Van de Kamp**, Al Albergate, told the *Los Angeles Times* last week the probe was not yet at the level of investigation but merely "a preliminary type of thing."

"They [the task force members] have at least gotten to the point where they want to talk to Fox about what they have heard."

Albergate would not confirm reports that the inquiry concerned the studio's film division, specifically its contracts with several independent producers who have recently been working for 20th Century-Fox.

The task force has not indicated how it will proceed following the studio's reaction. Monasch said Fox would cooperate with a grand jury proceeding

## One small step

Doubleday Broadcasting Co. has advanced persuasive arguments for its proposal that the FCC modify its multiple ownership rules for radio stations. Doubleday is correct in saying a rule limiting common ownership to seven AM's and seven FM's no longer makes sense, if it ever did. The repairs that Doubleday suggests, to put the limit at 14 radio stations of any kind, are exceedingly modest.

A tracking of Doubleday's recent trading in the station market suggests that if the FCC followed the company's advice, Doubleday would continue trading up in FM properties. It takes no occult gift to guess that the company filed its very reasonable request in the belief it would attract faster action than a more complicated revision of rules will require. A gung-ho trader with Doubleday's evident ambitions sees only frustration in the full-scale review of all multiple ownership rules that the FCC has promised.

Still, all the arguments that underpin the Doubleday proposal may be made in behalf of larger repairs in the multiple ownership rules. If there ever were a danger of media monopolies forming, it disappeared long ago.

A year ago CBS counted in New York 39 radio stations, 14 on-the-air television stations, three MDS services, a growing penetration of videocassettes and 29 channels of cable service. At the other end of the top 50 markets was Dayton, Ohio, with 12 radio stations, four television stations, videocassettes, MDS and 30 channels of cable, including the two-way Qube.

Nationally, the figures are monstrous: 9,158 radio stations on the air, 1,060 television stations, 4,500 cable systems, 6,500 low-power television station applications awaiting action, multichannel MDS in the wings, direct-to-home broadcasting from satellites in prospect, videocassettes and videodisks proliferating. The FCC's seven-seven-seven rule for AM, FM and TV and its strictures on co-located crossownerships are no reflection whatever of the marketplace.

The rule of seven never made any sense. It attaches the same value and influence to seven stations in the seven biggest markets and seven stations in the seven smallest. The "one-to-a-customer" rules that are intended to break up co-located crossownerships through the attrition of buying and selling were adopted after extensive hearings that turned up no evidence whatever of abuse of market power. The longer these archaic restrictions remain on the books, the farther federal regulation gets from reality.

There is no reason that the FCC should drag its feet on the Doubleday request. But no one should believe that work has been completed on the modernization of rules if the FCC performs the simple act that Doubleday has asked of it.

## Mixed messages

Members of the Radio-Television News Directors Association were understandably disappointed when Ronald Reagan, in a videotaped message to their convention, ignored the cheer for their First Amendment rights that they wanted to hear and opted for criticism of broadcast journalism. Reagan has disappointed other broadcasters before. But then again he has lived up to all the conventional broadcaster hopes on other occasions.

RTNDA was braced for the kind of message that the President sent the National Association of Broadcasters at its convention last spring. In that, Reagan took the position that the First Amendment affords equal rights to print and broadcast media.

Later, at a White House reception for NAB directors, the sub-

ject of First Amendment rights came up again. "In other words," said the President, the political campaigner coming out in him "that you wouldn't have to give equal time." The answer trailed off in a reference to the Vice President's committee on government deregulation.

Still later, broadcasters were privately assured, in advance of another meeting of a delegation with the President, that he would have the right answer to any First Amendment question he was asked. At the meeting, nobody thought to ask one.

The RTNDA may have chafed under the President's criticism but its experience was by no means unique. Jimmy Carter and the news media were out of sorts. Richard Nixon and the media became outright adversaries. Lyndon Johnson, on the morning after he announced his decision to quit, flew to the NAB convention in Chicago and as much as denounced the broadcasters for costing him his job by distorted coverage of the Vietnam war and civil disturbances.

The question here is whether much of this makes any difference in the prospects of improvement in the broadcasters second-rate status when it comes to constitutional interpretations. It is unrealistic to expect any President to have at the top of his head a picture of all the nuances in First Amendment applications. There is no reason to believe that President Reagan opposes vigorous advocacies of First Amendment rights. He just may not think about the subject much while the economy is floundering, marines are in the Middle East and ... but why go on?

## Cause without effect

According to this publication's sampling of reviews, no new television series so far introduced this season has received higher critical acclaim than NBC-TV's *Cheers*. Tom Shales of the *Washington Post* was unreserved: "It's the best new show of the season."

On the strength of all that advance buildup, the audience stayed away in droves. *Cheers* ranked fourth from the bottom in Nielsen ratings for its first week.

In earlier times, television networks disallowed previews by critics out of fear that adverse reviews would keep audiences from sampling. With that barrier lifted for years, the record is still unclear whether there is any connection between ratings and reviews. In television, the audience prefers apparently to make its own choice, with deliberation.



Drawn for BROADCASTING by Jack Schmid

"Those 'alien voices' you were picking up turned out to be a DB: test run of *Mork & Mindy*."



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

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