

Broadcasting Nov

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KSTP-TV

Minneapolis- St. Paul

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Media gear for election
night ☐ KTLA up for
sale ☐ Atlantic
Cable Show

FIRM GO

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UNPRECEDENTED! Never before has there been a news partnership to produce a daily news-information program. Now many of America's top broadcasters are joining Gannett Broadcasting and Telepictures. The result: "Newscope," a landmark program focusing on the individual interests of viewers.

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KPNX-TV	Phoenix
KOCO-TV	Oklahoma City
WLKY-TV	Louisville
WPTA	Ft. Wayne
KARK-TV	Little Rock

THE OUTLET COMPANY

KOVR	Sacramento
WCPX-TV	Orlando
WCMH-TV	Columbus
WJAR-TV	Providence
KSAT-TV	San Antonio

MEREDITH BROADCASTING GROUP

KCMO-TV	Kansas City
WTVH	Syracuse
KSEE	Fresno



A co-production of:

GANNETT / Telepictures
CORPORATION

FALL '83!

SCRIPPS-HOWARD BROADCASTING

WEWS	Cleveland
WCPO-TV	Cincinnati
WPTV	West Palm Beach
KJRH	Tulsa

THE MILWAUKEE JOURNAL

WTMJ-TV	Milwaukee
KTNV-TV	Las Vegas

CAPITAL CITIES COMMUNICATIONS

WKBW-TV	Buffalo
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McGRAW-HILL BROADCASTING

KGTV	San Diego
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KING BROADCASTING CO.

KING-TV	Seattle
KGW-TV	Portland, OR

THE HATCH STATIONS

KUTV	Salt Lake City
KSNW	Wichita
KSNT	Topeka
KSNF	Joplin
KSNC	Great Bend
KSWG	Garden City
KSNK	McCook, NB

ABELL COMMUNICATIONS

WMAR-TV	Baltimore
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OVETA CULP HOBBY & FAMILY

KPRC-TV	Houston
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MEDIA GENERAL INC.

WFLA-TV	Tampa
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NEWS SCOPE
WITH**

NEWSCOPE



NEWSCOPE

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TRIBUNE
Productions Inc.

Already cleared in 91 markets including the top ten. Call Joe Antelo (312) 222-4486 and ask about free movie review inserts for your newscasts.

Broadcasting Nov

Investment firm buys KTLA for \$245 million □

Networks prepare for election night and ember sweeps □ Cable gathers in Atlantic City

\$245 MILLION □ Record station-
as Gene Autry, investment firm
es in principal roles. **PAGE 23.**

DBS vice president, chief
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□ To accommodate DBS
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fight to shield film outtakes. **PAGE 40.**

NBC SCORES AGAIN □ Last two games of World
Series enable network to edge out CBS in latest
prime time ratings. **PAGE 42.**

M STREET BLUES □ FCC, operating at Washington
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about GSA's proposal to ship it down river to
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CABLE JACKPOT IN ATLANTIC CITY □ First Atlantic
Cable Show draws more than 1,300; exhibitors
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keynoter is warning against complacency. **PAGE 52.**

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Washington wrestles with signal-pirating problems
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ITFS allocations. **PAGE 59.**

HEY, LOOK ME OVER □ TVB tells analysts they
underestimated television revenues in 1982 and
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Teammate

FCC Chairman Mark Fowler has offered FCC general counsel post to long-time friend, Eric Bernthal, partner in Washington law firm of Arent, Fox, Kintner, Plotkin & Kahn. Bernthal, 36, is registered Democrat but served with Fowler on President Reagan's transition team for communications. Bernthal told BROADCASTING he was "mulling over" offer and would make up mind soon.

Satellite teletext

Tribune Co., Chicago-based multimedia firm, is chief backer of new telecommunications corporation that will be announced in New York on Thursday (Nov. 4). Using vertical blanking interval of satellite-delivered television signal and broadcast stations for local distribution, corporation expects to be able to provide teletext services to 95% of homes and businesses in country. According to one source, corporation also plans to sublease full satellite transponder during early morning hours to download data and to distribute commercials and other programming to broadcasters. Entity is being put together by Tony Barnett, former president of Antiope Videotext Systems, now defunct company that had promoted French videotext and teletext technology in U.S.

Next year

Radio deregulation, which sailed through Senate but has gotten cold shoulder in House in Congress now ending, is expected to be given warmer reception here next year. Officials of House Telecommunications Subcommittee, where several deregulation bills are gathering dust, say complete deregulation of kind advocated by FCC Chairman Mark S. Fowler is not in cards. But there are increasing signs Subcommittee Chairman Timothy Wirth (D-Colo.), who has been principal obstacle to deregulation, will not be able to resist pressure for such legislation—in some form—in 98th Congress.

Public interest groups appear resigned to that fact. Gene Kimmelman of Congress Watch says groups feel there is continuing need for regulation but fear they will be "left behind" if they insist on total regulation. "We're looking for alternatives." If deregulation is achieved, it will probably include some form of spectrum fee. Wirth aides are showing interest in that concept. Observers note that speculation as to radio deregulation in House is particularly risky for two reasons:

Makeup of Wirth subcommittee could change as result of elections; Wirth could become immersed in new try to write major common carrier legislation, effort that, as in present Congress, would leave no time for broadcast deregulation.

Price of dislocation

Federal Communications Bar Association has joined ranks of those opposing proposed move of FCC's Washington headquarters to Alexandria, Va. (see page 44). FCBA survey reveals that Washington attorneys and their legmen make about 140,000 trips to commission each year. If FCC were to move, and firms continued to make same number of trips, lawyers would stand to lose about \$6.7 million in man hours for extra travel time involved. If 95% of trips were made by subway, and other 5% by taxi, cost of fares alone would be about \$300,000 per year. If 75% of trips were by subway, and other 25% by taxi, fares would come to about \$850,000 per year.

Sharing birds?

As Stanley S. Hubbard passed through Washington on way to Europe to seek out programming sources for his United States Satellite Broadcasting, company that plans to provide nationwide advertiser-supported DBS service, he took time to lunch with Wilber Pritchard, president, Direct Broadcast Satellite Corp., which has proposed common carrier DBS system. Among topics discussed: possibility of USSB leasing transponders on DBSC's system rather than building and launching its own system. That they also discussed relative merits of two-satellite (USSB) versus three-satellite (DBSC) DBS systems indicates, however, that Hubbard is still interested in own system.

Election year boom

Campaign spending on both radio and TV is up substantially over that of last off-year election, according to preliminary figures gathered by national sales representatives. Analysis of national radio spending, including spot and unwired networks, points to 1982 outlays of \$11 million to \$12 million, according to Vince Bellino, financial vice president, McGavren Guild. That's more than double slightly more than \$5 million spent in 1978.

No figures are available for TV yet, but reps say business activity is heavier than in 1978, particularly in New York, California, Texas, Michigan, Florida, Illinois, Minnesota, New Jersey and Nevada, where strongly contested races

are being run. Increased spending has apparently attracted attention of news media. Election-night coverage being planned includes analysis of spending's effects on various races by Mike Wallace and similar treatment of subject by Satellite News Channels.

Independents' declaration

Latest twist in internal conflict within Independent Television News Association that was sparked by Metromedia's proposal for new prime time news service (BROADCASTING, Oct. 11) is that Metromedia's three ITNA stations are likely to find themselves inhabiting empty shell of that organization this week. Other 10 members of ITNA plan to submit resignations by midnight tonight, to comply with organizations' bylaws, according to sources in group. Seems three Metromedia stations on ITNA board were able to line up fourth vote to get board majority approval of their proposal to continue organization as is for six months past Jan. 1 expiration of current contract; those that don't want to go along see their remaining option as resignation. (Even that fourth board vote, KPLR-TV St. Louis, is likely to submit resignation as well, as "protective" move.)

Alliance of most disaffected ITNA members with some other news organization had been assumed result of growing disagreement (and WPIX-TV New York, force behind Independent Network News, has proposed separate hour-long feed of raw stories that's said to be looked on favorably by ITNA defectors.) But resigners now need to come up with new name for their alliance. Said to be front runner—Index, standing for Independent Exchange.

Simmering

"Low-power radio" proposal to admit as many 10 w signals as possible without interference into FM band remains officially in same status at FCC—"on file" as it has been since advanced in petition from Moody Bible Institute of Chicago in May 1981, but apparently remains under active consideration by FCC staff. Proposal was mentioned by FCC staffer among others "in the works" during central conference of Society of Broadcast Engineers in Kansas City, Mo. Proposal has been kept on back burner, according to several key staffers, so FCC can devote strained resources to completing action on another drop-in FM proposal, docket 80-90, and because there is some fear proposal would unleash avalanche of applications, such as that precipitated by low-power TV proposal of two years ago.

Cablecastings

Franchise fracas

A lawsuit filed against Mile Hi Cablevision and the city of Denver could "change the structure of our entire industry," said Mile Hi President Fred Dressler. The lawsuit, filed in federal district court in Denver by the conservative Mountain States Legal Foundation, challenges the city's awarding of Denver's cable franchise last May to Mile Hi, a joint venture of American Television & Communications and Daniels & Associates. The group claims the franchise is "de facto exclusive" and violates the First Amendment. Intended to establish a "national precedent," the suit was filed on behalf of the foundation, which James Watt headed before becoming Reagan's Secretary of the Interior, and Citizens for Open Cable, an organization that wants more than one cable operator to be allowed to operate in the city.

Mile Hi was due to begin stringing cable next month, but now Dressler says they'll have to step back and take a look at the situation. Although Dressler said he's interested in deregulating the industry, he's concerned about a ruling that would open every market to competition without any rules. Mile Hi's contract with the city calls

for a \$100 million capital investment, with nearly half of it going toward such non-revenue generating assets as community programming studios. Dressler feels a ruling against Mile Hi might mean a competitor could enter the market with half the capital and offer the same services.

The language of Mile Hi's franchise, however, may not allow the cable company to delay construction of the system. And since the lawsuit could go to the Supreme Court, it could take five or six years to resolve.

In a related development, Joseph Coors, president of Coors Brewery and co-founder in 1977 of the foundation, resigned his position on the foundation's board of directors because of the suit. According to a foundation spokesman, Coors felt that by delaying the advent of cable in Denver, the suit was detrimental to its citizens.

Viacom background

The prospectus for Viacom's recent \$60-million subordinated debenture offering sheds some light on financing and strategies at the company's cable programming ventures, Cable Health Network and Showtime. It says a proposed separate financing

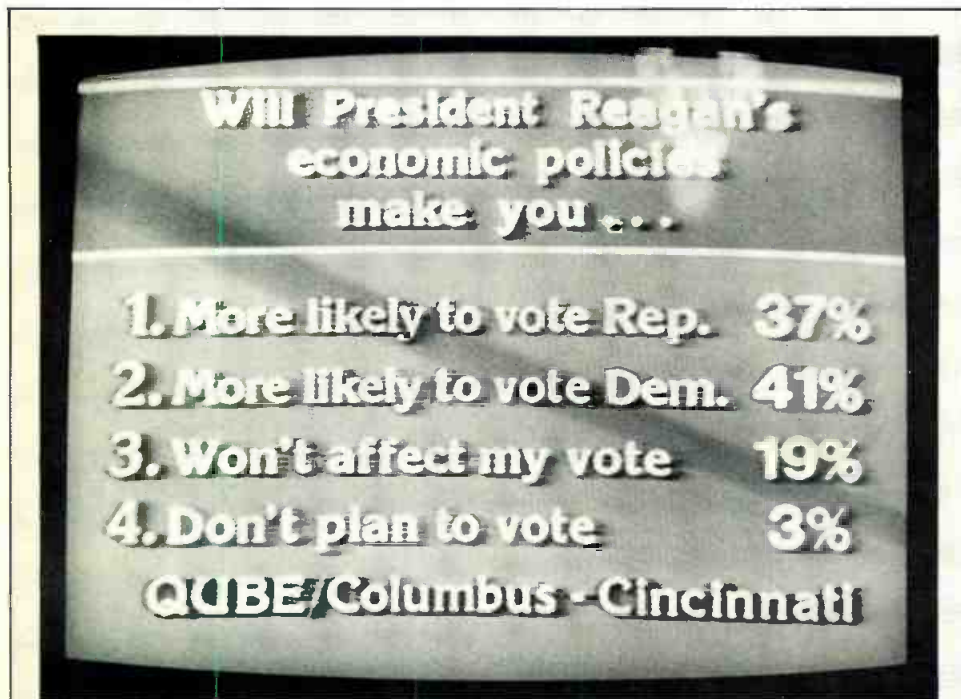
package for CHN would see Viacom assign all rights to Satcom III-R transponder 17 to CHN, with the latter picking up the payments. Unnamed financial institution would purchase \$30 million worth of senior debt and preferred stock in CHN and lend the network up to another \$20 million in subordinated debt. Viacom would get a \$16-million chunk of that to reimburse its advances to CHN. And Viacom would have a minority of the voting securities of CHN with the remainder owned by institution and CHN chairman, Dr. Art Ulene, an president, Jeffrey Reiss. Viacom, however, would have the right to purchase up to 80 of voting securities in the future, and get 4 of annual CHN revenues as a management fee. If CHN fails to make certain goals, Viacom could be required to repurchase transponder 17 and certain other CHN assets at scheduled prices (schedules would total \$30 million through 1986, and drop to \$15 million by 1990).

Meanwhile, with the closing date set for Wednesday (Nov. 3) in Viacom's deal to buy back 50% of Showtime from Group W for \$75 million, the prospectus notes that Viacom "is engaged in discussions with third parties" with a view to possible joint venture or sale of some portion of Showtime. The reason for any sale would be "to enable Viacom to expand its existing businesses and enter into new businesses through Showtime."

Although the prospectus notes that debt incurred for the \$75-million payment to Group W would cut into earnings in the next few years, that does not mean the company is in any rush to sell off a portion of Showtime, a company spokesman says. Viacom has already lined up the funds for the payment itself, and keeping all of Showtime, at this point, "is a very possible option."

Busy

Since its first cable system acquisition in late 1979, the Essex Group, Greenwich Conn., has added 52 systems for a total of 70,000 subscribers. About one dozen of those systems it won through franchise grants. Its latest purchase, a 375-subscriber system in Ashe county, N.C., for under \$200,000 from Goss Cablevision, neighbors another system it bought in Jefferson West Jefferson and Sparta, all North Carolina, last summer for about \$1.5 million (BROADCASTING, June 7). The Essex group is a partnership of Dave Pardonner, Paul Fields and the New York investment firm of Oppenheimer & Co. Pardonner formerly was a senior vice president at Teleprompter Corp. (now Westinghouse) and Fields was a Westchester, N.Y., media broker before they launched their own MSC three years ago. They are now close to realizing their goal of 100,000 subscribers in five years. Pardonner said Essex is seeking to raise more equity through limited



Before the ballot. What impact Reaganomics will have of the Senate and House races when voters go to the polls tomorrow (Nov. 2) is largely unknown, but cable viewers in Columbus and Cincinnati indicated that it might be profound. Following the nationally televised League of Women Voters Congressional Leadership Debate on Oct. 19, Warner Amex polled its Qube subscribers in the Ohio cities and promptly sent the results to Washington for incorporation into a half-hour Public Broadcasting Service analysis of the debate. In response to one question, 78% of those responding said the President's economic policies would have a bearing on how they would vote in their local races. Participants in the debate (l-r): Representative Thomas S. Foley (D-Wash.); Senator Dale Bumpers (D-Ark.); debate moderator Marlene Sanders, CBS News; Senator Robert Dole (R-Kan.) and Representative Barbara B. Conable (R-N.Y.).

partnerships for additional acquisitions, with limited partnership investments divided over one or more system purchases.

Stereo simulcast

Until television sound is upgraded to stereo, broadcasters and cable programmers alike will continue to rely on FM stations to deliver the hi-fi stereo sound. That will be the case Thanksgiving (Nov. 25) night at 11 p.m. NYT when the USA Cable Network televises live a rock concert featuring Todd Rundgren and Utopia from the Rismiller's concert hall in Los Angeles. USA Network has contracted radio syndicator DIR Broadcasting, New York, to deliver the sound via satellite to some 100 FM stations around the country that will simulcast it. The two-hour show is being produced by Somach/Nelson Productions, Philadelphia, and directed by Joshua White, who made his name directing the *In Concert* series for ABC-TV in the 1970's.

Legislative update

Prospects appear slim for passage of cable legislation now pending in the Senate. That was the sentiment of Senator Robert Packwood (R-Ore.) who said last week that he did not expect either S. 2172 or H.R. 5949 to get out of Congress this year. Packwood is chairman of the Senate Commerce Committee, which has jurisdiction over the bills.

S. 2172, which would limit cities' and states' authority to regulate cable, was passed by the Commerce Committee but is hotly opposed by the National League of Cities and therefore is unlikely to get to the Senate floor during a lame-duck session.

The cable copyright bill, H.R. 5949, passed the full House and is now under the scrutiny of the Commerce and Judiciary Committees.

Packwood, speaking before cable operators, lawyers and National Cable Television Association officials, at a cable forum sponsored by NCTA, told the group that the only way cable operators can get S. 2172 through Congress (there is little support for the measure in the House Telecommunications Subcommittee which must approve it before it goes to the full House) is to generate grass roots support at the customer level for the bill.

As the controversy surrounding H.R. 5949 increases, its chances of passage are doubtful. Packwood noted that if an agreement could be worked out with sports organizations, the bill's chance would greatly improve.

H.R. 5949 has met with resistance from several parties. Sports organizations, who tried unsuccessfully in the House to include a provision which would expand the FCC's current blackout rule, are working for its inclusion in the Senate. Additionally low-power television and direct broadcast satellite applicants are asking for some sort of must-carry protection now afforded religious and public broadcasters. Spanish broadcasters are also asking for must-carry protection (BROADCASTING, Oct. 25).

Rene Anselmo, president of the Spanish International Network (SIN), stated that H.R. 5949 "would legally sanction an offi-

cially-recognized and obligatory United States television religion." Anselmo is protesting the must-carry protections provided for religious broadcasters in the measure. "To compound this singular and preferential treatment of the 'Born Again' Christian broadcasters, H.R. 5949 in effect grants these operators a religious monopoly on our nation's cable systems," he said.

A hearing on the bill has been tentatively scheduled for Dec. 7 by the Commerce Committee. It now appears unlikely that it will be a joint hearing with the Judiciary Committee. The majority of the concerns focus on the must-carry rules and Judiciary is deferring those matters to Commerce. It is still possible that the Judiciary Committee will address the sports organizations' concerns.

Kids stuff

"Cable can afford to take a chance... we don't have to do a pre-tested format like we would in broadcasting... we can experiment and have the latitude in approach we need to deal with the quantity of imagination coming in the mail." The mail and imagination Jim Mairs is talking about is the 7,000 letters from children aged 4 to 14 that form the basis for the *Kids' Writes* series that Mairs and four fellow performers (with the help of Embassy Television) have put together for Nickelodeon, the children's cable service from Warner Amex Satellite Entertainment Co. Mairs, Carlo Grossman, Steve Rifkin, John Rousseau and Wynn

White bring to life their young viewer's concepts, adding elements of mime or music, but sticking always with the young writer's own words.

Kids' Writes is one of three new series WASEC previewed in New York last month (renting an ice cream parlor for the occasion). Also on tap are *Standby... Lights! Camera! Action!*, 12 one-hour programs hosted by Leonard Nimoy that go behind the scenes of three major motions pictures (from Projects Development Ltd.). Then there is *Against the Odds* from Klein &, in which host Bill Bixby profiles two historical personalities in each of the 20-30-minute programs.

Roundball roster

"The greatest college basketball schedule ever presented on television." That's the claim ESPN is making for its cablecast of 163 (100 live) college games in the 1982-83 season, including games from the NCAA championships. (Those championship games go to ESPN as part of its recently renewed contract with the NCAA, a total package that includes championship events in other sports as well.) It's not just quantity, says the sports network's programming vice president, Robert Gutkowski, but the quality of the games that justifies the "greatest ever" boast. There will be seven Atlantic Coast Conference tournament contests, 20 Big Ten Games, 18 games with independents and the conference semi-finals and finals of Big Eight play.

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Business Briefly

TV ONLY

Gibraltar Savings and Loan

Campaign that says "matching successful people with a successful lending institution" is currently running in Los Angeles and other southern California markets. Quarter-million-dollar campaign will continue through Dec. 16 in early and late evening news and prime times, targeting upper income professionals. Agency: Evans/Weinberg, Los Angeles.

Allen Products Co. Campaign for Alpo beef flavored dog food begins Nov. 22 in 25 markets. Five-week flight will run in day, early fringe, late fringe and prime times. Target is women, 25-54. Agency: Weightman Inc. Advertising, Philadelphia.

The Clorox Co. Campaign for Soft Scrub non-abrasive cleanser begins Nov. 8 in 46 markets. Four-week flight will run in fringe, early fringe and late fringe times targeting women, 25-54. Agency: Young & Rubicam, San Francisco.

Black & Decker Campaign for power tool division's Car Vac vacuum will begin Nov. 22 in 44 of top 50 markets. Four-

Beer blast. Miller Beer, through its advertising agency, Backer & Spielvogel, New York, has purchased 30-second TV spots for High Life beer during *Al McGuire Show* beginning early January. Half hour weekend sports series, distributed by D.L. Taffner/Limited, New York, will clear 45 markets—54% of country. Series is offered for 26 weeks over 35-week period. Program will be produced in magazine format and will be themed to specific sport each week.

week flight will air in early fringe and late fringe times, targeting adults, 25-54. Agency: BBDO, New York.

Shoney's Big Boy Campaign for restaurant chain begins Nov. 15 in seven markets. Flight will run for three-to-four weeks for varying flights, including one week of generic advertising. Advertising will promote half-pound hamburger. Spots will run in early fringe, news, prime, weekend and sports times. Target: adults, 25-54. Agency: Ogilvy & Mather, Atlanta.

Reed-Union Campaign for Vinyl Life repair kit begins this week for four weeks in 35 markets. Spots will run day and late fringe times, targeting total adults. Agency: A. Eicoff & Co., Chicago.

Murjani Jeans Campaign for Black Denim jeans begins this week for three-week flight in 22 markets. Spots will run in day, prime and news times. Target: women, 25-54. Agency: Doyle Dane Bernbach, New York.

M.B. Magic Campaign for Pocket Magic (one magic trick) and Spectacular Magic (assortment of magic tricks) begins Nov. 22 for three weeks. Pocket Magic will run in 28 markets and Spectacular Magic in 20 markets. Spots will air in day, fringe, late fringe and prime times. Target is total adults. Agency: A. Eicoff & Co., Chicago.

Subaru of America Inc. Campaign for Subaru automobiles begins this week for varying flights on CBS, ABC, NBC and cable's ESPN. Ongoing flight will see spot markets in early 1983. Flights run in news, sports and prime times. Target is men, 25-49. Agency: Levine, Huntley, Schmidt, Plapler & Beaver Inc., New York.

Thrifty Drug Stores Campaign begins Dec. 1 for different products, each for one-week flights. Canon calculators, Foot Saver electrical foot bath, L'Oreal Excellence hair coloring and nonprescription reading glasses.

Campaigns run in Los Angeles, and Sacramento and Fresno, both California. Spots air in all dayparts. Agency: International Communications Group Inc., Los Angeles.

Fabri-Centers Singer promotion begins in late November in under 10 markets. Spots will air for three weeks between 5 a.m. and 8 p.m. Target: women 25-54. Agency: Kelly, Scott & Madison, Chicago.

RADIO ONLY

Bongrain International Imported cheese manufacturer's campaign for Aloette cheese will begin in late November in New York, Washington and San Francisco. Spreadable cheese comes in spicy pepper, herb, garlic and mild bleu cheese flavors. Spots will run for four weeks in morning, midday and evening times. Target is women, 35-54. Agency: Leber Katz Partners, New York.

General Foods Corp. Campaign for Yuban coffee begins Nov. 22 for varying three-to-six-week flights in about 15

Rep Report

KSNT(TV) Topeka, Kan.: To Katz Television Continental from Seltel.

WTAK(AM) Huntsville, Ala.: To Savalli & Schutz (no previous rep).

KTTL(FM) Dodge City, Kan.: To Savalli & Schutz from Roberts Assoc.

KAGC(AM) Bryan, Tex.: To Savalli & Schutz from Paul Miller & Co.

WCNN(AM) Atlanta: To RKO Radio Sales from Hillier, Newmark and Wechsler.

WROD(AM) Daytona Beach, Fla.: To Bernard Howard from Market 4.

WKWK-AM-FM Wheeling, W. Va.: To Bernard Howard from Torbet.

RVS Cablevision, Milwaukee: To Eastman Cable Rep (no previous rep).

Christal computer. Christal Radio Sales Co. has signed multi-year contract with MPI's Repline Computer System. According to Robert Duffy, chief executive officer of Christal, Repline will allow Christal to provide more accurate information faster to client stations, thus making Repline major strength for Christal's represented stations.

It's
free,
if you
don't
dawdle.

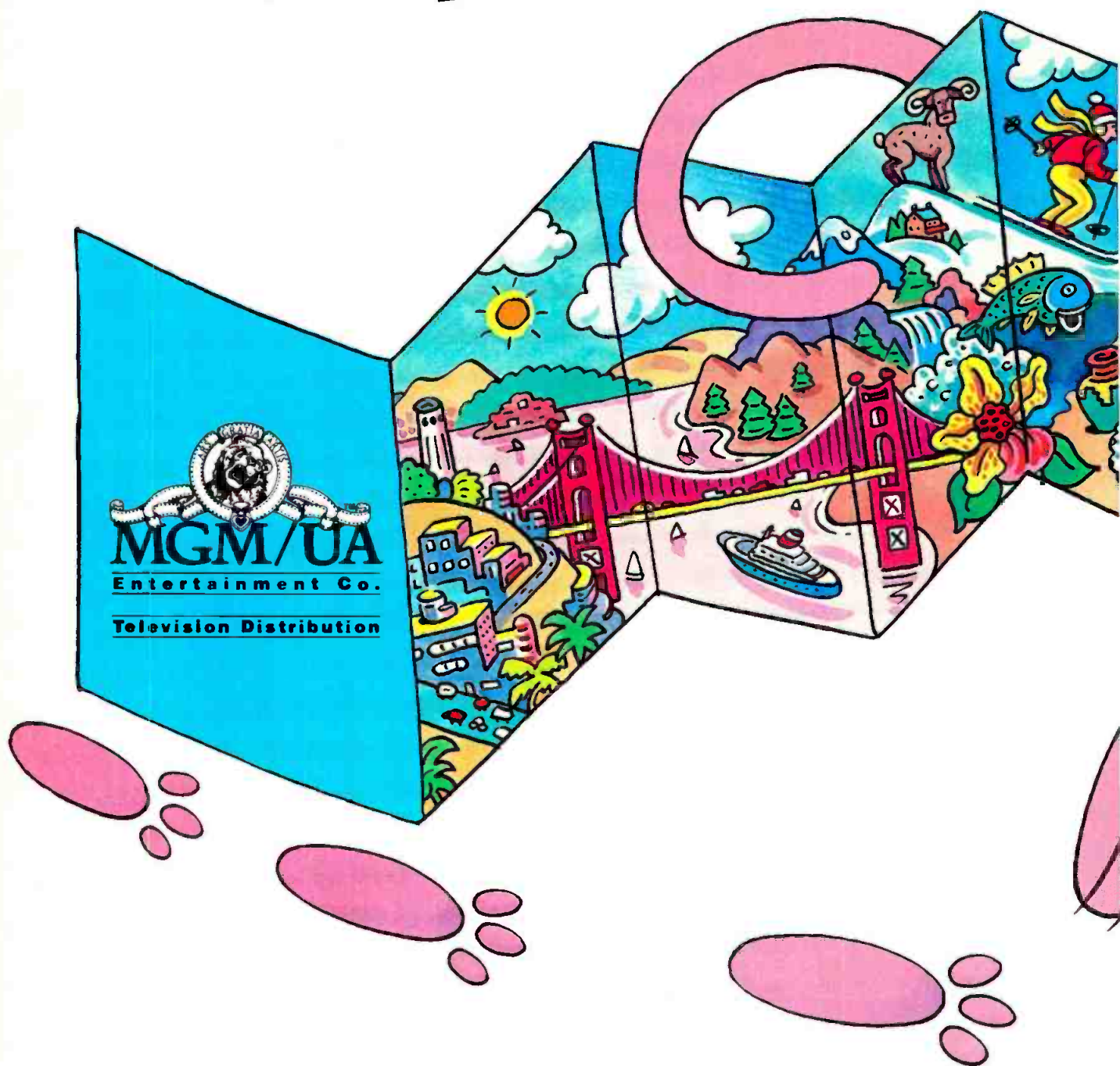
(See p.37)



**You'll be tickled pink
when he heads in your direction!**

Join the faithful family of followers, from Los Angeles
to New York, who are lining up for the action, adventure
and hilarious antics of

THE PINK PANTHER



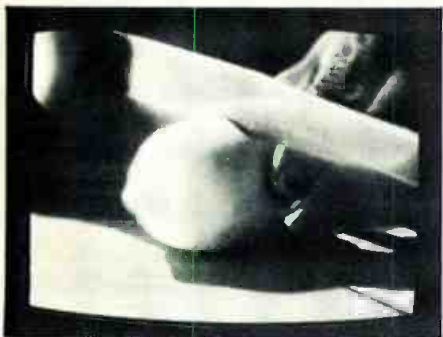


AdVantage

Polishing polyester. Celanese Fibers Marketing Co., New York, has launched advertising campaign to improve image of polyester, using 30-second commercials on late newscasts in New York on WABC-TV, WNBC-TV, WCBS-TV and WNEW-TV. Commercial, created by Doyle Dane Bernbach, New York, has theme, "Look what polyester is doing now" and showcases polyester in jogging suits, shirts, loungewear, dresses, pants and sheets. Commercial will be running through 1983.

□

Honolulu's hot spot. KGMB-TV Honolulu was judged winner of competition sponsored by Television Bureau of Advertising for most effective spot announcement produced by member station dramatizing TV's positive advantages. KGMB-TV's 30-second spot shows



black and white still of lemon; addition of color (yellow to make lemon true to life); sound (of knife's edge cutting through lemon); motion (of knife), and emotion (man bites into lemon). First prize is registration and round-trip ticket to TVB's annual meeting in San Francisco, starting Nov. 17. TVB received 109 entries from 36 stations throughout country.

□

Chicago winds. Waldman & Associates, Chicago, has been named advertising agency for WLS-AM-FM Chicago. Change was precipitated by takeover of Lee King & Partners by Bozell & Jacobs. Lee King had been wls's agency for past two years.

□

Self starter. Amoco Oil Co. has instituted television campaign emphasizing benefits of its high-octane gasoline and self-serve facilities. Spots will air in rotation in 36 markets for six weeks with two, 10-second announcements promoting Amoco's discount for cash program, which was introduced in May. Thirty-second spot features young woman sitting in her car at Amoco self-serve station. Her image splits into two and her double gets out of car, fills tank and cleans windshield, emphasizing self-service. D'Arcy-MacManus & Masius, Chicago, is agency.



markets. Spots will air in all dayparts targeting women, 35-plus. Agency is Benton & Bowles, New York.

Keebler Co. □ Campaign for two brands of Keebler cookies begins Nov. 8 in three markets. Six-week flight will run during 5 a.m.-8 p.m. times. Target is women, 25-54. Agency: Leo Burnett, Chicago.

Grodins Stores □ Campaign for men's furnishings stores begins Nov. 8 in five markets. Pre-Christmas sale will continue for three weeks during 6 a.m.-7 p.m. times. Target is men, 25-54. Agency: The Wyman Co., Mill Valley, Calif.

Glyngore of Denmark □ Campaign introducing new product—Seafood pates—begins Dec. 6 in San Francisco. Flight will run for three weeks. Pates, imported from Denmark, are available in crab, shrimp, tuna and salmon flavors. Holiday theme is "Glyngore: The life of the party." Target is women, 25-54, and will run in all dayparts. Agency: Vantage Advertising, San Leandro, Calif.

K-Tel International □ Campaign for Blast Beat record album begins Nov. 8 in 154 markets. Two-week flight will run during 10 a.m.-midnight times. Target: teens and adults, 12-24. Agency: Commonwealth Advertising, Minnetonka, Minn.

Pacific First Federal Savings & Loan Assoc. □ Campaign for Exchange money machine begins Nov. 3 in Seattle for two weeks and one week in Portland and Eugene, both Oregon, and Spokane, Tri-Cities, Olympia and Bremerton, all Washington. Spots will air during 5 a.m.-8 p.m. times targeting adults, 25-49. Agency: John Brown & Partners, Seattle.

Julius Wiles Sons & Co. Inc. □ Campaign for Dry Sack sherry begins in mid-November in San Francisco and Los Angeles. Spots will run in two flights for two weeks, with one-week hiatus between flights. Morning, drive times target adults, 25-49. Agency: Waring & LaRosa, New York.

Habbersett Inc. □ Campaign for Habbersett sausage is currently running in Pennsylvania, New Jersey and Delaware, and will begin in New York, Maryland and Washington in 1983. Theme of advertising effort is "Habbersett—a treat for the senses." Campaign airs in all dayparts targeting breakfast audience. Agency: Creamer Inc., New York.

Anheuser-Busch Co. Inc. □ Campaign for Busch beer begins Nov. 3 for one week in about 100 markets. Spots will run during 10 a.m.-10 p.m. times. Target is men, 25-54. Agency: Needham, Harper & Steers, New York.



— THE BECK-ROSS COMMUNICATIONS STATIONS —
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WHCN-FM
HARTFORD, CT.

WKTZ-FM
JACKSONVILLE, FLA.

WKMF-AM
FLINT, MICHIGAN

WGMZ-FM
FLINT, MICHIGAN

WKTZ-AM
JACKSONVILLE, FLA.

Monday Memo

A television programming commentary from Corydon Dunham, executive vice president and general counsel, NBC,

Eliminating financial interest and syndication rules: the network side

Projections for the end of this decade show:

- Shares of audience for the free broadcast system will decline as competition increases—the loss offset somewhat by a growth in homes and television viewing.

- Cable television will be in 60% of all homes.

- Pay television will be in 50% of television homes.

- Pay television revenues from consumers will reach \$16 billion by 1990.

There was a marked increase in the diversity of free television during the past decade, as the number of stations increased and stations became significant participants in the program market. Sports, news and particularly local news expanded. By 1981, the average television home could receive nine stations, and more than 70% of U.S. homes could receive at least seven stations.

But program choices for the general public may soon be diminished. During this decade, the critical challenge for both free and pay will be programing. Pay can be expected to use the economic resources from its increasing consumer revenues to buy programing away from the free system, decreasing overall program choice.

At the same time, government policies adopted in a different era will also work to advantage in the pay program marketplace and stimulate the move of programing away from free to pay. One example is the FCC's financial interest and syndication rules. These limit the television networks' ability to compete in the program market and will disadvantage free television's ability to obtain programing in competition against pay television (including cable-only, pay-cable and subscription television).

The threat to the public is clear. Pay television, advantaged by the government's distortion of the program marketplace, will increasingly move popular sports and entertainment programs from free television, where they are available to all, to pay services, where viewers will be limited to those who can afford, and choose, to pay.

Pay television, building on the base provided by cable revenues, is already a strong competitor in the program marketplace. Some boxing championships, major league baseball and college basketball (like this season's Virginia vs. Georgetown game) have already moved to pay.



Corydon B. Dunham was named executive vice president and general counsel of NBC in November 1976. He is responsible for NBC's Washington office, the Broadcast Standards Department, the NBC Law Department and the NBC Compliance and Practices Department. Dunham had been vice president and general counsel for five years before being named to his present post. He joined NBC in 1965 as assistant general attorney and was named vice president and general attorney in 1968. Before joining NBC, he was with the law firm of Cahill, Gordon & Reindel, New York. A native New Yorker, Dunham is a graduate of Bowdoin College in Maine and received his law degree from Harvard Law School.

The far-reaching impact of the new world of pay television will not be confined to sports events. New theatrical motion pictures increasingly are broadcast first on pay, not on free television. In 1980, pay television reportedly paid \$80 million to the studios for movie rights as compared with \$30 million from the free television networks. "Star Wars" was telecast last September, but only for those pay-per-view subscribers who paid an \$8 viewing charge. Pay is bidding for prime time series—*Taxi* is a recent example—and pay is also in the market for new series not yet seen on free television.

Since the financial interest and syndication rules prevent the television networks from sharing in the broadcast profits a program earns after network exhibition, the networks' payment to suppliers will be limited essentially to the economic value of two network runs of the program. Pay television is subject to no such government restriction and can economically invest more since pay can share in the profits from all program uses.

The rules also discourage the television networks from investing in the projects of new small suppliers who must instead turn to the major studios for funding. The end product of this is increased concentration in the program supply market. We can see this in the experience of one network

where the top eight suppliers provided only half that network's prime time entertainment series in 1970 but eight program suppliers provided almost all—97%—by 1980.

Better and more diverse network programming builds local audiences for affiliated stations. Affiliates benefit from their network's ability to invest in programing and to compete effectively with the new technologies in the program marketplace. To the extent a network program attracts audiences, it can also become a strong off-network program and benefit the affiliated and nonaffiliated stations that buy it in syndication. As new or small producers are financed by the networks, competition grows in the program supply marketplace. The benefits of repeal of the rules to free broadcast audiences are clear.

The resistance to repeal from syndicators seems largely based on the fear that the networks will somehow "corner" the syndication market. This page is not long enough to list the facts that show that "warehousing" cannot and will not occur. Even in the period before the rules were adopted, networks *together* did only about 10% of the U.S. syndication business—far from being dominant. With all the new ways of distributing programs, the networks' bargaining power is obviously less now than it was then.

The existing industry practice of exclusivity against syndication of series while they are still on the network, at least for some period, isn't affected by the rules. Repeal would increase the possible sharing of financial interests and encourage syndication of network programs.

Both free television and pay should be able to grow in program service in the next decade. History shows the broadcast industry and the FCC have generally increased audience choice by seeking to make a wide variety of sports, entertainment, information and news programing available to all parts of the American audience. Yet, government policies are now preferring pay over free, which will diminish opportunities for the free system and programing choices for viewers.

If we take a longer view of television's future, we must ask what this will mean, not just for our industry but for our society, generally.

Proponents of free TV believe that repealing the financial interest and syndication rules, as one immediate step, will enable more competition in the program supply marketplace and more investment in programing with more suppliers. This can only add to diversity, and creativity, for the television industry and the American viewer.

Datebook

This week

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, Hearst/ABC Video Services. Copacabana, New York.

Nov. 3-5—*International Film and TV Festival of*
■ Indicates new or revised listing

New York. Sheraton Center hotel, New York. Information: Festival Office, 251 West 57th Street, New York, 10010.

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. Amfac hotel, Dallas.

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

Nov. 4—Midwest Radio Workshop sponsored by *Radio Broadcasters of Chicago* and *Radio Advertising Bureau*. Marriott hotel, Chicago.

Nov. 4-5—*National Association of Attorneys General* and "Legal Times" weekly newspaper 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. 5-6—*National Federation of Local Cable Programers* Central states regional conference. University of Indiana Northwest, Gary, Ind.

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

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

■ **Nov. 6**—"Shooting Washington: the Craft and the Ethics," seminar on covering breaking news stories

Errata

"Where Things Stand" (Oct. 11) erroneously reported White House has not yet submitted to Senate for ratification **treaty and protocol negotiated at World Administrative Radio Conference**, which concluded in Geneva in December 1979. Treaty has already been approved by Senate Foreign Relations Committee, and is expected to be sent to Senate floor in lame-duck session to begin Nov. 29.

□ **Ogden Prestholdt**, partner, A.D. Ring & Associates, Washington, named VP, engineering, and consultant to **Harrison Systems Ltd.**, Riverdale, Md., not Harris, as reported in "Fates and Fortunes" Oct. 18.

sponsored by the *Washington chapter of the National Academy of Television Arts & Sciences, the American Film Institute, the White House News Photographers Association* and the *Society of Professional Journalists, Sigma Delta Chi*. AFI theater, Kennedy Center Washington.

Nov. 6—"Information and Power" symposium sponsored by *University of California-Los Angeles Extension*. Speakers include former Congressman Lionel Van Deerlin; KNXT(TV) Los Angeles news commentator Bill Stout, and authors John Wicklein and Ben Bagdikian. Dodd Hall, UCLA campus, Los Angeles.

■ **Nov. 6**—"Careers in Cable: Breaking In" program sponsored by *University of California-Los Angeles Extension*. Bunche Hall, UCLA campus, Los Angeles.

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. 6-7—*National Federation of Local Cable Programers* national regional conference. University of Colorado, Auraria campus, Denver.

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 and Sheraton Center, New York.

Also in November

■ **Nov. 8**—*National Academy of Television Arts and Sciences, Syracuse University chapter* luncheon. Speaker: Jessica Savitch, NBC News anchor woman. Hendricks chapel, Syracuse, N.Y.

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

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

PRODUCTIVITY COUNTDOWN

54

DAYS TO LAUNCH

Broadcasting Industry Council to Improve American Productivity

The news this week. In a move corollary to the goals of the Broadcasting Industry Council to Improve American Productivity, President Reagan last Monday signed into law a measure calling for a White House Conference on Productivity to reassess that weakened leg of the national economy. Sponsored by Representative John J. LaFalce (D-N.Y.), the legislation (H.R. 7292) mandates that the White House set up the conference within one year.

Spokesmen for the industry-sponsored BICIAP campaign—which launches in less than eight weeks (BROADCASTING, Oct. 25)—hailed the legis-

lation as another example of the bi-partisan support that the broadcasters voluntary five-year project has elicited from government, labor and business leaders.

Don LeBrecht, BICIAP executive director, also announced last week that the council has commitments from individuals, representing 80% of the top 125 markets, to serve as coordinators for the forthcoming productivity project. Major focus of the initial phase that commences Christmas Day will be a series of broadcast spots, explaining the problem in lay language. The messages will be presented through the first quarter of 1983. LeBrecht said the council is attempting to have one broadcaster coordinate BICIAP's campaign in each market. He described industry reaction as enthusiastic and even "overwhelming," and added: "Virtually every station we have contacted has volunteered its assistance and facilities."

The BICIAP's roll of founding contributors, each pledging \$10,000 to underwrite costs of the campaign:

Bonneville International, Broad Street Communications, Buckley Broadcasting, Century Broadcasting, Eastern Broadcasting Corp., Fairbanks Broadcasting, Field Communications, GCC Communications, Greater Media, Hubbard Broadcasting, McGavren-Guild, Malrite Broadcasting, Palmer Communications and Susquehanna Broadcasting. Added last week to that list: EZ Communications, radio group owner with headquarters in Fairfax, Va., \$10,000. Total from the 14 founding contributors: \$140,000.

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. 9-10—*National Association of Educational Television* conference. Marriott-Alirport, Atlanta.

Nov. 9-11—International Broadcast Equipment Exhibition, sponsored by the *Electronic Industries Association of Japan*. Tokyo Ryutusu-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. Hyatt Regency, Columbus, Ohio.

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

Nov. 10—13th annual *Midwest Marketing and Research Conference*. Ambassador West, Chicago.

Nov. 10—*American Federation of Television and Radio Artists/Broadcasting and Recording Industry Council on Alcoholism* West Coast "awareness conference" on alcoholism. Speakers include former First Lady Betty Ford, Billy Carter and psychiatrist Joseph Porsch. ABC Television Center, Los Angeles.

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

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

Nov. 10-13—*Society of Professional Journalists*, Sig-

Stay Tuned

A professional's guide to the electronic media week

Television □ PBS: *Mystery: Father Brown* part 1, Tuesday, 9-10 p.m.; *Screenwriters: Word Into Image*, Tuesday, 10-11 p.m.; CBS: "One Shoe Makes It Murder," Saturday, 9-11 p.m.; NBC: *Born Beautiful*, Monday 9-11 p.m.; *Twilight Theater II... Comedy Special*, Saturday, 11:30 p.m.-1 a.m.; *TV Censored Bloopers*, Sunday, 9-10 p.m.; *New & Improved Television's Greatest Commercials II*, Sunday, 10-11 p.m. ABC: "Kramer vs. Kramer," Sunday, 9-11 p.m.

Radio □ WMFT(FM) Chicago (via cable): *Lincoln's Music in America*, Thursday, 7 p.m.; ABC Entertainment: *Rounding Out the 20th Century*, Monday-Friday, 7:30 a.m., 9:30 a.m., 3:30 p.m., 8:30 p.m.

Cable □ C-SPAN: *Left vs. Right... Political Forum and Phone-In*, Monday, 9-11 p.m.; Prism: *A New Day In Eden**, Tuesday, 11:30 p.m.; SPN: *The Personal Computer Show**, Thursday, 7:30 p.m.; *The Rosenbergs Must Not Die*, part 1 Saturday, 9 p.m.; HBO: *Blockheads**, Saturday, 8 p.m.; Cinemax: *Cinemax Screening Room*, Saturday, 7:30 p.m.; Entertainment Channel: *Twigs*, Sunday, 8 p.m.; *Penmaric** first episode, Sunday, 10:30. *Access Shopper's Guide**, Monday: Cox-Norfolk, Va. 6-6:30 p.m.; Cox-Spokane, Wash. 7:30-8 p.m.; Cox-Moline, Ill. 7:30-8 p.m.; Cox-Gainesville, Fla. 4-4:30 p.m.; New York Times Cable-Southern New Jersey 8-8:30 p.m.; Televents-Contra Costa and Coronado, both California; 6-6:30 p.m.; Times Mirror-Orange county, Calif. 9:30-10 p.m.

Museum of Broadcasting □ (1 East 53d St., New York) *Tribute to BBC External Services*, a 50th anniversary exhibit, Nov. 2 through Nov. 13; *HBO Programming: Reflections from a Decade*, 10th anniversary exhibit, now through Nov. 6.

* indicates premiere episode or programing debut

ma Delta Chi, national convention. Hyatt Regency, Milwaukee.

Nov. 10-14—*National Federation of Community*

Broadcasters Minority Programming Conference. Four Seasons hotel, Albuquerque, N.M.

Nov. 11—*Hollywood Radio & Television Society* luncheon to discuss fall programing. Beverly Hilton hotel, Los Angeles.

Major Meetings

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

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

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

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

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

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

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

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

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

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

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

May 3-7, 1983—*American Women in Radio and Television* 32d annual convention. Royal York,

Toronto. Future conventions: 1984 convention, to be announced; May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

May 9-11, 1983—*ABC-TV* affiliates annual meeting. Century Plaza hotel, Los Angeles.

May 15-18, 1983—*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, 1983—*CBS-TV* affiliates annual meeting. Century Plaza hotel, Los Angeles.

May 28-June 2, 1983—13th *Montreux International Television Symposium and Technical Exhibition*. Montreux, Switzerland.

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, 1984, Ceasars Palace, Las Vegas; June 5-9, 1985, Hyatt Regency, Chicago, and June 10-15, 1986, Loew's Anatole, Dallas.

Aug. 28-31, 1983—*National Association of Broadcasters' Radio* Programing Conference. Westin St. Francis, San Francisco.

Sept. 8-10, 1983—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta. Future shows: Sept. 6-8, 1984 and Aug. 25-27, 1985, both Georgia World Congress Center.

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

It's
free,
if you
don't
dawdle.

(See p.37)

Open Mike

Makes his Monday

EDITOR: In a fast-paced business like broadcasting with new developments taking place every day, it is vital to keep up-to-date with changes and trends. For 16 years BROADCASTING Magazine has been my number-one source!

Your command of the business is overwhelming. Whether it's articles on sale trends, programming, journalism, law and regulation, cable or satellites, the information is there each week. And your special in-depth articles provide great insight into the major trends in the industry, especially your review of local TV journalism each year.

I applaud you and your staff for being THE INFORMATION SOURCE in broadcasting. — *Joe Barnes, news manager, KPIX(TV) San Francisco.*

Employment plan

EDITOR: I concur with Lauren Krapin's comments in her Oct. 11 "Open Mike" regarding the job search. Krapin summed up the frustrations of a prospective employee in the broadcasting industry.

Like many today, I have been seeking a position through different channels, attempting to explore all avenues and leads. Time, money, effort have been expended on my behalf with little result. Phone calls, follow-ups, in-person visits, travel, contacts have all met with the similar fate: "We do not have any openings." "You're highly qualified but we have hired someone meeting the criteria required for the position." "Thank you for applying. We will keep you for our files for one year."

Question: Can anyone explain what the criteria are? Why can't I get a direct response when I have put a lot of time, effort, and money into seeking an opportunity to work again in a field I love?

I am a qualified candidate for a responsible position in broadcasting. As a broadcast journalist with six years experience in medium to large markets, I have gained skills in writing, production, editing, announcing, anchoring and reporting. My on-air expertise includes four years as a play-by-play commentator, sportscaster, sports anchor, talk host, news anchor, field reporter and disk jockey. I have served in programming management for two years in radio, one year in cable television. I have the ability, education (BA in communications radio/TV), drive and dedication.

My reasons for writing are simple. There is a strong need for some kind of talent pool to be established in the broadcasting industry, to be based on a merit system. I feel that this would benefit job seekers and

help broadcasters fill positions with qualified candidates.

My proposal is to form a nationwide talent pool, with a panel of broadcast executives, directors (news, sports, programming, etc.), and personnel managers selected from each region of the country: Northeast, Southeast, Southwest, Midwest, and West Coast. Based on a prospective employee's residence, he or she would submit a resume, references and other pertinent data for his or her portfolio. Instead of requesting a demo tape, the panel of broadcasters would conduct an in-person test, rating each applicant for the following skills: writing, production, editing and performance. This would be based on a one to 10 scale, 10 being the best score.

This would enable broadcasters to hire qualified candidates based on direct one-to-one contact, instead of basing qualifications on long-distance, indirect. In addition to the resume and cover letter, the portfolio would include: salary requirements, type of positions applied for (three preferences), geographical preference (five top locations, in order from most desired). The resume would include education, work experience and other pertinent data.

The panel of broadcasters would be a neutral organization, dedicated toward securing employment for qualified candidates seeking the chance to enter, re-enter or advance in the industry. I would appreciate any feedback, from broadcasters and job seekers. — *Gary Jacques, 123 Walthery Avenue, Ridgewood, N.J. 07450, (201) 445-0464.*

Action

EDITOR: Your editorial entitled "The Little Medium That Could" and subsequent three-page article on productivity (BROADCASTING, Oct. 18) have generated a lightning storm of excitement.

As the chairman of this effort, I could not have asked for a more welcomed endorsement of our effort. Literally there have been thousands of hours of effort by a large group of people to make this program what it is at this very moment.

But it takes that lightning bolt of excitement from the bible of the broadcasting industry to really bring life and acceptance to the program.

Five years from now, when the country is working together, we're going to have a very large tip of the hat to BROADCASTING for its big push and support. — *Jerry Lee, chairman, Broadcasting Industry Council to Improve American Productivity, Washington.*

BROADCASTING PUBLICATIONS INC.

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

Broadcasting

The Newsweekly of the Fifth Estate

INCORPORATING

TELEVISION

AND

Cablecasting

1735 DeSales Street, N.W., Washington 20036.
Phone: 202-638-1022.

Sol Taishoff, editor-in-chief (1904-1982).
Lawrence B. Taishoff, publisher.

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Richard Mahler, correspondent.
Tim Thometz, Western sales manager.
Sandra Klausner, editorial-advertising assistant.



Founded 1931. Broadcasting-Telecasting* introduced in 1946. Television* acquired in 1961. Cablecasting* introduced in 1972. *Reg. U.S. Patent Office. © Copyright 1982 by Broadcasting Publications Inc.

On our 7th anniversary,
more people are waking up with us
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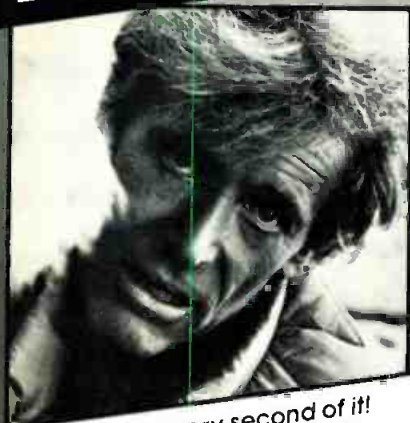
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Jack Anderson, Erma Bombeck, Julia Child, Steve Fox, Frank Gifford, Kathy Lee Johnson, Dr. Timothy Johnson, Arthur Miller, Hughes Rudd, Joel Siegel and John Stossel—is something to cheer about.

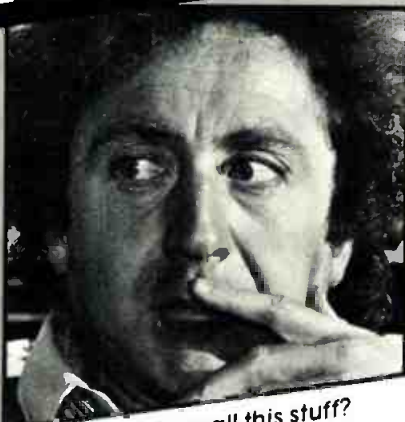
Together, they've helped make Good Morning America's anniversary happier and happier every year.

The top of the morning. Weekdays 7:00-9:00AM

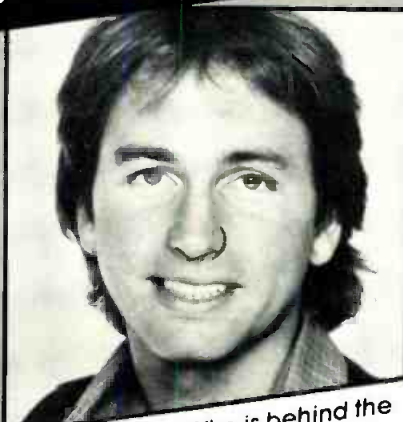
IF YOU THINK IT'S JUST ANOTHER TALK SHOW... YOU HAVEN'T HEARD THE TALK!



"I've enjoyed every second of it!
You're a very interesting man!"
—Peter O'Toole



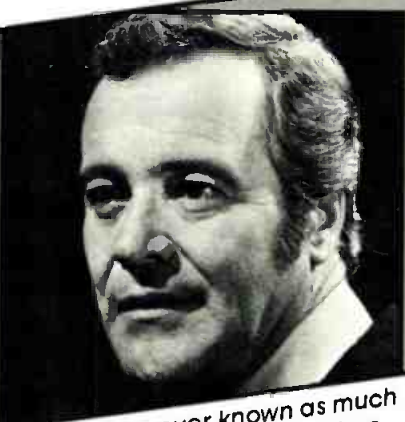
"How do you know all this stuff?
That's what I'd like to know."
—Gene Wilder



"This is my life! Who is behind the
curtain Brian?... You know every-
thing!" —John Ritter



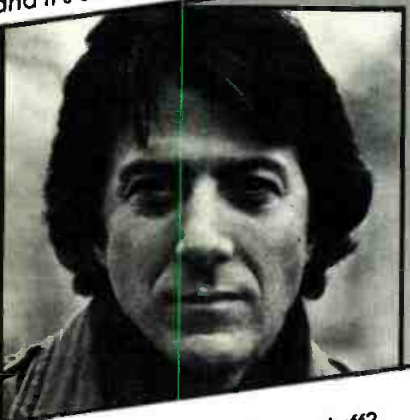
"You are great Brian... He is the best
talk show person in the world! You
just give more thought and you give
more life to people and more ideas
and it's such a joy." —Candice Bergen



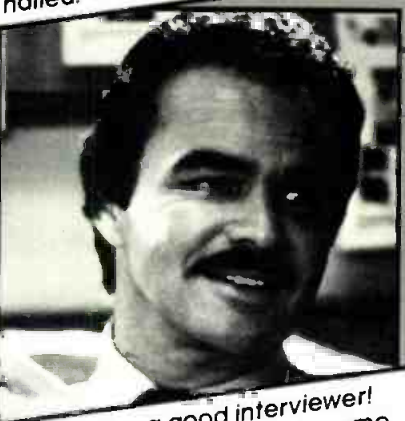
"Has anyone ever known as much
about what they're doing before
they talk as much as you? You're
incredible. You've got 'em all
nailed." —Jack Lemmon



"You have been listening down the
drainpipe. You know an awful lot
about me and I'm getting very agi-
tated here. What else are you going
to spring on me?" —Bette Midler



"How do you know all this stuff?
Wow!" —Dustin Hoffman



"God, you're a good interviewer!
You just hit nerves! I'd like to come
and lie on your couch sometime."
—Burt Reynolds



"You are a gold mine of informa-
tion." —Jill Clayburgh

Linehan AND Company

Sylvester Stallone called to ask if he could be on his show.

Rudolf Nureyev chose it as one of only two TV appearances he made in sixteen years.

Gene Hackman refused all North American interviews for a decade—except his show.

Stars you seldom see on TV are truly "at home" here. Guests like Woody Allen, Jane Fonda, Diane Keaton, Clint Eastwood, Patricia Neal, Meryl Streep, Liv Ullmann, Fred Astaire, John Travolta, Maggie Smith, Harry Belafonte, Angela Lansbury, Warren Beatty, George C. Scott and hundreds of others.

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such incredible popularity on Canadian TV that he has been called the foremost interviewer ever on television.

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Now discover this special programming excitement for yourself! King Features proudly offers 130 new shows ready to power-up your numbers beginning January, 1983. A package so extraordinary that you should not buy any other show with any other man...until you see "Linehan and Company" with Brian Linehan!

There is simply nothing else like it on TV. The ratings potential goes beyond and above them all!

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The Golden Mike speaks for involvement with youth.

For the fifth year, the American Legion Auxiliary has honored KMEG-TV in Sioux City with the Best-of-State Golden Mike award. It was presented in recognition of the station's outstanding service to young people both on and off the air.

KMEG-TV has demonstrated its commitment to the area's youth by making special efforts to reunite runaways with their families. The station also emphasizes youth-oriented programming that's entertaining and informative, and has even taken the science of broadcasting into the classroom.

Directing the tremendous resources of television to benefit young people is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island
WJFM Grand Rapids	WKJF Cadillac	WKJF-FM Cadillac	KMEG-TV Sioux City

Broadcasting Nov 1

Vol. 103 □ No. 18

TOP OF THE WEEK

Autry, Signal principal players in record TV sale

Golden West Broadcasters is sold to Autry, with KTLA spun off to investment firm for total of \$245 million

The Signal Companies announced last week that it was pulling out of Golden West Broadcasters, in which it owns 49.9%, and transferring that interest to Gene Autry, Golden West's chairman and 50.1% owner. At the same time, Golden West's independent KTLA(TV) (ch. 5) Los Angeles will be spun off to Golden West Television, a new company to be formed by Kohlberg, Kravis, Roberts & Co., a private investment firm that will pay The Signal Companies \$225 million cash for its interest in Golden West Broadcasters. It is understood that an additional consideration of \$20 million will be paid to Autry by Kohlberg, Kravis, Roberts & Co., which pushes the consideration for KTLA(TV) up to \$245 million, the largest price ever paid for a broadcast station—\$25 million more than that paid for ABC affiliate WCVB-TV Boston by Metromedia last year.

Also included in the deal are Golden West Productions, Golden West

Videotape, and the company's subscription TV operation in the Dallas-Fort Worth area.

Autry will become sole stockholder of the other Golden West properties, which include KAUT(TV) Oklahoma City (ch. 43), eight radio stations and the California Angels, American League professional baseball team. Autry also will retain ownership of the KTLA(TV) studios on Sunset Boulevard and become the new owners landlord.

As part of the deal, Autry stipulated that Golden West Broadcasters' current management team be kept in place. Anthony B. Cassara, Golden West Broadcasters television division president, has been named president and chief executive officer of the new Golden West Television. Autry, at the request of KTLA(TV)'s new owners, will stay on as chairman, although he will have no ownership interests in the new company. John T. Reynolds, Golden West Broadcasters' president and chief executive officer, will continue to head Autry's stations.

Signal has an option to buy Autry's interest in Golden West for \$17.5 million



Cassara

upon Autry's death; a spokesman for Signal confirmed the option would terminate upon execution of the two-pronged agreement. The La Jolla, Calif.-based Signal Companies, which has interests in transportation, aerospace, energy services and owns Ampex Corp., an electronic equipment manufacturer, has been paying \$250,000 annually toward the purchase of Golden West Broadcasters under terms of the agreement. Autry bought KTLA(TV) from Paramount Pictures in 1964 for \$12 million, and Signal bought 49.9% of Golden West from Autry in 1968 for \$25 million.

Kohlberg, Kravis, Roberts & Co. is said to be assembling a group of insurance companies, pension funds and institutional investors for the KTLA(TV) buy-out. It is known for putting together "very complex deals" with borrowed funds, cash from partners and its own capital. Last year it bought Norris Industries, a Long Beach, Calif., automobile parts and hardware manufacturer for over \$400 million. This is its first venture into broadcasting.

A spokesman stressed that Autry would be an "active participant in the management of the new company," Golden West Television, and his position was "not an honorary title."

Golden West Broadcasters has not been a major profit center for The Signal Companies in recent years. According to Signal's annual report, its net earnings from Golden West Broadcasters fell from \$4.3 million in 1978 to \$100,000 in 1981. For the first nine months of 1982, however, that trend was reversed, with The Signal Companies reporting net earnings of \$900,000 from Golden West Broadcasters. Much of the company's slowdown was attributed to high costs incurred in the start-up of the Dallas-Fort Worth subscription TV programing service. That system now



Gene Autry and his wife, Jacqueline, last year

has 62,000 subscribers, and Golden West Broadcasters said it was "encouraged" by its progress.

Kohlberg, Kravis, Roberts & Co. was founded by Jerry Kohlberg, who is a former senior partner and member of the executive committee of the Wall Street investment firm of Bear Stearns & Co. Harry Kravis and George Roberts also are former Bear Stearns & Co. partners. Kohlberg, according to a spokesman for his firm, is credited with inventing the leverage buy-out deal as a vehicle for taking public companies private. In the past year KKR also participated in putting together leveraged deals to buy Fredmeyer Inc., a retailer of 62 general merchandise stores in the Northwest, and Lily Tullit, a division of Owens-Illinois, maker of disposable food service products.

Golden West Broadcasters spokeswoman Mary Barrow discounted speculation that Autry was selling the television divi-

sion to raise money for the California Angels, which were narrowly defeated in its bid for the American League pennant this year. Los Angeles *Herald Examiner* columnist James Bacon, who broke the KTLA story Tuesday (Oct. 26) morning, quoted Autry in a Monday interview as saying: "We [the Angels] need two good pitchers next year and we'll go all the way [to the World Series]," and suggested that KTLA's sale would help finance acquisition of a pitching staff. Autry denied that suggestion in a separate interview on Wednesday.

Other Golden West Broadcasters properties are KAUT(TV) Oklahoma City; WCXI-AM-FM Detroit; KMPC(AM) Los Angeles; KSFO(AM) San Francisco; KEX(AM)-KQFM(FM) Portland, Ore., and KVI(AM)-KPLZ(FM) Seattle. KTLA(TV) is on channel 5 with 50 kw visual, 50 kw aural and antenna 2,990 feet above average terrain. It went on the air Jan. 22, 1947. □

CBS Inc.'s Blank resigns

Network's chief economist leaves, apparently over difference of opinion with Wyman

Dr. David M. Blank, vice president and chief economist of CBS Inc., an important backstage influence in major CBS decisions for a quarter-century, is taking early retirement at the end of this year in what appeared last week to be a classic case of "difference of opinion."

Blank declined to discuss the reasons for his leaving, but friends said they could sense that he had become increasingly frustrated and "disenchanted" with the administration of CBS President Thomas Wyman and obviously felt that out of self-respect, if nothing else, he had no recourse but to leave.

They said he and his department had seemed more and more cut off from important policy-making by some of the "new people" brought in since Wyman

arrived as CBS president in 1980, and that some of the "major decisions" that have been reached have diverged sharply from Blank's known views. (The sources did not identify those decisions.)

For several years, in the early and mid-1970's, Blank reported directly to the president of CBS Inc., starting with Arthur Taylor, but subsequent presidents set up different hierarchy to minimize the number of people reporting to them. Thus Blank, like many others, has reported to various superiors in recent years and currently reports to J. Roger Moody, brought in from AT&T a year ago as CBS Inc. vice president, development. But his place in the pecking order, though obviously important, has not seemed to be an overriding concern of Blank's provided he respected the people he was working with and reporting to. In fact, over the years, he and his department—which embraces economic analysis and social research—have had a sort of floating assignment that at one time or another has involved them with all of the company's operating groups as well as corporate matters.

Moody mentioned several of his achievements in a full-page memo telling other CBS executives that the company "is soon to lose a good friend."

"Dr. Blank has made many contributions to CBS during his long career," Moody wrote. "In the 1960's he was one of the principal architects of [CBS-TV's] successful defense against false charges that it was granting volume discounts to large advertisers. He also organized the first scientific review of the voter profile analysis that CBS News uses to project winners and losers on election night, and helpful to establish a set of rules and procedures for that analysis."

"More recently he was one of the company's key spokespersons in the debate over the amount of violence depicted on

television. In that capacity, he was instrumental in creating a new, more precise set of measurements of depictions of violent acts on television. He also directed the CBS program of price controls under the Nixon and Carter Administrations. . .

"Dr. Blank has been a loyal, talented and highly respected member of the CBS community for many years. We are very cognizant of his achievements, and we will miss his intellect and energy. It has been a pleasure and a privilege to have had his working for us. . ."

Among other things, Blank is also believed to have been one of the key figures in swinging CBS from harsh hostility to cable TV onto a more moderate course accepting cable's inevitability and seeking a place within it.

A CBS spokesman declined to comment on the circumstances of Blank's departure, citing instead the words used by Moody in his memo, that Blank "has decided to retire."

Blank, who will be 62 in January, talked to reporters about reasons for his decision. "I'm looking forward to my retirement," he said, "and to spending more time with my wife." He said he "would not absolutely" rule out the possibility of another job somewhere else, but that "I'm certainly not looking for one." He has been with CBS since 1955, became director of economic analysis in 1958, chief economist in 1965, vice president in charge of the CBS/Broadcast Group's new department of economics and research in 1966 and vice president and chief economist of CBS Inc. in 1975.

With his departure, the economic analysis department, currently managed by David Wilkofsky and Martin Ewens-tein, is moving to the market strategy department of the corporate development staff, headed by David O'Dwyer, and the social research department, under Joseph Klapper, will join CBS/Broadcast Group's research department, headed by David Poltrack.

On hearing of Blank's plans, Gene F. Jankowski, president of the CBS/Broadcast Group, offered—but Blank declined—a post with the group. □



Blank

Cosat signs \$113-million contract for DBS satellites

STC will buy two birds from RCA to be delivered by 1986

Cosat's Satellite Television Corp. made its first major dollars-and-cents commitment to the direct broadcast satellite (DBS) business last Monday (Oct. 25), signing a contract valued at more than \$113 million with RCA Astro-Electronics Division for the construction of two high-power broadcast satellites ("Closed Cir-



STC's DBS bird

cuit," July 26).

Using the two satellites (one operational and one spare), STC plans to broadcast a three-channel pay television service directly to homes in the Eastern time zone in 1986. Its contract with RCA includes options to procure the four additional satellites (three operational and one spare) that it needs to expand its service nationwide.

"The signing of this contract is a significant milestone not only for STC, but for the entire television industry," STC President Richard S. Bodman said. "DBS will allow millions of viewers to join in the video revolution."

Under the terms of the contract, RCA has 39 months (until January 1986) to deliver the first satellite and 42 months (until April 1986) to deliver the second.

According to STC spokeswoman Mary Pittelli, STC has agreed to pay RCA \$30 million plus "performance incentives" for each satellite and \$53 million for non-recurring developmental costs that derive from their design and construction. The performance incentives are typically paid out gradually over the expected seven-year lives of the satellites and, according to industry sources, could add another 10% to 25% to the cost of each satellite.

Although Pittelli declined to detail STC's financial arrangements with RCA, she said payment of the \$113 million will be spread out over the next three years. Payments will be made, she said, at predetermined "construction milestones."

Designed to deliver television pictures to home earth stations with two-foot or two-and-a-half-foot dish antennas, the broadcast satellites are far more powerful than the fixed satellites now used extensively for video, voice and data distribution to much larger antennas. Each of the broadcast satellites' three transponders will have a minimum RF output of 200 watts, 20 to 40 times more powerful than the output of a typical fixed satellite transponder.

Even more significant, the signal strength of the broadcast satellites will be more than 100 times greater. The maximum effective isotropic radiated power (EIRP) of Westar V, which is used extensively for video distribution, for instance, is about 38 decibel watts as compared to the broadcast satellites' top EIRP of 58 decibel watts. (Each increase of three decibel watts represents a doubling of sig-

nal strength.)

STC's satellites will also be large by fixed satellite standards. When the first of the satellites takes its place in geostationary orbit, it will weigh 1,430 pounds, and, when its two solar panels are fully arrayed, it will measure 55 feet from end to end. Even after seven years of continuous use, the solar arrays are expected to generate 1,700 watts of electrical power.

Each satellite will receive signals from the ground on three channels in the 17.3 ghz-to-17.8 ghz band and broadcast on three channels in the 12.2 ghz-to-12.7 ghz band. Precisely what channels STC will use

will be determined after the 1983 Regional Administrative Radio Conference, which will allocate DBS spectrum and orbital slots for the countries of North and South America.

With the signing of the contract, RCA Astro-Electronics becomes the first company to benefit significantly from the emerging satellite broadcasting business. "As a new type of telecommunications satellite system," said Charles A. Schmidt, vice president and general manager, RCA Astro-Electronics, "DBS significantly expands RCA's satellite communications base and further strengthens RCA's position in the telecommunications industry." Having won the first DBS contract to be awarded, RCA is in good position to win contracts from other DBS applicants, including and especially its parent corporation.

The award of the contract is the culmination of a process that started formally 10 months ago. STC sent its request for proposals to five manufacturers last January and on April 15, RCA, General Electric, Ford Aerospace and Hughes submitted bids. STC had been in exclusive negotiations with RCA about the terms of the contract for the past few months. □

Fowler offers suggestions to boost minority ownership

He promises to get tough with stations that violate rules; says ownership and content regulations are not as effective as marketplace approach; FCC will act on changes in tax status on station sales, try to expedite distress sales

A reformed tax code and management training center—not perpetuation of present content and ownership rules—would best promote increased minority ownership of broadcast stations, according to FCC Chairman Mark S. Fowler, who last Monday addressed the 10th annual meeting of the Black Citizens for a Fair Media in New York. Also addressing the BCFM, which presented annual awards to local broadcasters for community involvement and minority hiring, was Bill Bresnan, president, Group W Cable, who said his company is currently re-evaluating its EEO policies in an effort to increase minority representation at all levels of management.

The FCC plans to act on recommendations from a special committee on minority ownership by mid-November, said Fowler. Those recommendations include expediting the FCC's procedures for distress sales, deferring capital gains taxes on the sale of stations or stock in a broadcast company to minorities, and creating a new staff position at the FCC—an assistant director for minority affairs—to promote the interests of minorities at the agency.

The FCC also plans to "raise its EEO profile" by threatening stations in violation of its rules with license revocation, said Fowler, and by increasing requirements for minority hiring at larger broadcast companies.

Many in the audience appeared to disagree with Fowler's assertion that a marketplace approach to broadcast regulation would neither curtail community leaders' access to local programming nor make it more difficult for blacks to purchase broadcast stations. Percy Sutton, president of Inner City Broadcasting Corp., said blacks have historically had little success in an open marketplace and tend to favor regulation because it provides opportunities for influencing programming. Blacks started out behind white entrepreneurs in developing their business, said Sutton, and without affirmative action programs, they will "never catch up."

Fowler countered that elimination of content regulations from the radio industry has not changed its programming significantly, and that the same would hold true for deregulation of TV. As for ownership, minorities will receive preferences in the FCC's awarding of low-power TV licenses, he said.

"The real debate is whether we want a fair, regulated flow of information or a free flow," said Fowler. "As long as the government has the power to control what goes on the air, there's a danger it will abuse that power."

According to Bresnan, there has "never



NAB radio. Members of the National Association of Broadcasters' Small Market Radio Committee recommended last week that the association's board establish a committee to explore the possibility of holding a radio-only convention. The committee met in Washington last week.

Seated l-r they are: Rex Marshall, president and general manager, WNHV-AM-FM White River Junction, Vt.; D.W. Attaway, president, Attaway Broadcast Group, Shreveport, La.; Dick Painter, general manager, KYSM-AM-FM North Mankato, Minn., and Roy Redmond, general manager, WFTM-AM-FM Maysville, Ky. Standing l-r: Charles Cooper, president and general manager, WKOR-AM-FM Starkville, Miss.; E.H. Close, president and general manager, WKNE(AM)-WNBX-FM Keene, N.H.; Paul Olson, president and general manager, KLEM(AM)-KZZL(FM) Le Mars, Iowa; Gary Capps, president and general manager, KGRL(AM) Bend, Ore., and Lee Shoblom, president, KFWJ(AM)-KRFM(FM) Lake Havasu City, Ariz.

The group also agreed that the NAB should work for elimination of the FCC rule which prevents daytime-only broadcasters from trading in their station for a full-time radio station in the same market. In addition, they urged the NAB staff to increase its efforts in working for extending hours for daytime stations and increasing nighttime power for class four stations.

The broadcasters also expressed concern about cases where radio translators are being purchased by individuals who in turn are using the translators to broadcast programming and commercials.

been a better time than now to talk about minority opportunities in cable." In spite of some evidence of a shakeout in the industry, cable continues to increase its penetration of the American viewing public, he said, and as the wiring of major cities gets under way, opportunities for minorities in management, marketing and technical fields will increase, Bresnan said. Group W is committed to achieve full compliance with the FCC's guidelines on minority employment by the end of 1983. It is "actively recruiting blacks at all

levels" of personnel, Bresnan said, as well as developing scholarship and student internship programs.

Receiving awards for distinguished community service were Edmund Cardons, special assistant to FCC Commissioner Henry Rivera; Robert Teague, correspondent, WNBC-TV New York, and Gwen Barrett, producer, WNEW-TV New York. Harriet Crosby of WABC-TV New York also received an award from the commission for distinguished service in hiring minority graduates. □

CBS closed-circuit on syndication and financial interest rules

It stresses value of repeal to stations, network and public; says change is needed to allow competition with pay programmers

CBS-TV took its case against the FCC's financial-interest and network-syndication rules to its affiliates last week, assuring them that they—and the public interest—would benefit along with the networks if the rules were repealed.

"Our ability to compete, and compete we must, for the best entertainment programming and sports events depends upon whether we have the financial wherewithal to bid against emerging pay services that

have no obligation to serve the public interest," James Rosenfield, executive vice president of the CBS/Broadcast Group, told the stations in a closed-circuit presentation with two other CBS television officials Oct. 25.

"Yet these competitors are free to factor into their bidding decisions the profits they can gain from holding financial interest and syndication rights in the programs they buy. So as time goes on, they will have an increasing advantage in bidding against us. This is more than unfair. It undermines the commercial broadcasting system that serves this nation as a whole.

"So the repeal of these rules must

come. It is in your interest. It is in our interest. It is in the public interest. That's why we so urgently need your support in scrapping these rules."

The presentation, offering detailed answers to charges of market concentration and network domination leveled by producers and syndicators opposing repeal, came as CBS affiliates were being polled on the issue by their own leaders. The mail poll was undertaken after both CBS and the Committee for Prudent Deregulation, composed of independent producers and syndicators fighting repeal, made presentations to the CBS-TV affiliates board in mid-September.

James Babb of WBTV(TV) Charlotte, N.C., chairman of the affiliates, said last week it was too early to detect trends in the polling, and that if the board takes a position on the issue it will do so at its next meeting, scheduled for Nov. 14 at La Quinta, Calif.

David Poltrack, the CBS/Broadcast Group's Research vice president, who joined Rosenfield and Tony Malara, CBS-TV network vice president and general manager, in last week's presentation, concentrated statistical fire on opponents' claims that networks' re-entry into financial ownership and domestic syndication of programming would give them undue power over a concentrated syndication market.

Poltrack said both the FCC and the courts recognized in 1970, before the rules went into effect, that the networks were not dominant in syndication. Since then, he said, the market has become more concentrated, to the point where 10 programs out of more than 300 in syndication—account for 25% of the total audience of syndicated program, 25 programs account for almost half and 100 programs account for over 80%.

"In the nine markets where there is a network-owned station, the top 10 syndicated programs are more likely to be found on an independent station than on a network affiliate...and less than half of those appearing on a network affiliate appear on a network-owned station."

Rosenfield, picking up the attack, told the affiliates that "what is involved here strikes at the heart of our business. The effect of these rules is to squeeze the main artery of our program supply. If the network's enormous program investments—with all the risks they entail—cannot be spread across the full life of the product they generate, it is hard to see how these investments can be maintained at today's levels."

In the same vein, Malara, operating head of the network, said the rules "prevent us from sharing in any profits that might be earned in subsidiary markets by programs developed and produced almost entirely by network financing.

"These handicaps make no sense in what we all recognize is a totally new television marketplace in which the free broadcasting system—which you and we represent—must compete against pay services not similarly disadvantaged." □

RAB decides to stick with single president

It drops plan to hire two executive VP's; will look for single individual to serve under and probably succeed David; Chapin elected chairman

The Radio Advertising Bureau's board of directors turned around the expectation—and recommendation—of some of its leaders last week and authorized the hiring of a president and chief operating officer to serve under Vice Chairman and Chief Executive Miles David.

This course was not totally unexpected; it had been under discussion ("Closed Circuit," Oct. 18). But lately it had been overshadowed by talk of creating two executive vice presidencies, one for national sales and one for local ("Closed Circuit," Oct. 25). The theory was that this would not only strengthen top management but also provide a testing ground for eventual succession to David, who at age 56, has headed RAB for 17 years and is now working under a new four-year contract.

Participants said creation of the two executive vice presidencies was in fact recommended at last week's meeting by the board's long-range planning committee, headed by Arthur Carlson of Susquehanna Broadcasting. But in the discussions that ensued within the executive committee, headed by George Armstrong of Storz, the dual concept was said to

have yielded to the original idea of a single president, largely in the belief that two equal officers, knowing they were competing for future elevation to RAB's top spot, might become so involved in politics and self-promotion that they would fail to do the jobs they were hired for. A single president in charge of all operations, it was concluded, would be more practical.

George Duncan of Metromedia, retiring RAB board chairman, was named to head a search committee to seek the new president. The process, sources said, is expected to take at least three months and perhaps longer. An executive search firm will be retained to help scout candidates.

The object of the search was described unofficially as a person strong in management and marketing. Board sources said that was a necessity, which could open the way for a strong manager/marketer from, say, a major advertiser. Since the ultimate choice will be widely perceived as David's potential successor, he or she will probably be several years younger than David—in the 40-45 range, though officials shied away from this point lest age-discrimination questions be raised.

Because a perceived need to strengthen management was behind the move and the maneuverings that preceded it, there seemed little thought that anyone now at RAB would be in line for the new job.

No salary range was specified, but RAB sources suggested it would be "in six figures," probably up to around \$120,000 depending on the skills and circumstances of the person chosen.

If the decision to name a president surprised some board members, another

development surprised many. That was the decision of Storz's Armstrong not to stand for election as RAB chairman. As executive committee chairman he was in line for the post, but he told associates early in the meeting that the demands of his own job would not leave him enough time to serve as RAB chairman as well.

Richard W. Chapin of Stuart Broadcasting, chairman of RAB's finance committee, was then elected chairman. Richard H. Harris of Westinghouse Broadcasting was named chairman of the executive committee, and James P. Arcara of Capital City Communications was named chairman of the finance committee. The elections are effective Jan. 1.

Ben Hoberman of ABC Radio, chairman of the national sales committee, said in a report that RAB in 1983 will expand its strategy of making customized sales presentations at conventions of significant industries and then working with industry sales executives in following up sales leads. Michael Lareau of WOOD(AM) Grand Rapids, Mich., chairman of the sales tools and research committee, said RAB sales services for 1983 will be varied by market size, and that presentations will emphasize findings from a special survey by the R.H. Bruskin Associates research firm.

Named to serve with Duncan on the presidential search committee were Chapin as incoming RAB chairman, Harris and Arcara as incoming chairman of the executive and finance committees, executive committee members Hoberman of ABC and Martin Rubenstein of Mutual and Vice Chairman David. □

After 6 weeks of no football, network-station gloom deepens

Even if season is saved there will be problems of scheduling conflicts with other events; financial loss hurts affiliates

Hope for an end to the National Football League players strike rose modestly last week, as both sides agreed to have another go at negotiations over the past weekend. The TV networks, deprived of NFL games for the sixth straight week, were waiting stoically for a decision on whether there would be an NFL season, and at one of them, CBS, new qualms were surfacing.

"We're fully booked with Sunday-afternoon programming starting from the date of the Super Bowl," a high CBS Sports official said. "Fully booked and fully sold. We would encounter serious problems—both programming and economic problems—if the season is stretched beyond that date."

That date is Jan. 30, and lately NFL officials have been talking about a possibility of stretching the season a couple of weeks beyond its originally scheduled boundaries to get in 12 or 13 regular-season games—enough to justify a Super Bowl—if the strike is settled soon. Two weeks would fill the usual gap between the last

NFL playoffs and the Super Bowl, and even that, the CBS official said, would upset some program and sales commitments already made.

If the Super Bowl were pushed into March, the conflicts would worsen, he continued. Programming already set and sold, he said, includes golf tournaments, tennis matches, the Daytona 500, college basketball championships and regular-season games.

"All these economic problems, if we encountered them, would be passed along to the NFL—that's understood," he said. "I'm not sure it would be economically viable for the league to extend the season into February or March."

NBC also has other events scheduled for the period immediately following the Super Bowl—but it also has the Super Bowl, a gold mine of revenues that some thought could soothe the inconvenience of delaying it a week or two. However, a top official said Friday that rescheduling other events would be virtually "intolerable" and that NBC was "totally opposed" to delaying the Super Bowl.

ABC-TV is hoping for an early NFL return for another reason. Its Monday

nights have been suffering from the substitution of movies for *NFL Monday Night Football*. The movie ratings have not only hurt Monday night ratings but, in the process, have been a drag on ABC's hopes of overtaking CBS in the over-all prime time averages. Officials think they can still un-do the damage done thus far, but agree that, from their standpoint, the sooner the NFL returns, the better.

The extent of the strike's downfall on ratings was shown again last week. A repeat of the movie, "Moonraker," on ABC Monday night drew a 15.3 rating and 25 share of audience where an NFL game one year earlier produced a 22.2/35. On CBS, boxing, gymnastics and pool on Sunday got 5.6/18 as compared with 15.8/36 for NFL football a year ago. On NBC, boxing and motorcycles on Sunday got 4.2/14 versus 11.6/25 with NFL football 12 months earlier.

The networks say they're not losing money on the programming they're substituting for NFL, because the stand-in programming costs a lot less than NFL but they're getting nowhere near the revenues that NFL football would produce. They also say they've made no firm plans on what

to program if the NFL season is called off, except to keep on doing what they've been doing—movies on ABC and a mix of sports on CBS and NBC. They do think that the chances of getting stronger alternative sports may improve as winter moves in.

Affiliates continue to feel the brunt of the strike in reduced revenues (BROADCASTING, Oct. 4, et seq.). Some say they've experienced no or minimum revenue losses thus far, but many indicate weekly revenues down by \$30,000 or more, some by as much as \$80,000 or \$100,000. □

Many are called, fewer are watching

Homes viewing network television are down over year earlier; networks point to football strike, question measurement methodology

About a million fewer homes have been watching network TV during the first four weeks of the 1982-83 season than tuned in for the comparable period a year ago. Network executives acknowledge the decline and offer a variety of explanations for it, but they caution that, with only incomplete data available so far this season, it is too early to identify any real trends. What is most puzzling about figures that have emerged, so far, say network and advertising executives, is that the lost network viewers do not appear to be watching TV at all.

Ratings for the three networks have averaged 51.7 for the first four weeks of the season, down 2.2 from 53.9 for the same time last year. When an increase in the number of TV homes is factored in, the decline narrows to about 2%, or about one million viewers. The three-network share of audience has dropped 3.4 points from 86.6 a year ago to 83.2 for October 1982.

Chief culprit for the decline, according to network executives, is the loss of NFL football, which has caused nearly a seven point drop in the three-network average ratings on Monday nights from 59.1 to 52.8 and a 8.5 decline in share from 90.1 to 81.6. The loss of NFL football, said ABC vice president for TV research, George Keramidas, has changed the viewing habits of people on weekends as well. "People are no longer setting aside half a dozen hours on Sunday to watch football," he said. "They've changed their plans for Sunday afternoons." Overall viewership levels for Sundays so far this fall have stayed about the same as they were last October.

Friday viewership is down 5.6 rating points from last October and Saturday viewership is down 2.6 points. Although some observers have attributed the loss in part to lower ratings for CBS's *Dallas* and *Dukes of Hazzard* series, David Poltrack, vice president, research, CBS, said that the Friday and Saturday averages have been

skewed downward by several variables that, if factored into a time frame longer than four weeks, might not have had such a dramatic effect. A rained-out game during the baseball playoff on ABC dragged down both the number of homes using television and the three-network average rating for Friday, he said, and two promotional weekends, in which HBO and then Cinemax offered pay programming free to nonsubscribers also depressed network viewership levels unusually by nearly doubling the number of viewers with access to pay TV.

Audiences for Tuesday and Wednesday night programming have remained about the same as those during the first four weeks of last season, according to Poltrack, while those for Thursday are "down a little, but not significantly."

Where have the million TV homes gone? "It's a mystery because the viewers haven't gone anywhere else," said Bill Rubens, NBC vice president for research, who said the networks have asked Nielsen to re-examine its figures to make sure some change in its methodology hasn't caused an artificial 2% drop. Rubens recalled a similar unexplained drop in viewership about seven years ago; after about six months of evaluation, Nielsen discovered the drop was due to a change in its computer system. "It's hard to believe the decline is real right now," said Rubens, who looks for a better picture of viewership levels to emerge near the end of the year.

Poltrack looks to the November sweeps for better answers. Results from the sweeps will include national figures for independent TV station viewing that are not now available, he said. Also missing from the present equation are cable viewership

levels for October, which probably won't be available for release to the public until after this week.

During November, the networks will air more of their regular schedules than they did during October, said Poltrack, and the return to Eastern standard time should also settle viewers into viewing habits closer to the norm.

Although advertising executives have said they are watching very closely this year for signs of the impact pay cable is having on network viewership, they were highly skeptical last week of any attempts to draw real conclusions this early in the season.

"The three-network rating is really no different for the first three weeks of the season than it was a year ago," said Bob Daubenspeck, senior vice president and national director for broadcasting at Foote, Cone & Belding Communications, New York. Daubenspeck is also looking to the results of the November sweeps for better information but notes that because of baseball and November sweeps programming, "it's hard to find anything in fourth quarter ratings that means anything."

Ratings for the three networks have been running lower than those for the previous year during all of 1982, according to Daubenspeck. They were down 4% in January, 8% in February, 4% in March, 5% in April, 7% in May, June, July and August and 4% in September, he said. In fact, October is the one month in which declines have been lighter, with viewing in October 1981 down 1% and this year down 2%. "October looks good because of baseball playoffs and the World Series," he said. "Considering there has been no NFL football during October, a decline of only 2% looks pretty good." □

Networks stack November deck

ABC and CBS are relying on movies to bring winning numbers, while NBC is banking on variety specials

The November sweeps by Nielsen and Arbitron are set to begin this week and network programming plans, still being finalized especially for the latter half of the month, continue to surface. ABC and CBS, according to advertising agency executives, appear to be counting on a heavy lineup of popular movies, some of them already aired on pay cable, while NBC is relying on special variety programming.

The first big contest should come Sunday, Nov. 7, when ABC will air the network TV premiere of the movie, "Kramer vs. Kramer," against two specials on NBC, *TV Censored Bloopers Part 4* and *The World's Greatest Commercials*. An earlier version of *Bloopers* was the highest-rated program of the week when aired during the sweeps last May.

The following Sunday, another face-off is in the works, with CBS planning a three-hour opening night for its mini-series, *The Blue and the Gray*, and ABC set to air the

movie, "Electric Horseman," starring Jane Fonda and Robert Redford from 9 to 11 p.m. on Sunday, Nov. 20, NBC plans a Bob Hope special, *On the Road to Hollywood*, against the Clint Eastwood movie, "Escape from Alcatraz," on ABC.

Among the specials planned by NBC are one-hour music shows, the first hosted by George Burns and the second by Loretta Lynn, to be aired back to back. Although originally scheduled for Monday, Nov. 8, from 9-11 p.m., the doubleheader has appeared on some advance schedules to advertising agencies for Nov. 11. NBC also plans a music special with country singer Barbara Mandrell, but has not yet scheduled it. On Saturday, Nov. 20, NBC plans to air a light heavyweight title match between champion Dwight Braxton and Eddie Davis.

Special programming planned by ABC includes the TV movie, *The First Time*, set for Nov. 8, a two-hour special episode of its series, *The Fall Guy*, on Wednesday, Nov. 10 and a heavy-weight boxing match between Larry Holmes and Tex Cobb, set for Monday, Nov. 22, if *Monday Night*

Football is still being pre-empted by the players strike.

On CBS, special programming plans include the premiere of the made-for-TV movie, *One Shoe Makes it Murder*, set for Sunday, Nov. 6, and "Every Which Way But Loose" for Sunday, Nov. 13. Leading in to both those movies will be a two-part broadcast of the movie, "No Deposit, No Return."

On Tuesday, Nov. 9, CBS plans to air a three-hour drama special, "The Scarlet Pimpernel," from 8 to 11 p.m. and on Thursday, Nov. 11, it has scheduled the movie, "Private Benjamin." Another drama special, *Something So Right*, starring Patty Duke Astin and Ricky Schroder, is set for Tuesday, Nov. 30, and on Saturday, Nov. 27, the Notre Dame vs. University of Southern California football game has been scheduled. Special movie broadcasts by CBS during the sweeps include "Raging Bull" and the "Muppet Movie," as yet unscheduled, "Mary Poppins," set for Thanksgiving, and the made-for-TV, *Country Gold*, set for Tuesday, Nov. 23. □

ABC announces record third-quarter earnings

TV network and stations lead company's 4% profit climb

Net income at American Broadcasting Companies rose 4% in the third quarter to \$35.5 million, \$1.22 per share, as revenues advanced 10% to \$607.1 million. Revenues in 1981 third quarter were \$553.6 million; net income \$34.1 million, \$1.19 per share.

ABC's chairman, Leonard Goldenson, and its president, Elton Rule, commenting on the results, said the record third quarter "stemmed primarily from the excellent performance of our television operations." Television network revenues and profits set records in the third, the company said, and owned television stations logged improved revenue and earnings performance compared with the year earlier. However, while the revenues of ABC Radio operations increased, profits at the division declined "because of the overall softness in the radio advertising marketplace and the cost of new radio network and program services."

ABC's publishing business was able to report higher profits from smaller revenues, as the money-losing R.L. White Co. was closed at the end of the second quarter.

The third-quarter earnings improvement came, ABC indicated, "despite the increased investment commitment" to the company's new video businesses. Losses were higher for the three advertiser-supported cable program services in which ABC is involved—ARTS and Daytime in partnership with Hearst Corp., Satellite News Channels with partner Westinghouse Broadcasting and Cable.

(As many observers have noted, this summer has been a dismal season for cable advertising.)

For the first nine months, ABC reported revenues of \$1.9 billion, up 12%, and net

income of \$119 million, a 16% gain. Earnings per share, at \$4.12, were 14.4% ahead of the year earlier, as the number of average shares outstanding increased slightly. □

Bell offers plan to end phone leasing

As part of compliance with consent decree, phone company would sell, rather than lease, equipment through Sears stores

AT&T is continuing to propose and make changes in its method of operations as it prepares to comply both with the consent decree ending the Justice Department's antitrust suit against it and the FCC order concluding its Computer II Inquiry. At the same time, the company is preparing for what it sees as the major task of explaining the changes to everyone concerned.

The company plans to sell its telephones to customers who now pay for them on a monthly basis. It has announced an agreement with Sears, Roebuck & Co. to sell Bell products in Sears stores. It has petitioned the FCC to detariff existing customer premises equipment (CPE) before the divestiture of the Bell operating companies called for in the consent decree and now expected by Jan. 1, 1984. And it announced "price predictability" programs for both business and residence CPE, which would become effective after deregulation.

The changes were discussed by AT&T Chairman Charles Brown in remarks to the Washington Press Club, on Thursday, Oct. 28, as well as in a filing with the FCC that morning.

As for selling telephones to customers, Brown said the company will seek regulatory approval from the states to offer a sales option on residence and business single-line customer premises equipment—"both for equipment already in use and in the telephone companies' inventory." Customers will have the option of either buying the equipment—at prices ranging from \$25 to \$95, Brown said, in

answer to a question—or continuing under the monthly charge plan.

The agreement with Sears had been announced on Wednesday. Brown said it would result in Bell Phone Centers in Sears stores offering Bell products. He said the first Phone Centers would open next month in five stores in Indianapolis. Until now, Brown noted, the only way to acquire a Bell phone "legally" was from AT&T. "So this is a big change."

The petition to the commission to detariff existing CPE before the spin-off of the Bell companies was a consequence of the "bifurcated" manner in which the commission deregulated CPE in Computer II. Equipment new as of Dec. 31, 1982, is to be detariffed and can be provided by the Bell System only through a separate unregulated subsidiary, which will be American Bell Inc. But equipment in use or in the inventory at the end of this year will remain under tariff and continue to be offered by local operating companies or until the FCC authorizes the company to detariff and transfer existing CPE to American Bell.

Since American Bell cannot sell tariffed equipment, AT&T told the commission, it will be obliged to establish yet another organization, under regulation, with a limited life and for the limited purpose of assuming responsibility for diminishing stocks of existing phones and related equipment. Thus, AT&T said, the commission should detariff the existing equipment before divestiture.

If the equipment is detariffed, it would be sold on a "price predictability" basis. As Brown explained it, price increases would be limited for two years to the percentage increase in the Consumer Price Index. Besides the price predictability pro-

TV tug-of-war. The Republican National Committee is spending \$500,000 to enable their chief communicator to speak to the voters in the final days of the mid-term elections campaign. President Reagan last week taped a five-minute message urging support for Republican candidates for airing on each of the networks and on stations in 58 markets. The Democrats are responding with a five-minute program featuring former Secretary of State and former Senator Edmund Muskie on two of the networks.

The President in his program repeats themes he has spoken during the campaign—that his administration's new beginning toward solving economic problems should be given a chance to succeed, "stick to the task before us, let's get the job done," he says. The broadcast was to be aired on NBC at 10:55 p.m. on Sunday and tonight (Monday) on ABC at 8:55 and on CBS at 10:55. The independent stations, for whose time the RNC is paying \$350,000, began airing the spot on Saturday and will continue broadcasting it through today (Nov. 1).

The Democratic program featuring Muskie aired on CBS at 10:55 p.m. Sunday and will be shown at the same time tonight on ABC. The program, which features "real people" as the Democrats put it, as well as Muskie, is designed, the Democrats say in a press release, to tell the public the election represents the last chance to warn the president to change his "radical economic policy which threatens the security of the great majority of Americans." It is costing the Democrats \$127,000 to air the program—\$80,000 on ABC and \$47,000 on CBS.

gram for the business systems equipment AT&T offers, the filing with the commission commits the company to honor contractual agreements with business customers that extend beyond detariffing.

Brown described the job of keeping customers, shareholders, employees and other concerned parties apprised of the changes and what they mean as "im-mense." He noted the company has instituted a "Let's Talk" campaign that involves advertisements in major magazines giving an 800 number that can be called for information. Brown added that some of the local companies are running their own ads, and some are using television.

He said Bell has always "prided itself on the openness of its communications with the public," and added, "In the waning days of the Bell System, as we have known it in the past, we intend to do the best job of communicating with the public that we know how to do." □

TV stereo concerns

Soon-to-begin FCC rulemaking will recommend 'marketplace' selection of system; industry groups want to come up with standards ahead of time to avoid confusion as with AM stereo

The FCC is prepared within the next two months to begin a rulemaking that would permit the broadcasting of multichannel (stereo) television sound (MTS), but would leave the selection of an MTS system to the "marketplace."

The proceeding will be one more illustration of the FCC's current belief that setting of technical standards is no longer its job but that of industry committees and marketplace forces.

To the dismay of many broadcasters and equipment manufacturers, the FCC adopted the "marketplace" approach in its authorization of AM stereo broadcasting and is proposing to adopt it for teletext.

Fearing the FCC would take the marketplace tack again, the National Association of Broadcasters and the Consumer Electronics Group of the Electronics Industries Association petitioned the agency last month to defer the start of the MTS rulemaking until their joint Broadcast Television Systems (BTS) Committee could come up with an industry consensus on a standard. If the FCC were to adopt marketplace rules for MTS next year and the EIA and NAB subsequently issued a standard, said EIA's Eb Tingley, they could run into antitrust problems created by nonstandard system proponents.

Although Broadcast Bureau Chief Larry Harris dismissed the NAB-EIA petition, he has sought to reassure the groups, telling them that they will have plenty of time during the normal course of the rulemaking process to submit the results of their labors for consideration. "We're not trying to cut them off," Harris said. And if the FCC is ready to adopt rules and they need a little more time, he said, the FCC will happily accommodate them.

The BTS committee's problems are entirely of its own making. It conducted tests of the three systems proposed by the Electronic Industries Association of Japan, Telesonics Systems Inc. and the Zenith Radio Corp. in 1981 and was scheduled to vote on a standard on Sept. 25. Realizing it did not have the votes to win, however, Telesonics charged that the committee's procedures were flawed and threatened antitrust action if it endorsed one of the other two systems. What's more, as the NAB and EIA noted in their petition, Telesonics and Zenith revised their system after the end of the tests and cable interests, led by the National Cable Television Association, had come in at the 11th hour with concerns about the compatibility of the various systems with cable systems.

A subcommittee also has had problems developing a standard on a "companding" system to complement the MTS system. By encoding the transmitted signals and decoding it at the receiver, a companding

system can dramatically improve the signal-to-noise ratio of television sound. At the urging of the receiver manufacturers, the subcommittee required the three companies that had proposed systems—CBS, Dolby and dbx—to make them compatible with stereo receivers without companding decoders. The requirement proved too severe. In attempting to make their systems compatible, the engineers reduced the effectiveness of their systems. Consequently, the compatibility requirement was dropped and, with one new player—Straightwire Audio—new tests are under way. "Preliminary results," said Tingley, "show that all the systems work fairly well. It's now a matter of determining which is the best." □

Cable subscriber verification service set

Audit Bureau of Circulations will measure cable counts semiannually starting in '83

The Audit Bureau of Circulations will introduce in 1983 a cable television service that will verify subscriber information for advertiser-supported cable television networks.

The decision to offer the service was announced last Thursday (Oct. 28) after a task force established by ABC in 1980 recommended that a cable subscriber verification reporting service was needed and was feasible. The task force is headed by Joseph W. Ostrow, executive vice president of Young & Rubicam, as chairman, and consists of representatives from advertisers, agencies and the cable medium.

ABC will issue reports reflecting subscriber information as of June 30 and Dec. 31. The statements will be based upon data provided to the cable networks by their carrying systems and will be verified by Bureau auditors at the location where each network maintains its subscriber records.

The semi-annual report will include the total subscriber count; U.S. subscriber count by ABC county size; U.S. system and subscriber count by ADI or DMA; percentage of household penetration by ADI or DMA; analysis of total subscribers and systems by state; percentage of household penetration by state and number of cable systems carrying network service.

Bureau officials said at the news conference last Thursday that cable networks will bear the primary burden for the costs. They will be charged both a participation fee and a per-hour rate for actual verification costs. Advertisers and advertising agencies will be charged a flat fee of \$2,500 annually for the full report service.

ABC said the new service will provide agencies with subscriber information needed to make intelligent decisions in the media analysis and buying functions. □

Turner upturn. Turner Broadcasting System reported last week that it turned a profit in the third quarter, for the first time since the launch of Cable News Network in June 1980. On revenues of \$45,386,000, which were up 70% over the year-earlier quarter, TBS logged net income of \$1,933,000, nine cents per share. The net income this year compared with a third quarter net loss of \$3,604,000, 18 cents per share in 1981.

That still leaves TBS having lost \$4,378,000, 21 cents per share over the first nine months on revenues that rose 75% to \$115,825,000. In 1981, TBS lost \$12,502,000, 61 cents per share in the first three quarters.

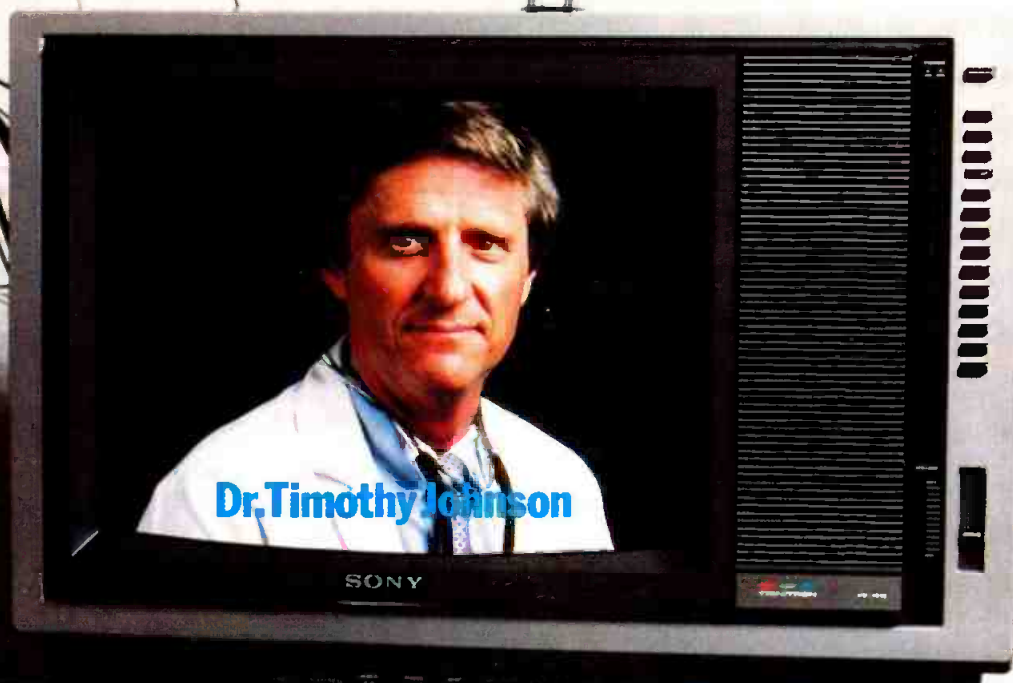
Turner said his CNN and CNN Headline News operations will lose \$15 million in 1982, but went on to add that "I firmly believe the company has successfully absorbed their start-ups, and can now look to a record of sustained profitability."

That doesn't mean CNN and CNN Headline News are yet making money. According to a spokesman, CNN lost \$400,000 in the third quarter, CNN Headline News \$2.6 million.

On the other hand, superstation WTBS-TV Atlanta is doing quite well. Its revenues for the first nine months are up 65%, an increase of \$23 million, for total revenues of \$58 million in the nine months. And year to date, WTBS operating profit is \$27.6 million.

Of course, Turner's National League western division champs, the Atlanta Braves, had no small roll in the TBS turnaround. Compared to their break-even performance in last year's third quarter, the Braves had an operating profit of \$1.8 million this year. The team is, nevertheless, expected to lose money for the full year.

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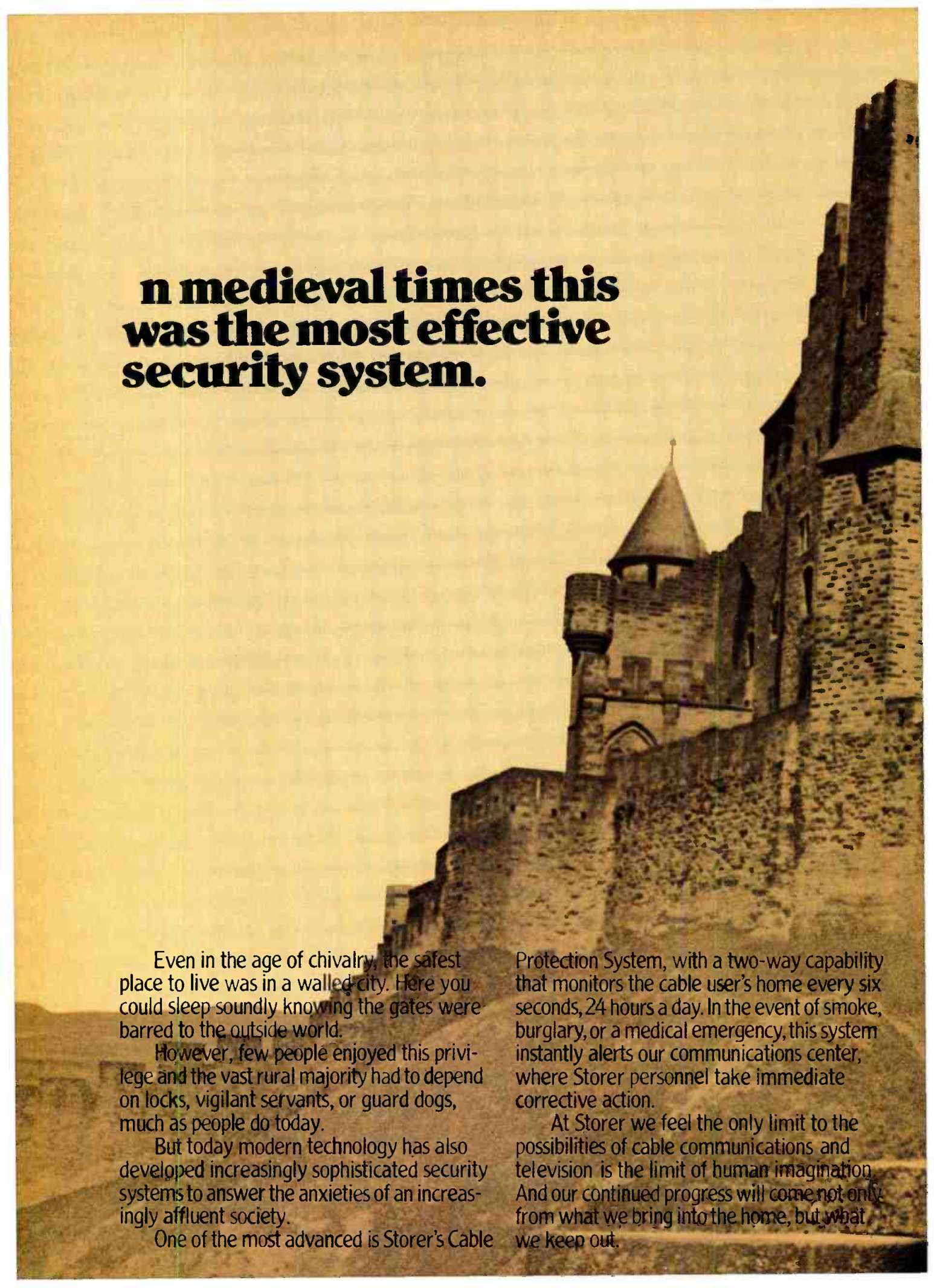
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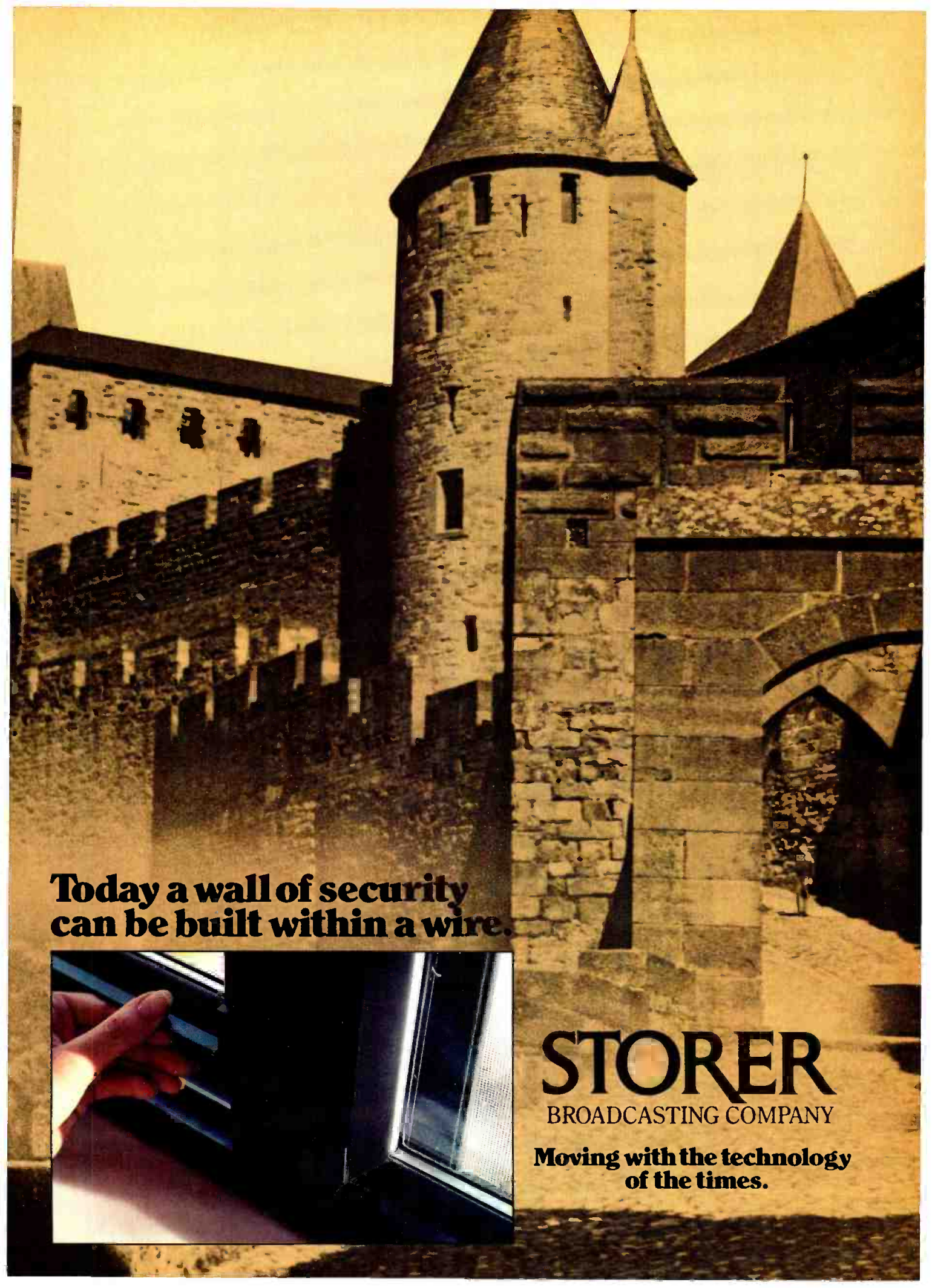
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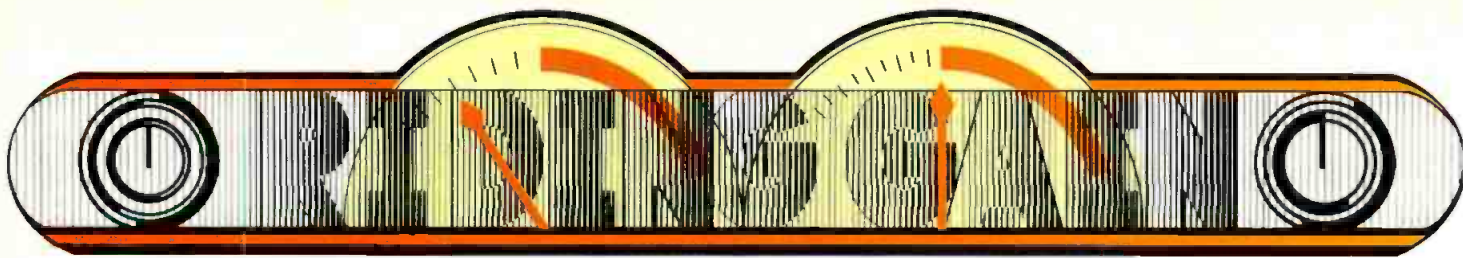


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can be built within a wire.**



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Treat us right

WWDC-FM Washington has decided not to play any cuts of the new Pat Benatar album, rather than comply with a demand by the album's producer that the station not track-play the album in its entirety without interruption. The move by the record company is designed to discourage the problem record companies see in home taping. According to Don Davis, vice president of programming for WWDC-FM, the demand was "ridiculous." "They can't tell us how to use their product, and if they persist to, we won't use their product at all." WWDC-FM, like many stations, tracks albums, a practice Chrysalis claims constitutes copyright infringement.

According to Chrysalis records, producer of the Benatar album, WWDC-FM is the only holdout in the face of a new compilation copyright protection the company has asserted recently through a campaign of letters to stations and distributors. Ronda Espy, Chrysalis's director of business affairs, outlined "compilation copyright" in a letter to

WWDC-FM, in which she asserted that a broadcast of a Chrysalis album uninterrupted and in its entirety "is an infringement of our compilation copyright of said album... the songs contained in said album were selected and sequenced by employees... resulting in a musical compilation copyright... This copyright is distinct from and in addition to the sound recording copyright." Davis and WWDC-FM disagree. "Our lawyers at first study believe it is not a reasonable claim," Davis said.

Underutilized daytime

Are radio advertisers missing a bet by overlooking the daytime period between 10 a.m. and 3 p.m. and by clustering their buys in drive time (6-10 a.m. and 3-7 p.m.)? McGavren Guild Radio thinks so.

Using Arbitron data, Jane Sobel, research manager/computer services for McGavren, prepared the study. She compared average quarter-hour ratings and time spent listen-

Debatable

The Maine Public Broadcasting Network was joined in its television broadcasts of political debates this year by commercial

WDEA-AM-FM Ellsworth, Me., which simultaneously aired the debates. The network made available to commercial radio and TV stations the series of three debates—congressional and gubernatorial—that were originated by noncommercial

WCCB(TV) Augusta, Me. A nuclear referendum debate was also aired.

The League of Women Voters conducted the congressional and gubernatorial debates and MPBN and WCCB were responsible for the others.



Quarter century. Nearly 200 notables of the radio and music industries gathered at New York's Rainbow Room recently to celebrate the 25th anniversary of Narwood Productions Inc., a radio program production and syndication company founded by former NBC radio engineer Ted LeVan in 1957. The best-known programs currently being produced and syndicated by Narwood include *Country Closeups*, a weekly, one-hour music and interview series hosted by Glen Campbell and carried on 400 stations. Another, *The Music Makers*, is a weekly, one-hour series hosted by Skitch Henderson. It features traditional or "nostalgic" middle-of-the-road music and interviews and is heard on 200 stations.

Narwood also produces music specials for the ABC and NBC radio networks; *Outlook*, a daily black entertainment information program now carried on 200 stations, and *Minding Your Business*, a daily financial program hosted by Milton Stewart and heard on 100 stations. National sponsors for Narwood programs include the New York division of Borg-Warner Corp., Zenith Data Systems and Army ROTC. The company's earliest programs include *Coke Time* with Eddie Fisher and the *Hi-Fi Club*. Originally a production company, Narwood began syndicating programs as well in 1975 and last year, more than tripled its staff and doubled its facilities, which include four studios.

Pictured (l to r) are: Jonah Jones, Sammy Kaye, LeVan, Henderson and William O'Shaughnessy, president of WVOX(AM)-WRTN(FM) New Rochelle, N.Y.

ing in 20 markets covering the East, South, Midwest and West.

In every instance, according to McGavren Guild, listening by both men and women is higher during the day than evening drive, although it is lower than during morning drive. In addition, time spent listening is higher during the day than AM drive and PM drive in every market. McGavren suggests that 10 a.m.-3 p.m. is an area that more advertisers should examine to reach both men and women.

Aid to independents

A handbook to help independent radio program producers get their work on the air is to be produced by Audio Independents Inc., San Francisco, a nonprofit national service organization for independent radio producers, under a \$20,000 grant from National Endowment for the Arts. Michael Toms, AI's executive director, said it will contain case histories of successful program marketing efforts to guide other independents, "so they won't have to reinvent the wheel"; listings of commercial and noncommercial networks that buy programming, along with their special interests and requirements; indexes of resource materials and technical tips to improve marketing.

It's expected to take at least six months to assemble and produce the handbook, to be called "Access III: The Independent Radio Producer's Guide to Distribution, Promotion and Marketing." Toms said it will be the first for radio (it's "Access III," he said, because the National Endowment funded two earlier guides; one for film, one for video). He estimated that 500 to 1,000 independent producers are actively and successfully engaged in radio program production, and



Which radio network is the only one to bring you the National Symphony LIVE?

Only the Mutual Broadcasting System offers you weekly classical music programming: a brilliant radio concert series with the National Symphony Orchestra, under the musical direction of Mstislav Rostropovich. Mutual, alone, brings you the National Symphony from the Kennedy Center for the Performing Arts and other concerts from the Symphony's recent European Tour. And with Mutual's new satellite multicasting capabilities, some of these concerts will be coming to you live, in stereo.

For radio stations, it means that Mutual, the full-service network, is now the one and only source of network fine arts programming. For advertisers, it offers a new way to reach a more affluent audience, coast-to-coast.

And to make sure those upscale listeners won't miss a performance, Mutual is backing the National Symphony concert series with national consumer advertising.

With the addition of exclusive, weekly classical concerts to its popular rock and country programs, Mutual now presents you with a full range of music. And with the National Symphony, the answer to fine arts programming is Mutual.

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is Mutual** 

MUTUAL BROADCASTING SYSTEM



Conducting business. Mutual Broadcasting System has begun a 13-week series of symphony concert broadcasts featuring the National Symphony Orchestra. The series, which includes four live concerts from the John F. Kennedy Center for the Performing Arts in Washington, is being aired on more than 45 stations across the nation, including 20 in the top 25 markets. The series made its debut Oct. 17, and is being hosted by Paul Teare, program director at Mutual's WGMS-AM-FM Washington. Mutual personnel pictured in control booth above are Glenn Morgan, director of music programming (seated), and: (l-r) Roy Heffley, director; Ed Kelly, technical consultant; Ed Channel, wgms engineer; Larry Hartwig, technical supervisor; Stewart Edwards, production technician, and Teare.

that the entire field probably numbers between 5,000 and 10,000. "We have 3,500 on our mailing list," he reported.

BIC bought

The Broadcast Interview Connection, Washington, a radio programming service that matches interviewees who have stories to tell with stations that are looking for talk show guests—and collects fees from both—has been sold by its founder-president, Candace Greene, to PubSat (Public Affair Satellite System Inc.). PubSat's principals are Tom Tucker and John Sullivan; they'll take over the service (with 30 stations and 40 corporate clients) today (Nov. 1). Greene, former director of media relations for the National Association of Broadcasters, is joining Holland America Lines, New York, as manager of public relations. Barbara Ridout, director of operations at BIC, will continue in that position at PubSat; telephone remains 800-424-2302 or 202-887-1920.

Spanish study

A 75-page study of the Latino consumer in greater Los Angeles, recently released by Carranza Associates and the California State University-Los Angeles Department of Chicano Studies, concludes that about 2.1 million of the estimated four million Latino in Los Angeles and Orange counties communicate primarily in Spanish. The study based on interviews in 600 area homes estimates that 29% of the region's Latino are bilingual in Spanish and English, with about 14% relying primarily on English.

The study, completed in April of this year for Spanish-language station KWKW(AM Pasadena), suggests that, while buying patterns among Latino consumers are very similar to those of the general population, the language usage of Spanish-speaking consumers may limit the effectiveness of products and services marketed exclusively in English. The study estimated that about half of the area's 600,000 Latino households earn \$15,000 or more per year and have lived in the region for 11 or more years. Per household spending is higher, however, because Latino families tend to be about 75% larger than the market as a whole.

Spanish-language radio, and radio in general, is considered "an integral part of the Latino life style," the report concluded. "Overall, 89% of the respondents indicated they listen to the radio on weekdays, 60% on weekends," it said. Almost half of those households sampled listen "all" or "most" of the time to Spanish-language radio, and a full 75% of the total sample listen at least some of the time to such stations. About 43% of respondents said they had listened "only" or "mostly" to Spanish-language radio all of their lives. Those surveyed tended to rely heavily on Spanish-language television stations as compared to English-language TV outlets. About 27% of the households did not buy or read a newspaper. Among those that did, Spanish-language papers were preferred over those in English.

The study noted that Latino expenditures in 13 key consumer-goods categories are roughly equivalent with the higher-income community at large.

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This is a correction of an ad in the September 20 issue of this magazine.

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Live radio financial reports you can sell at
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What would it cost you, as a radio station, to put staff into every major commodity, financial, and stock exchange in the world, and provide hourly live coverage?

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Yet, if you had live hourly financial reports to sell, you could sell them at a high premium, and attract an additional new affluent audience *that would stay with your station throughout the day.*

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No other service is as complete. We report to and from 158 countries around the world.

Now we are launching a radio network service of hourly financial newscasts, via satellite and broadcast telephone lines.

It will be made available to just one station in each market.

The Reuter Financial Report will be two minutes long, with a 60-second insert for commercials. Reuters will reserve some of the inserts for national advertising.

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Media prepare for grand scale election coverage

Thousands of correspondents, backed by millions of dollars, will report election returns and what they mean for America

Even before the votes get counted, there's an array of facts and figures for those interested in how the electronic media will cover tomorrow's elections. The data range from the fact that it will be CBS News Correspondent Dan Rather's first time as the anchor of a network election night broadcast to impressive statistics such as NBC's plans to have 4,000 people working in the field tomorrow, in addition to a staff of 300 at its election headquarters. (Though even that figure pales in comparison to the 100,000 people who will help the News Election Service gather the raw vote data used by all three networks and the wire service, see box, page 39).

Over the past several weeks, the three broadcast networks and (to a lesser extent) the two cable news networks, have been gearing up for what in combination is the truly mammoth undertaking of the reporting of an election. That's not to detract from the efforts of individual stations as they cover the races of particular interest to their audiences—election nights are one of the more important reporting occasions at any news operation. But the sheer size of the networks' commitment is evidenced in some numbers CBS News pulled together—preparing Studio 41 for this biennial event has taken 16 tons of lumber, 30 gallons of paint, 20 miles of cable and 1,000 yards of carpeting, not to mention 180 telephones, 75 computer terminals and 50 teletype machines.

What does it all cost? The networks

don't volunteer figures, but best guesses put their combined expenditures around \$15 million, with the CNN and SNC budgets under \$1 million.

Some of the organizational differences that will be in evidence tomorrow night mirror closely the day-to-day functioning at the respective networks. At ABC, Frank Reynolds, David Brinkley, Ted Koppel, Max Robinson and Barbara Walters share billing as reporting *The '82 Vote*. Reynolds and Brinkley will cover the 36 gubernatorial and 33 Senate contests. Brinkley, ABC says, will be logging his 32d appearance as an anchor on major election coverage, through it's his first time for ABC News. Koppel's assignment is the 435 House races; Walters will provide commentary (joined in that task by ABC's White House Correspondent Sam Donaldson, analyst George Will and *New York Times* Associate Editor Tom Wicker). They all will be in Washington. Robinson will report from New York the results of ABC's own national exit poll and its analysis of key precinct data. (This is the first time ABC has used the key precinct approach at the congressional district level). Robert Siegenthaler is executive producer of *The '82 Vote*.

At CBS, the spotlight will be on Rather, in his first turn as the solo anchor of CBS News election coverage. Staffing the *Campaign '82: Election Night* team will be correspondents Bob Schieffer, reporting on the Senate races, Bruce Morton covering the House action and Lesley Stahl on the gubernatorial elections. Walter Cronkite will be in Washington to interview political personalities about the returns. Mike Wallace, in New York, has been detailed to investigate campaign

spending and compare it with the election results. There will be regional reports from the field by Bruce Morton, Bernard Goldberg, Bob Simon and Terry Drinker. Andy Rooney will provide his own brand of commentary, and Charles Kuralt will be speaking with voters "On the Road." Warren Mitofsky and Joan Richman are executive producers for CBS News.

NBC's coverage will be anchored, like its *Nightly News*, by correspondents Tom Brokaw and Roger Mudd—Brokaw focusing on gubernatorial and House returns, Mudd on the Senate. John Chancellor and Judy Woodruff will be with them in New York to provide analysis and commentary. NBC has secured the services of Senator Robert Dole (R-Kan.) and former Ambassador Robert S. Strauss, the former chairmen of the Republican and the Democratic parties, respectively). They will join correspondent John Dancy in Washington to provide commentary. Producing for NBC News will be Joseph Angotti.

Each of those three networks will have a roster of correspondents at remote locations, including selected candidate headquarters, the Republican and Democratic National Headquarters, and the White House, etc.

Satellite News Channels intends to stick within its standard format of 18 minute news cycles, with the main story of the night being the elections. Reports on the elections will be "concise ... who's winning and why." Detailed to cover the House races is John Bascom; the gubernatorial races and ballot propositions, R.D. Sahl; the Senate, Ken Alvord, and issues, Frank Gorin. Correspondent Shellie Karabell will examine the campaign



CBS's Dan Rather tries out his election night seat



NBC's Tom Brokaw and Roger Mudd

What makes election night tick. And just where will the final vote totals come from, and so quickly, on election night? County boards of elections do not phone in their results to the networks after they've completed their tallies. The answer is NES—News Election Service, an organization founded in 1964 by the three networks, and AP and UPI.

Compiling the totals is a formidable task—it is accomplished by a combination of computer and human effort that sees the ranks of NES grow from its 12-person permanent staff to over 100,000 on election night. As explained by director of operations Robert Flaherty, NES puts a reporter "in every polling place in the country where returns are available on the spot." That roster itself tops the 100,000 mark, and doesn't take into account the staffs at regional centers in Dallas, Chicago and Cincinnati, and the 900 who will be on duty tomorrow night at the NES National Center.

In fact, NES collects the vote twice—first taking the tally phoned in by precinct reporters, then calling back an election official at the city, town or county level to verify the counts.

NES won't exactly be blanketing the country tomorrow night—in three states where there are no statewide elections, Louisiana, Kentucky and North Carolina, the service won't be operating. But it's still going to take 900 phones in the three regional offices and another 375 in New York to do the job.

And it is a job of which Flaherty has good reason to be proud—NES's record for accuracy goes back to its first election in 1964 (BROADCASTING, NOV. 7, 1964).

What does Flaherty do when it's all over on Wednesday. "Start planning for the primaries," he says.

spending issue. Those SNC staffers will be reporting from Stamford, Conn.; from Washington, Lou Cioffi will provide commentary.

Cable News Network's *America Votes '82* will be anchored by Bernard Shaw, Mary Alice Williams and Bill Zimmerman in Atlanta, and Lou Walters in Los Angeles. CNN Correspondent Daniel Schorr, in Washington, will provide analysis along with Evans and Novak, Tom Braden and Pat Buchanan. CNN also plans live reports from Republican and Democratic national headquarters in Washington, and from a number of candidate headquarters around the country.

CNN intends to start its coverage with about an hour's worth of reports. One set will cover the major issues: Reaganomics, crime, the environment, the nuclear freeze and a collection "moral" issues, abortion, school prayer, and busing. Another series will review important voting blocks—women, blacks, the elderly and the farmers. A series of "overview" reports will examine such topics as the history of mid-term elections and the effects of redistricting. "We want to give viewers a place to work from," says CNN producer John Hill. "We want to leave them better informed and go after the 'why' as much as the 'who.'"

Certainly, the "issues" and how voters feel about them are a concern being addressed by the broadcast networks tomorrow night. ABC has its own exit poll; CBS will conduct one in conjunction with the *New York Times*, NBC with the Associated Press.

In the absence of the single national contest offered in a presidential election year, such analyses of voter opinion take on perhaps even more significance. As CBS News Joan Richman notes, with a midterm elections "it's quite difficult for the country to understand the significance of it... it's easy to report who won and who lost, but what you have to figure out is what it means in terms of policy. Does the character of the Senate or the House change?" (As part of the search for that answer, CBS News also will be polling cur-

rent members of the Congress on election night.)

As ABC News's director of political coverage Hal Bruno sees it, not only will this election determine "what happens with Reagan and the Congress" for the next two years, but "it will tell us an awful lot about what really happened in 1980, whether it was a change of direction for the country, or just a change of administration."

Agreeing that the most important outcome of tomorrow will be any change in the overall composition of the House and Senate for the next two years, NBC's Joe Angotti thinks his operation may be able to get a fairly early line on what that story will be. NBC News intends to project the "ideological breakdown" of the Congress separately from any individual race projections, based on results in key precincts throughout the country, as interpreted by "a complicated statistical model." Angotti even feels NBC could have that projection around 9 p.m.

NBC also will be looking carefully at 58 House elections where it considers the potential outcome currently "too close to call." Of those, it intends to concentrate on nine particular races, most involving House leaders, and project the results of those races.

ABC has chosen to spotlight a slightly larger pool of House races—90 to 100 (ABC considers 330 of the 435 House races "safe"). In those "battleground" districts, as Hal Bruno calls them, ABC will be using the key precinct approach to project winners.

Analysis of election results or polls will not be the only approaches the networks use to report on the mood of the electorate. "One of the innovations I'm looking forward to is talking to the voters," CBS News's Richmond says. In addition to Charles Kuralt's reports, four CBS correspondents will be talking through the evening with some disparate groups of voters: Jane Bryant Quinn on Wall Street with stockbrokers and financial analysts, Eric Engberg with blacks in Washington, Barry Peterson with blue collar workers in

Detroit and Linda Douglas with senior citizens in Sun City, Ariz.

NBC will post correspondents Bob Abernethy at the headquarters of the Nuclear Freeze Movement and Ken Bode with the black grassroots organization Virginia Crusade for Voters.

The networks also intend to share the wealth of data they assemble on election night—ABC says 30 political reporters from newspapers magazines and wire services will make use of the facilities it's providing at its election headquarters, and the vote projections and poll information it makes available; NBC will have a bank of telephones set up to field inquiries from NBC affiliate news directors seeking vote totals in specific races in their area.

And it wouldn't be an election without bells and whistles. CBS has new graphics that Joan Richman is "very excited about." NBC is not only proud of its VT-80 graphics system, but also the "Electronic Summary Board" it will use to register summaries of the results and headline updates. □

Radio networks ready for nonstop return reporting

Tune in any time Tuesday night: Chances are, a network radio election report will be on the air or coming up. For an off-year election, there will probably be more reports than usual, constantly updated, with pickups from election centers and party headquarters around the country, trend watching, analyses, the inevitable candidate concessions and victory claims and, in many cases, projections of winners and results of exit polls.

How many reports a given listener may hear, and at what time, will depend upon affiliates' clearance patterns and the listener's choice of stations, but a canvass last week found the radio networks preparing a constant if not continuous flow of reports.

For NBC Radio affiliates, the flow will be continuous. NBC officials said they will provide live coverage continuously for 11 hours, from 6 p.m. NYT Tuesday to 5 a.m. Wednesday. It's the most election coverage NBC Radio has provided, they said, and it's set up so that each affiliate can carry as much or as little as it wishes. Something else is new: Affiliates will be notified by telephone when NBC News projects winners of races in their respective areas. The phone calls will protect affiliates that may have cut away when the projections came down the line for broadcast.

ABC Radio News will carry five national and 10 regional election reports per hour for the 1,800-plus affiliates of its six networks, starting at 7:08 p.m. and running to about 2 a.m., later if warranted. For the first time, officials said, affiliates will have the option of geographically tailored coverage of major races in the Northeast, Midwest, West, mountain states and

South, each getting two customized reports per hour in addition to the five national reports. The national feeds will be at 8, 12, 24-1/2, 42 and 54-1/2 minutes past the hour. Regional coverage will go to the Midwest at 5-1/2 and 35-1/2 minutes past the hour; to the Northeast and at the same time to the West at 19-1/2 and 49-1/2 minutes past, and to the mountain zone and South simultaneously at 22 and 52 past.

CBS Radio will provide coverage for its affiliates in its *News on the Hour* broadcasts and in two seven-minute special reports per hour, starting at 7:30 p.m. The specials will move at 20 and 40 minutes past each hour. There will be unscheduled specials as needed. Affiliates of CBS's Radioradio network for young adults will get election results within the hourly Radioradio news broadcasts, beginning at 6:50 p.m., with emphasis on races and issues of interest to its audience.

Mutual is providing five-minute election reports at five and 35 minutes past the hour, immediately following its regularly scheduled newscasts on the hour and half-

hour. The specials will start at 8:05 p.m. In addition, the *Larry King Show* will originate in Los Angeles starting at 9 p.m. local time (midnight NYT), and will include running coverage of election results, plus interviews.

AP Radio will present three four-and-a-half-minute election reports an hour, starting at 8 p.m. and continuing to "at least" 2 a.m. The reports will be on the hour and at 20 and 40 minutes past. In addition, at 27 and 57 minutes past each hour there will be two minute reports for West Coast affiliates.

UPI Audio will also feed three reports an hour, continuing till 2:50 a.m. or later. These will be four-and-a-half-minute election updates at six and 30 minutes past the hour and one minute summaries at 50 past.

RKO One and Two networks will lead each of their newscasts with 90 seconds of election updates, beginning at 6:50 p.m. Network One has two newscasts per hour; Network Two has one. Both networks will also carry special 90-second reports hourly, starting at 7:10. □

from the Lee county commissioners' meeting room, in April. Morgan filed a complaint against the commissioners, claiming his civil rights had been violated, and in pursuing his case subpoenaed the stations' videotapes of the meeting. The stations opposed the subpoenas.

In their appeal to the U.S. Court of Appeals for the Eleventh Circuit, the stations argued that news cameramen and videotapes are protected by the First Amendment.

They contended that the trial court's conclusion is blind "to the entire profession of photojournalism," and added, "Television cameramen . . . actively participate in newsgathering and editorial decisions, by deciding what to film and what to broadcast." The use of a machine to record events is no reason to deny them First Amendment privilege, the joint brief said.

As for the cameramen's work product, the stations said the court "failed to recognize the function of the videotapes within the context of the broadcast media. Unaired portions of videotapes are, for all intents and purposes, the unpublished notes, mental impressions and resource materials of the print media." The stations said the trial court should have required the plaintiff to meet the burden necessary to overcome the First Amendment privilege they said should be accorded the videotapes.

The NAB and the Florida Association of Broadcasters, in their friend of the court brief, said the videotapes enjoy a common law privilege from compelled disclosure that stems from the First Amendment. They also said that television cameramen and video teams are entitled to the same First Amendment protection as other journalists.

Attorneys for the plaintiff, Morgan, in supporting the trial court's order, said the television personnel do not enjoy First Amendment protection, since there is nothing to protect. They said the videotapes do not depict confidential sources of information or resource material. They said the videotapes were of a public meeting, with "no claim by appellants that any confidential material is contained in any of the subpoenaed videotapes."

But the response also said that a qualified privilege, even if available, would not apply. They said Morgan had demonstrated "that the events recorded are relevant, cannot be obtained by alternative means, and are of compelling interest both to the parties and the jury."

One question that the appeals court will be called on to decide initially is whether the case is moot. Morgan's attorneys contend that it is, since the stations have shown all of the videotapes to the parties and have stated that no "outtakes" exist. However, the NAB and FAB say the appeals court should overturn the trial court's order even if the case is found to be moot. If the decision is allowed to stand the associations say, "it would create a dangerous precedent and create an element of needless confusion in a critical constitutional area." □

NewsBeat

Libel upheld. Supreme Court has refused to review \$35,000 libel judgment against newspaper that erroneously reported man had pleaded guilty to pirating stereo tapes. Reporter for Myrtle Beach, S.C., *Sun*, John Monk, had written story saying that James Jones was one of three men—all with last name of Jones—who had pleaded guilty. Monk had based story on conversation in long-distance telephone call to federal prosecutor Reynolds Williams, in U.S. attorney's office, in Columbia, S.C. But officials had dropped charges against James Jones as part of plea bargain. His uncle and his father, Jack Jones and Herman Jones, pleaded guilty. Newspaper's lawyers had contended at trial that story was printed without malice and was based on information obtained from public officials. Trial judge set aside \$35,000 judgment granted by jury, but state supreme court reinstated verdict. It said jury "could have reasonably concluded that Monk's failure to make an independent investigation, either by checking the public records or contacting the Joneses, with whom he was acquainted, was negligence." □

Ready. *Newscope*, Gannett-Telepictures co-venture in access news-information, has "firm 'go'" for its planned September 1983 start, partners now say. Counting seven Gannett and five Outlet stations that had signed aboard when service was announced last August (BROADCASTING, Aug. 23) tally of *Newscope* commitments last week stood at 35 stations. Included were stations owned by Scripps-Howard, Meredith, Capital Cities, McGraw-Hill, Hatch, *Milwaukee Journal*, *Houston Post*, Abell, King and General Media. Sept. 19, 1983, has been set as start date for program, to be fed six days per week via satellite to participating stations.

Protecting the electronic notes of journalists

At issue in Florida court fight is whether film outtakes are protected constitutionally

Two Florida television stations, backed by the Florida Association of Broadcasters and the National Association of Broadcasters, are conducting a court battle in Florida to establish that First Amendment protection does not stop at technological lines in television's coverage of the news. At issue is the question of whether television cameramen and their product enjoy Constitutional protection against compelled disclosure of that product.

A U.S. district court in Florida said the

First Amendment does not protect videotapes from such disclosure. Essentially, the court distinguished the television journalist—in the role of a cameraman—from that of his pen and pad colleagues.

It held that "reporters' notes, mental impressions or confidential sources" are not being sought. "The materials . . . are no more than mechanical recordings of a public event . . . [and] do not involve any journalists' mental impressions."

The stations involved are WBBH-TV and WINK-TV, both Fort Myers. Their camera crews had been on hand when a local developer, Daniel J. Morgan, was escorted

Broadcasters back 942-947 mhz for auxiliary use

Commenters, save for private radio users, support NAB petition to set that portion of spectrum aside for STL and ICR use; they view FCC proposal as unworkable

While broadcasters agree that more spectrum should be made available for auxiliary aural broadcast services, most don't seem to think an FCC proposal to that end would quite fill the bill, according to comments filed at the commission last week.

And according to those comments, any attempts to make more spectrum available will be resisted by private radio users.

The comments came in response to a notice of proposed rulemaking adopted by the commission last June (BROADCASTING, July 12).

In that rulemaking, the commission proposed to deny a petition for rulemaking by the National Association of Broadcasters seeking the reallocation of the 942-947 mhz band from the land mobile services to meet the needs for aural broadcast studio-to-transmitter links (ABSTL's) and intercity relay stations (ICR's). Instead, the commission proposed to permit ICR stations to share the 2130-2150 and 2180-2200 mhz bands with the private operational-fixed microwave service. It also proposed to require the relocation of about 400 STL stations from 942-947 mhz to 2130-2150 mhz within five years of the adoption of a rule; to wait until after it has completed this proceeding to consider a petition from Moseley Associates Inc. that proposes that ICR operation be permitted on unassigned UHF TV channels on a secondary, noninterfering basis, and to throw out pending proposals to share the 2110-2113 mhz and 2150-2160 mhz bands with private operational fixed microwave service users.

In its comments, the NAB urged the commission not to deny its petition and to reallocate 942-947 mhz for the "exclusive" use of ICR stations. NAB also said it agreed that the commission should abandon the proposal to permit ICR stations to share the 2110-2113 mhz and 2150-2160 mhz bands. But the NAB also said the proposed sharing of the 2130-2150 and 2180-2200 mhz bands was "inadequate to meet the current and projected needs of STL stations."

As an alternative, NAB said the commission could allocate 899-902 mhz and 938-941 mhz to ICR stations on a primary, exclusive basis in markets where the 942-952 mhz band is already saturated.

NBC said the FCC's refusal to reassign 942-947 mhz to ICR stations would "necessitate" the relocation of about 400 stations to other frequency bands. "The reallocation from reserve land mobile stations to ABSTL/ICR will require no stations to change frequency," NBC said.

The National Radio Broadcasters Association said it supported the FCC's efforts to provide additional spectrum for ICR's, but it opposed the commission's proposal to require the about 400 ICR's holding grandfathered authorizations in 942-947 mhz to move. "The NRBA believes that such a requirement could cause both operational and economic hardships for many licensees," the NRBA said. "Because of such hardships, the NRBA urges the commission to continue to grandfather the stations operating on the 942-947 mhz band."

Westinghouse Broadcasting and Cable Inc. said the commission's proposed solution was "woefully inadequate." Instead, Westinghouse said, the FCC should consider returning the 942-947 mhz band to ICR's, "proceed immediately" on the Moseley petition and allocate a "reasonable" block of spectrum in the 2500-2690 mhz band. "Much of this band is now lightly utilized and, while we recognize that there is great interest in this band, the use of a reasonable portion of this band for ABSTL/ICR use should not unduly interfere with the needs of other services now allocated these frequencies," it said.

National Public Radio agreed that the 942-947 mhz band should be retained for broadcast auxiliary use. It also urged the commission to consider allocating vacant channels in the 2500-2690 mhz band for a broadcast auxiliary use as well. "Such an allocation is needed in addition to that proposed by the FCC for the 2130-2150 and 2180-2200 mhz bands," NPR said.

Motorola Inc., a leading manufacturer of land mobile equipment, said the proposed sharing of the 2130-2150 mhz and 2180-2200 mhz bands was "ill-conceived."

Instead, "we urge the commission to consider our suggestion ... which would authorize ABSTL/ICR systems on a co-equal basis with a low-capacity, fixed federal government service in the 1427-1435 mhz band," Motorola said.

The Association of American Railroads recommended that the 2130-2150 mhz and 2180-2200 mhz bands continue to be reserved for terrestrial operational fixed microwave use.

The Utilities Telecommunications Council said the "skinny" 2130-2150 and 2180-2200 mhz bands were "wholly inappropriate" to meet ABSTL/ICR demands. "The commission must explore other potentially viable spectrum, such as the 1427-1435 mhz band, or use by the broad-

casters of the 899-902 and 938-941 mhz bands on a shared basis" with private operational-fixed microwave service users, UTC said.

Associated Public-Safety Communications Officers Inc. urged the commission to terminate its proceeding and to keep its current rules, which reserve the 2130-2150 and 2180-2200 mhz bands for the exclusive use of the private operational fixed microwave service. □

HDTV standards committee formed

The Joint Committee for Intersociety Coordination, an industry-wide group that meets periodically to coordinate standards activities, has formed a steering committee to assess the industry's interest and need for "an advanced television system" and, if warranted, take the lead in developing standards for it.

The JCIC and the steering committee comprises representatives of the National Association of Broadcasters, the National Cable Television Association, the Electronic Industries Association, the Institute for Electrical and Electronic Engineers and the Society of Motion Picture and Television Engineers. The JCIC selected the NAB to chair the steering committee.

The purview of the steering committee will be broad. It will explore possible improvements and enhancements to the present NTSC television system as well as entirely new television systems that come under the heading of high definition television (HDTV).

CBS is directly or indirectly behind much of the interest in advanced television systems. It has conducted demonstrations of the HDTV system developed by Japan's NHK in San Francisco, Los Angeles, New York and Washington. In addition, CBS has asked the FCC to dedicate the direct broadcast satellite service to HDTV broadcasting.

Since the CBS demonstrations, other HDTV or "extended-definition" systems that are essentially improvements of current television systems used throughout the world have been demonstrated or proposed by Sony, Philips, Britain's Independent Broadcasting Authority, a professor at the University of Dortmund in West Germany (BROADCASTING, Sept. 27) and others.

The motion picture industry, led by director Francis Ford Coppola, has also shown increasing interest in an HDTV system as a replacement for film. Coppola and others believe there are innumerable monetary and creative advantages in making the switch. □

Programming

NBC rides baseball to another ratings victory

Despite winning only two nights, those with the final two games of the World Series, NBC edges CBS in latest prime time ratings

Victory in the prime time ratings went to NBC for the second consecutive week (Oct. 18-24), in large part because of its broadcasts of the last two games of the World Series, which gave the network a huge lead on Tuesday and Wednesday and pushed it ahead of ABC in season-to-date averages as of Oct. 24. CBS, largely on the strength of its regular lineup and with the help of two feature films, won all five of the other nights in the week, the fourth in the 1982-83 season, averaging an 18.1 rating and 29.1 share over all, behind NBC's 19.5/31.5 and well ahead of ABC's 14.3/22.9.

New series continued to fare poorly against competition from older shows, with CBS's *Gloria*, airing Sundays from 8:30 to 9 p.m. after *Archie Bunker's Place*, continuing as the only new program to have scored within the week's top 20 programs. NBC's Thursday-night lineup, expected to be its strongest this season, continued its dismal showing, while two of that night's programs, the critically acclaimed series, *Cheers* and *Taxi*, picked up this year after it was dropped by ABC, have been returned by NBC for the entire 1982-83 season.

World Series games were again the highest-rated programs for the week, with game six averaging a 24/44 despite three rain delays and game seven, the fourth highest-rated series game of all time, according to NBC, averaged a 38.2/56.

Tuesday's game clobbered the fourth episode of CBS's new series, *Bring 'Em Back Alive* (12/17) from 8 to 9 p.m. as

ABC honors. "Ghost Dancing," play by 39-year-old California playwright, Phil Penningroth, received 1982 "ABC Theater Award" Oct. 18 at reception held at New York's Museum of Broadcasting. Play, which was selected from number developed at National Playwrights Conference at Eugene O'Neill Theatre Center in Waterford, Conn., last summer, will air as ABC Theater of the Month presentation during 1982-83 season.

Comics deal. King Features Entertainment, New York, said it has licensed three long-popular comic-strip characters—Blondie, Beetle Bailey and Betty Boop—to CBS-TV and will produce animated specials and series based on them, working with animators and writers now being selected. "At least one prime-time special will be produced next year," said Bruce Faisner, president of Hearst-owned KFE.

well as its Tuesday night move, "Johnny Belinda" (14.8/23) 9 to 11 p.m. ABC's regular Tuesday night lineup also suffered from the series, averaging an 18.8/28.1 against NBC's 27.4/41.2 but ahead of CBS's 13.9/20.9.

Wednesday's regular lineup, including one new series on ABC and three on CBS also fared poorly against the series's seventh game, which gave NBC the night with an average 36.3/53.3 over second-ranked CBS (13.3/19.9) and ABC (11.6/17).

Over all ratings for this year's World Series broadcasts averaged 28/46, down from the 30/49 averaged by ABC in 1981 with the six-game series between New York and Los Angeles. This year's five prime time games averaged 29/46, compared to last year's 31.3/46 for four prime time games. Although some observers blamed the lower ratings on the sixth-game rain delays and the match-up of two Midwest teams, St. Louis and Milwaukee, others expressed surprise that the ongoing football players' strike and resulting interruption of this year's NFL season did not promote higher viewership for the baseball games.

Without its regular *Monday Night Football*, ABC continued to bring up the rear in ratings for the 9 to 11 p.m. slot that night. Its substitute broadcast of a

special, *NFL Superstars*, drew only a 10.6/17 against CBS's movie, *Forbidden Love* (22.7/37) and NBC's movie *Farrell for the People* (17.8/28). Earlier that evening, NBC's *Little House on the Prairie: A New Beginning* (18/28) came out ahead of ABC's *That's Incredible* (16.9/26) and CBS's *Square Pegs* (15/24) and *Private Benjamin* (15.2/23).

As it has for two of the three previous weeks this season, CBS won the ratings for both Thursday and Friday nights, in spite of the premiere of ABC's new series *Quest* and the season premiere of its returning series *Benson* on Friday. Although *Benson* (16.3/22) won its 8 to 9 p.m. time slot *Quest* (10.2/18) lost to CBS's *Dallas* (24.8/41) and *Falcon Crest* (22/40) and to NBC's *Knight Rider* (13.7/23) and *Remington Steele* (11.2/20).

ABC's Saturday night lineup, the winner during the season's previous three weeks, fell to a movie, "Blazing Saddles" (17.2/30) on CBS from 9 to 11 p.m. Earlier that night, ABC's *T.J. Hooker* (15.1/27) overshadowed CBS's special about the *Grand Opening of Disney World's Epcot Center* (12.4/22) and NBC's *Diff'rent Strokes* (13.9/25) and *Silver Spoons* (15/26).

Sunday night went as usual to CBS, which averaged a 21.2/33.9 against *CHiPs* and the movie *Little Gloria* on NBC (16.3/26.3) and the movie "The Big Red One" (16.7/27) on ABC.

To date, the season's top 20 regular programs are CBS's *Magnum P.I.* (23.3/37), *Dallas* (22.8/38), *M*A*S*H* (22.4/33), and *Simon & Simon* (22.2/34), ABC's *Three's Company* (22/32), CBS's *60 Minutes* (20.6/35) and *One Day at a Time* (20.6/30), ABC's *Too Close For Comfort* (20.5/32) and *9 to 5* (20.4/30), CBS's *Jeffersons* (20.1/30), ABC's *Love Boat* (19.5/34) and *Laverne & Shirley* (19.4/28), CBS's *Falcon Crest* (19.4/34), NBC's *Facts of Life* (19.3/29), ABC's *Happy Days* (19.2/29), NBC's *Hill Street Blues* (18.8/31), ABC's *Hart to Hart* (18.7/30), NBC *Sunday Night Movie* (18.4/28), ABC *Sunday Night Movie* (18.3/29) and CBS's *Trapper John M.D.* (18.3/30).

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Question mark over FCC move

The commission doesn't want to switch to proposed site outside of D.C.; GSA is investigating pros and cons

Although the FCC's lease for its Washington headquarters at 1919 M Street, N.W., ran out Oct. 10, it has received a one-month extension. Nonetheless, as of early last week, no one seemed to know where the FCC would be headquartered in the future.

Ed Minkel, FCC managing director, said the matter would have to be decided by the General Services Administration. "We're going to stay here and work; it's GSA's responsibility to provide us with a roof over our heads," Minkel said.

GSA officials offered a variety of opinions. One said he thought the commission ultimately would be able to stay where it is (the commission's expressed desire); another said Congress would have the final word. An official for GSA's National Capital region, which is handling the FCC's situation, said no decision had been made. "We're still studying the programmatic and economic needs of the FCC," the official said.

Although the question of where the commission will be located in the future seems unclear, how it came to face that confusion isn't.

After waffling on the issue for more than a year, and receiving considerable criticism from Congress, the FCC officially ended its effort to consolidate its headquarters in a proposed move to Rosslyn, Va., (BROADCASTING, March 30, 1981).

At Chairman Mark Fowler's recommendation, Congress let the FCC's authority to act as its own leasing agent lapse, and GSA has been attempting to orchestrate another move ever since.

In its role as the FCC's leasing agent, GSA solicited bids last November for buildings that would meet the FCC's requirements. After winnowing out the high bids, GSA proposed to move the commission to the Hoffman-Center site in Alexandria, Va.

Although the proposed location is only 1.7 miles outside Washington—and special legislation passed for the commission would permit the FCC to move up to two miles outside the district—the Hoffman-Center site is eight miles from the commission's current location. The commission rejected the proposed move unanimously, contending that the location was too remote and a move would impose too great a traveling burden on FCC



The proposed move to the suburbs

staffers, the downtown law firms that regularly deal with the FCC and on the public as well (BROADCASTING, March 15).

At first GSA rejected the rationales the FCC presented against the move, contending that the Hoffman-Center site represented the most cost-effective alternative available ("Closed Circuit," May 24). But in the wake of lobbying by Fowler, GSA apparently softened its stance.

In a July 22 letter to GSA's National Capital region office, Fowler argued that

circumstances had changed since the commission originally started trying to consolidate its headquarters. Fowler noted that the commission's ranks are no longer expanding. He also noted that although the landlord for its current headquarters originally had been unwilling to enter into a new lease with the commission, the landlord was now willing to deal.

"I sincerely regret that the change in circumstances did not occur until after the procurement process was initiated," Fowler said. "However, my fellow com-



A developer proposes to erect new FCC headquarters next to other buildings it owns in Alexandria, Va.

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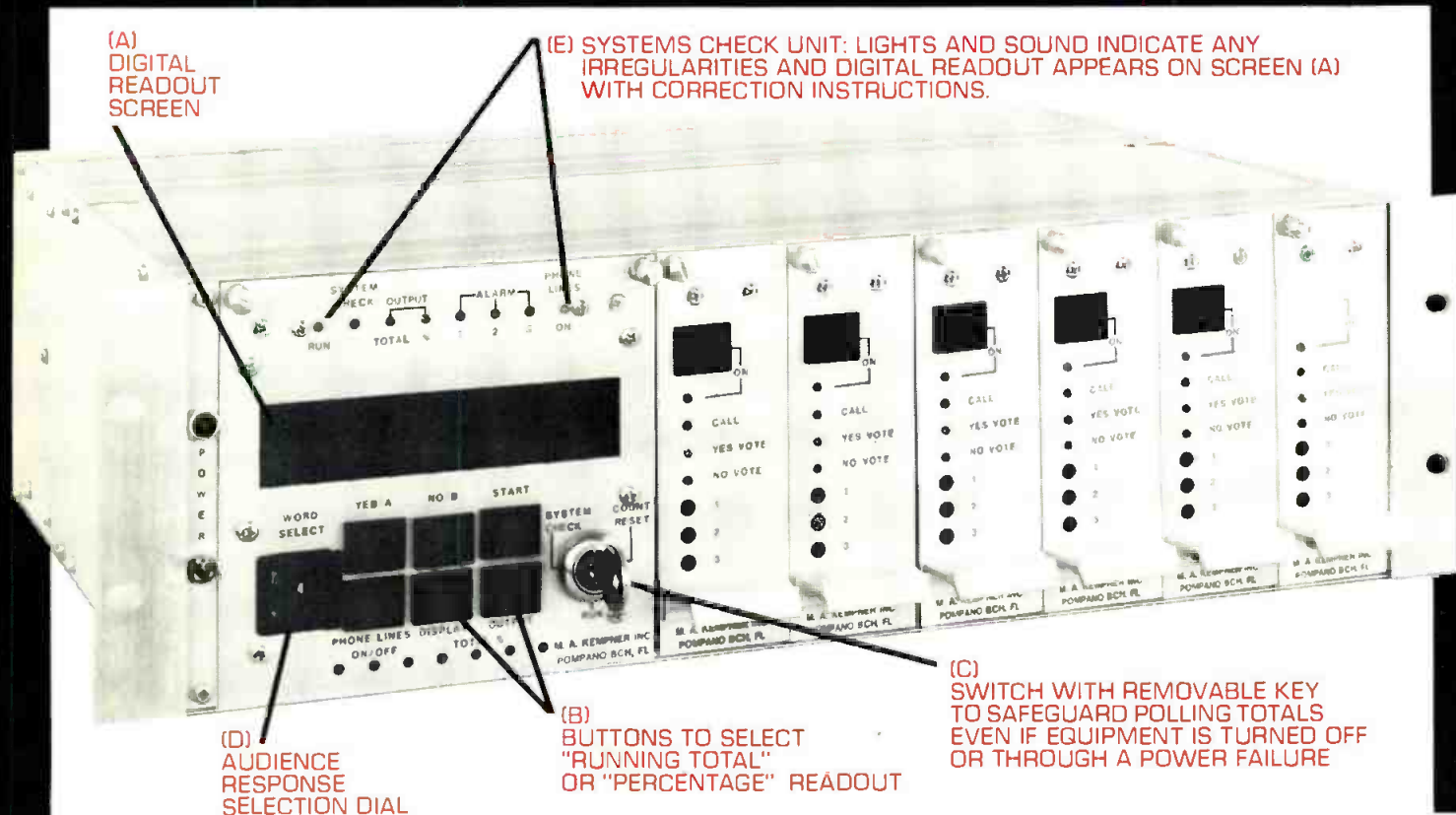
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- To convert, instantly, the running totals into percentages and present them on screen. (B)

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missioners and I strongly believe that the changed circumstances place the matter in a new perspective. The result is that the FCC should remain at its present location and cancel the request for consolidation," Fowler said.

GSA then notified the appropriate congressional committees that unless it heard otherwise, it would cancel the solicitation responsible for the Hoffman-Center bid (BROADCASTING, Aug. 23).

The Hoffman Co., the Alexandria-based builders and real estate developers that submitted the winning bid, caught wind of the scheme and protested on the Hill. "We felt we'd acted in good faith and met the criteria; we couldn't understand why the FCC wouldn't want to move out here," said Tom Embrey, Hoffman executive vice president.

Congress responded. Senator Ted Stevens (R-Alaska), majority whip, member of the Senate Commerce Committee and chairman of the subcommittee with GSA oversight, and Representative Paul Trible (R-Va.), requested further information on the economic impact of canceling the proposed move.

Although they both made their requests in August, a GSA spokesman said the agency doesn't plan to send over the requested cost information until after the elections Nov. 2.

The building proposed by the Hoffman Co. currently doesn't exist. Nonetheless, Embrey said the company would be able to erect the proposed 14-story headquarters within 16 months of the time it received the word to go ahead.

A GSA spokesman said that if the agency decides to move the FCC to Alexandria, it could continue to house the commission at its current headquarters for however long it took to erect the new building. □

Justice-Bell settlement is appealed

Maryland and North American Telephone Association protest order by Judge Harold Greene

The settlement of the Justice Department's antitrust suit against AT&T, as approved by a U.S. district judge, will not escape further judicial review. Three states, the North American Telephone Association and two private firms last week appealed the order of Judge Harold Greene. The appeals were filed in the U.S. Court of Appeals in Washington.

The settlement, which was designed to end a case brought by the Department of Justice eight years ago, requires the divestiture of AT&T's 22 local operating companies, which account for two-thirds of the company's \$120 billion in assets. But it also eliminates the restrictions of a 1956 decree that prevented AT&T from entering new areas, such as computer services.

Maryland, Virginia and Tennessee are

Cable employment. The percentage of minorities—and the percentage of females—employed by cable operators rose slightly in 1981, according to FCC statistics. In 1981, cable operators (those with five or more employees are required to file Equal Employment Opportunity reports) employed a total of 40,393 persons, 13.9% of them minorities and 33.3% female. In 1980, cable operators employed a total of 30,630 persons, 12.8% of them minorities and 32.4% female.

Moreover, the statistics show, minorities in 1981 filled 11.2% of the upper-four job categories (while they filled 10.4% in 1980), and females filled 15.3% of the upper-four job categories in 1981 (while they filled 13.9% in 1980). The statistics also show that minorities held 6.7% of official and manager positions; 9.9% of professional jobs; 13.4% of technician positions; 14.2% of sales jobs, and 15.7% of office and clerical posts. Females held 26.6% of the positions for officials and managers; 25.4% for professionals; 3.6% for technicians; 29.6% for sales, and 92.3% for office and clerical.

Overall employment by cable systems

	Full time employees		% of employees	
	1980	1981	1980	1981
White male	18,059	23,257	59.0	57.6
White female	8,643	11,512	28.2	28.5
Minority male	2,656	3,675	8.7	9.1
Minority female	1,272	1,949	4.1	4.8
Total	30,630	40,393	100.0	100.0

Overall employment by MSO headquarters

	Full time employees		% of employees	
	1980	1981	1980	1981
White male	1,417	2,474	46.9	49.9
White female	1,189	1,792	39.3	36.3
Minority male	209	345	6.9	6.9
Minority female	209	347	6.9	6.9
Total	3,024	4,958	100.0	100.0

the states appealing Greene's order. They have contended that implementation of the decree will involve actions—the spin-off of the local companies—that cannot be accomplished without approval of state regulators.

The settlement was announced by the Justice Department and AT&T on Jan. 8 and approved by Greene on Aug. 24, after a lengthy process of public comment and court hearings. Greene's approval was conditioned on several changes. Among other things, he said the local telephone companies should be permitted to market terminal equipment.

That provision of the final decree is the basis of the NATA appeal. Albert H. Kramer, counsel for the trade association that is composed of manufacturers of telephone equipment, noted that it had consistently objected to a provision allowing the local companies to market telephones and other customer premises equipment. "They'll use local exchange facilities to cross-subsidize the sale of CPE," he said, "and engage in the same discriminatory conduct with regard to competitors" as they had in the past.

One of the private companies that filed an appeal is Telephonic Equipment Corp., of Irvine, Calif. Its complaint involves what it considers the lack of provisions to aid private parties in recovering damages. Jack Faucett Associates, of Chevy Chase, Md., an economic consulting firm, was the other private firm filing an appeal. Faucett represents a class of terminal equipment manufacturers that are suing AT&T on antitrust grounds, and will contend that the settlement, which modifies the 1956

decree, should be filed in the 1974 case. If it were, Lisa Gek, counsel for Faucett, said, private litigants could use the findings in their suit against AT&T.

AT&T, meanwhile, is proceeding with its divestiture plan, as provided for in the settlement. And the planning will continue unless the appeals court stays Greene's order. The deadline is Feb. 24, but AT&T Chairman Charles Brown has said the company would attempt to file the plan sooner, perhaps by next month. Parts of the plan have already been submitted. Brown last week said he hopes divestiture can be implemented by Jan. 1, 1984, which would be ahead of an 18-month deadline. □

Summers points out problems with FCC deregulation

NAB executive says lack of commission direction in technical areas is hurting public as well as industry

National Association of Broadcasters executive vice president and general manager, John Summers, warned last week that although the FCC's deregulatory trend presents a "rosy picture for broadcasters," there is a "downside."

Summers spoke at the Colorado State University's Broadcast Day in Denver. He told students there that the "downside" of the marketplace approach taken by the

FCC is the agency's abdication of technical regulation of new technological breakthroughs.

He cited the FCC's decision to let the marketplace set technical standards for AM stereo.

"The FCC has left the selection of an AM stereo standard to the forces of the marketplace," Summers said. "Stations are broadcasting in AM stereo using various standards, but no one is hearing it because set manufacturers are not venturing into this jungle. And can you blame them? No one knows when we will enjoy AM stereo and no one knows whether we will ever achieve one national standard or a variety of standards."

The NAB official maintained that the marketplace cannot assure that the public "benefits from new broadcast technology at the earliest possible time and for the least possible cost commensurate with a quality system."

Summers noted that the FCC's approach comes at a time when major breakthroughs are being made in teletext, multichannel TV sound and high definition television. "If the marketplace rationale is applied to the question of standards for those innovations, then the public will again be sure losers," he predicted.

This continued approach, Summers contended, will "further propel the ongoing de-emphasis of engineering at the commission." He pointed out that the commission's engineering laboratory's staff had shrunk from 15 to five and that "not one FCC commissioner retains an engineering assistant." Also, he said, in 1948 there were 720 engineers on the FCC staff as compared to 320 today.

"Not being in the business of selecting technical standards is just another reason

for continuing the downgrading of engineering," he stated.

While Summers noted that the broadcast industry will do "everything possible" to make the new broadcasting innovations a reality, he maintained that "the commission must also shoulder its responsibility and that means restoring engineering to the staff level it deserves. It can start by gearing up its engineering staff to the extent that it does not have to toss the selection of a technical standard into a marketplace that cannot promise a resolution," he said.

Summers also told the group that television deregulation is not far off. "A whole battery of ownership restrictions will soon come under the gun," he said.

"The first to be revised will be the so-called rule of sevens which limits an owner to seven AM, seven FM and seven TV stations," Summers said. But he forecast that some vestiges of the present ownership rules will remain after they have run the "deregulatory gamut." □

C-SPAN outtakes used as campaign ammunition

Challenger to House minority leader is using Michel's comments in negative ad

C-SPAN coverage of House debates has become a valued addition to the programming of the 1,000 cable systems carrying it live or on a delayed basis. Viewers have responded favorably, and networks frequently use clips from the coverage in their news broadcasts. But in the final week of the spirited election contest in which House minority leader Bob Michel



(R-Ill.) was attempting to fight off the challenge of a Democratic opponent, G. Douglas Stephens, C-SPAN served a new, and controversial, purpose—as provider of campaign material for the challenger—with possible consequences for the C-SPAN service itself.

Michel, during a House debate on Social Security on May 22, said that only 10% of those on Social Security were in difficult financial straits and that 90% were "fairly well heeled." Stephens aides, preparing for the campaign ahead, were taping the proceedings, as transmitted by C-SPAN. And the Stephens political and media consultant, Gerald Austin, used the material in a commercial aimed at buttressing one of the themes of the Stephens campaign—that Michel is callous to needs of the elderly.

The spot ran on seven television stations in and around Peoria in the final week of the campaign—and touched off a side issue that could have effects for C-SPAN as well as the opposing candidates. For House rules forbid commercial or political use of broadcast coverage of House proceedings although they apparently cannot be applied against nonmembers.

Michel aides contacted at least two of the stations—WRAU-TV and WEEK-TV, both Peoria, in advance of the commercial's appearance. "We wanted to get a handle on what was in the commercial and whether [C-SPAN] footage was used," said Mike Johnson, Michel's press secretary. But Johnson denied reports any effort was made to persuade the stations not to run the spot. Robert Rice, president of the station, said a question had been raised as to whether House rules had been violated. But he noted that the station could not legally pull the ad, in any case. Stephens appeared in it, and the Communications Act prohibits broadcasters from censoring candidates' remarks.

Last week, Johnson acknowledged that since Stephens is not an incumbent, "he is not in technical violation of the House rules." But, he said, Stephens "has created serious post-election problems." He noted that Stephens is the first person to use footage of House proceedings "in a partisan, political way," and said, "There's no doubt in our mind that, if nothing is done to prevent it, both sides will use [C-SPAN] for that purpose in the future. 'I can't imagine our side not using it if the Democrats do.'"

Such a development, he said, "would put House broadcasts in jeopardy." He also

Election run-down. On the eve of election day it appears that several Senate and House races could determine a new makeup of the Senate Commerce Committee and the House Telecommunications Subcommittee. Both have jurisdiction over communications matters.

In the Commerce Committee, news reports show Senator Harrison Schmitt (R-N.M.), also a member of the Communications Subcommittee, facing a tough challenge in his bid for re-election from New Mexico attorney general Jeff Bingaman (BROADCASTING, Oct. 25). Other tough races being waged by Commerce Committee members include that of Senator John Danforth (R-Mo.) against state senator Harriet Woods, and Senator Howard Cannon (D-Nev.), facing former state senator Chic Hecht. Commerce's Donald Riegle (D-Mich.) at first was slated for a tough challenge, but is now predicted to win.

In the House, where all the seats are up for grabs, most of the Telecommunications members are shoe-ins. However, Representative Matthew Rinaldo (R-N.J.) is reportedly facing a stiff challenge from former state consumer affairs director Adam Levin.

Several seats are open on that subcommittee despite what the election results may be. Representative Ronald Mottl (D-Ohio) was defeated in the primary. Congressman James Collins (R-Tex.), ranking minority member of the Telecommunications Subcommittee, is challenging Senator Lloyd Bentsen (D-Tex.) for his seat (Collins bid for that seat appears shaky), and Marc Marks (R-Pa.) is retiring.

Chairman of the House Subcommittee on Courts, Civil Liberties and the Administration of Justice (which has jurisdiction over cable and videocassette copyright issues), Robert Kastenmeier (D-Wis.), is likely to be re-elected, while fellow committee member Harold Sawyer (R-Mich.) is considered a vulnerable candidate. His opponent is State Senator Stephen Monsma. Representative Tom Railsback (R-Ill.), ranking minority member on the subcommittee, was defeated in the primary.

Senate Judiciary Committee members Orrin Hatch (R-Utah), Robert Byrd (D-W.Va.) and Dennis DeConcini (D-Ariz.), appear to be leading their opponents, although Hatch's lead is only by a slim margin.

A narrow race has developed between Senate Appropriations Subcommittee Chairman Lowell Weicker (R-Conn.) and his challenger Representative Toby Moffett (D-Conn.). Weicker's subcommittee rules on appropriations for the FCC.

said it would raise questions for the Senate to consider, as it continues its debate over whether to allow the kind of coverage of its proceedings the House permits. "If anything, it [the Stephens commercial] will inhibit debate."

Senate Majority Leader Howard Baker (R-Tenn.), a vigorous backer of television coverage of the Senate, plans to bring the matter of such coverage up for a vote in the post-election session beginning on Nov. 29. He reportedly believes the proposal has sufficient support for passage. Whether the Stephens commercial will affect the vote remains to be seen.

Although Stephens is the first person known to have used material from C-SPAN coverage for political purposes, at least in a television commercial, the issue arose in abortive form in 1980. Dennis McQuaid, a Republican running against John Burton (D-Calif.), was said to have been planning to use tapes of Burton's remarks on the floor in commercials. However, he never did. (McQuaid is again running for the sixth district seat, but not against Burton; he is retiring.)

Brian Lamb, president of C-SPAN, said the Stephens incident was "inevitable; it had to happen. It's something every member knew would happen." But "the fascinating thing," he said, "is that it happened to the minority leader." Lamb also noted the irony in that, since Michel has been a major booster of television coverage of the House.

It was too early last week to attempt to gauge possible House reaction. A lawyer in the House Clerk's office said that the incident points up the fact "the rule applies only to one class of people—House members." Not only are House rules not applicable to nonmembers, he said, but the First Amendment imposes a restriction on enforcing the rule. "Clearly, the rule disadvantages incumbents."

And that's a fact that apparently will not be lost on the Democratic majority, even if it was a Republican who was the target of the commercial at issue. A staffer in House Speaker Thomas P. O'Neill's office said, "There are more Democratic incumbents than Republican, and probably will be even more after the election. So there's no institutional advantage to the Democrats in having this sort of thing [the Stephens commercial] done." □

AT&T news. Advanced Mobile Phone Service Inc., AT&T's wholly owned subsidiary, and GTE Mobilnet filed copies of their agreements to provide cellular service in Atlanta, San Francisco and San Jose, Calif., with the FCC. Under the agreements, AMPS will operate the Atlanta system with 79% interest, and GTE Mobilnet will be a 21% investment partner. GTE Mobilnet, in turn, will operate systems in San Francisco and San Jose, holding a 51% interest, with AT&T holding 49% as an investment partner. AT&T said it would file agreements detailing the joint ventures covering 16 other systems in the top-30 cellular markets soon.

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EASTERN

Cable finds winning hand in Atlantic City

First Atlantic Cable Show is seen as success with exhibitors reporting good volume; next year's show will move to larger quarters

Cable operators can convene anytime, anywhere and hold a conference. But it's the hardware and program suppliers who put the *show* in any cable show. And by most accounts last week's first Atlantic Cable Show, held at Bally's Park Place hotel and Casino in Atlantic City, was an overwhelming success. Most of the suppliers at ACS reported heavy volume. And most also indicated that they would be back next year when the second ACS is booked into the new annex of the Atlantic City Convention Center, Nov. 1-3.

That should alleviate complaints heard this year by some of the handful of outdoor exhibitors who said their isolation from the indoor exhibitors resulted in poor flow past their exhibits. With its spacious 40-foot ceiling, the convention center annex should provide ample room for all exhibitors, including the 40 or so that were turned away from this year's show (including 20 on a waiting list that never got in and 20 additional companies who thought it futile to even put their names on the list).

The scope of the show at this year's ACS was kept small intentionally "to insure success," said Bruce Sellers, vice president, marketing, Prism, a Philadelphia-based regional pay-cable programmer. Sellers was also the chief representative of the associate members (suppliers) participating in the show. Paid registration at the end of last Tuesday (Oct. 26), the first day of the show was said to be around 1,600—600 more than anticipated. Total attendance was over 2,100.

There was also talk of a much larger show next year, with more operators from such states as Virginia, West Virginia, Ohio and Connecticut attending. And the four state cable associations that put this year's show together—associations representing operators in New York, New Jersey, Pennsylvania and Maryland/Delaware—will continue to encourage state groups representing New England operators to join in the effort. (The group said they made money, but didn't know how much.) The New England operators remain staunchly committed to having their own regional show, but have not ruled out participating in the Atlantic City Show in the future.

Southern cable operators will probably not join forces with the Atlantic or New England groups in the near term to put on



an Eastern Show comparable in scope to the Western Show. At least that was the general feeling expressed last week. A major obstacle is that southerners are committed to convening their Eastern Show in Atlanta for the next several years.

Atlantic Show coordinators last week indicated that after the 1983 show, a new site may be tapped with better facilities, most likely in the Baltimore/Washington area or in New York, a major MSO base. □

Kahn gives sentry speech

Cable pioneer tells Atlantic Show attendees not to rest on past accomplishments and to gear for advances of new technologies

Cable operators should take more advantage of the only quality that separates them from competing technologies, cable's position as a community-based service. That was the word from Irving Kahn, chairman and president of Broadband Communications, in his keynote address at last week's Atlantic Cable Show in Atlantic City.

Kahn congratulated the four state cable associations that put together the conference representing operators from New York, New Jersey, Pennsylvania and Maryland/Delaware. "I applaud the

wisdom of pooling your efforts," he said. "You're creating a critical mass [needed] for more effective lobbying on key issues, more effective brainstorming and problem solving [and] more cohesive regional marketing approaches." And in time, Kahn suggested, Eastern operators will reap many political and social benefits from regionalization, a concept already "mastered" by cable groups in the West and South.

"No industry can consider itself so firmly entrenched that it can sit on its laurels," Kahn said. He pointed to the show's host city, which has given Las Vegas competition for gambling revenues. "And if you substitute a signal for a slot machine and a [cable] system for a casino," he said, "a message emerges."

The cable television industry as it first emerged "no longer exists," he said, and those in the business must use the new technologies to their best advantage. Why? Because consumers are already developing a "hands-on" familiarity with new equipment such as home computers and word processors.

And cable operators must keep up. "I shudder to think of the 12-channel systems represented at this convention," said Kahn. Intentions to upgrade are not enough, he said, as evidenced recently in Marquette, Mich., where the city initially refused to renew Cox Cable's franchise. In that case, a group of local investors proposed a 54-channel system and Cox now finds itself in a refranchise fight. Those who think they can put off plans to improve their systems, will end up "with egg on their face" come renewal time, and perhaps earlier than that. "The public knows what's out there," warned Kahn, and will "punish those who withhold those [services]."

Kahn quoted a recent article comparing the use of personal computers in the 1980's to "what forks, plates, and glass window panes were to the 16th century—luxuries for the rich about to become utilitarian necessities for the many."

Personal computers are "paving the way for the widespread introduction of in-house terminal capabilities, by which it will then be possible to interface with a vast number of other devices all linked together in a master telecommunications system," Kahn said.

Cable operators who successfully meet the competition will be those who upgrade without pressure, utilize the best technology and, perhaps most important, "put the concept of community back into the CATV business." Customer service, local-program origination and greater interac-

tion with local institutions are activities demanding attention, he said. "It means, in short, doing all the things that no alternative system shooting its signal into town from somewhere in outer space can ever hope to achieve on a local level."

Kahn emphasized that threats from emerging new technologies are not hollow. "I view [them] with the utmost respect," he said. And for those skeptics in the cable industry who take planned DBS services lightly or as technologically unfeasible, Kahn was not encouraging. How can anyone "glibly dismiss" a service before start-up? he asked. He suggested that the head of a major MSO who recently made such a remark "has apparently confused a fear of DBS with an understanding of DBS." DBS is a real threat, said Kahn, and 40-channel DBS and perhaps interactive DBS may not be too far down the road.

Kahn also pitched a new concept in cable technology which his firm, General Optronics Corp., and the Mitre Corp. are experimenting with in McLean, Va.—line-of-sight laser transmission systems that could be applied to cable. The laser link, said Kahn, is capable of operating at bandwidths of 1 ghz and of transmitting over distances of 16 or more kilometers. Such a link could "serve the most modern of big-city cable systems or certain key point-to-point signal transmission needs." While that technology could be incorporated within a cable system, "might it also not some day supplant the cable altogether, as an invisible web of laser beams crisscrosses over our heads carrying multiple signals throughout the streets of our cities?" Regardless of the answer, said Kahn, that possibility and many others are worth thinking about.

Examining the municipal ownership question in Atlantic City

At last count there were 36 municipally-owned cable systems in the U.S., reported Barbara Lukens, vice president, planning, Comcast Communications, at a panel session on that subject at last week's Atlantic Cable Show. The systems are, for the most part, quite small (500 subscribers or less) with the notable exceptions Frankfort, Ky., (7,300 subscribers) and San Bruno, Calif., (5,000 subscribers). In most cases where systems are owned by local governments, cable operators declined to bid for the franchises for fear that they would not be profitable.

Several city governments are now contemplating whether they should own outright or have some interest in cable systems planned for their communities, including Cleveland; Palo Alto, Calif.; Cambridge, Mass., and Jersey City, N.J. Others have studied, and ultimately rejected the idea, including Syracuse, N.Y. And in still other cities the voters, by referendum, have refused to let their elected officials invest tax dollars in cable ownership, as in St. Paul.

The cable industry has lobbied against municipal ownership of systems for years. Lukens, who moderated the session, spoke of the "golden goose" mentality

possessed by some governing bodies which hope that cable ownership can remedy their fiscal woes.

Gerald McCann, mayor of Jersey City, represented the city point of view. "At a minimum I should explore the issue," he said, before ruling out municipal ownership.

And for the time being, exploring issues is about all Jersey City can do. Its franchising process was frozen earlier this year by a state court, which is handling the appeal of a cable company to which the city initially awarded a franchise in 1981. The award was not approved by New Jersey's cable authority, however.

McCann said that cable should be "more than just an entertainment service." And with Jersey City lying just across the Hudson river from Wall Street, McCann has high hopes that cable in his city will "serve as a tool for commercial growth."

The mayor pointed to a number of perceived benefits to municipal participation, including "more secure financing, ease of construction, greater accountability, more simplified franchising and renewal and greater revenues to provide public services."

"Municipal participation in cable ownership has not been given a fair hearing," he said.

Bill Strange, vice president, corporate development, Sammons Communications, who has worked with the NCTA against municipal ownership, said that

"government should be a protector and not a provider" of services to its constituency, except for essential services. "No municipality should have the right to put tax dollars at risk. [And cable] is an entrepreneurial business." Strange also argued that operators in only a few urban markets were earning a profit today—San Diego, New York and maybe Tulsa, Okla.

Jack Matthews, a communications attorney with Dow, Lohnes & Albertson, said the issue was a "lawyer's dream . . . a complicated can of legal worms," with little legal precedent.

The pending Goldwater cable bill would allow for municipal ownership, he said. But cities buying out an operator upon expiration of a franchise would have to do so on an "on-going-business basis," requiring arbitration. But he said there were still many unresolved legal questions concerning government control of programming, whether a municipally-owned corporation can operate at a profit and how local governments can use bonds to finance a system.

Syracuse Cable Systems' John Chapple was employed by the city of Syracuse in the early 1970's when it was studying municipal ownership. Proponents, he said, believed it was the only way "to get everything the city wanted" from cable including two-way capability, security services and a broad range of program services. A city study found that a 400-mile-plant system could be constructed in one year at

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a cost of \$4.5 million, financed over 10 years. It was thought the system could make between \$700,000 to \$1 million after two years of operation. But nagging questions remained, said Chapple, such as local politics, citizen support, state approval and bond financing. In 1977 the Syracuse common council rejected municipal ownership by one vote. In the end, Chappel explained, the swing vote reasoned that "the risk was too great," and "hindsight says it was a very wise decision."

The Rogers Cablesystems subsidiary, which was awarded the franchise, needed two years to build the system, at a cost of \$11 million. The company has lost a total

of \$6 million since startup in 1979, said Chapple.

Atlantic Show's legislative update: Problems with getting bills through on time and fees set by CRT two weeks ago

"I wish I could bring you good news," said Christopher Coursen, communications counsel to the Senate Commerce Committee, "but the chances of passage for S. 2172 and H.R. 5949 are almost nonexistent" this year. Coursen was referring to Senator Barry Goldwater's (R-Ariz.) cable deregulation bill and the cable copyright bill, respectively. His remarks

came during a panel session on crucial regulatory and legislative issues facing cable nationally. He was joined by NCTA President Thomas Wheeler and Thomas Rogers, counsel to the House Telecommunications Subcommittee. Moderating the session was Frank Scarpa, president, National Video Systems, Vineland, N.J.

Coursen indicated that Senator Slade Gorton (R-Wash.), who has been working closely with the National League of Cities, "feels strongly enough to go to the floor with [three] amendments" to the Goldwater bill, which Goldwater and Senator Robert Packwood (R-Ore.) "firmly" oppose. Gorton's amendments propose both regulation of rates and services, and elimination of the renewal section of the bill.

While it is possible that the Goldwater bill would get to the floor in the session's remaining three weeks, Coursen said it's Gorton's "prerogative to delay the legislation. If he does, we'll just stop and reintroduce it" as soon as the Senate reconvenes next year. Coursen said that perhaps two days of hearings would be held on the bill and its amendments, after which it would go to the floor. "And by then I hope you all will be actively involved," said Coursen to the cable operators attending the session.

"The issues are on your side," from the Senate Commerce Committee perspective, said Coursen. Yet, "the cities beat you last year and they're beating you now ... But you have the advantage"—the voices of cable subscribers. He said that operators could exploit that advantage by educating their subscribers about the bill and its potential benefits (essentially service at a lower cost) and encouraging them to communicate their views to their senators and representatives. (Coursen noted that was how AT&T successfully lobbied against H.R. 5158, Representative Tim Wirth [D-Colo.]'s telecommunications bill, withdrawn earlier this year.) Educational tools at the operator's disposal include inserts to monthly bills and access programming.

The cable copyright bill will have a slim chance of being acted upon in the current session because it's controversial and going "nowhere," said Coursen. And the only way it will pass, he said, is if "an accommodation is made to the dissident groups." Those groups include MDS, LPTV and DBS operators who have been excluded from the must-carry provisions, and sports interests which are demanding more compensation for their product from operators and common carriers.

And Coursen said that "the sports people cannot be rolled. They are rich political contributors who have [in many cases] personal relationships with senators." And "it only takes one senator to filibuster a bill," he added.

While the copyright controversy is still unresolved, Wheeler characterized it as one of "yesterday's issues." That is not to say it isn't an issue of concern, he said, but it has peaked "as a controlling issue because broadcasters' attempts to shut down cable have failed." The broadcasters

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feel they "can co-exist" with cable.

Wheeler said that although retransmission of broadcast signals is "a mainstay of the cable business, it's becoming less and less important as satellite programming services grow."

And while compromise copyright legislation worked out among the NAB, NCTA, MPAA, PBS, CATA and religious broadcasters may not pass this year, Wheeler noted the achievements within the proposed legislation, including retention of the compulsory license and up to 20% reduction in must-carry obligations.

Wheeler was critical of rate increases recently imposed by the Copyright Royalty Tribunal. Topping the list of "bad news" is the CRT decision to increase copyright liability fees for the top-50 markets by 75%, said Wheeler. Nor was he pleased with the adjusted rate (3.75% of gross revenues) for each new distant signal added by a cable system. "It's hard to imagine paying that much for some satellite services," he said, adding that it's an "excessive judgment."

He said the CRT adjustments appeared not to be based on the facts and were "grounds for appeal." He said that would be his recommendation when the NCTA executive committee met to decide whether to appeal the CRT rulings. (BROADCASTING, Oct. 25).

Both houses of Congress have passed legislation eliminating the sunset provision of the current pole-attachment fee formula. Wheeler said that action will save the cable industry some \$40 million a year. And Judge Harold Greene's efforts to prohibit AT&T from entering cable and related information businesses for the next seven years, he said, insure that "cable will live until tomorrow."

Noting successful efforts by the National League of Cities to stop the Goldwater bill, Wheeler nevertheless insisted that "there will be cable TV legislation." But the immediate prospects for such are not bright, he conceded, noting that "discussions to date" with the league "have not been encouraging in terms of talking about true compromise."

Rogers said that the cable industry has done a good job of making its concerns heard on Capitol Hill, yet AT&T's massive lobbying campaign has been more effective. He said that some congressmen have reported receiving more mail on the withdrawn Wirth bill than they did "during the entire duration of the Vietnam war." The AT&T effort did not convince many on the Hill that their view was correct, insisted Rogers. "They resorted to the tactic of delay," he said. □

Cable session discusses two sides of leased access issue

Government access to cable: is the need real? That was the question posed at one panel session during last week's Atlantic Cable Show.

Addressing the issue from the governmental perspective was J. Hugh Nichols,

President's report. When all the numbers are toted, the nonprofit Public Service Satellite Consortium and its for-profit subsidiary, Services by Satellite Inc. (SatServe), will have grossed more than \$3.5 million for the 1982 fiscal year, according to PSSC President Elizabeth Young. As of Sept. 30, Young reported to the PSSC board prior to PSSC's annual conference, the PSSC rolls listed 105 members, including colleges, universities, medical institutions and associations, libraries and unions. Besides disseminating information on satellite usage to its membership, Young said, the PSSC logged 756 hours of operation by its Denver satellite uplink and television studio and 200 hours of operation by its transportable earth station.

PSSC's National Satellite Network, meanwhile, she said, coordinated 29 teleconferences and assisted in six others. In SatServe's first year of operation, she said, it turned a profit, coordinating teleconferences, conducting studies and sponsoring a satellite networking conference. SatServe's "most ambitious undertaking" in fiscal 1982, she said, was its planning of the Campus Conference Network, which will become operational next year. The network of satellite earth stations at college and university campuses, she said, will "provide PSSC and SatServe with a dedicated, high-quality system with which to serve teleconferencing and other clients."

county executive for Howard county, Md. "There is a real need for local government access," said Nichols, but more for "self-defense than self-promotion." He argued that the media, as an institution, "considers government as an institution as a natural enemy." The media perceives government as a body "making laws to limit and restrict public access to information," he said.

How did the notion of government access first come about? "I suspect they just found they could demand it and they did," answered Nichols.

Nichols's own experiences with government access programming have been less

than encouraging. "It's nonprofessional programming," he said, which can't compete for viewer attention with more traditionally programmed channels. "I hope I never get caught on that channel [again]," he said.

Such programming on the Howard county cable system (Storer-owned), Nichols said, "is never viewed on a regular basis except by a few political activists," watching themselves or their opponents. He added that Howard county's government-access channel never "helped me get my point across ... I've leased it back to the system."

"It's a question of ratings," said the

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Rev. Jack O'Rourke, associate professor of communications at Villanova University of Philadelphia. And the ratings aren't so hot on government access because the typical programming fare—"talking heads and council meetings"—is not attractive among the general viewing public.

Perhaps programs like *Family Feud* or *Let's Make a Deal* would attract more viewers to government access, said O'Rourke. Or perhaps governments should be charged an hourly fee "for not using it. They'd move pretty quickly to fill that channel," he said.

The state and the county levels of government should be "reinforced" on access channels as well as the local level, said O'Rourke, so that the viewer is provided with a "sense of being served by them."

Cablevision's Arthur Thompson said that subscribers to the company's Long Island systems have a sense of being "ignored" by the media in New York. "We've tried to be innovative in providing time to government, religious and civic groups." One problem is that some groups expect Cablevision to handle their programming needs from concept to final editing and often have no idea how much work goes into producing even a small program, he said. He said the company tries to limit its role to that of advisor and provider of facilities. The company does provide a yearly grant to the archdiocese of Rockville Center, which in turn helps vari-

ous religious groups produce programs.

The company has two access channels on its Hempstead, N.Y. system, and encourages production of shorter and perhaps more frequent programs. Access programming, said Thompson, "is seen by

the public as our way of serving the community."

While the company usually "does not care what is said," on access programming, it insists that access programmers "meet strict technical requirements." □

Changing Hands

PROPOSED

WHCT-TV Hartford, Conn. □ Sold (distress sale) by Faith Center Inc. to Interstate Media Inc. for \$4,875,000. **Seller** is Glendale, Calif., religious organization headed by W. Eugene Scott, pastor and president. It also owns KHOF-FM-TV San Bernardino, Calif., and KVOF-TV San Francisco. In 1980 Faith Center filed petition seeking distress sale of its three TV's for \$15 million after 1977 renewal application for KHOF-TV had been designated for hearing on grounds of alleged fraudulent fund raising (BROADCASTING, May 25, 1980). FCC dismissed KHOF-TV license renewal application and denied distress sale of KVOF-TV and WHCT-TV which U.S. Court of Appeals later affirmed (BROADCASTING, April 26). Currently KVOF-TV and KHOF-FM are in comparative hearings with competing applicants. Faith Center has appealed KHOF-TV case to Supreme Court. **Buyer** is owned by Joseph D. Jones, Los Angeles radio consultant and former director of minority

affairs at KHJ(AM)-KRTH(FM) Los Angeles. WHCT-TV is independent on channel 18 with 158 kw visual, 31.6 kw aural and antenna 6,405 feet above average terrain.

KOOO(AM)-KESY(FM) Omaha, Neb. □ Sold by Centennial Communications Inc., debtor-in-possession, to Richard Marshall Capital Corp. for \$3 million. **Seller** is owned equally by Bruce Mayer and Marshall R. Hambric, who have no other broadcast interests. Hambric will keep interest in new group. **Buyer** is owned by Sherry Sanders (49%), Media Financial Corp. (40%) and Ernest McRae (11%). Media Financial Corp. is principally owned by Marshall Hambric. Sherry Sanders is wife of Mack Sanders, group owner of four AM's and two FM's who sold KOOO-KESY Omaha, Neb., to Centennial Communications for \$1.2 million (BROADCASTING, Jan. 16, 1978). McRae owns 40% of KBRL(AM) McCook, Neb., and 40% of KFNF(FM) Oberlin, Kan. Hambric is president and half owner of seller. KOOO is 1 kw daytimer on 1420 khz. KESY is on 104.5 mhz with 31 kw and antenna 285 feet above average terrain.

WSHO(AM) New Orleans □ Sold by Swanson Broadcasting Inc. to Cascade Louisiana Inc. for \$920,000. **Seller** is Tulsa, Okla.-based group of four AM's and two FM's principally owned by Gerock Swanson. Swanson group includes KRMG(AM) Tulsa; KKNG(FM) Oklahoma City; WBYU(FM) New Orleans; KFGZ(AM) Fort Worth, and KKYS(AM) San Antonio, Tex. This year it sold KEGF(FM) Dallas-Fort Worth for \$8.5 million (BROADCASTING, March 8) and KWKN(AM) Wichita, Kan., for \$450,000 (BROADCASTING, Aug. 30) and KGCS(FM) Derby, Kan. (see below). **Buyer** is subsidiary of Cascade Broadcasting Corp., which is owned by David Jack. He owns KBIF(AM) Fresno, Calif.; KLIQ(AM) Portland, Ore.; KNTA(AM) Santa Clara, Calif., and KUDY(AM)-KICN(FM) Spokane, Wash. WSHO is 1 kw daytimer on 800 khz.

WQII(AM)-WZNT(FM) San Juan, P.R. □ Sold by Pueblo Communications Inc. to Huella Broadcasting Corp. for \$850,000. **Seller** is subsidiary of Pueblo International Corp., publicly traded San Juan-based corporation principally engaged in supermarket business in Puerto Rico. Harold Toppel is chairman and Manuel I. Vallecillo is president. It has no other broadcast interests. **Buyer** is owned equally by brothers Francisco M. and Carlos A. Vazquez Santoni, and brothers Luis E.

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Dubon Jr. and Manuel H. Dubon, and A.A. Saul Romay. Francisco Vazquez and Dubons are San Juan attorneys. Saul Romay is Buenos Aires businessman. None have other broadcast interests. WQII is on 1140 khz with 10 kw full time. WZNT is on 93.7 mhz with 50 kw and antenna 280 feet above average terrain.

WKRS(AM) Waukegan, Ill. □ Sold by News-Sun Broadcasting co. to WKRS Inc. for \$650,000. **Seller** is subsidiary of Keystone Printing Service Inc., which publishes daily Waukegan *The News-Sun* and weekly Libertyville, Ill., *The Independent Register*. Keystone Printing Service Inc., is owned by heirs of late William L. Just. **Buyer** is controlled by Roger E. Kaplan, who is principal owner of WXLC(FM) Waukegan. WKRS is 1 kw daytimer on 1220 khz. **Broker: Blackburn & Co.**

KDCE(AM) Espanola, N.M. □ Sold by Chamisa Broadcasting Inc. to Richard L. Garcia Broadcasting Inc. for \$625,000. **Seller** is owned by James Hoffman and Jon van Wambeck (50% each) who earlier sold co-located KBSQ(FM) for \$250,000 (BROADCASTING, July 20), and have no other broadcast interests. **Buyer** is owned by Richard L. Garcia, who is station manager at KDCE and has no other broadcast interests. KDCE is 1 kw daytimer on 970 khz.

WIZY-AM-FM Gordon, Ga. □ Sold by Sun Coast Radio Inc. to Broadcast Services Inc. for \$550,000. **Seller** is owned by Marshall Rowland and wife, Carol, who also own WVOJ(AM)-WQIK(FM) Jacksonville, Fla. They recently bought WVOJ for \$600,000 (BROADCASTING, Sept. 27). **Buyer** is principally owned by Charles E. Giddens. He is general manager of WPGC-AM-FM Morningside, Md., and has no other broadcast interests. WIZY is 5 kw daytimer on 1560 khz. WIZY-FM is on 107.1 mhz with 850 w and antenna height 565 feet above average terrain. **Broker: Blackburn & Co.**

□ Other proposed station sales include: KYAK(AM)-KGOT(FM) Anchorage and KIAK(AM)-KORZ(FM) Fairbanks, Alaska (BROADCASTING, Oct. 18); KABN(AM) Long Island, Alaska; KBEE-AM-FM Modesto, Calif., and KOH(AM)-KNEV(FM) Reno, Nev. (BROADCASTING, May 24); WAVZ(AM) New Haven and WKCI(FM) Hamden, Conn. (BROADCASTING, June 14); WDWD(AM)-WHIA(FM) Dawson, Ga. (BROADCASTING, Aug. 25); WXKE(FM) Fort Wayne, Ind. (BROADCASTING, Oct. 25); WAVV(FM) Vevay, Ind.; KKAT(FM) Lyons, Kan.; WLME-TV New Bedford, Mass.-Providence, R.I. (BROADCASTING, Sept. 6); KYMN(AM) Northfield, Minn.; KWEB(AM)-KRCH(FM) Rochester, Minn. (BROADCASTING, Oct. 25); WESE(FM) Baldwin, Miss. (BROADCASTING, Oct. 25); KFBD-AM-FM Waynesville, Mo. (BROADCASTING, Oct. 18); KKBK(AM) Aztec, N.M.; KGAF-FM Gainesville, Tex. (BROADCASTING, Oct. 25); KLUE(AM) Longview, Tex. (BROADCASTING, Oct. 25); KOLE(AM)-

KZOM(FM) Port Arthur-Orange, Tex. (BROADCASTING, Aug. 23); KMO(AM) Tacoma, Wash. (BROADCASTING, Oct. 25). (See "For the Record," page 66.)

APPROVED

WLOL(FM) Minneapolis □ Sold by Liggett Broadcasting Group to Emmis Broadcasting Corp. for \$6 million. **Seller** is owned two-thirds by Robert G. Liggett and one-third by N.L. Bentson. Liggett is principal owner of WFMK(FM) East Lansing, WZZR(FM) Grand Rapids, WHNN(FM) Bay City, all Michigan, and WCAY(AM)-WZLD(FM) Cayce, S.C., plus cable systems in Michigan. Bentson is president and one-third owner of Midcontinent Broadcasting Co., which owns two AM's, three FM's and three TV's, plus cable systems

in South Dakota and Nebraska. **Buyer** is principally owned by Jeffrey H. Smulyan and Michael S. Maurer, who also are principal owners of WENS(FM) Shelbyville, Ind. WLOR is on 99.5 mhz with 100 kw and antenna 880 feet above average terrain.

WDRQ(FM) Detroit □ Sold by WDRQ Inc. to Amaturio Group Inc. for \$5 million. **Seller** is subsidiary of diversified Jacksonville, Fla.-based Charter Co., which also sold, subject to FCC approval, its other six radio stations to Surrey Broadcasting for \$32 million (BROADCASTING, Dec. 14, 1981). John Bayliss is president of Charter Broadcasting Group. **Buyer** is Fort Lauderdale, Fla.-based group owner of two FM's and four TV's headed by Joseph C. Amaturio, president. WDRQ is on 93.1 mhz

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with 20 kw and antenna 500 feet above average terrain.

WEZF-TV Burlington, Vt. □ Sold by International Television Corp. to Champlain Communications Inc. for \$4.5 million. **Seller** is principally owned by Donald G. Martin, who also is principal owner of co-located WEZK-FM and WHOS(AM)-WDRM(FM) Decatur, Ala. **Buyer** is principally owned by Philip J. Lombardo, former president of Corinthian Broadcasting, New York-based group owner of six TV's. Lombardo is joined by Hartstone & Dickstein Inc., Hartford, Conn.-based investment banking firm headed by Barry Dickstein, president. WEZF-TV is ABC affiliate on ch. 22 with 1,000 kw visual, 100 kw aural, and antenna, 2,753 feet above average terrain.

WTON(AM) Staunton, Va. □ Sold by Augusta County Broadcasting Corp. to Ogden Broadcasting of Virginia Inc. for \$1.65 million. **Seller** is principally owned by Albert C. Schmick (78.74%), Florence S. Howanitz (17.32%) and William Duncan (3.93%), who have no other broadcast interests. Station was bought in 1973 for \$415,000 (BROADCASTING, Aug. 20, 1973). **Buyer** is subsidiary of Ogden Newspapers Inc., group of 28 stockholders and publisher of *Wheeling* (W. Va.) *News Register*. G. Ogden Nutting is president and general manager. It also has bought WMNB(FM) (and CP for new AM) North Myrtle Beach, S.C., for \$1.5 million (see below). WTON is on 1240 khz with 1 kw day and 25 w night.

WJNL-TV Johnstown, Pa. □ Sold by Cover Broadcasting Inc. to Leon A. Crosby for \$1,590,000. **Seller** is subsidiary of Jonel Construction Co., which is owned by John E. Gelormino who also owns co-located WJNL-AM-FM. **Buyer** is former 48% owner of KBSA-TV Guasti, Calif., which was sold for \$3.7 million (BROADCASTING, June 14). He also owns 25% of new UHF applicant for Richardson, Tex. (BROADCASTING, Dec. 10, 1980) and is former president and owner of KEMO-TV San Francisco, which was sold for \$9.85 million (BROADCASTING, Sept. 21, 1980). WJNL-TV is independent on ch. 19 with 175 kw visual, 10.47 kw aural, and antenna 640 feet above average terrain.

WMNB(FM) (and CP for new AM) North Myrtle Beach, S.C. □ Sold by North Myrtle Beach Broadcasting Corp. to Ogden Broadcasting for \$1.5 million, including \$400,000 for consultancy. **Seller** is owned by Harry D. Dunnagan and family, who have no other broadcast interests. **Buyer** is subsidiary of Ogden Newspapers, publisher of *Wheeling* (W. Va.) *News Register*. G. Ogden Nutting is president and general manager. It also bought WTON(AM) Staunton, Va. (see above). WMNB is on 105.5 mhz with 3 kw and antenna 300 feet above average terrain. AM CP is for 900 khz with 500 w day.

WLAG(AM)-WWCG(FM) La Grange, Ga. □ Sold by La Grange Radio Inc. to LWB Atlanta Corp. for \$1,370,000. **Seller** is owned by Paul Reid, who this year also

sold WBHB(AM) Fitzgerald, Ga., for \$350,000 (BROADCASTING, April 26), and has no other broadcast interests. Stations were bought in 1975 for \$285,000 (BROADCASTING, Sept. 15, 1975). Terms are \$350,000 at closing in notes, and balance to be paid over 20 years at 10% interest. First 15 months will be interest only, deferred and added to note to become principal. **Buyer** is principally owned by C.J. Lawrence Investment Co., New York, and Robert L. Williams. Jim Moltz is president of C.J. Lawrence, which has no other broadcast investments. Williams is former marketing director at McGavren Guild, New York, station representative and owner of WHLI(AM)-WKJY(FM) Hempstead, N.Y., which he bought in 1979 for \$1,417,750 (BROADCASTING, Feb. 9, 1979). WLAG is on 1240 khz with 1 kw day and 250 w night. WWCG is on 104.1 mhz with 29 kw and antenna 220 feet above average terrain.

KANC(AM) Anchorage □ Sold by Mount Susitna Broadcasting Corp. to Community Anchorage Broadcasting Corp. for \$1,106,750. **Seller** is subsidiary of Yukon Broadcasting Inc., which is owned by Jacqueline Lindauer, who has no other broadcast interests. Lindauer bought station in 1980 for \$530,730 (BROADCASTING, Oct. 20, 1980) and sought waiver of three-year rule on grounds of financial distress. **Buyer** is subsidiary of Community Pacific Broadcasting Corp., which is owned by David J. Benjamin, chairman, Charles W. Banta, president (34% each), Bert Lyon & Co. (23.8%) and four others (1.8% or less each). CPBC is Gresham, Ore.-based group owner of four AM's and one FM that also bought, subject to FCC approval, KFIV-AM-FM Modesto and KTOM(AM)-KWYT(FM) Salinas-Monterey, all California, for \$5.65 million (BROADCASTING, July 5). KANC is on 1080 khz with 10 kw full time.

KGCS(FM) Derby, Kan. □ Sold by Swanson Broadcasting Inc. to Misco FM-96 Ltd. for \$750,000. **Seller** is Tulsa, Okla.-based group of four AM's and two FM's principally owned by Gerock H. Swanson, president. It bought KGCS (formerly KDRB) for \$400,000 (BROADCASTING, Jan. 4, 1980). Swanson also has sold KEGF(FM) Dallas-Fort Worth for \$8.5 million and KWKN(AM) Wichita, Kan., for \$450,000 (BROADCASTING, Aug. 30) and, subject to FCC approval, WSHO(AM) New Orleans for \$920,000 (see above). **Buyer** is subsidiary of Misco Broadcasting Corp., which is principally owned by Misco Industries. S.O. Beren is president and 36% owner. Misco Broadcasting is licensee of KAKZ(AM) Wichita, Kan., and is applicant for new FM at Haysville, Kan. (BROADCASTING, May 3). KGCS is on 95.9 mhz with 3 kw and antenna 300 feet above average terrain.

□ Other approved station sales include: WMCF(TV) [CP] Montgomery, Ala.; KCRJ-FM Cottonwood, Ariz.; KURA(AM) and KRND(FM) [CP] Moab, Utah; (see "For the Record," page 67).

September, 1982

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NTA/LPTV show looks to making new medium work

Convention, with Quello and Bortz as speakers, will examine ways to operate stations successfully

What does the future hold for low power television?

Hard answers to that fundamental question are being sought this week by the 500 participants expected for the National Translator/Low Power Television Association's three-day annual convention and exhibition which takes place today (Nov. 1) through Wednesday at the Alladin hotel in Las Vegas.

The 20th annual meeting of the group will focus on "the basic elements of developing a successful low-power broadcasting facility," through sessions addressing such topics as: "The How To's of Sales and Marketing," "Economics of LPTV Station Operation," "A Systems that Works—Alaska LPTV," "Practical Translator Operations" and "Making STV Work in LPTV Operations."

A "profit-planning computer program" will be introduced at the convention, designed to provide projections on expenses, revenues and profits for low-power station operators. Use of the computer and copies of its program will be made available to delegates at no charge.

Other practical pointers will come from John Boler, first LPTV licensee, reporting on the first 11 months of operation of his UHF station in Bemidji, Minn.

According to NTA/LPTV President Paul Evans, David and Diana Hall of Ponca City, Oklahoma, will join Boler in describing their experiences during two years of difficulty in securing an LPTV license and building a facility. "We plan to give people some very crucial practical information on how to go about operating an LPTV station," Evans told BROADCASTING last week. "People should come away with a much better understanding of what's involved."

FCC Commissioner James H. Quello will set the convention's tone in his Monday keynote luncheon address on the new telecommunications environment. A projection of low power's role in the new video marketplace will be offered during the Tuesday evening banquet by Paul Bortz, a managing partner in the communications research firm of Browne, Bortz and Coddington.

Other scheduled speakers include: NTA legal counsel, Leon Knauer; SelecTV president, John Calvetti; Maximum Service Telecasters president, Tom Paro; United Satellite Corp. president, Robert Howard; Turner Broadcasting System executive Tom Todd, and Frank Rees, president of Rees STV Program Associates.

An update on the FCC's actions in processing more than 7,000 LPTV and translator applications will be given by Quello and Clay Pendarvis of the commis-

sion's Broadcast Bureau. Discussion is also planned on spectrum allocations involved in the land mobile controversy over the use of UHF channels 14-20 in certain parts of the country.

The NTA/LPTV Association is emphasizing the need to make low power a profitable medium, contending that "the entire process for developing a low-power station doesn't end until it is earning a respectable cash flow." All together, more than 20 individual seminars and workshops are scheduled during the three-day convention, which will wind up Wednesday at 1 p.m. □

Chasing MDS pirates

Operators discuss ways to thwart signal thieves, are urged to lobby for change in ITFS allocations

Establishing a multichannel MDS service and making pirates who pluck MDS signals off the air walk the gangplank were uppermost in the minds of MDS operators and entrepreneurs attending the National Association of MDS Operators (NAMSCO) meeting in Washington.

Attendees were warned by FCC staff members, House Telecommunications

Subcommittee staffers and Washington communications attorneys that the commercial MDS community would have to beef up its campaign if it wanted a favorable outcome of proceedings at the FCC to reallocate part of the Instructional Fixed Television Service spectrum for MDS and congressional adoption of the Wirth-Waxman bill to crack down on unauthorized interceptions of MDS transmissions.

What the FCC will decide and when it will decide it on reallocation of the ITFS channels is still unknown, according to Jim Green, chief of the policy analysis branch of the FCC's Broadcast Bureau. But Green emphasized it was a "very high priority" for both the commissioners and the FCC staff. He also could not say when the Microband Corp. and Contemporary Communications Corp. multichannel MDS applications would be granted. Microband has submitted its application as comments to the reallocation proceeding and CCC filed its independently as a new service.

Other than pirates who rob MDS operators of revenue, the MDS operator's other great obstacle is overcoming heavy lobbying from the public and religious broadcasting sectors. Steve Bell, a Washington communications attorney, said noncommercial entities who stand to lose some of their ITFS channels if the FCC goes ahead



Moving up. Chicago's pioneer UHF station, wciu-tv, has announced a target date of Dec. 15 for completion of its new antenna and transmitter atop the Sears Tower there. The channel 26 independent currently operates with an antenna 650 feet above ground on top of the Board of Trade building. Wciu-tv said the move, to cost in excess of \$2 million, will increase its grade B coverage by 49.4%, from 2,645 square miles to 3,953 miles, in Chicago and adjacent areas of Wisconsin and Indiana. Installation will include a custom-made state-of-the-art antenna from the Alan Dick company of Cheltenham, United Kingdom. The station currently devotes 40% of its weekly schedule to Hispanic programming, with 20 hours weekly of religious programming plus segments in 10 languages for other parts of Chicago's ethnic makeup. Business news and sports are also emphasized. Weigel Broadcasting Co., wciu-tv's licensee, further reported that it plans to put its new channel 55 outlet in Milwaukee on the air at the same time as the Chicago changeover. Wciu-tv initially will operate the Milwaukee outlet as a duplicator of its Chicago programming with local programming in the latter city to be phased in later.

Signing the contract for the new Chicago installation was Howard Shapiro, president and principal owner of wciu-tv, as Philip C. Chinn, national manager of Sears corporate properties operations, look on.

with reassignment have been "actively patrolling the halls of the FCC" to keep the current assignments. The solution, most agreed, lies in compromise. Washington attorney Erving Gastfreung suggested time-sharing as a possible solution for MDS operators and educational ITFS users; in particular Gastfreung suggested a "telecourse" with an educational institution programing a time-shared MDS channel.

As the MDS industry gains momentum so does its potential to compete against cable. MDS operators warned that if MDS operators persist in calling their product "wireless cable," then "you'll be treated like one" and invite overregulation. Lee Bertman, president of the Bertman Group, Washington, said that "MDS may represent a form of threat the cable industry doesn't really want to talk about." Bertman noted that the cost of building "megachannel" cable systems often far exceeds estimates while single-channel MDS systems "rather tenaciously hold on to subscribers." In part because of the high construction costs, Bertman predicted, cable will move over into the sophisticated interactive services while the MDS systems become 24-hour premium services.

Thomas Rogers, counsel to the House Telecommunications Subcommittee, said in a luncheon address to the group that the Wirth-Waxman antipiracy bill could be passed expeditiously if the MDS industry closed ranks and lobbied with force on

Capitol Hill. An often heard complaint, Rogers said, is from the MDS operator who believes his voice cannot be heard because his congressman is not on the Telecommunications Subcommittee. But congressmen talk to one another, Rogers explained, and passage of the antipiracy bill "requires that each of you work hard for it . . . congressmen must hear" from MDS operators, he said. Members of the House Commerce Committee, to which the Telecommunications Subcommittee reports, are unfamiliar with the need for piracy laws, Rogers explained.

In a separate panel session on piracy, Steven Weschler, executive vice president, Marquee Television Network, Rockville, Md., an MDS system serving 37,000 subscribers in the Washington area, said: "Piracy is a fact of life; it's the cost of doing business." "I look at piracy like drugs," Weschler said, adding that the problem should be treated like a drug problem: Distribution must be cut off at its source. Weschler said that Marquee Television requested local newspapers to withdraw classified and display advertisements for microwave antennas and it pays its technicians \$5 for each unauthorized antenna they discover. Marquee has discovered 700 unauthorized antennas so far, Weschler said, and it writes a letter to the user explaining Marquee will prosecute the user unless the pirate agrees to become a paid subscriber. Weschler reported Marquee's crack-down campaign has been successful in reducing the number of pir-

ates "We've taken a very hard line," Weschler said; "we've been accused of harassing people; we kind of like that."

In Los Angeles the piracy problem has grown so out of control that one MDS operator has hooked up with the pirates and engaged them as approved agents for distributing the microwave antennas, according to Mark Edelman, a NAMSCO director and former vice president for operations at California Subscription Television, a Los Angeles MDS system. Edelman said he resigned because his company decided to do business with the pirates and permit them to market the antennas in return for compensation for each subscriber obtained. Edelman also said that the company is awarding franchise fees to each formerly unauthorized distributor, which he said number over 50. Edelman estimated that at the time he left the company there were about 13,000 paying subscribers and 100,000 pirates. He said there is no way to check the number of antennas the independent and formerly unauthorized distributors have sold and therefore no way to collect full compensation. "These people were stealing from us last week. Now we're in bed with them," Edelman said. □

NAB executive committee meets

Included on agenda are reports on futures committee, Cuban interference, FM drop-ins

When the National Association of Broadcasters executive committee gathers this week there will be a full agenda of issues to be discussed.

Highlights of the meeting will include a report by NAB President Edward Fritts that will outline the association's timetable for implementing its futures report. Fritts will be reporting monthly to the executive committee on the progress made in implementing the report.

Additionally, the committee will hear from government relations senior vice president Steve Stockmeyer. Stockmeyer will present an update on plans to fill the three vacancies in that department. He will also discuss the current status of the cable copyright bill H.R. 5949 which is pending in the Senate (BROADCASTING, Oct. 25).

Other items to be addressed include: Cuban interference, the NAB's DBS court appeal, the recent Copyright Royalty Tribunal decision, a report on the activities of the association's First Amendment Committee, FM drop-ins and channel 6 interference.

The executive committee will also be on hand for a testimonial dinner Thursday night honoring former NAB President Vincent Wasilewski, who retired last month. The dinner is being sponsored by the Broadcast Pioneers and will be held at the Washington Hilton.

Wasilewski will also receive the Bank of Delaware's Common Wealth Award Nov. 5 at the Four Seasons hotel in Washington (BROADCASTING, Oct. 25). □

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Busy days ahead, industry leaders predict at CBA

Connecticut broadcasters hear from Jones, Fritts, Wheeler and Jankowski on state of Fifth Estate

The FCC will soon re-examine broadcast ownership regulations, FCC Commissioner Anne P. Jones and National Association of Broadcasters President Edward Fritts told the Connecticut Broadcasters Association fall conference Oct. 20.

"There will be lots of activity on broadcast deregulation during the next eight months, and you will be pleased with most of it," Jones said at the Hartford session. CBS/Broadcast Group President Gene F. Jankowski predicted that the FCC's current seven-seven-seven ownership limitation would eventually be modified.

Fritts said FCC Chairman Mark Fowler told him that reconsideration of ownership rules could be on the commission's agenda as early as November.

Fritts and National Cable Television Association President Thomas E. Wheeler agreed that although emerging technologies would take slices from the communications revenue pie, the pie is getting larger and larger. They both declared that their group's members will survive and prosper by taking maximum advantage of the new technologies.

New technology is "forcing broadcasters and cablecasters to come together," Wheeler said. "The challenge for both [of us] is to evolve as the technology allows the marketplace to evolve."

The networks, Wheeler continued, are leading the redefinition of "pure broadcasting" into "communications," but local broadcasters can reap the rewards. Teletext and joint ventures with cable and newspaper owners are some of the new opportunities, he said.

"Where is it written in stone that broadcasters can only worry about one channel in their community," Wheeler said, suggesting they program one or more cable channels. Fritts agreed, saying stations have the expertise to program cable systems and mentioning cellular radio as one of the multitude of business opportunities emerging for his constituents.

Wheeler and Fritts shared the view that their industries must be able to compete on an equal footing with the new tech-

nologies. Fritts urged FCC standards for FM quadrasonic and teletext, while Wheeler said cable is willing to compete on any field with a level surface. "We won't respond like broadcasters did [to cable]," Wheeler said. "We won't run to the FCC and say 'shut them [our competitors] down, or deny them product.'"

Jones, however, said her 14 years in governmental regulatory agencies have taught her that "everybody has his favorite regulation. You bitch and moan about restrictions, but when something bothers you, you say: 'Pass a regulation.'"

She's skeptical that this approach is good for broadcasters: "We don't know how to run your business. Don't give us the chance to." Jones doesn't see repeal of the fairness doctrine as likely, though she favors repeal.

The commission's prime goal, in her view, should be to "streamline our processes and clean up our own act; we take so long to make up our minds, with 17-year competitive hearings."

Jones complained that federal employment standards are hampering the commission, saying the FCC has enough people to do its job if civil service regulations didn't make it very difficult to fire incompetents, and that "we don't have the quality of engineers that the industry does because we can't pay them enough."

Fritts and Wheeler exhorted their listeners to fight for passage of the copyright bill when the Senate returns Nov. 29. Both said sports interests have plenty of clout with which to fight the bill and to insert such changes as territorial exclusivity rights. They said that if the bill doesn't pass in this coming session, it will probably die.

Has radio deregulation affected content? Jones and Fritts were in accord that it hasn't. "There has been no shirking of radio's responsibilities after deregulation," the commissioner said. "I didn't think the deregulation would make much of a change, and it hasn't. If it makes good business sense, you'll do it." She said "ascertainment is nonsense," and should have been eliminated during the radio deregulatory process.

The FCC's new philosophy, Jones maintained, is that it should set standards only in the absence of a marketplace deci-

sion. And to the two industry group leaders the emerging communications marketplace will be large enough to support broadcasters, cablecasters and their new competitors.

New communications technology has never destroyed the old, Wheeler said. Everyone will prosper, he stated, "if we remain flexible and if we look for new market niches."

According to Fritts, "broadcasting is generally healthy. Cable and the new technologies will fractionalize the audience, and network share of the audience will drop, but the pie is growing at a fabulous rate. The future belongs to those who prepare for it and who reach for it."

Jankowski predicted that in the future, as now, "the most successful systems will be the best systems." Seeing some confusion in all the discussion of the new technologies, he said the public will continue to be "fickle, demanding and very choosy," and that the proliferation of new programming will have "nothing to do with whether they watch *Dallas*, *M*A*S*H* or *Hill Street Blues*."

Networks and their affiliates will survive, Jankowski declared, because they're the "only national, instantaneous distribution system; [they] have the best system of measuring [audience]," and a line of replaceable products.

He said a March Nielsen survey of homes with 20 or more cable channels showed that an average of only eight channels were used more than 10 minutes a month, to illustrate his claim that the market for new programs won't expand simply because of new technology.

Asked for yet another post-mortem on CBS Cable, he called it "a great idea that might be a little bit premature." He sees a similar shakeout of radio networks in the next year or two, asserting that the market won't support the present 25 or so.

He agreed with Fritts and Wheeler that one new technology doesn't replace an old one, saying that the new technology will bring "evolution, not revolution" and that there's plenty of room for basic and pay cable, broadcasting and television.

Broadcasters' and cablecasters' best years are ahead of them, Jankowski predicted: "The future will be more competitive but more profitable." □



Wheeler, Jones and Fritts



Jankowski

Stock Index

Exchange and Company	Closing Wed. Oct 27	Closing Wed. Oct 20	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	48 1/2	52 1/4	-3 3/4	-7.17	9	1,395
N Capital Cities	107 1/2	101 1/2	+6	+5.91	17	1,409
N CBS	54 1/2	51 5/8	+2 7/8	+5.56	9	1,525
N Cox	40	39	+1	+2.56	18	1,133
A Gross Telecasting	26 5/8	26 1/4	+ 3/8	+1.42	7	21
O LIN	31 3/4	32 3/4	-1	-3.05	19	329
N Metromedia	265 1/2	264	+1 1/2	+ .56	18	895
O Mooney	4 1/4	4 1/4			4	3
N Outlet Co.	37 5/8	39 1/2	-1 7/8	-4.74	60	101
O Scripps-Howard	19 3/4	19 3/4			11	204
N Storer	30 1/8	28 3/4	+1 3/8	+4.78	15	493
N Taft	40 1/2	40 1/8	+ 3/8	+ .93	10	388
O United Television	9 3/8	9 1/2	- 1/8	-1.31	13	113

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell	28 1/4	28	+3 1/4	+13.00	20	112
A Affiliated Pubs.	29 5/8	29 7/8	- 1/4	- .83	10	154
P A.H. Belo	28	28			13	263
N American Family	13 1/4	14	- 3/4	- 5.35	12	179
O Associated Commun.	16 1/4	15 1/4	+1	+6.55		39
N John Blair	42 7/8	42 1/4	+ 5/8	+1.47	10	163
N Charter Co.	13 1/4	13 3/4	- 1/2	-3.63	16	290
N Chris-Craft	50 1/2	52 1/2	-2	-3.80	18	110
N Cowles	43 3/8	43 3/8			26	172
N Dun & Bradstreet	92 1/4	88 3/4	+3 1/2	+3.94	20	2,499
N Fairchild Ind.	16 7/8	17 3/8	- 1/2	-2.87	8	220
N Gannett Co.	52 1/4	53 1/4	-1	-1.87	16	2,772
N General Tire	26 7/8	27 1/2	- 5/8	-2.27	10	633
O Gray Commun.	35	35			9	17
N Gulf United	24 1/8	24 1/4	- 1/8	- .51	8	667
N Harte-Hanks	33 3/4	37	-3 1/4	-8.78	13	331
N Insilco Corp.	15 5/8	17 1/2	-1 7/8	-10.71	8	237
N Jefferson-Pilot	30 3/8	31 1/2	-1 1/8	-3.57	6	651
O Josephson Intl.	14 7/8	13	+1 7/8	+14.42	13	58
N Knight-Ridder	39 3/4	40 1/2	- 3/4	-1.85	13	1,283
N Lee Enterprises	30	30 1/2	- 1/2	-1.63	11	206
N Liberty	14 1/8	15	- 7/8	-5.83	8	181
N McGraw-Hill	64 5/8	65 1/2	- 7/8	-1.33	16	1,608
A Media General	45 1/2	45 3/8	+ 1/8	+ .27	10	316
N Meredith	75 1/4	77 3/8	-2 1/8	-2.74	9	233
O Multimedia	40 1/2	41	- 1/2	-1.21	15	412
A New York Times Co.	48 1/2	48 5/8	- 1/8	- .25	10	608
A Post Corp.	30 3/8	32 7/8	-2 1/2	-7.60	15	55
N Rollins	13 1/8	15 1/8	-2	-13.22	8	348
N Schering-Plough	37 7/8	37 3/8	+ 1/2	+1.33	12	2,014
N Signal Cos.	21 7/8	22 1/2	- 5/8	-2.77	9	1,582
O Stauffer Commun.	43	43			10	43
A Tech Operations	15 3/4	15 7/8	- 1/8	- .78	7	15
N Times Mirror Co.	57 1/4	56	+1 1/4	+2.23	15	1,955
O Turner Bcstg.	15	15			25	306
A Washington Post	51 1/2	50	+1 1/2	+3.00	18	727
N Wometco	27 1/2	29 5/8	-2 1/8	-7.17	16	375

CABLE

A Acton Corp.	6 5/8	6 3/8	+ 1/4	+3.92	60	33
N American Express	58 5/8	59	- 3/8	- .63	10	5,453
O Burnup & Sims	12 1/4	13 1/4	-1	-7.54	12	107
O Comcast	21 1/4	21	+ 1/4	+1.19	18	95
N General Instrument	48 1/4	49 3/4	-1 1/2	-3.01	15	1,493
N Heritage Commun.	9 1/8	10	- 7/8	-8.75	16	67
O Rogers Cablesystems	7 1/8	7 3/8	- 1/4	-3.38	30	157
N Tele-Communications	22 5/8	22 7/8	- 1/4	-1.09	49	478
O Time Inc.	45 1/4	43 1/4	+2	+4.62	16	2,288
O Tocom	11	9 1/4	+1 3/4	+18.91	11	57
N United Cable TV	28 1/2	26	+2 1/2	+9.61	21	312
N Viacom	28 3/4	28	+ 3/4	+2.67	18	326

Exchange and Company	Closing Wed. Oct 27	Closing Wed. Oct 20	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Barris Intl.	3	2 1/2	+ 1/2	+20.00	30	17
N Coca-Cola	44 1/4	45	- 3/4	-1.66	12	6,008
N Disney	65 5/8	69 7/8	-4 1/4	-6.08	20	2,188
N Dow Jones & Co.	56 1/4	57 1/2	-1 1/4	-2.17	20	1,766
O Four Star	3 1/2	3 1/4	+ 1/4	+7.69	19	2
N Getty Oil Corp.	57	63 3/4	-6 3/4	-10.58	6	4,613
N Gulf + Western	16 3/8	17 1/8	- 3/4	-4.37	5	1,211
N MGM/UA	6 3/8	6 7/8	- 1/2	-7.27	13	317
N MCA	72 1/4	73 3/8	-1 1/8	-1.53	19	1,724
N Orion	12 3/4	11 1/4	+1 1/2	+13.33	2	74
O Reeves Commun.	31 3/4	30 1/4	+1 1/2	+4.95	11	260
O Telepictures	11 1/8	10 3/4	+ 3/8	+3.48	38	62
O Video Corp. of Amer.	5 1/4	5 1/4			28	9
N Warner	53 3/8	51 1/4	+2 1/8	+4.14		3,389
A Wrather	22 1/4	21 3/8	+ 7/8	+4.09	25	50

SERVICE

O BBDO Inc.	55 3/4	56 1/4	- 1/2	- .88	11	162
O Compact Video	3 1/8	3 5/8	- 1/2	-13.79	3	10
N Comsat	80 3/4	87 1/2	-6 3/4	-7.71	19	646
O Doyle Dane Bernbach	17 1/2	16 1/2	+1	+6.06	9	100
N Foote Cone & Belding	39	40 3/4	-1 3/4	-4.29	9	106
O Grey Advertising	71	71			7	41
N Interpublic Group	39 3/4	40	- 1/4	- .62	10	184
N JWT Group	20 5/8	21 3/8	- 3/4	-3.50	16	108
O MCI Communications	32 3/4	31 3/8	+1 3/8	+4.38	36	3,148
A Movielab	3	2 5/8	+ 3/8	+14.28	5	5
O A.C. Nielsen	63 1/4	63 1/8	+ 1/8	+ .19	18	710
O Ogilvy & Mather	40 3/4	40 1/4	+ 1/2	+1.24	11	173
O Telemation	5	5			13	5
O TPC Communications	1 3/4	1 7/8	- 1/8	-6.66	1	2
O Unitel Video	5 3/4	5 3/4			10	7
N Western Union	48 1/2	50 1/4	-1 3/4	-3.48	14	975

ELECTRONICS/MANUFACTURING

O AEL	15 1/2	15 1/4	+ 1/4	+1.63	6	30
N Arvin Industries	16 3/4	16 1/4	+ 1/2	+3.07	14	115
O C-Cor Electronics	28 1/2	27	+1 1/2	+5.55	25	85
O Cable TV Industries	4	3 3/4	+ 1/4	+6.66	8	12
A Cetec	5 1/8	5 3/8	- 1/4	-4.65	13	11
O Chyron	27 3/4	28 1/4	- 1/2	-1.76	22	75
A Cohu	6	5 3/4	+ 1/4	+4.34	10	10
N Conrac	31 7/8	35	-3 1/8	-8.92	16	70
N Eastman Kodak	90 1/4	95 1/2	-5 1/4	-5.49	13	14,664
O Elec Missile & Comm.	13 1/4	14 3/4	-1 1/2	-10.16	78	37
N General Electric	84 3/4	85 1/4	- 1/2	- .58	11	19,202
N Harris Corp.	36	37	-1	-2.70	13	1,127
O Microdyne	11 1/4	9 3/4	+1 1/2	+15.38	17	51
N M/A Com. Inc.	23 3/8	22 1/2	+ 7/8	+3.88	21	914
N 3M	74	75 3/4	-1 3/4	-2.31	14	8,701
N Motorola	82 1/2	82 3/4	- 1/4	- .30	16	2,971
N N. American Philips	46	48 5/8	-2 5/8	-5.39	7	632
N Oak Industries	13 3/8	12 1/2	+ 7/8	+7.00	6	218
A Orrox Corp.	12 1/2	12 5/8	- 1/8	- .99	21	28
N RCA	24 3/8	25 1/8	- 3/4	-2.98	12	1,839
N Rockwell Intl.	40 3/4	43	-2 1/4	-5.23	11	3,109
A RSC Industries	4 5/8	4 1/2	+ 1/8	+2.77	36	15
N Scientific-Atlanta	16 5/8	18 1/4	-1 5/8	-8.90	16	388
N Sony Corp.	13 3/4	14 3/4	-1	-6.77	12	3,171
N Tektronix	50 5/8	47 3/4	+2 7/8	+6.02	12	949
O Telemet (Geotel Inc.)	2 1/2	2 3/8	+ 1/8	+5.26	13	8
A Texscan	17 1/8	17	+ 1/8	+ .73	25	101
N Varian Associates	48	47	+1	+2.12	20	392
N Westinghouse	35 3/4	36 7/8	-1 1/8	-3.05	7	3,067
N Zenith	13 3/8	12 3/4	+ 5/8	+4.90	223	253

Standard & Poor's 400

Industrial Average 150.71 154 - 3.29

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.

TVB looks for upbeat year

It gives healthy ad projections for 1983 to financial analysts; says cable will be "slivercasting" in future, not "narrowcasting"

Television network advertising revenue will grow 13% to 15% in 1983, spot advertising will be up 12% to 14% and local sales will run 13% to 15% ahead of this year's performance. That was the projection Television Bureau of Advertising executives had last week for securities analysts in New York. And the numbers, TVB conceded, were somewhat better than those analysts had been anticipating. "You [the analysts] and the financial people at the three networks have been a little slower than us for '82," TVB's Harvey Spiegel said in describing the relative views of the economy, "and we feel that's the same for 1983."

Explaining the reason for forecasting higher local than spot gains in 1983, Spiegel said that while national advertising traditionally lags behind the economy, which TVB is expecting to recover next year, the local retail advertiser represents "a different story... he follows the cash register" and will react with higher advertising budgets once the volume of his business picks up.

Looking at the short term, TVB is calculating that television broadcasters will close 1982 with 14% gains at the network level, 16% in spot, and 12% in local, TVB President Roger Rice said.

The meeting with the analysts was divided into two parts—one reviewed advertising projections, and the other reviewed presentations on cable advertising that TVB has been making to station sales staffs around the country.

Rice and Spiegel walked the analysts through a history of cable that brought them to the conclusion that "cable as a utility will grow and prosper" but it will not amount to much of a national advertising medium. The presentation points to such numbers as cable system size—only 45 systems, 1% of the total, exceed 50,000 subscribers (equal, TVB says, to the 187 television markets); cable has a higher penetration in C and D counties than in A or B counties; 60% of the systems have only 12 or fewer channels, and only 16% have greater than 30 channels, TVB says. The presentation goes on to suggest that even if cable "some day, maybe" brings 100-channel capacity to markets, cable won't be in a "broadcasting" business like television, nor a "narrowcasting" one like radio, but rather in what TVB calls the "slivercasting" business.

Some of the heaviest swipes in the TVB presentation were directed at the local advertising sales efforts of the Cox Cable system in San Diego. TVB used it as an example of "deceptive" sales practices, saying "some advertisers were getting burned by 'the missing ratings point story.'" TVB contended that the sales force of KCOX, a local origination "cable television station" Cox runs in the market, would approach advertisers with the statistic that in the market there was a 29 HUT level, but only 25 of those ratings points went to local broadcast stations. The KCOX folks would then say the remaining "five missing ratings points" must be going to cable, TVB contended. According to TVB the sales people and the advertiser would then "agree on a rating for KCOX, one unsupported by measurement." TVB countered by first pointing to the viewing levels for Los Angeles independent stations and network affiliates that show up even in the San Diego rating books. Then, TVB said, area broadcasters, in response to KCOX, commissioned a special Arbitron survey that showed that "all cable originated programing" divided a single rating point among its several components, including HBO, CNN, ESPN, USA Network and KCOX, with the KCOX rating peaking at .2. "Yet KCOX walked out [of advertisers' offices] with ratings estimates up to 7, and walked off with \$1 million in local sales." Since the area stations disseminated its information, KCOX billings have dropped, TVB said.

Asked later by an analyst if TVB has had any response from Cox, Rice said: "We've not heard anybody object, and a Cox representative is on our board."

Yet all isn't completely dark for cable advertising, Rice admitted during the question and answer session. He was asked his opinion of the effect Warner Amex Satellite Entertainment's MTV might have on the industry by an analyst who said it has produced a noticeable

effect on the viewing patterns of his family. While saying MTV is having trouble getting clearances because of the cable industry's 12-channel bottleneck, Rice said he thinks that among ad-supported cable networks, it's likely to be "the first to be in the black." □

Tylenol's trust message

Television advertising for Extra-Strength Tylenol, which was suspended on Sept. 30 following the deaths of seven Chicago-area residents who had taken cyanide-laced capsules (BROADCASTING, Oct. 11), was resumed for four days last week in the form of an institutional message.

The company ran a 60-second commercial 14 times on the three television networks asking the public to continue to trust Tylenol. Dr. Thomas N. Gates, medical director for McNeil Consumer Products Co., Fort Washington, Pa., appeared in the spot.

Dr. Gates said Tylenol capsules will be placed on the market again as soon as possible with tamper-resistant packages. In the interim, he suggested consumers buy Tylenol tablets.

The agency for Tylenol is Compton Advertising, New York, which prepared the latest TV commercial.

A spokesperson for McNeil said the initial response to the four-day television effort appeared to "be positive," but the company was still in the process of evaluating the advertising. She said there were no immediate plans to resume advertising and indicated that any significant campaign must await the development of tamper-resistant packaging.

Several television industry sources felt the brief TV effort was in good taste and would engender good will for McNeil. They estimated that the TV advertising last week of 14 exposures in prime time cost slightly more than \$1 million. □

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Fogarty wants Bell operating companies freed

FCC commissioner disagrees with keeping any constraints on Bell spin-offs

The future of universal telephone service and reasonable local telephone rates could depend upon an equitable solution being found to determine access charges and upon dropping all "unnecessary" business restrictions on the divested Bell operating companies, FCC Commissioner Joseph Fogarty said last week.

"However, even the most equitable access charge structure cannot offset the damage to the public interest if the BOC's are not permitted to offer information services," Fogarty said in a speech before the National Association of Attorneys General.

"The BOC's must be freed of all unnecessary restrictions," Fogarty said. "While I enthusiastically support [U.S. District Judge Harold] Greene's decision to permit the BOC's to offer new customer premises equipment (CPE) and Yellow Pages, I question both the wisdom and appropriateness of retaining any constraints on the telecommunications activities of the BOC's," he said.

Fogarty noted that, after divestiture, the BOC's' revenue requirements would probably increase because of the amendment of the separations manual, accelerated depreciation, the deregulation of CPE and the expense of inside wiring. Restrict-

ing the service offerings in the face of these "likely" impacts on revenues would make it more difficult to maintain "reasonably" affordable basic telephone service, Fogarty said.

Fogarty also said that limiting the BOC's essentially to the provision of basic telephone services would deny consumers the benefits of receiving universal, high-quality, low-cost enhanced service that is integrated to the local loop technology of the telephone exchange. "The fact that under Judge Greene's modifications the BOC's will also be able to provide CPE and the Yellow Pages, while helpful, does not solve the problem," Fogarty said. "While the FCC's Computer Inquiry II decision would limit the divested BOC's to 'basic' or 'pipeline' services, it provides for waivers permitting the integrated provision of 'enhanced' services upon a showing of significant technical advantages or cost economies benefiting consumers," Fogarty said. "In contrast, the modified decree would permit a BOC to offer a prohibited service upon a demonstration that there is no substantial possibility that it could use its monopoly power to impede competition in the market it seeks to enter. I fear that this approach may not afford sufficient flexibility given the narrow antitrust focus of the decree and the inherently cumbersome nature of any modification process," Fogarty said.

Fogarty also said the BOC restrictions raised "serious and fundamental" questions about the continued adequacy of BOC

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Home recipe. The Dow Jones Information Services Group is entering the software publishing market by introducing four new software packages for personal computer users. The packages are designed to meet the business and financial needs of users who have word processing or standard time-share terminals with modems or two-way cable capability. The first, the Dow Jones Connector, is a password and guide that allows users to tap into the Dow Jones News/Retrieval data bases of business and economic news and information. The second, the Dow Jones Market Analyzer, with information supplied by the Dow Jones News/Retrieval system, automatically collects, stores and updates stock market data that can be used to make charts for technical analysis. Two other products will also be available by the end of the year: the Dow Jones Market Microscope, which will perform financial analyses with 68 financial indicators on companies and industries, and the Market Manager, which automatically monitors and updates investment portfolios. The Market Analyzer, Microscope and Manager can be used with Apple II and III computers. Software for other major personal computers will be ready in 1983. The Connector is priced at \$95 and the Analyzer at \$350. The new software package comes in four loose leaf volumes. The service currently has 50,000 subscribers.

research and development. "I believe that the prospect for continued progress in local exchange technology and services is dim," he said. "If the BOC's are restricted to the limited market for exchange and access facilities, new CPE and Yellow Pages, it is doubtful that they will be in a financial position to support any significant research in local loop technology," Fogarty said.

"While the BOC's will be free to replace their existing copper wire local loops with new broadband fiber optic cable, they will be constrained to provide only the facilities and will be precluded from participating in the market for the information services to be offered over those facilities," Fogarty said. "Under these circumstances, it is likely that either state regulators will refuse to sanction the capital commitment and revenue requirement necessary for the construction of broadband facilities, or that information and other special services will have to bear excessive access charges."

"While innovation will not cease as a consequence of the decree's restrictions on the BOC's, the operating companies will no longer lead the world in telephony and allied fields," Fogarty said. "I think it a likely result that in many instances new telecommunications technology and services will be introduced more quickly and effectively in other countries than in the United States. The implications for U.S. industry competitiveness are no less troublesome."

"What I find most troublesome about the restrictions on the BOC's is that I do not believe that they are necessary," Fogarty said. "There are other remedies, short of outright prohibition, for the so-called 'bottleneck' problem—strict accounting and tariff regulation of a separate subsidiary structure where necessary. Of course, these alternatives may be difficult, if not impossible, to implement in the form of an antitrust decree. However, I believe these alternatives would far better serve the larger public interest in maintaining the viability of the BOC's and in enhancing the universal availability of their facilities and the services provided over them." Fogarty said. □

Jones wants AT&T reassurances

Commissioner thinks FCC should examine planned regulation before consent decree with Justice goes into effect



The FCC should launch an inquiry into the theory and practice of post-divestiture regulation of AT&T before the divestiture mandated by the consent decree between the Department of Justice and AT&T is implemented, FCC Commissioner Anne Jones said last week.

"The consent decree deals with some fundamental issues of competition in the telecommunications industry, but, among other things, leaves the problem of AT&T's post-divestiture incentives as a regulated dominant firm largely unaddressed," Jones said at the Fifth Annual Public Utilities Conference on Regulation and the Rate-Making Process in Albuquerque, N.M. "Therefore, I believe that the FCC should issue a notice of inquiry in the near future which seeks analysis and discussion of the type of regulation or deregulation of AT&T consistent with the regulatory implication of the consent decree," Jones said.

Jones also said she thought the consent decree made two "doubtful" assumptions: that the Bell operating companies are natural monopolies (and should, therefore, continue to be rate-base regulated for the foreseeable future) and that the intercity transmission and telecommunications equipment markets are currently workably competitive.

"Regarding the first point, the beginnings of local exchange competition are now apparent," Jones said. "Short-hop microwave, cable television, digital termination services and other technologies and services presently offer alternatives to the telephone company for local distribution service," she said. "I think it is doubtful that the Bell operating companies will long

Hands across the water. This week tens of thousands of Chinese are expected to get their first look at U.S. designed communication, computer and high-technology equipment set to go on display for two weeks at the Beijing (Peking) Exhibition Center in Beijing, China. The exhibition, called China Comm '82, was originally planned for November 1981 but was postponed for 12 months after China announced it was not moving forward with its proposed satellite program and other major telecommunications projects. Initially the exhibit was to include telecommunication companies like AT&T, ITT and Motorola, but they withdrew after the theme of China Comm '82 was modified to accompany China's economic retrenchment and the changes in the U.S. government export policy to allow trade of certain avionics and military electronics equipment.

China Comm '82 is being sponsored by the Electronic Industries Association and is endorsed both by the U.S. Department of Commerce and the National Council of U.S.-China Trade along with 10 ministries or agencies of the China government. To ensure exhibitors will be able to meet China's planners and buyers, 10,000 invitations have been sent to Ministry and foreign trading officials "involved in the chain of decision making," according to Roswell Wolff of Clapp & Poliak International, the firm engaged by EIA to produce and manage China Comm '82. Besides exhibits, the EIA will conduct a three day state-of-the-art seminar. Interpreters will be provided.

According to John Sodolski, vice president of EIA's Communication Division, exhibitors do not expect to make instant sales on this trip, but are introducing their wares for the "long haul." China, which has begun a period of economic cutbacks, is buying equipment "where necessary and needed," said Sodolski. However, Sodolski believes communication equipment sales will steadily increase as the China market "creeps up slowly and suddenly" over the next 10 years. Despite the cutbacks, Wolff contends there is "still a very strong market for telecommunications equipment" in China.

Wolff estimated the minimum space on the exhibit floor plus shipment fees would cost a company \$15,000. He said six companies are planning to spend as much as \$500,000 to debut their products in Beijing. According to the China Comm '82 prospectus, Beijing plans to spend \$133 million in just one province over the next five years on communications projects.

China Comm '82 attendance will be divided into two parts. Officials and end-users will be admitted in small groups by invitation in the morning, and a general audience of engineers and technicians will be admitted in the afternoon. U.S. exhibitors include Atari, Burroughs Corp., Clearview T.V. & Cable, General Electric, Hewlett-Packard, IBM, NCR Inc., Radio Shack, RCA, Rockwell International, United Technologies, Wang Laboratories and Western Union, among others.

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(See p. 37)

remain monopolists in local distribution services.

"Concerning the second point, the intercity transmission market is presently multivendor in nature, although the extent of competitive entry is not sufficient to neutralize AT&T's dominant firm incentives," Jones said. "The existing intercity transmission market consisting of a dominant firm with fringe competitors will probably persist for the near term. In the longer term, the market for basic transmission services may evolve toward an oligopoly with just a few facilities-based entities offering nationwide, public switched voice and data transmission services differentiated somewhat by quality, price and technology. For the present, however, the intercity transmission market is not workably competitive and the FCC should probably not yet abandon its ongoing efforts to influence conduct and performance in

this market," Jones said.

Some of the issues the commission should probably address in its notice of inquiry, Jones said, are what AT&T's incentives as a dominant firm would be after the divestiture and which of those incentives might lead to anticompetitive conduct; whether the commission should attempt to control those incentives and with what regulatory tools; whether the commission should adopt a "phased" reduction in regulation of AT&T as its regulated markets become increasingly competitive (and what form that deregulation should take); whether changes in the FCC's regulation of AT&T should focus on the firm or the markets the firm supplies, and what legislative changes in the Communications Act of 1934 would have to be made to implement the FCC's post-divestiture regulation of AT&T. □

For the Record

As compiled by BROADCASTING, Oct. 18 through Oct. 22, 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.

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AM applications

■ Pinetop, Ariz.—Pinetop Radio Inc. seeks 1140 khz, 10 kw-D. Address: 3908 Fairway Ave., Studio City, Calif. 91604. Principal: Arby R. Beards Lee (100%), who is applicant for new AM's at Central Valley, Calif. and Meridian, Idaho. Filed Sept. 14.

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

■ Nicholasville, Ky.—Cumberland Valley Communications seeks 770 khz, 1 kw-D. Address: 522 Main Street, Williamsburg, Ky. 40769. Principals: Paul Estes, Frank L. Folson Jr., James D. Roland and Allan W. Steely (25% each), who also are applicants for new AM at Alcoa, Tenn. (see below). Estes owns WEZJ(AM) Williamsburg, Ky. Filed Aug. 30.

FM application

■ Kodiak, Alaska—Pillar Mountain Broadcasters Inc. seeks 101.1 mhz, 36.1 kw, HAAT: 30 ft. Address: P.O. Box 708, Kodiak 99615. Principals: Kachemak Broadcasters Inc. (45%), Gregory Furin and Barbara Lynn Furin (25% each) and Keith Beaver (5%). Kachemak Broadcasters is owned by Howard Trickey and Gregory Clapper (50% each). Trickey and Clapper own KVOK(AM) Kodiak, and two-thirds of KSHR-AM-FM Coquille, Ore., of which Gregory Furin owns balance. Beaver is station manager at KVOK(AM). Filed Sept. 8.

TV applications

■ Colby, Kan.—Sam A. Lunsway seeks ch. 4; ERP: 100 kw vis., 10 kw aur., HAAT: 748 ft.; ant. height above ground: 725 ft. Address: Box 562, Colby 67701. Principal: Lunsway has no other broadcast interests. Filed Oct. 8.

■ Natchez, Miss.—Pamela K. Clark seeks ch. 48; ERP: 908 kw vis., 108 kw aur., HAAT: 620 ft.; ant. height above ground: 472 ft. Address: P.O. Box 759, Florence, Miss. 39073. Principal: Clark owns 51.6% of WKKE(AM) Pearl, Miss., and principal in LPTV applicant for Pearl and Clinton, both Mississippi. Filed Oct. 8.

■ Natchez, Miss.—MSLA Broadcasting Inc. seeks ch. 48; ERP: 3,003 kw vis., 300 kw aur., HAAT: 1,000 ft.; ant. height above ground: 960 ft. Address: P.O. Box 248, Jonesville, La. 71343. Legal counsel: Perkins & Root, Washington. Principal: William B. Atkins (100%), who has no other broadcast interests. Filed Oct. 13.

■ Natchez, Miss.—Signal America Inc. seeks ch. 48; ERP: 600 kw vis., 60 kw aur., HAAT: 293 ft.; ant. height above ground: 270 ft. Address: P.O. Box 1526, Jackson, Miss. 39205. Legal counsel: Seymour M. Chase, Washington. Consulting engineer: Steel, Andrus & Associates. Principals: Robert G. Nichols Jr. and Lewis C.

Hopper (40% each) and four others. Nichols and Hopper have no other broadcast interests. Filed Oct. 7.

■ Lincoln, Neb.—Native American Communications Corp. seeks ch. 45; ERP: 755 kw vis., 75.5 kw aur., HAAT: 542 ft.; ant. height above ground: 521 ft. Address: 1800 N. 33rd Street, Lincoln 68503. Principal: subsidiary of Native American Public Broadcasting Consortium Inc. Frank Blythe is president. Filed Oct. 8.

■ Alvin, Tex.—Chase Communications Ltd. seeks ch. 67; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,145 ft.; ant. height above ground: 1,145 ft. Address: 3201 Milburn Street, Houston, Tex. 77021. Legal counsel: Kirkland & Ellis, Washington. Principal: Debra M. Chase (60%) and mother-in-law Drucie R. Chase (50%), who have no other broadcast interests. Filed Oct. 8.

■ Janesville, Wis.—Janesville Broadcasting Co. seeks ch. 57; ERP: 639 kw vis., 63 kw aur., HAAT: 284 ft.; ant. height above ground: 277 ft. Address: 1815 Glendon Avenue, Los Angeles 90025. Consultant: Edward M. Johnson & Associates, Knoxville, Tenn. Principals: Brian Friedman (75%) and Ken W. Russell (25%), who also are applicants for 10 low power TV stations: Filed Oct. 8.

Ownership changes

Applications

■ KYAK(AM)-KGOT(FM) Anchorage and KIAK(AM)-KORZ(FM) Fairbanks, all Alaska (KYAK: 650 khz, 50 kw-D, 25 kw-N; KGOT: 101.3 mhz, 26 kw, HAAT: 66 ft.; KIAK: 970 khz, 5 kw-U; KORZ: 102.5 mhz, 25 kw, HAAT: 89.5 ft.)—Seeks transfer of control of Prime Time of Alaska Inc. from Prime Time of Alaska Inc. (100% before; none after) to Bingham Broadcasting Co. (none before; 100% after). Consideration: \$4.5 million (BROADCASTING, Oct. 18). Seller is owned by Robert J. Brown and Martin J. Hamistra (26.28%), George W. Ackers (24.74%), William H. Lucas (15.46%) and Gene Henderson (7.21%) who bought stations, except KORZ, in 1978 for over \$2.85 million plus \$650,000 in liabilities (BROADCASTING, July 3, 1978). Brown and Hamistra own KWYZ(AM) Everett, Wash. Buyer is owned by Robert R. Bingham (48%) and 27 others. Bingham is president and 8.5% owner of KXA(AM)-KYYX(FM) Seattle. Filed Oct. 4.

■ KABN(AM) Long Island, Alaska (1150 khz, 5 kw-U)—Seeks transfer of control of Valley Radio Corp. from shareholders to Thomas Locke. Principals: Thomas Locke is president and 49% owner of licensee. Application seeks to give Locke 51.29% control by transferring 500 shares to him. Valley Radio Corp. currently has 47 stockholders. Filed Oct. 12.

■ KBEE-AM-FM Modesto, Calif., and KOH(AM)-KNEV(FM) Reno, Nev. (KBEE: 970 khz, 1 kw-U; KBEE-FM: 103.3 mhz, 10.5 kw, HAAT: 150 ft.; KOH: 630 khz, 5 kw-D, 1 kw-N; KNEV: 95.5 mhz, 50 kw, HAAT: 530 ft.)—Seeks assignment of license from McClatchy Newspapers to Sierra Pacific Broadcasting

Inc. for \$4.5 million (BROADCASTING, May 24). Seller is subsidiary of Sacramento-based McClatchy Newspapers, publisher of *Fresno Bee*, *Modesto Bee* and *Sacramento Bee*, all California, and owner of KFBK(AM)-KAER(FM) Sacramento and KMJ-AM-FM Fresno and 90% of WCPT-TV Crossville, Tenn. McClatchy also holds cable franchises in Fresno, Tulare and Visalia, all California, and Reno. C.K. McClatchy is president. Buyer is owned by John Price and family, who own KKR-D-FM Wichita, Kan., which was bought for \$1.25 million (BROADCASTING, Aug. 4, 1980) and KROW(AM) Reno, which was bought last year for \$2 million (BROADCASTING, Sept. 21, 1981). They are spinning off KOH(AM) for \$950,000 (see below). Filed Oct. 14.

■ WAVZ(AM) New Haven and WKCI(FM) Hamden, Conn. (AM: 1300 khz, 1 kw-D; FM: 101.3 mhz, 10 kw, HAAT: 1,070 ft.)—Seeks assignment of license from Kops-Monahan Communications Inc. to Northeastern Broadcasting Corp. for \$6 million (BROADCASTING, June 14). Seller: Daniel W. Kops (74%) and Richard J. Monahan (26%), who have no other broadcast interests. Buyer: Subsidiary of Eastern Broadcasting Corp., which is principally owned by Roger A. Neuhoof, who is principal owner of WHUT(AM)-WLHN(FM) Anderson, Ind.; WCVS(AM)-WFMB(FM) Springfield, Ill.; WRSC(AM)-WQWK(FM) State College, Pa., and WPDC(AM) Elizabethtown and WRKZ(FM) Hershey, both Pennsylvania. Filed Oct. 12.

■ WHCT-TV Hartford, Conn.—Seeks assignment of license from Faith Center Inc. to Interstate Media Inc. for \$4,875,000. Seller is Glendale, Calif.-based religious organization and owner of KHOF-FM-TV San Bernardino, and KVOF-TV San Francisco. Two years ago it tried to sell its three TV stations for \$15 million (BROADCASTING, May 26, 1980) under distress sale policy but was denied by FCC as premature (BROADCASTING, May 18, 1981). Buyer: Joseph D. Jones (100%), who is Los Angeles radio consultant and former director of minority affairs at RKO Radio stations, Los Angeles. He also is principal in applicant for new AM at Santee, Calif. Filed Sept. 29.

■ WDWD(AM)-WHIA(FM) Dawson, Ga. (AM: 990 khz, 1 kw-D; FM: 92.1 mhz, 3 kw, HAAT: 230 ft.)—Seeks transfer of control of Dawson Broadcasting Inc. from W. C. Woodall Jr. (100% before; none after) to Dawson Wireless Communications Inc. (none before; 100% after). Consideration: \$450,000 (BROADCASTING, Oct. 25). Principals: Seller is owned by William C. Woodall Jr. (100%), who also owns 51% of WBBK(AM) Blakely, Ga., and 51% of WGSW(AM) Greenwood, S.C. Buyer is owned by William G. and Janice Evans and John and June Thacker (25% each), who own WFFG(AM) Marathon, Fla. Thackers also own WMUM(FM) Marathon, Fla. Evans is general manager of WRCB-TV Chattanooga, Tenn. Filed Oct. 12.

■ WXKE(FM) Fort Wayne, Ind. (103.9 mhz, 3 kw, HAAT: 250 ft.)—Seeks assignment of license from Templar Broadcasting Corp. to Robert B. Taylor for \$1 million (BROADCASTING, Oct. 25). Seller: Arthur R. Templar (100%), who has no other broadcast interests. Buyer: Taylor is former general manager and licensee of WRKT-AM-FM Cocoa Beach, Fla. Filed Oct. 8.

■ WAVV(FM) Vevay Ind. (95.9 mhz, 2.8 kw, HAAT: 310 ft.)—Seeks assignment of license from River Cities Communications Inc. to Wix Associates of Vevay Inc. for \$109,675. Seller: Herbert M. Liss (70%) and wife, Barbara (30%), who have no other broadcast interests. Buyer: Fred M. Wix (51%), Turn-Key Broadcast Systems Inc. (39%) and Todd E. Edwards (10%). Wix is general manager of WMMG(FM) Brandenburg, Ky. Edwards is announcer and board operator at WBIW(AM)-WBIF(FM) Bedford, Ind. Filed Oct. 13.

■ KKAT(FM) Lyons, Kan. (106.1 mhz, 100 kw, HAAT: 300 ft.)—Seeks assignment of license from Chief Productions Inc. to Armer Communications Inc. for \$331,000. Seller is in bankruptcy and has no other broadcast interests. Richard J. McDonald is trustee. Buyer: Virgil Armer III (68%), William E. Gruening III and David Tillotson (16% each). Armer is applicant for new FM at Emporia, Kan. Tillotson is Washington communications attorney. Armer is former Detroit-based cable TV broker. Gruening is engineering student.

■ WLNE-TV New Bedford, Mass.-Providence, R.I. (CBS, ch. 6, 100 kw vis., 22.4 kw aur., HAAT: 940 ft.)—Seeks assignment of license from WLNE-TV Inc. to Freedom WLNE-TV Inc. for \$15.5 million (BROADCASTING, Sept. 6). Seller is St. Louis-based publisher of *St. Louis Post-Dispatch* and *Tucson*

(Ariz.) *Star* and owner of KSDK(TV) St. Louis, KETV(TV) Omaha, KOAT-TV Albuquerque, N.M., WGAL-TV Lancaster, Pa., and KTAR(AM)-KBBC(FM) Phoenix. Pulitzer has swapped, subject to FCC approval, KSDK for Multimedia's WXII-TV Winston-Salem, N.C., and WFBC-TV Greenville, S.C., plus \$9 million (BROADCASTING, March 8). Value of KSDK is estimated at \$65 million. Buyer: Subsidiary of Freedom Newspapers Inc. Robert C. Hardie is chairman and D. R. Segal is president. Freedom Newspapers publishes 29 daily newspapers and KTVL(TV) Medford, Ore. Filed Oct. 12.

■ KMYN(AM) Northfield, Minn. (1080 khz, 1 kw-D)—Seeks transfer of control of KMYN Inc. from Stan Sydnicki (51% before; none after) to M & M Associates & Wayne Eddy (49% before; 100% after). Consideration: \$94,000. Principals: Seller is bowing out and transferring his interest to current 49% stockholder, Wayne Eddy, and new partnership, M & M Associates. M & M Associates is owned by Don McRae and David Menge (50% each). Filed Oct. 8.

■ KWEB(AM)-KRCH(FM) Rochester, Minn. (AM: 1270 khz, 5 kw-D, 1 kw-N; FM: 101.7 mhz, 710 w, HAAT: 560 ft.)—Seeks transfer of control of Rochester Communications Corp. from First Concord Corp. (100% before; none after) to Sheehafer Broadcasting Corp. (none before; 100% after). Consideration: \$1.1 million (BROADCASTING, Oct. 25). Principals: Seller is principally owned by Steven T. Moravec, who has no other broadcast interests. Buyer is owned by Donald W. Sheehafer (100%), who owns WOMT(AM) Manitowoc, WQTC(FM) Two Rivers and WXCO(AM) Wausau, all Wisconsin, and also is applicant for new FM at Wausau. Filed Oct. 14.

■ WESE(FM) Baldwin, Miss. (95.5 mhz, 3 kw, HAAT: 100 ft.)—Seeks assignment of license from Superior Broadcasting Inc. to Magnolia Communications Corp. for \$300,000 (BROADCASTING, Oct. 25). Seller: J. Boyd Ingram (100%), who owns 85% of WBLE(AM)-WWUN(FM) Batesville, Miss., and 50% of WTVJ(FM) [CP] Fayette, Miss. Buyer: Zane D. Roden Sr. and family, whose other family interests include WOKJ(AM)-WJMI(FM) Jackson, Miss., and WBOP(AM)-WTKX(FM) Pensacola, Fla.; WGCM(AM)-WTAM(FM) Gulfport, Miss., and WBIP-AM-FM Booneville, Miss. Filed Oct. 7.

■ KFBD-AM-FM Waynesville, Mo. (AM: 1270 khz, 500 kw-D; FM: 97.7 mhz, 3 kw, HAAT: 192 ft.)—Seeks assignment of license from Pulasko Media Inc. to BD Inc. for \$500,000 (BROADCASTING, Oct. 18). Seller: Donald R. Tritten, Floyd Mooney and Ralph DeWit Sr. (25%), Richard R. Triggs and wife, Patricia (12.5% jointly) and Bob Cole (12.5%). Buyer: Richard R. Triggs and wife, Patricia; and Bob L. Cole and wife, Annette (25% each), who together own 25% of assignee. Filed Oct. 5.

■ KOH(AM) Reno, (630 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from Sierra Pacific Broadcasting Inc. to Klein Broadcasting Inc. for \$950,000 (BROADCASTING, Oct. 11). Seller acquired KOH(AM) with purchase of McClatchy Newspapers stations (see above) and is spinning off KOH(AM) to comply with FCC's one-to-a-market rule. Buyer: Jeffrey S. Klein and ESK Land Co. (50% each). ESK Land Co. is owned by Jeffrey Klein and mother, Kris T. Evans. *Broker: Blackburn & Co.* Filed Oct. 14.

■ KKBK(AM) Aztec, N.M. (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from San Juan Broadcasting Inc. to Good Times Radio Inc. for \$325,700. Seller: Wayne E. Marcy (100%), who also owns 50% of KTNM(AM)-KQAY(FM) Tucumcari, N.M. Buyer: Joseph A. Wilkins (51%), Leland R. Phillips (39%) and Wayne Marcy (10%). Wilkins is Farmington, N.M., oil field businessman. Phillips is general manager of KKBK. Marcy is owner of seller. Filed Sept. 30.

■ KGAF-FM Gainesville, Tex. (94.5 mhz, 100 kw, HAAT: 370 ft.)—Seeks assignment of license from First IV Media Inc. to Mel Wheeler Inc. for \$600,000 (BROADCASTING, Oct. 25). Seller: Richard Klement (100%), who owns co-located KGAF(AM) and KOGT(AM) Orange, Tex. Buyer is owned by Mel Wheeler and family, who own WSLC(AM)-WSLQ(FM) Roanoke, Va., and KDNT(AM) Denton, Tex. Filed Oct. 7.

■ KLUE(AM) Longview, Tex. (AM: 1280 khz, 1 kw-D)—Seeks assignment of license from McLarty Communications Inc. to Pine Tree Media Inc. for \$540,000 (BROADCASTING, Oct. 25). Seller: Francis McLarty and family, who have no other broadcast interests. Buyer: Herbert B. Wren III and Earl M. Jones Jr. (50% each). Wren is Texarkana surgeon. Jones is Texarkana

department store executive. Neither has other broadcast interests. Filed Oct. 13.

■ KOLE(AM)-KZOM(FM) Port Arthur-Orange, Tex. (AM: 1340 khz, 1 kw-D 250 w-N; FM: 104.5 mhz, 100 kw, HAAT: 400 ft.)—Seeks assignment of license from North Star Broadcasting Corp. to Gulf Center Broadcasting for \$1.3 million. (BROADCASTING, Aug. 23). Seller is subsidiary of Leighton Enterprises Inc., which is owned by Al Leighton, John Moline and David H. Knutson, who bought KOLE in 1977 for \$500,000 plus \$100,000 noncompete agreement (BROADCASTING, May 16) and KZOM in 1978 for \$350,000 (BROADCASTING, March 27, 1978). They also own KOUR-AM-FM Independence, KNIA-AM-FM Knoxville and KCIL-AM-FM Washington, all Iowa, and KNSI(AM)-KCLD(FM) St. Cloud, Minn. Buyer: Dale Palmer (75%) and Jimmy Welch (25%). Palmer is president and 10% of Center Group Broadcasting Inc., owner of three AM's, two FM's and one TV. Welch is manager of Center Group's KTYL-AM-FM Tyler, Tex., which was sold for \$1.6 million (BROADCASTING, Oct. 25).

■ KMO(AM) Tacoma, Wash. (1360 khz, 5 kw-U)—Seeks assignment of license from KMO Inc. to Starbrite Corp. for \$2 million (BROADCASTING, Oct. 25). Seller: James L. Baine (100%), who has no other broadcast interests. Buyer: James C. Nelly (100%), who is former owner of KUJ(AM) Walla Walla, Wash., which he sold two years ago for \$1.7 million (BROADCASTING, Dec. 15, 1980). Filed Oct. 8.

■ *WRVM(FM) Suring, Wis. (102.7 mhz, 100 kw)—Seeks transfer of control of WRVM Inc. from Board of directors to new Board of Directors. Principals: Transfer represents election of new Board of Directors and involves no transfer or sale of stock. WRVM Inc. is religious, nonprofit corporation. Filed Oct. 13.

Actions

■ WMCF [CP] Montgomery, Ala. (ch. 45, 703 kw vis., 133 kw aw; HAAT: 518 ft.)—Granted assignment of license from Christian Life Broadcasting Inc. to Life Anew Ministries Inc. for \$44,176. Seller: Coy Baker is president of noncommercial corporation which has no other broadcasting interests. Construction permit was granted Feb. 27, 1981 (BROADCASTING, June 8, 1981). Buyer: Nonstock Corporation headed by John W. Stalls, president. Life Anew Ministries is permittee of WLCN-TV Madisonville, Ky., construction permit for which was granted last March. (BROADCASTING, March 29). (BAPCT-820809HN). Action Oct. 12.

■ KANC(AM) Anchorage, Alaska (1080 khz, 10 kw-U)—Granted assignment of license from Mount Susitna Broadcasting Corp. to Community Anchorage Broadcasting Corp. for \$1,106,750. Seller: Subsidiary of Yukon Broadcasting Inc., which is owned by Jacqueline Lindauer (100%), who has no other broadcast interests. Buyer: Subsidiary of Community Pacific Broadcasting Corp., which is owned by David J. Benjamin, Charles W. Banta (34% each), Bert Lyon & Co. (23.8%) and four others (1.8% or less each). CPBC is Gresham, Ore.-based group owner of four AM's and one FM that also bought, subject to FCC approval, KFIV-AM-FM Modesto and KTOM(AM)-KWYT(FM) Salinas-Monterey, all California, for \$5.65 million (BROADCASTING, July 5). (BAL-820608HB). Action Oct. 20.

■ KCRJ-FM Cottonwood, Ariz. (95.5 mhz)—Granted transfer of control of Verde Valley Broadcasting Inc. from stockholders (100% before; 100% after) to Venture IV (none before; 100% after). Consideration: \$103,700. Principals: Seller is principally owned by Louis B. Burke Jr. Buyer is group of eight stockholders with four general partners and four limited partners, Dee Riddell Harris is general partner and 29.9% owner. (BTCH-820813FZ). Action Oct. 8.

■ WLAG(AM)-WWCG(FM) LaGrange, Ga. (WLAG: 1240 khz, 1 kw-D, 250 w-N; WWCG: 104.1 mhz, 29 kw, HAAT: 220 ft.)—Granted assignment of license from La Grange Radio Inc. to LWB Atlanta Corp. for \$1,370,000. Seller is owned by Paul Reid, who this year also sold WBHB(AM) Fitzgerald, Ga., for \$350,000 (BROADCASTING, April 26), and has no other broadcast interests. Stations were bought in 1975 for \$285,000 (BROADCASTING, Sept. 15, 1975). Terms are \$350,000 at closing, assumption of about \$300,000 in notes, and balance to be paid over 20 years at 10% interest. First 15 months will be interest only, deferred and added to note to become principal. Buyer is principally owned by C. J. Lawrence Invest-

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ment Co., New York, and Robert L. Williams. Jim Moltz is president of C. J. Lawrence, which has no other broadcast investments. Williams is former marketing director at McGavren Guild, New York, station representative and owner of WHLI(AM)-WKJY(FM) Hempstead, N.Y., which he bought in 1979 for \$1,417,750 (BROADCASTING, Feb. 9, 1979). (BALH-820825ES, ET). Action Oct. 14.

■ **KGCS(FM)** Derby, Kan. (95.9 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Swanson Broadcasting Inc. to Misco FM-96 Ltd. for \$750,000. Seller is Tulsa, Okla.-based group of four AM's and three FM's principally owned by Gerock H. Swanson, president. It bought KGCS [formerly KDRB] almost three years ago for \$400,000 (BROADCASTING, Aug. 30) and KEGL(FM) Dallas-Ft. Worth for \$8.5 million (BROADCASTING, March 9). Buyer: subsidiary of Misco Broadcasting Corp., which is principally owned by Misco Industries. S. O. Beren is president and 36% owner. Misco Broadcasting is licensee of KAKZ(AM) Wichita, Kan., and applicant for new FM at Haysville, Kan. (BALH-820827FP). Action Oct. 14.

■ **WSLG(AM)** Gonzales, La. (1090 khz, 10 kw-D)—Dismissed application for assignment of license from Ascension Parish Broadcast Co. to The Gonzales Weekly Inc. for \$700,000. (BAL-820715EI). Action Oct. 7.

■ **WDRQ(FM)** Detroit (93.1 mhz, 20 kw, HAAT: 500

ft.)—Granted assignment of license from WDRQ Inc. to Amato Group Inc. for \$4 million plus \$1 million consulting agreement. Seller is subsidiary of diversified Jacksonville, Fla.-based Charter Co., which also sold, subject to FCC approval, its other six radio stations to Surrey Broadcasting for \$32 million (BROADCASTING, Dec. 14, 1981). Buyer is Fort Lauderdale, Fla.-based group owner of two FM's and four TV's headed by Joseph C. Amato, president. (BAPLH-820827FQ). Action Oct. 12.

■ **WLOL(FM)** Minneapolis-St. Paul (99.5 mhz, 100 kw, HAAT: 880 ft.)—Granted assignment of license from Metrocom Ltd. to Emmis Broadcasting Corp. of Minnesota for \$4.355 million plus \$1.5 million consultant agreement. Seller is owned two-thirds by Robert G. Liggett and one-third by N. L. Bentson. Liggett is principal owner of WFMK(FM) East Lansing, WZZR(FM) Grand Rapids, WHNN(FM) Bay City, all Michigan, and WCAY(AM)-WZLD(FM) Cayce, S.C., plus cable systems in Michigan. Bentson is president and one-third owner of Midcontinent Broadcasting Co., which owns two AM's, three FM's and three TV's, plus cable systems in South Dakota and Nebraska. Buyer is principally owned by Jeffrey H. Smulyan and Michael S. Mauter, who also are principal owners of WENS(FM) Shelbyville, Ind. (BALH-820830FY). Action Oct. 8.

■ **WJNL(TV)** Johnstown, Pa. (ch. 19, 175 kw vis.,

10.47 kw aur., HAAT: 640 ft.)—Granted assignment of license from Cover Broadcasting Inc. to Leon A. Crosby for \$1,590,000. Seller: Subsidiary of Jonel Construction Co., which is owned by John E. Gelormino, who also owns co-located WJNL-AM-FM. Buyer is former principal in KBSA-TV Guast, Calif. He also owns 25% of new UHF applicant for Richardson, Tex., and is former president and 100% owner of KEMO-TV San Francisco. (BALCT-820113KE). Action Oct. 14.

■ **WSWM(AM)** [CP]-WNMB(FM) North Myrtle Beach, S.C. (AM: 900 khz, 500 w-D, FM: 105.5 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from North Myrtle Beach Broadcasting Corp. to Ogden Broadcasting of South for \$1.5 million. Seller is owned by Harry D. Dunnagan and family, who have no other broadcast interests. Buyer is subsidiary of Ogden Newspapers, publisher of *Wheeling* (W. Va.) *News Register*, G. Ogden Nutting is president and general manager. Ogden also bought WTON(AM) Staunton, Va., for \$1.65 million (see below). (BAP-820816GI). Action Oct. 14.

■ **KURA(AM)-KRND(FM)** [CP] Moab, Utah (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 96.7 mhz, 3 kw, HAAT: 457 ft.)—Granted assignment of license from Moeb Broadcasting & Television Corp. to Long Lives Broadcasting Inc. for \$350,000. Seller is principally owned by Randal J. Taylor, president (67.4%) and Craig B. Wirth (20.6%), who have no other broadcast interests. Buyer is owned by Bruce Long, who owns KTHE(AM) Thermopolis, Wyo., and also holds CP for new FM there. (BAL,PH-820804GI,J). Action Oct. 8.

■ **WEZF(TV)** Burlington, Vt. (ABC, ch. 22, 1,000 kw vis., 100 kw aur., HAAT: 2,753 ft.)—Granted assignment of license from International Television Corp. to Champlain Communications Corp. for \$4.5 million. Seller is principally owned by Donald G. Martin, who also is principal owner of co-located WEZK-FM and WHOS(AM)-WDRM(FM) Decatur, Ala. Buyer is principally owned by Philip J. Lombardo, former president of Corinthian Broadcasting New York-based group owner of six TV's. Lombardo will be joined by Haristone & Dickstein Inc., Hartford, Conn.-based investment banking firm headed by Barry Dickstein, president. (BALCT-820902HC). Action Oct. 8.

■ **WTON(AM)** Staunton, Va. (1240 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Augusta County Broadcasting Corp. to Ogden Broadcasting of Virginia Inc. for \$1.65 million. Seller: Albert C. Schmick (78.74%) and Florence S. Howanitz (17.32%) and William M. Duncan (3.93%), who have no other broadcast interests. Buyer: Subsidiary of Ogden Newspapers Inc., Wheeling, W. Va., closely held group of 28 stockholders headed by G. Ogden Nutting, president, and who also bought WMNB(FM) and WSWM(AM) [CP] North Myrtle Beach, S.C. for \$1.5 million (see above). (BAL-820818HA). Action Oct. 18.

Professional Cards *(continued)*

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Facilities changes

AM applications

Tendered

■ **KCKY** (1150 khz) Coolidge, Ariz.—Seeks CP to increase D power to 5 kw. Ann. Oct. 22.

■ **WDGS** (1290 khz) New Albany Ind.—Seeks CP to change hours of operation to U by adding 1 kw-N; 1 kw; install DA-2, and make changes in ant. sys. Ann. Oct. 22.

■ **WPTW** (1570 khz) Piqua, Ohio—Seeks CP to change frequency and increase power to 1 kw. Ann. Oct. 22.

■ **WPGM** (1570 khz) Danville, Pa.—Seeks CP to increase power to 2.5 kw. Ann. Oct. 21.

Accepted

■ **KFNW** (1170 khz) Fargo, N.D.—Seeks MP (BP810707AB) to change N-time 3 tower directional sys. to two tower array. Ann. Oct. 22.

■ **KRSP** (1060 khz) Salt Lake City—Seeks MP (BP20777) to augment N-time directional pattern. Ann. Oct. 22.

FM applications

Tendered

■ **WEAK** (900 mhz) Eddyville, Ky.—Seeks CP to change frequency to 880 khz and increase power to 1 kw. Ann. Oct. 22.

■ WJFD-FM (97.3 mhz) New Bedford, Mass.—Seeks amendment to change TL; change HAAT to 500 ft.; change type trans. and make changes in ant. sys. Ann. Oct. 22.

■ WRRH (88.7 mhz) Franklin Lakes, N.J.—Seeks CP to change ERP 100 W; change HAAT to plus 254 ft.; change ant. sys. and change coordinates. Ann. Oct. 22.

Accepted

■ WFUR-FM (102.9 mhz) Grand Rapids, Mich.—Seeks modification of CP (BPH-820323AJ) to make changes in ant. sys. Ann. Oct. 21.

■ * WPNR-FM (90.7 mhz) Utica, N.Y.—Seeks CP to make changes in ant. sys.; change type trans.; increase ERP to 527 W (H); increase HAAT to -150 ft. (H) and change TPO. Ann. Oct. 21.

■ WRKM-FM (102.3 mhz) Carthage, Tenn.—Seeks Modification of CP (BPH-810622BA) to change type trans.; change type ant.; increase ERP to 1.9 kw; (H&V); decrease HAAT to 364 ft. and change TPO. Ann. Oct. 21.

■ KBIQ (105.3 mhz) Edmonds, Wash.—Seeks CP to change type trans.; change type ant.; correct geographical coordinates. Ann. Oct. 21.

TV applications

Tendered

■ KOTI (ch. 2) Klamath Falls, Ore.—Seeks CP to change ERP 35.5 kw vis., 3.55 kw aur.; change HAAT to 2,185 ft.; change TL. Ann. Oct. 21.

Accepted

■ WMCF-TV (ch. 45) Montgomery, Ala.—Seeks MP (BPCT-800826KF) to change ERP to 3,100 kw vis., 570 kw aur.; change TL and HAAT to 632 ft. (Pending Grant of assignment of license BAPCT-820809HN filed by Life Anew Ministries Inc.). Ann. Oct. 2.

■ KCBR (ch. 17) Des Moines, Iowa—Seeks MP (BPCT-790727KE) to change ERP to 3,100 kw vis., 3, 11 kw aur., and change HAAT to 1,516 Ft. Ann. Oct. 22.

■ WENH-TV (ch. 11) Durham, N.H.—Seeks CP to change ERP to 316 kw vis., 31.6 kw aur.; change trans. and make changes to ant. sys. Ann. Oct. 22.

AM actions

■ KKBB (1090 khz) Aurora, Colo.—Granted MP to modify N Antenna stand and radiation pattern. Action Oct. 7.

■ KKBB (1090 khz) Aurora, Colo.—Granted MP of CP to modify D dir. ant. pattern augmentation. Action Oct. 7.

■ KUPI (980 khz) Idaho Falls, Idaho—Granted CP to change city of license to Ammon, Idaho; change hours of operation to U by adding 1 kw-N; increase D power to 5 U KW; install DA-2, and make changes in ant. sys. Action Oct. 8.

■ WIDS (1190 khz) Russell Springs, Ky.—Granted MP (BP820301AY) to change from directional to non-directional operation. Action Oct. 8.

■ WNOE (1060 khz) New Orleans, La.—Granted CP

to augment N standard pattern. Action Oct. 13.

■ WEBB (1360 khz) Baltimore.—Granted MP of CP (BP-820414AB) to furnish new set of antenna parameters. Action Oct. 14.

■ KBHB (810 khz) Sturgis, S.D.—Granted CP to increase D power from 5 kw to 25 kw. Action Sept. 7.

■ WMJT (1330 khz) Mt. Juliet, Tenn.—Granted modification of CP (BP-790827A1) to specify geog. coord. Action Oct. 18.

■ KTXZ (1560 khz) West Lake Hills, Tex.—Granted MP (BP-800116AD) to augment D and N pattern. Action Oct. 15.

FM actions

■ * WCBU (89.9 mhz) Peoria, Ill.—Granted CP to change from DA to non-DA and increase HAAT to 652.8 ft. Action Oct. 8.

■ KSLS (101.5 mhz) Liberal, Kan.—Granted CP showing proposed operation on frequency of 101.5 mhz; change TL; change type ant.; increase ERP to 100 kw; increase HAAT to 536.7 ft. and change TPO. Action Sept. 15.

■ WELK (95.3 mhz) Elkins, W.Va.—Granted modification of CP (BPH-810825AE) to increase HAAT to 24 ft. Action Oct. 12.

■ WCWV (92.9 mhz) Summersville, W.Va.—Granted modification of CP (BPH-781101AF as mod.) to change TL; decrease ERP to 10.95 kw; increase HAAT to 900 ft. and change TPO. Action Oct. 12.

In contest

Procedural rulings

■ Everett, Wash. TV proceeding (Oak Television of Everett Inc., et al.) ALJ Joseph Chachkin granted petition by Oak for leave to amend to reflect sale by Oak Industries Inc. of a cable system serving Castro Valley, Calif.; granted petition by Channel 16 Inc. for leave to amend to reflect that John H. and Mary Ann Marple transfer their 98% of stock of KRKO Everett, to Melvin Squyres and Dexter Taylor (BC Doc. 81-456-9). Action Oct. 7.

■ Manchester, Vt. FM proceeding (Northshire Communications Inc. and North Country Communications Inc.) ALJ John H. Conlin granted joint request and approved settlement agreement; authorized reimbursement in amount of \$3,012.85 to North Country and dismissed its application; authorized reimbursement in amount of \$2,500 to Radio St. Albans Inc.; granted Northshire's application; terminated proceeding (BC Doc. 82-465-6). Action Oct. 14.

FCC actions

■ FCC affirmed Common Carrier Bureau's dismissal of application by Tel-Page Corp. for additional two-way radio channel for mobile telephone service at Rochester, N.Y. Action Oct. 13.

■ Broadcast Bureau admonished Cismek Corp., licensee of KFLZ(FM) Bishop, Tex., for unfair business practices which benefitted concerts the station promoted in 1981 and 1982 and for conduct that could have the effect of discouraging public resort to FCC's processes. Action Oct. 19.

■ FCC denied MIA Broadcasting Corp. review of Review Board action upholding ALJ Luton's decision dismissing MIA's application and granting that of Sco-Kim Inc., for new FM at Tallulah, La. Action Oct. 21.

■ FCC Denied petition by Simon Geller for reconsideration of decision released June 15, 1982, in which FCC denied Geller's renewal application of WVCA-FM Gloucester, Mass., and granted application of Grandbanke Corp. for CP for new FM on same frequency. Action Oct. 21.

■ FCC denied application by Church Faith is the Victory for review of Broadcast Bureau hearing designation order in Bayamon, P.R., comparative TV proceeding. Action Oct. 21.

■ FCC denied requests for stay of May 20 FCC action granting applications for four Charleston, S.C., TV stations to move their transmitters to common location atop 2000 foot tower. Action Oct. 21.

Cable

■ Dearborn, Mich.—Cable TV Bureau granted petition for special relief for 5% franchise fee, filed Nov. 3, 1981, on behalf of City of Dearborn, Mich. Action Oct. 16.

Other

■ Office of Science and Technology has issued report titled "Options for Relief of Interference to TV Channel 6 from Educational FM Broadcast Stations". Report describes results of laboratory testing of various proposed methods to reduce or eliminate interference to Ch. 6 reception from educational FM stations. Limited copies are available from Office of Public Affairs, Room 207, 1919 M Street, N.W., Washington, D.C. 20554.

Call letters

Applications

Call	Sought by
	New AM
WXKY	Cory Communications Inc., Milan, Tenn.
	New FM's
KRFM	KBW Associates Inc., Show Low, Ariz.
WGRB	Green River Broadcasting Inc., Campbellsville, Ky.
	Existing AM
WUSW	WDKA Cross City, Fla.
	Existing FM's
KEWW-FM	KQIX Grand Junction, Colo.
KLFQ	KKAT Lyons, Kan.
	Existing TV
WRSP-TV	WBHW Springfield, Ill.

Grants

Call	Assigned to
	New AM
WAOB	Special Deliveries Inc., Winamac, Ind.
	New FM's
KIQS-FM	Willows Broadcasting Co., Willows, Calif.
WMCG	Tel-Dodge Broadcasting Co., Milan, Ga.
KALG-FM	Audrey Anderson, La Luz, N.M.
WSNC	Winston-Salem State University, Winston-Salem, N.C.
KCKR	Amanda Steed Kelton, Crockett, Tex.
	New TV
WXTX	Columbus Family Television Inc., Columbus, Ga.
	Existing AM's
WOBQ	WSEW Selinsgrove, Pa.
WDIX	WIZX Orangeburg, S.C.
	Existing FM's
KMGG	KWST Los Angeles, Calif.
KMCO	KNEF-FM McAlester, Okla.

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

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Major Southeast AOR seeks sales manager. See our display ad under Help Wanted Sales.

General Manager-for station requiring 80% of time on street selling and 20% management, thus must have been sales manager or selling general manager with proven sales record along with ability to develop and work sales force. Enjoyable and low cost of living in small Alabama market. Send resume, salary requirements and personal monthly sales last two years dollarwise and as a percent of station sales to Box H-118. Equal opportunity employer.

Sales manager for new country FM in beautiful Rocky Mountains. Need leader to train, motivate and sell. Resume to Ron Barnhart, KPCQ-FM, Powell, WY 82435.

GSM-major Pacific Northwest station seeks marketing-oriented pro who can get the dollars our numbers deserve. Rush sales strategy, track record, salary and resume. Discretion assured. Box H-142.

Successful station managers and sales managers ready for station management with expanding chain. Northeast markets. Looking for pros only! Mail all details and references to Howard McAnany, Vice-President, Penn Broadcasting Corp., P.O. Box 142, Hershey, PA 17033. EOE/M-F.

Northeast small market AM/FM/TV combo. Requires general manager. Should be "people person" and FCC familiar. Salary and benefits negotiable. Write Box J-1.

New FM station in northern Michigan needs responsible, business-minded person to assist in ground-work immediately. Resume to Box J-23.

Sales Manager with proven track record and investment capital for part interest in top-100 Sunbelt FM. No snow market of 500,000 plus and growing. All replies confidential. Box J-26. EOE.

General Manager. Gospel radio station in major northeastern market. Large 11-station chain needs experienced manager to take charge of newly improved facility. Immediate opening. Contact Dick Marsh, Vice President, Universal Broadcasting, 3844 East Foothill Boulevard, Pasadena, CA 91107. 213-577-1224.

General Sales Manager/WKZL-FM North Carolina's best rock is searching for America's best General Sales Manager. Super stars format. No. 3 12+, ARB ranked. General Sales Manager with proven local sales track record to lead diverse and talented sales staff. Most immediate need: development of sales to stations local share potential. Must be management systems oriented and capable of autonomous operations with appropriate responsibilities. Send resumes to: WKZL, 8060-I North Point Boulevard, Winston-Salem, NC 27106. A Nationwide Communications Station and a equal opportunity employer.

HELP WANTED SALES

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.

Madison, WI, offers excellent sales opportunity for bright problem solver on the way up. Must have 1-2 years street sales with outstanding record. Strong on creativity with ability to write, sell imaginative campaigns. If you want to make sales your career, we'll teach you a new exciting, profitable way to sell radio. Phil Fisher, WISM A/F, Box 2058, Madison, WI 53701. A Mid-West Family Station (EOE).

Immediate Opening for self-starting sales person. Vibrant AM/FM in central Pennsylvania. Advancement unlimited for right person. Earnings possible to \$30,000 plus. Experience helpful. Write Box H-116.

Co-op coordinator for growing 3 station group in Rockies. Sales or co-op experience required. Resume and compensation requirements to Ron Barnhart, KPCQ-FM, Powell, WY 82435.

Grow with us - the new 12Q needs an experienced, motivated person to establish and develop a sales staff. Earnings potential first year 15K-25K. Send resume to: 12Q, Box 1240, Selinsgrove, PA 17870. EOE.

Professional salesperson needed for number one ranked Florida coastal FM. Minimum three years direct and agency sales experience required. Send resume, references, and salary requirements to: Sales Manager, P.O. Box Q102, Daytona Beach, FL 32015. MF, EOE.

Senior account executive for one of the mid-South's and nation's dominant AM stations. Need creative, aggressive, strong-closer. Excellent benefits with group owner. Minority candidates encouraged. EEO/M-F employer. Write Box J-33.

Sales and on-air. Salary plus commission. Near Nashville. Send resume and tape. WSVT, 214 Lowry St., Smyrna, TN 37167.

WMZQ, Washington's number one country station, is looking for a local Sales Manager. Send resume with references and salary requirements to Frank Byrne, Sales Manager, WMZQ, 5513 Connecticut Ave., N.W., Washington, DC 20015. EOE, M/F.

HELP WANTED ANNOUNCERS

Drive-time mouth! Do you want to put your jaws to work being an entertainer? Do you enjoy live telephone interaction? Can you be fun and glib and do it all live? Then this major market station wants you! Send resume to Box H-144. EOE.

Pleasant small market stations in City of 17,000 seeks announcer for morning or mid-day shift. Some production required. Good working conditions with aggressive professional staff. Contact Buddy Peeler, Station Manager, KPAN, Box 1757, Hereford, TX 79045. 806-364-1860.

A/C on N.C. coast - afternoons/production. Stable group station, looking for personable team player. Minimum three yrs. experience. T & R to: Operations Manager, WGNI-FM, 211 N. 2nd St., Wilmington, NC 28401. EOE/MF.

So. Ill. AM and full-time FM seeks midnight to 6 AM communicator. Minimum two years' experience. Rush resume to Box J-19.

Announcer needed in Montana at one of our gospel stations. Experience preferred. Great opportunity for the right person. Tape and resume to: Bruce Erickson, V.P., The Enterprise Network, 100 N. 24th St. W., Billings, MT 59102.

Program Director/announcer - for AM adult contemporary radio station. Strong community-involved station looking for personality and creativity, experience as PD, great references a plus. Send resume and salary requirements to: WILS-AM, 600 W. Cavanaugh Rd., Lansing, MI 48910. Attention: General Manager - EEO.

All new east Texas fulltime AM has two fulltime openings. We're here to take over the market, and we are looking for aggressive communicators to join top team. Beautiful, east Texas recreation area, minutes from lakes. Resume, aircheck, references and salary requirements only on first contact. References will be checked. Write: Don Werlinger, Partner/GM, KNX, 1027 11th St., Huntsville, TX 77340.

WSVA Radio has afternoon position open. Need versatile, mature person with at least 5 years' experience for big band and all time hit format. Good production a must. Send tape and resume to: Program Director, WSWA, Box 752, Harrisonburg, VA 22801. EOE.

HELP WANTED TECHNICAL

Engineering. Midwest group owner has rare opportunity for an experienced person with extensive audio and transmitter background to take charge of the technical operations of one of its successful stations. Send resume, references, and salary history to Box H-145. Equal opportunity employer.

Maintenance engineer. Must be strong with RF and AM directional antennas. Experience with high power FM and UHF-TV also desirable. FCC 1st or General Class license required. Send resume to Carl Davis, WPTF/WQDR, P.O. Box 1511, Raleigh, NC 27602.

KMET/FM Technical Maintenance Engineer. This is a unique career opportunity for the special person who can relate to the format and has the technical ability to work with one of the top AOR stations in America. This requires a First Class FCC license and five years' experience. Union position. Do not contact KMET. Call or send resume to: Metromedia, Inc., Human Resources, 5746 Sunset Blvd., Los Angeles, CA 90028. 213-462-7111, ext. 1481.

Chief Engineer. Radio chief engineer, immediate opening. Excellent facilities and equipment. Class C FM and medium power AM in Midwest. Must have first class/general license, broadcast experience and references. Complete information first letter. Equal opportunity employer. Write Box H-105.

Opening for engineer with FM broadcast experience and references. Resume to Box J-24.

Chief Engineer - for full-time FM/AM directional stations. New transmitters on order waiting for engineer to help install. Looking for 1st class/general license with broadcast experience. Send resume with salary requirements and references to WILS, 600 W. Cavanaugh Rd., Lansing, MI 48910. Attention: General Manager - EEO.

Wanted: chief engineer for northeast medium sized AM/FM station. Good equipment (lots of it). Salary and benefits negotiable. Write Box J-3.

WRGI-FM and WMIB-AM, Naples, Florida, are looking for an experienced engineer, preferably interested in retirement to Florida, who can perform routine maintenance, necessary repairs, and possess a good knowledge of Gates transmitters, automation equipment, directional and non-directional antennas. Call Roger Bald, GM, 813-775-3321, to set up a personal interview.

Director of Engineering needed for central Missouri AM-FM operation. \$30 to \$35K, depending on experience. Double E not required, but desirable. State of the art knowledge and supervisory ability necessary. We offer best of two worlds - metro income and joys of small town living and small town expenses. Call or write to Jerrell Shepherd, KWIX, Moberly, MO 616-263-1600.

HELP WANTED NEWS

Wanted: news/sports director on his or her way up. We want to be your step into a top fifty market. Understanding of small market news/sports reporting imperative. Degree or equivalent experience preferred. Salary \$15,000 plus. Send tape and resume to Tom Libby, KKCC AM/FM, P.O. Box 1326, Clinton, OK 73601.

News/Sports Director for Montana, 5 kw regional CBS aff. Salary open. Main tape/resume to Jerry Black, KSEN/KZIN-FM Radio, Box T, Shelby, MT 59474, or call 406-434-5241. EOE.

Radio reporter, WOSU-AM. Previous experience in reporting and broadcast journalism and a Bachelor's degree in Journalism, Communications or related field. Report on a broad field of topics. Organize and announce newscasts. Salary \$13,200-\$14,640. Application deadline: 11/12/82. Send audition tape, copy samples, and resume to: Debbie Eberle, Personnel Manager, WOSU-AM-FM-TV, The Ohio State University, 2400 Olentangy River Road, Columbus, OH 43210.

HELP WANTED NEWS CONTINUED

Full time opening for key news person at new FM station. Resume to Box J-25.

News pro. Quality news person for a quality radio station. Upper Midwest powerhouse seeking radio news professional with news director abilities, radio news gathering, editing, writing and on-air communication skills. Must be of highest standards. Salary, working conditions and growth opportunities are very attractive. Call 701-237-5346. Immediate opening. M/F, E.O.E.

KTBB-AM, an adult contemporary radio station in Tyler, Texas, has an immediate opening in its news department for an aggressive person with a minimum of two years' experience in electronic journalism. Join a three-member news staff and work in one of America's nicer places. Contact Rusty Draper, News Director, during office hours. 214-581-0606. KTBB is an equal opportunity employer.

61/WGIR, New Hampshire's leading news station, seeks experienced, aggressive broadcast journalist with strong delivery, crisp, informative writing and positive attitude. We're an award-winning team in the state's finest facilities. Send tape, resume, writing samples and references to Paul Jacobson, News Director, WGIR, Box 610, Manchester, NH 03105. EOE.

News Director - prefer candidate with Master's degree in Journalism or related area with at least 3 years broadcast journalism experience. Faculty-level position, no teaching required. Salary dependent upon qualifications and experience. Seeking top-flight communicator for 100 kw NPR-affiliated public radio station, fulltime cable television channel, and soon-to-be-built 35 KW FM repeater station. Responsibilities include gathering and relating news, hosting local NPR Morning Edition program, hosting daily magazine program, anchoring many public affairs programs, cable newscasts and supervising both professional and student staff. Send resume, three reference letters, plus audition audio and video cassettes and examples of written copy to Office of Academic Affairs, News Director Position, Western Kentucky University, Bowling Green, KY 42101. An affirmative action/equal opportunity employer.

Skilled journalist needed for top local news operation in north central Pennsylvania. Will anchor PM drive news. Creative writing, good voice, and conversational delivery a must. News happens at all hours, we need someone committed to work under those conditions. Award-winning facilities, excellent pay and benefits. Call yesterday! Ken Sawyer, 717-323-7118.

Assistant News Director for news-oriented fulltime AM, Midwest college market. Tape and resume to KCJJ, Box 2118, Iowa City, IA 52244.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program Director. Adult contemporary, FM facility serving the Tampa/St. Petersburg, Florida market has an immediate opening for a program director. Successful candidate must have a proven track record as a program director with a contemporary facility, have successful background with the use of research, working with a consultant, attainment of audience following in on air shift, development and implementation of on and off air promotions, production skills. This is a take charge position in a major market with a major facility. Those who qualify should respond, in confidence, by sending an air check and resume to: Jim Johnson, General Manager, WMGG, 51 South Main Avenue, Suite 96, Clearwater, FL 33515. WMGG is an Equal Opportunity Employer. Our employees know of this ad.

WUAL-FM, an NPR affiliate, seeks a Program Director. Responsibilities include acquisition and scheduling of NPR and syndicated programming, local cultural affairs/news productions, on-air host, and training and scheduling of part-time and volunteer staff. Qualifications include minimum of a Bachelor's degree, minimum of 3 years public radio experience, and demonstrated audio production skills. Market/audience research skills helpful. Salary competitive. Deadline: open until filled. Send resume to Employment Office, University of Alabama. Box 6163, University, AL 35486. AA/EOE.

Program Director/morning drive personality. Adult-contemporary AM. Promotionally minded, community involved person who knows how to reach adults. Minimum two years' experience. Top production. Tape, salary history, resume to RO. Box 142, Danville, IL 61832.

We're looking for the perfect production person. Brilliantly creative, yet able to deal with a huge workload and a demanding sales department. Excellent facilities, salary and benefits. No airshift. Please send tapes and resumes to: Corporate Personnel Department, Capitol Broadcasting Company, P.O. Box 12000, Raleigh, NC 27605-2000, EOE/MF.

SITUATIONS WANTED MANAGEMENT

Small market GM/SM news team. 16 years' experience, all phases small market operations. Strong on sales, community involvement and quality sound. Proven track record. Bottom-line oriented. Turnaround, sure! Box H-147.

Group head: If you are in need of quality, profitable multi-station leadership, kindly contact me in strict confidence. My specialty is turn around and problem stations. Write Box H-146.

GM/Station Manager, small or medium. Experienced all phases. Successful track record. Best references. Relocate. Consider all. Will make you money and friends. Write Box H-155.

General Manager—sales manager. Former station owner. 15 years' experience. First phone. Aggressive with strong sales background. Small/medium market. Available immediately. Box H-149.

General Manager, top 20 market. Desires affiliation with solid company in need of strong leadership. Proven track record in start-up and turn around situations. Write Box H-151.

Programing Professional looking for new challenge. 12 years with major broadcast group. Talk, music, news experience. Currently in top 5 market. Reply Box H-117.

Attention station and group owners. Looking for an aggressive sales and profit-oriented general manager? Here's one with 18 years managing AM/FM, high achiever of goals with effective management skills. Take-charge individual with creative strategies for developing maximum sales and profits. Excellent credentials. Write Box H-140.

Small market radio can be professional, successful. I've done it on small market budgets. 13 years outstanding management (9 same station). Knowledgeable, sales-oriented, by-the-book operator. Complete credentials, references. No rush, no loans, I'll pay my own move. Write Box J-2.

Over 20 years in management. Seeking challenge in small-medium market, Southeast. Successful at blending commercialism with good programing. Write Box J-7.

Superstar GM—If you need experienced, successful proven winner, strong in leadership, training, promotion and aggressive selling, write Box J-34.

Motivation and knowledge will make your organization grow. Gen. Mgr. with experience in management, sales, programing, and promotion with ability to win looking for progressive organization. Understands bottom-line and achiever of goals. Seeking warm climate, consider all. Small to medium market. Good references. Write Box J-9.

Owners only! Highly sales-oriented G.M. seeks a station that wants positive leadership. My resource merchandising techniques have been proven successful. Let's talk! Reply Box J-28.

January availability. Very successfully employed GSM looking for GM position, any size market in mid-Atlantic or Northeast. Solid background; well qualified. References you will recognize. Confidential. Box J-22.

Programer with some sales experience looking for opportunity to manage small/medium station. Reply Box J-38.

SITUATIONS WANTED ANNOUNCERS

Ford Mullins, 6-year pro (WZBC, WCFR, WPOE, WKZE), KIIS grad., BA psych, seeks swing/prod. So. CA. coast. 714-859-6381.

Good voice. Great personality. Three month's experience. Will relocate. Paul Kaishian, 510 N. 106 St., Wauwatosa, WI 53226. 414-453-4548.

Fully qualified and experienced D.J. newscaster seeks position in Northeast area. For tape and resume call Judy, 212-933-2398.

Have pipes-will travel—24 years experience in radio. Now in market No. 52, Saginaw, Michigan at 10 kw AM. Want major market position. Last move. Let's talk. 517-723-6586, ask for Dick O'Brien.

Buddy Webber is looking. Perfect for Music of Your Life or operations manager. Ex-band leader & musician. Beginning rock with Storz. Traffic & TV with ABC, San Francisco. Traffic & program director with Golden West in Seattle. Traffic, daily TV & weather sub at KOMO Seattle. Write: 15 Kathy Ann Dr., Narragansett, RI 02882. My wife knows of this ad.

5 year broadcaster with PD/MD experience available now. 125 mile radius of Cincinnati. 513-631-4657.

Gifted, knowledgeable, experienced big ten grad desires sports opportunity. Do your market a favor: call Kim Viculin, 517-393-1123, or write P.O. Box 827, East Lansing, MI 48823.

Currently employed at an asylum with call letters. Please help imaginative, talented, entertainer find a new home. 312-423-9540, evenings.

Talk show entertainer from Pittsburgh. I am the best. Doug Hoerth, 412-321-5071.

9-year dependable professional with excellent references wants stable full time permanent position. Mike, 904-255-6950.

Announcer/Sportscaster. Six years' experience. Know rock format. Southern Rockies. West Coast only respond 303-651-3549.

Air talent, experienced in various formats. Currently working NE major market. All inquiries considered. Minority. Write Box J-16.

Two years' commercial experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Call Dave, anytime, 201-777-0749.

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.

Professional sounding, creative, with outstanding voice. Any shift, anywhere. Write for tape and resume. Jay Plotkin, 5221 N. Hollywood Ave., MKE, WI 53217.

Dial-a-jock, 201-773-3492, for a job well done. Call me now. Copywriter, news, talker.

Just starting out. College experience; AOR, top-40, MOR, adult contemporary, news. RRT permit. Strong production. Will relocate. Michael Selk, 212-543-9428.

Announcer/Sportscaster. Six years' experience, know rock format. Southern Rockies. West Coast respond anytime. 303-651-3549.

SITUATIONS WANTED TECHNICAL

Help find Randy a job! Economic conditions forced me to lay him off and I'm helping to relocate him. Randy Dietterich is 24 but he's been around radio and transmitters all his life. An excellent hands-on tech with an ear and a knack for quality engineering. Help! Call Randy or me, Dick Lucas, at WWSW, Pittsburgh, 412-323-5300.

Dan Boucher, seeking entry-level engineering position. Short on experience, but long on ambition. 915-584-5505.

SITUATIONS WANTED NEWS

Diligent Sports Director, PBR sportstalk, news and announcing. 10 years' experience. Will relocate anywhere! 616-530-8273.

Reporter/newscaster. Proven, respected journalist. authoritative voice. Writes clearly, accurately. Seeks major market. Ray, 612-789-3683.

SITUATIONS WANTED NEWS CONTINUED

High energy writer/anchor personality, adult and rock formats, newblocks her specialty. Heavy experience, great pipes. First Class references. Large, majors only. 317—924-4811. Cheri.

Experienced reporter, good voice, BA Journalism. Prefer California or Southwest. Call 213—508-7148, or write Box J-14.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

As PD or OM, I'll get your station more involved in the community. 15 year pro, (WITL, WZZM). Prefer country outlet in Midwest or East. Jr. Blackwood, 616—982-0593.

Veteran-15 years top 10 market. Seeks PD. position in Southwest medium market. Looking for stable company that wants to win. Write Box J-15.

Medium to small market programmer, w/production skills, excellent air sound. For T&R return mail, 919—726-8536.

Experienced, motivating, winner. Seeking PD position with station dedicated to success. Research and format development, including promotion. Desire CHR/AC. Extensive knowledge of music and sales. Understands bottom-line and achiever of goals. Seeking warm climate, consider all. Small/medium market. B.A. & good references. Write Box J-10.

Program Director — I will be a good one. 8 years' experience in and around radio. B.A., currently teaching. Prefer northern U.S. Any format. Jason Justis, 711 Townline, Wausau, WI 54401.

Top PD-announcer from Florida. 13 years' experience. Need challenge, bucks in any Florida market. For resume/tape, write Box J-8.

Buddy Webber is looking. See ad under Situations Wanted Announcers.

TELEVISION

HELP WANTED MANAGEMENT

Combination General Manager/General Sales Manager for KECY-TV, Channel 9, Yuma/El Centro, California. Brand new studios and equipment. ABC affiliate. Good opportunity. Send letter, resume, salary requirements to John Radeck, P.O. Drawer 4200, Palm Springs, CA 92263. E.O.E.

Treasurer. Diversified communications company seeks qualified chief financial person with at least 4 years' broadcasting experience. High energy level required because company is in expansion mode. Confidentiality assured. Respond to Box H-92.

Commercial Manager with sales know-how and administrative ability for VHF in good Texas market. EOE. Write Box H-125.

Station manager. KWTU-9 has executive position at CBS affiliate available. Minimum qualifications require: 5 years TV management experience with extensive background in programming. A college degree preferred, but not required. Good pay and excellent benefits. Send resume with salary requirements and job history to: Duane Harm, KWTU, P.O. Box 14159, Oklahoma City, OK 73113. EOE, M/F.

Auction manager. (Development assistant-fund raising programs) Plan, administer, and execute the annual New Hampshire Public Television auction and station activities associated with it. Coordinate all staff and volunteer involvement. Requires Bachelor's degree and at least one year TV auction experience, fund raising, volunteer work, public relations or sales background. Demonstrated communications and organizational skills. Computer and statistical analysis experience preferred. Salary range: \$12,560 to \$19,450, depending on experience. Send inquiries and resume to Director of Development, New Hampshire Public Television, Box Z, Durham, NH 03824, by November 12, 1982. The University is an affirmative action/equal opportunity employer.

Station Manager for operations and programming. New UHF in southern New Hampshire seeks energetic and creative station manager for operations and programming. Experience and knowledge in all aspects of station operations a must. Unusual growth potential and benefits. Reply in confidence to CTV of Derry, Inc., P.O. Box 60, Sudbury, MA 01776.

Northeast small market AM/FM/TV combo. Requires general manager. Should be "people person" and FCC familiar. Salary and benefits negotiable. Write Box J-6.

University of Miami. Broadcast Media Specialist. Creative professional to write and produce television and radio news features, public service material and cable programming. Bachelor's degree in broadcasting, journalism or related field and 3 years experience in television production required. Tuition benefits. Send resume to University of Miami, P.O. Box 248105, Coral Gables, FL 33124. An equal opportunity/affirmative action employer.

General Manager for Iowa State University-owned WOI-TV (ABC commercial affiliate in the Ames-Des Moines market) and WOI-AM-FM (NPR stations). Reports directly to Vice President for Information and Development and is responsible for efficiently managing WOI staff and other resources to accomplish programming, service and financial objectives. Bachelor's degree required, preferably in broadcasting or communication, as well as five to ten years demonstrated management leadership and knowledge of developments and trends in electronic communication fields. Prefer record of community interest and service and familiarity with higher education and university organization. Competitive salary and excellent university benefits. Position available January 1, 1983. Send letter of application to Carl Hamilton, Vice President for Information and Development, 116 Morrill Hall, Iowa State University, Ames, IA 50011, postmarked by November 29, 1982. Iowa State University is an equal opportunity employer.

Small group operator needs station manager for northeast network affiliated UHF. Must be sales-oriented and have knowledge of FCC rules and regs. Opening is now. Write Box J-5.

Director, Planning & Analysis. Individual responsible for direct supervision of the Planning and Analysis Department which prepares long-range plans for the development of public telecommunications services, examines and assists in the development of new market and service opportunities for public broadcasting, and coordinates broad activities in planning, policy development and technology. Candidate should have an advanced degree in economics, research or business or equivalent experience in telecommunications policy development and analysis, strategic planning, and/or business development; knowledge of the telecommunications field and financial or business development with emphasis on new means for distributing programming and of new concepts in public telecommunications services. Salary range: \$45,200-\$60,000. Please submit your resume by November 6, 1982, to: Personnel Department/PDR Corporation for Public Broadcasting, 1111 16th Street, N.W., Washington, D.C. 20036. EOE.

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. Box H-102.

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. Box H-100.

National Sales Manager. Executive sales position available with KXTV effective immediately. Experienced individual required. Job requires a thorough background at national level either as station national sales manager or national representative sales manager or sales rep. Applicant without this experience but with extensive local TV sales experience would be considered. Working knowledge of Bias computer desired, but not a requirement. Extensive research capabilities necessary. KXTV is an equal opportunity employer. Contact: Bill Bradley, General Sales Manager, KXTV-Channel 10, P.O. Box 10, Sacramento, CA 95801.

Director of Sales. California network affiliate needs an experienced sales manager with strong credentials in local sales. Must have proven organizational skills and ability to direct and motivate 8 person local staff. Opportunity to live and work in a magnificent climate in an area with huge potential for new business developments. Send resume and letter outlining credentials to Box H-128. EOE.

TV Time Sales. Western U.S. top 25 network affiliate. Salary and commission plus excellent company benefits. Send resume to Box J-31. EEO employer, M/F.

Traffic Manager—WTNH-TV, New Haven, is looking for traffic manager. Must have experience in traffic. Familiarity with JDS helpful. Call or send resume to Don Gorman, General Sales Manager, WTNH-TV, 135 College Street, New Haven, CT 06508. Equal opportunity employer.

Account Executive. VHF network station in a dynamic Texas market seeking individual with television sales experience and retail knowledge. Must be creative, very organized and self-motivated. We are looking for an over-achiever with successful broadcast sales experience to take over an existing list of agencies and retailers with emphasis in retail development. There are also opportunities to get into sales management. For information, phone 214/592-3871, ask for Mr. Matthews or Ms. Foley. EOE, M/F.

Sales Manager, Christian station—WTKK-TV, serving the Washington, D.C. market, seeking individual to organize and manage department. Mr. Foltz, 9008 Center St., Manassas, VA 22110. Equal opportunity employer.

HELP WANTED TECHNICAL

Assistant Chief Engineer for medium market VHF. Must have hands-on experience with ENG. Southwest area. Reply Box H-88.

Assistant Chief Engineer with growth potential and good technical training for established Gulf Coast VHF. EOE. Write Box H-121.

Chief Engineer. New UHF start-up in southern New Hampshire seeks experienced chief engineer to bring station on line. Design experience desired. A promising position for an energetic and experienced technical person. All resumes confidential. Send resume to CTV of Derry, Inc., P.O. Box 60, Sudbury, MA 01776.

Maintenance engineer. KWTU-9 needs a maintenance engineer with a first or general class broadcasting license, a high school diploma or equivalent, and two years of specialized training in electronics. Also requires two years of broadcast related maintenance experience. Send resume to: Trudy Wick, KWTU, P.O. Box 14159, Oklahoma City, OK 73113. EOE/M-F.

Technical Operator position open. Requires minimum 1 to 2 years video tape/camera control experience. ACR-25 experience preferred. We are a major market group-owned VHF network affiliate with state-of-the-art facilities. Come join us and enjoy year-round vacation living on the beautiful Florida Suncoast. Send resumes to: Jack Winter, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. Equal Opportunity employer.

Chief Engineer with sound technical qualifications, who is production-minded and has ability to train and supervise staff. South Texas. EOE. Write Box H-119.

CMX editor. Spotlight has an opening for a CMX Editor at our satellite uplink facility in Laguna Niguel. This position requires a minimum of 3 years' hands-on experience in post production. Please send your resume and salary history in confidence to: Ed Gordon, VP of Engineering & Operations, Spotlight, 27632 El Lazo Road, Laguna Niguel, CA 92677. Only experienced people need apply. We are an equal opportunity employer and encourage women and minorities to apply.

Director of Engineering. Immediate opening on ground floor in southern post-production facility. On line: GVG 300-2B, 1" C format VTR's, CMX, Chyron IV, film-to-tape with computerized color correction; off line suite as well. Applicants should have demonstrated skill and experience with sophisticated television and digital systems, ability to build and lead a strong technical staff and be willing to handle operating responsibilities and hands-on maintenance. 3-5 years' experience necessary. Equal opportunity employer. Send resume and salary history to Box J-20.

HELP WANTED TECHNICAL CONTINUED

Studio technician I. TV broadcast studio technician I (Engineering). Associate degree in electronics or equivalent, two years appropriate electronic experience, preferably with TV broadcasting equipment. First class or general class license and experience preferred. Salary range: \$13,250 to \$20,400. Forward resume to Director of Engineering, New Hampshire Public Television, Box Z, Durham, NH 03824, by November 12, 1982. The university is an affirmative action, equal opportunity employer.

Hands on TV chief engineer for small attractive northeast network facility. Salary and benefits negotiable. Write Box J-4.

Maintenance engineer, beginning January, 1983. To maintain and repair existing television, radio and installation of new equipment. Must be able to learn calibration techniques for hearing audiometers. Responsible for operation and maintenance of a complete 3/4" color production and duplication facility. Experience in studio and remote production and bench work. First class FCC license desirable. Salary dependent on qualifications. Send letter of application, resume, and letters of recommendation by November 15 to Dean, School of Humanities, Pan American University, Edinburg, TX 78539. Direct informational calls to Dr. Marian Monta at 512-381-3581. Affirmative action, equal opportunity employer.

Career opportunity with a group-owned station. Maintenance engineer for U.S. Virgin Islands TV station. 1-2 years' experience as broadcast maintenance engineer required. Salary commensurate with background. Two-year Associate degree or equivalent in job experience desirable. Contact Joe Potter, 809-774-0300. We are an equal opportunity employer.

Electronics, sr. electronic technician-Design, select, operate and maintain complex electronic devices such as TV, VTR and high frequency distribution equipment. Must have 2 years technical training plus minimum of 2 years experience. FCC second class license required. Salary \$274.84 weekly, 9 a.m.-5 p.m., Mon-Fri. Liberal benefits program includes tuition for selectee and family, fully vested pension plan and comprehensive health plan. Call Personnel, 201-692-2055/2056. Fairleigh Dickinson University, Teaneck, N.J. Affirmative action/equal opportunity employer, M/F.

TV/radio maintenance engineer. Looking for a relaxed atmosphere? Paid health, dental, life ins. and retirement plan & 14 paid holidays a year? This might not sound possible to you, but it is! We can also boast of current up-to-date equipment at our television production facility and FM radio station. First phone-min. 3 yrs. current broadcast maintenance experience. Filing deadline 12/17/82. Contact: San Diego Community College District, 3375 Camino Del Rio South, Rm. 330, San Diego, CA 92108. 714-230-2110. Equal opportunity employer.

WXXI Public Broadcasting in Rochester, N.Y., is looking for a qualified maintenance engineer. Repair and maintenance of television equipment, including 1" Ampex VTR, Sony BVU, Ikegami portable field cameras. 1 year experience plus FCC general class license required. Excellent benefits. Send resume to: WXXI Personnel Dept., P.O. Box 21, Rochester, NY 14601 EOE.

HELP WANTED NEWS

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, PO Box 751, Charlottesville, VA 22902.

Great opportunity for a chief meteorologist at a Sunbelt station. Must be innovative with state of the art weather graphics systems and possess a strong on-air personality. Send resume and written philosophy on how to achieve and maintain a number one position in weather to Box H-91. E.O.E.

Anchor-reporter for early & late news in a Southern market. We're looking for a person with on-air experience & solid writing/reporting abilities. Prefer person with Southeast background. Send resume to Dave Basinger, ND, WCBI-TV, PO. Box 271, Columbus, MS 39701. No phone calls. EOE.

The Weather Channel-Meteorologists. Resumes for TV talent positions are invited for The Weather Channel, the national cable-TV weather network. Send resume, tape, and a list of professional references to: Director of Meteorology, The Weather Channel, 2840 Mt. Wilkinson Pkwy, Suite 200, Atlanta, GA 30339.

News writer for South Texas television and radio stations. Must combine good writing skills with speed and accuracy. EOE. Write Box H-123.

Television weather personality/meteorologist for top 100 market station. Will do early and late news, with a complete array of weather equipment. Send tape and resume to Dan Steele, WPSP-TV, PO. Box 1197, Paducah, KY 42001. Equal Opportunity Employer.

Reporter with proven track record, equally comfortable with field reporting, live remotes, and in-studio reporting. Top 50 market. Resume to Box H-154. EOE.

KMPH-TV has opening for ENG photographer. Must have two years prior experience as ENG photographer for commercial news operation. Send resume to Dick Carr, News Director, KMPH-TV, 5111 East McKinley Ave., Fresno, CA 93727. An EOE/M-F.

Weekend anchor. NBC affiliate in beautiful San Diego has opening for creative, multi-talented newswoman. Position also involves general assignment reporting and show producing. Send tape and resume to: Tom Moo, News Director, KCST-TV, 8330 Engineer Rd., San Diego, CA 92111. A Storier station and an Equal opportunity employer.

All broadcasters invited. Newsmen with a minimum of two years of experience are invited to apply for the Kiplinger Program in Public Affairs Reporting, now in its 10th year at The Ohio State University. Entry into the year-long program leading to a Master's Degree in journalism is competitive. Substantial funding is available to successful candidates. The 11th year begins Sept. 21, 1983. For information, write or call: Henry H. Schulte, The Kiplinger Program, School of Journalism, The Ohio State University, 242 W. 18th Ave., Columbus, OH 43210. Telephone 614-422-2607 or 422-6121.

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-112.

We're a south Florida NBC affiliate looking for a good aggressive, creative reporter. A self-starter who can generate stories, execute them effectively, and produce mouth-watering packages. We're a no-nonsense quality news organization that likes to win. No beginners please. Degree and two years experience. Send resume and tape to Al Ruechel, WBBH-TV, 3719 Central Avenue, Fort Myers, FL 33901. No phone calls. EOE.

Producer. Experienced. Strong writing and production skills 6 & 11 weekdays. Position can lead to news management. Southern coastal living. Contact Harry Bowman, WCIV-TV, P.O. Box 10866, Charleston, SC 29411. Equal Opportunity Employer.

Experienced anchor/reporter for weekend news. Top writing, reporting, producing and performing skills required. Send tape & resume to: Phil Thomas, WHO-TV, 1801 Grand Ave., Des Moines, IA 50308. An Equal Opportunity Employer.

News Producer. Must have college degree in journalism or equivalent and 2 years' experience producing a TV newscast. Must be able to motivate staff of professional journalists, handle deadlines with ease and think visually. Clear, concise writing skills a must. All applicants submit resume and 3/4" inch video tape of recent newscast to James Baum, News Director, KOTV, PO Box 6, Tulsa, OK 74101. No interviews without prior appointment. KOTV is an EOE, M/F.

I'm looking for a real television journalist. Someone with several years of reporting and possible anchor experience. I offer the chance to grow in, and enjoy, the Seattle market. You'll be working at a station that is trying new forms of presenting news and for ownership that has a long tradition of excellence in news. Send writing samples, tape and resume to Steve Hess, KCPQ, P.O. Box 98828, Tacoma, WA 98499. Please no calls.

By top 100 market station news anchor. Winners only! Send resume to Box H-131.

Assignment Editor. NBC affiliate needs an experienced desk person to head up news gathering division and direct day to day coverage of local news stories. Supervises other desk personnel and all general assignment reporters. Position requires five years previous news desk experience. Send resume to: Personnel Manager, WCKT, P.O. Box 1118, Miami, FL 33138. Equal opportunity employer.

TV photographer-sports reporter wanted. KFYR-TV is looking for someone with ENG experience to shoot and edit stories. Person will also be required to do sports reporting and act as fill-in sports anchor. Send resumes to Dick Heidt, News Director, KFYR-TV, Box 1738, Bismarck, ND 58502. We are an equal opportunity employer.

T.V. news reporter. General assignment, Self-starter. Looking for person who can contribute ideas and style to winning news operation. Desirable skills include morning anchor, back-up weather, and shooting video. Tape and resume to Jack Keefe, WIFR-TV, Box 123, Rockford, IL 61105. E.O.E.

Top New York Agent has opportunities for personable, creative anchors, reporters, weathercasters, specialists. Send tape/resume to Box 1103, N.Y., N.Y. 10101.

Experienced producer for 6PM and 11PM news at Rochester, NY network affiliate. Must have keen news judgment, excellent writing skills, video craftsmanship, ability to take direction and top references. Resumes and tape to Mike Morgan, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. No beginners, please. Knowledge of the region a plus.

News Director. Capable of leading young but growing staff. Must be accomplished producer and capable of doing it all. Good position within group. Write Box J-45. E.O.E.

Reporter. 2 positions open. Must be aggressive and experienced. We're looking for strong communicators, with proven small to medium market track record. Write Box J-46. EOE.

Photo Journalist. Must have full working knowledge of ENG shooting and editing. Medium market positions with room for growth. Write Box J-47. EOE.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Director. TV-9 needs a person to direct live broadcasts, studio tape sessions, and remotes. Emphasis of duties is on commercial videotape production. Requires: a high school diploma or equivalent, plus two years of prior related experience. Send resume, and tape if available, to: Tom Kroutil, KWTU, P.O. Box 14159, Oklahoma City, OK 73113. EOE, M/F.

Production Director commercial production, studio and EFR 1-2 years exp. preferred. EOE. Contact: Steve Cook, WMBB-TV, Box 1340, Panama City, FL 32401. 904-769-2313.

Where is the small market producer with warm, declarative writing, total program feel, and motivational organization? Top 40 Midwest station is looking. Send script and resume to Box H-135. EOE.

Producer/director for state agency producing documentaries and training programs, plus, news and PSAs for all government departments. Position of AV Coordinator includes administrative and creative responsibilities for all TV, radio, and slide projects, with strong emphasis on video. Requires 3-4 years experience in studio and field production and videotape editing as well as camera operation and direction. Salary commensurate with experience. Send resume and demo tape to Kim Wulf, Illinois Central Management Services, Executive Recruitment Division, 502 Stratton Building, Springfield, IL 62706.

Promotion coordinator. Coordinates all concept and execution of department and advertising agency efforts to promote viewership of TV-9 programming and news. Creativity and organizational skills a must. Requires: a B.A degree in journalism or equivalent, and two years of broadcast writing and producing experience. Send resume to: Jerry Dalrymple, KMTV, P.O. Box 14159, Oklahoma City, OK 73113. EOE/M-F.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

ENG Photographer. No. 1 station in Sunbelt looking for experienced ENG photographer. Minimum 1 year experience. Bilingual helpful. Send tape and resume to KVOA-TV, PO Box 5188, Tucson, AZ 85703. EOE.

Director (TV Production Specialist) for KUSD-TV and the South Dakota Public Television Network. Responsible for directing studio and remote productions. Prefer knowledge and experience in all phases of television production including ENG and EFP shooting; quad, one-inch and cassette editing; audio, lighting and set construction. College degree in communications with course work in television production and two years of experience or an equivalent combination of education and experience required. Salary \$11,716 to \$12,500. Application deadline: November 15, 1982. Apply to: USD Personnel Department, University of South Dakota, Vermillion, SD 57069. An Equal Opportunity Employer.

Wanted: combination production assistant and control board operator. Experience necessary in copywriting, video photography and editing. Call or send resume & tape to Randal Arcand, Production Director, KUMV-TV, Box 1287, Williston, ND 58801. Phone 701-875-4311. An equal opportunity employer.

PM Magazine executive producer: Ready for a new challenge? Exuding creativity, yet no one notices? Top-rated program needs sensitive yet strong motivator to lead staff of 6 to even higher heights. Three years producing experience a must, prior PM experience preferred. Quickly send resume only to Victoria Gregorian, Program Director, WGR-TV, 259 Delaware Ave., Buffalo, NY 14202.

Promotion Producer—Major NE market, network affiliate, seeks multi-talented writer/producer to create and implement episodic television, radio and print advertising for a variety of program products. 2-3 years television promotional experience required. Location production experience a plus. Send resume to Box J-32.

Studio supervisor/Director. Experienced director to direct fast-paced newscasts, supervise studio operation. Direct commercials and public affairs programs. 2 yrs' exp. directing news. Resume, salary requirements to: Prod Manager, KTVN, PO. Box 7220, Reno, NV 89502.

Graduate Assistantships-TV production interns. 12 positions, 25 hours/week. Serve as teaching assistants, crew, and work support in research photography, graphics, traffic, staging/lighting; some producing/directing; work on ITV, contract, and air productions. Requires BA and acceptance into Master's program. \$4,782. Possibility of tuition waiver, Sept. 1983. Dr. Robert C. Williams, Chairman, Dept. of TV/Radio, Brooklyn College, Bedford Ave. & H, Brooklyn, NY 11210.

Manager, production operations: performs duties related to the management, scheduling and operation of the WILL-TV studio and associated remote production equipment. Duties include scheduling, instruction and supervision of crew members and general management of the production studio, sets and props, lighting designer on studio productions, primary videographer and as lead crew member operating cameras, audio or other production equipment. Required: Baccalaureate degree and extensive knowledge of broadcast television production, both in studio and remote. Salary: \$13,500 minimum, with excellent fringe benefits. Apply by November 12, 1982, to: William E. Glaeser, Station Manager, WILL-TV, 1110 West Main St., Urbana, IL 61801. An equal opportunity/affirmative action employer.

Co-host (and contributing producer) PM Magazine to team up with existing female host. We are a top ten, major market station located in a highly desirable northern market. Our program is number one in its time period and we are looking for a person to help keep it that way. Please send resume to Box J-17. Candidates must have a minimum of three years' experience in similar format. An equal opportunity employer.

On air creative director. Want proven pro with excellent creative and production skills; will edit, direct and produce station promotion. Send resume and reel to: Personnel, WPXI, 11 Television Hill, Pittsburgh, PA 15230.

Production/Operations Manager for jointly operated University/Public Television station telecommunication center in the Midwest. Responsibilities will include producing/directing, administration, scheduling and quality control. Requirements include demonstrated record of successful production and administration experience and a Bachelor's degree. Send resume, references, salary requirements and a demo tape to: Joel L. Hartman, Bradley University, 1501 W. Bradley, Peoria, IL 61625. An AA/EOE employer.

Producer/Director. Cable Atlanta seeks energetic, experienced television program producer/director for L.O. channel. 2 years' experience cable or broadcast TV preferred. Send resume to Director of L.O., Cable Atlanta, 1018 W. Peachtree St., Atlanta, GA 30309. Equal opportunity employer.

Producer/Director: 3 to 5 years commercial experience in industrial and spot production required. Good client rapport a must. Work with top-line equipment (GVG, DVE, CMX) and top-line people in a competitive market. Excellent benefit package. Call Sam Clark, 405-843-2525, or write Studio 25, PO. Box 14925, Oklahoma City, OK 73113. EEO.

Director wanted for commercial production as well as public affairs and news programming. Must have two years' experience. Send resume to Barry Cammon, Production Manager, WRBL, Box 270, Columbus, GA 31994. M/F, EEO employer.

SITUATIONS WANTED MANAGEMENT

Successful radio GM wants return to TV sales. 12 years TV GSM experience. 3 years radio GM experience. Can manage your department or take priority list. Presently employed. Write Box H-157.

TV Station/Program Manager, medium market, seeks increased earning opportunity. Sales knowhow, program excellence, tight operation. Reply Box J-29.

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. Contact Box J-18. Presently located in southwest Florida.

SITUATIONS WANTED SALES

General Sales Manager in radio seeks move to TV. Write Box H-94.

SITUATIONS WANTED TECHNICAL

Do you need temporary engineering assistance with studio, VTR, microwave, or transmitter? I am thoroughly experienced, all phases. Reasonable rates. Bill, 601-366-7526.

Chief engineer, excellent credentials, fully capable of handling any size department. Cooperates well with other departments. Gets the job done. Write Box H-139.

Switcher/tape operator. First Phone. 2 years' experience. Mary, 916-753-1036.

SITUATIONS WANTED NEWS

Award-winning journalist with degree, seeking TV news/sports position. 5 years' TV/radio experience. Excellent TV production skills. Gary, 212-937-6851.

Young, articulate, aggressive, innovative sports anchor/reporter seeks entry level position at station dedicated to quality. Recent graduate with 3 years' experience in all facets of field. Willing to start at any level, just seeks opportunity to impress. Mark, 607-748-8591.

No. 1 Sportscaster at No. 1 small-market station ready for big move up. Anchor, scoreboard show host, radio PBP. Write Box H-132.

22 year old male looking for entry level news cameraman position. 1 year experience in CATV station and 8 months interning at major market radio station. Trade school, 2nd class license, I also can edit. Write Box H-148.

Good looking TV sports anchor and reporter with 2 years' experience looking to hook up with station committed to good local sports coverage. Can shoot and edit ENG. Write Box H-133.

Weekend anchor, with 4 years TV experience, and degree in broadcasting, seeks position in a 20's to 30's size market. Presently in top 60 market. Reporter/producer/ENG edit skills. Reply Box H-153.

TV meteorologist—degree meteorologist; over 2 years TV and radio experience. Write Box H-120.

I love to write! Experienced, mature pro. Happy to write newscast from top to bottom, weekly specials, documentaries, editorials. TV or radio. Can anchor & report. Box J-17.

Reporter/Anchor. Expert in economic news and investment advice. Cable, radio, newspaper experience. Curt Renz, 815-455-5797.

Professional meteorologist who knows how to communicate. Experience in TV, and radio, good appearance, enthusiastic, small to medium market. Reply Box J-36.

Bright female reporter, 5 yrs. newspapers, some TV prod. exp. Spanish-speaking. Quick, creative writer. Seeks reporting, writing, prod. asst job J. Holman, 923 Arden Dr., Encinitas, CA 92024. 714-942-3361, early a.m./eves/.

Experienced feature reporter/anchor. Desires position with professional, dedicated newsteam. Karla, 318-261-1355.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Aggressive, take charge, on-camera personality wants position as host or co-host of talk/variety, light news or magazine show. 10 years radio, TV, films; 12 years amateur/semi-professional theatre. Looking to move from radio to full-time TV. Dedicated creative and versatile. Write Box H-137.

Talented, versatile technician seeks new challenge in television. FCC General License and college background. Will accept any entry level position. Willing to relocate. Have wheels. Ready to go. Call Mike 215-623-7498.

Position in production, switching or camera work. First class license, experience and good references. 303-450-0666. Paul Willey, 9939 Dodge Drive, North Glenn, CO 80221.

Experienced TV tech, college grad, FCC ticket. 6 years' experience in production—director, control room, writing and floor. Will consider entry level, will re-locate. For info, call Greg Rogers, 415-881-8472.

Director-Cinematographer, 10 yrs. Experience in features, commercials, and industrial films, desires challenging position with award winning production company. 309-266-5986.

Recent TV production graduate with four years practical experience seeking challenging full time. Enthusiastic problem solver. Background in lighting, studio and remote co-ordination. Call Steven, 812-476-2188, mornings.

Art/creative director. Creative! Graphic, TV, film. F/T J.P. Fagan, 707-585-1309. S.F./L.A. areas in CA.

CABLE

HELP WANTED SALES

Leading cable MSO seeks advertising sales manager for a Midwest location. Individual must have dynamic personality with a knack for promotional campaigns. Sales experience necessary. Radio background preferred but not required. If interested, contact General Electric Cablevision, 233 N. Michigan Ave., No. 1421, Chicago, IL 60601. Attn: Ken Weichert. No phone calls please. EOE, M/F

ALLIED FIELDS

HELP WANTED MANAGEMENT

Marketing Executive for video production company. We are an aggressive, rapidly growing video production company and need you to help us market products to the broadcast, cable and corporate world. Imagination, energy, integrity are musts. Salary plus commission. Contact June at Video East, Inc., 215-337-8766. EOE.

Radio Common Carrier Executive. General Manager for group broadcast owned radio common carrier serving New York City metropolitan area. Experienced administrator and sales talents required. Compensation commensurate with abilities. Send resume in confidence to Box J-30. EEO.

HELP WANTED INSTRUCTION

Communications program emphasizing writing and language skills seeks asst. prof. (Ph.D. req.), min. two years newsroom experience, to teach communications theory, broadcasting, and history or law; tenure track, 12 hr. load, beginning Aug., 1983. Responsibilities include developing electronic media side of program, overseeing internships and senior projects, and advising. College stresses liberal arts and humanities. Salary competitive. Send resume and credentials to Catherine Mitchell, Communications Program Director, Dept. of Literature and Language, University of North Carolina at Asheville, Box 8467, Asheville, NC 28814, by Dec. 1, 1982.

The University of Iowa School of Journalism and Mass Communication is accepting applications for an anticipated tenure-track assistant professor position for the fall of 1983. Preference will be given to candidates whose research area is telecommunication policy or mass communication law. Candidates will teach in their area of scholarly interest at the graduate and undergraduate levels and in the professional areas of broadcast journalism or community video. The Ph.D. is preferred; the M.A. with exceptional professional or academic experience will be considered. Salary is dependent on the selected individual's qualifications. Letter, vita and references should be sent to Hanno Hardt, Chair, Faculty Search Committee, School of Journalism and Mass Communication, University of Iowa, Iowa City, IA 52242. Screening of applicants will begin November 8, 1982. The University of Iowa is an Equal Opportunity/Affirmative Action Employer.

Telecommunications/Learning Services specialist. Department head. Supervises and coordinates K-12 and postsecondary instructional telecommunications as it relates to funding, development, and operation of formal and informal television projects. Masters degree and a minimum of three years' full-time employment in ITV production. Salary range: \$24,700 to \$26,500. Closing date: November 16, 1982. For position description and application form, contact: Mrs. Adrienne R. Dowling, c/o Learning Resources Center, University of Southern Colorado, 2200 Bonforte Boulevard, Pueblo, CO 81001. An affirmative action, equal opportunity employer.

Coordinator: Radio-TV-Film. Middle Tennessee State University. Senior faculty position, Associate/Professor rank. Ph.D. in mass communications or related field. Requires leadership ability, teaching excellence, professional experience for sequence which includes four faculty, 135 majors. Tenure track appointment effective August 1, 1983. Salary commensurate with background and experience. Send resume, three letters of recommendation, by November 30 to Dr. Harold Baker, Search Committee Chairman, P.O. Box 51, Middle Tennessee State University, Murfreesboro, TN 37132 MTSU; an Equal Opportunity Employer.

Asst/Assoc. Professor, depending upon qualifications and experience. Tenure track position for Fall, 1983. Ph.D. required. Teaching experience and/or media experience preferred. Teach undergraduate courses in radio and television production, programming, criticism, history, management, performance, or a combination of these. Participate in curriculum development. Regular research and publication expected. State University College—New Paltz, located 90 miles from NYC near the Catskills, is an equal opportunity employer. Salary competitive. Send resume and confidential credentials to Fred V. Maulucci, Chairman, Department of Speech Communications, SUNY, New Paltz, NY 12561.

Broadcasting—two tenure-track broadcasting appointments at the rank of assistant or associate professor open Fall, 1983. Teach undergraduate news, production, and telecommunication policy courses and develop graduate classes. Professional experience in television production and/or radio or television news required. Preference will be given to holders of the doctorate with demonstrated research and creative interests. Washington State University is an equal opportunity/affirmative action employer. Letters of application, vitae, and at least three letters of recommendation should be sent to Jim VanLeuven, Department of Communications, Washington State University, Pullman, WA 99164-2520. Review of applications begins February 1, 1983.

Telecourse Administrator/Developer. Initiates, coordinates and promotes instructional television programming including credit telecourses sponsored by various colleges. Works directly with faculty in all stages of development and evaluates the effectiveness. Qualifications: graduate degree from an accredited institution in telecommunications or other appropriate area; a working knowledge of promotion techniques and producing and directing instructional television programs. The person meeting all the qualifications can expect a salary of \$21,000. Faculty status, tenure-track and 12-month contract. Position available January 1, 1983. Send resume and names of references before Dec. 1, 1982, to Richard H. Hughes, Secretary, Search Committee, Technological Media Center, The University of Toledo, 2801 W. Bancroft St., Toledo, OH 43606. The University of Toledo is an equal opportunity, Affirmative action employer. Women and minorities are encouraged to apply.

Univ. of Nebraska-Lincoln, School of Journalism. Assistant Professor, January or August, 1983. Tenure-leading position effective either January 3 or August 15, 1983, dependent upon availability of successful applicant. Teaching responsibility will be at both undergraduate and graduate levels. Research opportunities available in new, endowed Gilbert and Martha Hitchcock Graduate Center, Ph.D. with dissertation in final states. Requires media experience in advertising, broadcasting or news/editorial. Apply with application letter by December 1 (for January starting date) or March 15 (for August beginning) or until suitable candidate is found thereafter: to Dr. Wilma Crumley, Professor, School of Journalism, 206 Avery Hall, University of Nebraska-Lincoln, Lincoln, NE 68588-0127. AA/EEO. EOE.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Turbide 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.

Wanted:—camera cable & batteries for Ikegami HL-35. Call: 312/641-6030.

AM/FM transmitters wanted. Any condition. Cash. Jim Speck, 1105 Highvista, Richardson, TX 75080. 214-234-3602.

Western Electric tubes, amps, mixers, consoles, drivers, speakers, horns, parts. 213-576-2642. David, PO Box 832, Monterey Park, CA 91754.

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 stationery and cart decks, automatic logging, remote control & More! Ready to roll. 813-769-2475, Dave or Gary.

Quality broadcast equipment: new and used, buy and sell! Transmission, video and audio. Formed my own company. Call Ray LaRue, 404-563-9331.

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.

For sale—(A.) RCA TR 600A loaded - best offer; (B.) Grass Valley 1400 switcher - 12 input, 2 M/E. Chromakey. \$8,000. 312-641-6030.

20 KW FM AEL w/1976 310Z1 exciter. On air w/proof. M. Cooper. 215-379-6585.

Two Harris Laserfax satellite recorders for sale at a bargain basement price of \$30,000. New machines sell for about \$28,000 each. I will also throw in \$5,000 worth of spare parts. Both machines are in excellent condition. Would like to sell as a package. Contact Mike Whaley 404-433-5100.

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-550P SEG; Jatex USEC-42T edit controller; monochrome & color monitors; Call Bob, Ted or Terry, 518-449-7213.

Audio amplifier modules for up-grading performance of "IC" series consoles, and for building your own D.A.s, line amplifiers, etc. Send for free literature. Console Audio Products Co., P.O. Box 48123, Los Angeles, CA 90048.

AM transmitters: CCA 5000D, 1977, on air, mint. RCA BTA-1R and Gates BC-1G, 1 KW AMs. M. Cooper. 215-379-6585.

10KW FM CCA 10,000DS, 1971, on air w/proof. Call M. Cooper, 215-379-6585.

500 watt Gates Model BC 500 K transmitter, in service, \$1000, as is, where is. WQDI Homestead, FL 305-247-9444.

1 Fernseh KCP-40 portable studio camera with 10:1 lens, 3 1" plumbicon tubes, C.C.U., 200" cable, remote control, joystick lens control. As is. 2 Sony 2" helical VTR, model MV-10,000, spare parts, boards. As is. 1 Datatron 5050 editor. As is. 1 Chyron 2B, includes background color, edging, auto disc select, auto display, D.S.K. as is. Call 212-687-1217.

Complete color remote studio package—Over a million dollars worth of equipment at 1/3 of the new cost. Includes Norelco PC-100 Triax (5), Ampex VPR 2B (2), large Ampex switcher, excellent pulse, monitoring, audio, 2 vans, etc. All this can be financed for a well qualified buyer. Call Bill Kitchen, Quality Media Corporation, 404-324-1271.

Quad VTR's—Year-end clearance on Ampex, RCA, all models new and old. Unbelievably low prices! Bill Kitchen, Quality Media Corporation, 404-324-1271.

Color Cameras—Year-end clearance on Norelco P-70, RCA TK 45A, Ikegami HL33 & 35. Prices have never been this low! Bill Kitchen, Quality Media Corporation, 404-324-1271.

UHF transmitters—RCA TTU-30, Emcee 1kw translator, RCA TTU-1B. Several other available. Bill Kitchen, Quality Media Corporation, 404-324-1271.

Remote Cruiser for lease—beautiful Ampex cruiser with PC-70 cameras (3), Quad and 3/4" VTR's, all switching, audio, etc. Small deposit and \$3,000 per month. Bill Kitchen, Quality Media Corporation, 404-324-1271.

Film Cameras—two RCA TK 27 film cameras, unbelievable year-end price. Bill Kitchen, Quality Media Corporation, 404-324-1271.

Transmission Line—3 inch 50 Ohm E.I.A., line 800 feet or more available. Bill Kitchen, Quality Media Corporation, 404-324-1271.

New TV Startups—Let us show you how to save a fortune when building a new TV station. Bill Kitchen, Quality Media Corporation, 404-324-1271.

COMEDY

Comic Relief. Just for laughs. Bi-weekly. Free sample. While Creative Services, 20016 Elkhart, Detroit, MI 48225.

Free sample of radio's most popular humor service. (Request on station letterhead.) O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

"Phantastic Phunnies." Humor service of world's top comics. Month's 500 topical jokes-\$2.00. 1343-B Stratford, Kent, OH 44240.

Great radio comedy! Hundreds renewed again this year. Free sample: Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

CONSULTANTS

AM directional antenna/field engineering now available at reasonable rates, specializing in new broadcast techniques for AM stereo, rehabilitation of old systems, real world phasor design & construction, & reradiation problems. Computer aided field adjustments. Fully FCC qualified with 25 yrs.' experience. For free information, write Box H-106.

MISCELLANEOUS

Publicity. For only \$95/week, top exposure for products, personalities, business, events, etc. TV, newspaper, radio, all media coverage. Local, national, international. 212-757-2597.

RADIO

Help Wanted Management

WANTED

Advertising Director to head sales for award-winning, nationally syndicated radio news feature. 3-year on-the-air track record. Radio advertising experience a must. Salary will commensurate with experience. Send resume with salary history to: P.O. Box 106, Santa Monica, CA 90406.

Help Wanted Sales

TAFT BROADCASTING

610/WTVN Radio in Columbus, Ohio, is looking for an experienced sales pro. Send resume to: Ed Sander, General Sales Manager, WTVN Radio, 42 East Gay Street, Columbus, OH 43215. Equal opportunity employer.

SALES REPS WANTED

To represent award-winning, nationally syndicated radio news feature to national and regional advertisers. Unlimited potential. Call collect: Bob Houston, 805-488-0808.

SPECIAL NOTICE

Effective with the November 15, 1982 issue, **ALL** Broadcasting Magazine classified advertising orders must be prepaid

Help Wanted Sales Continued

DYNAMIC SALES MANAGER WANTED

Major, Southeastern coastal market needs outstanding sales manager for top rated AOR. Proper candidate will have ability to motivate and inspire a sales staff and be able to get top rates. If you are bright, creative, enthusiastic, and are looking for a chance to grow with a very successful, young group of radio stations, this incredible opportunity might be for you. We offer an excellent income and great fringes. We would like to hear how you've been able to increase billing as a successful sales manager or sales person. We promise confidentiality on all replies. Send letter and resume to Box H-141. E.O.E.

Situations Wanted Announcers

TALK ...

One of the best talk pros is available. I've spent the last 2½ years doing PM & AM drive in Philadelphia. "7" share and 46,000 per 1/4 hour AM drive. Can handle music and news **WITH** phones.

Thinking of switching formats? I'll take care of that for you. Talk **CAN** come cheap but before you decide ... let's rap. 215-825-8592. Thanks.

TELEVISION

Help Wanted Management

STATION MANAGER WANTED

for new VHF affiliate in growth market. The ideal candidate will have demonstrated success in sales including budgeting, programming and personnel management. Strong record of civic achievement also highly desirable. We plan to be number one in a 3-station market and we are looking for the right person to guide that effort. Send resume including salary history and salary requirements to:

Sunshine Television Inc.
801 N. Foothills Road
Medford, OR 97501

GENERAL MANAGER V.P. SALES

KTWC-TV Channel 3, the first and only full power TV station in the fabulous Rocky Mountains of Colorado, is seeking an individual with a proven track record in sales. A creative person who loves to motivate and lead. The facilities are state of the art and so is the living (we are located between Aspen and Vail). If you have been looking for that special challenge, then respond to KTWC-TV, Box 8685, Aspen, CO 81612. E.O.E. M/F

AM IS NOT DEAD

But it's killing this superb morning act/PD combo, major market proven. If you're not one of those who's predestining AM's failure by doing nothing, we should talk. Money will not be an obstacle for the right opportunity, regardless of locale. Personality FM's welcome too. 609-737-1421/305-771-1962.

Situations Wanted Technical

I HAVE A JOB

I'm chief engineer of an AM/FM facility in a major market but in the wrong place. Help me out & in return you'll get an experienced, loyal, hardworking engineer who cares about quality & knows how to make it pay. Write Box J-42.

Help Wanted Management Continued

NEED AGGRESSIVE INDIVIDUAL

with broadcasting accounting experience. In-house computer system. Emphasis on collection of receivables. Involvement with personnel activities of the station. BS accounting desired. \$25,000 to \$30,000, based on ability. Top 20 market. Equal opportunity employer. Located East Coast. Send resume to Box J-11.

Help Wanted Technical

CHIEF ENGINEER

New full power VHF in the Rocky Mountains of Colorado to begin broadcasting Sept. '83. Must have 5 years' experience on broadcast equipment with emphasis on transmitter, some experience on remotes helpful. Responsible for all TV equipment and engineering staff. Send resume to KTWC-TV, Box 8685, Aspen, CO 81612. EOE.

ASSISTANT DIRECTOR OF ENGINEERING

Top station in warm south Florida climate needs assistant to Chief Engineer. Variety of responsibilities include supervision and training of technical personnel, compliance with state and federal regulations, studio equipment and transmitter operation and maintenance, and project construction and installations. Applicants must have formal electronics training, FCC license and prior TV engineering supervisory experience. Send resume to: Tom Weems, WPLG, 3900 Biscayne Blvd., Miami, FL 33137. EOE.

Help Wanted Sales

DIRECTOR OF SALES

California network affiliate needs an experienced Sales Manager with strong credentials in local sales. Must have proven organizational skills and ability to direct and motivate 8 person local staff. Opportunity to live and work in a magnificent climate in an area with huge potential for new business developments. Send resume and letter outlining credentials to Box H-127. EOE.

ACCOUNT EXECUTIVE

Top 30 market, Sunbelt station, CBS affiliate. This number one station in the market is offering opportunity to grow with a station positioned to win. Seeking creative, promotion-oriented sales person with television, radio or other intangible sales experience. Consideration will be given to a person with knowledge of major retail, co-op and vendor development. Send resume to Box H-134. An equal opportunity employer, M/F.

Help Wanted Sales Continued

ACCOUNT EXECUTIVE

KBTU, ABC and No. 1 in Denver, Colorado, is looking for an account executive with 3-5 years' television sales experience. Large list comprised of agency, direct, and new accounts. Contact Larry Deutsch, Local Sales Manager, 303-825-5288; KBTU, 1089 Bannock Street, Denver, CO 80204. KBTU is an equal opportunity employer.

NATIONAL SALES MANAGER

Fast track major group operator ABC affiliate in growing Sunbelt market needs National Sales Manager with prior TV broadcast sales experience. Sales management background, national rep experience and college degree preferred. Will report directly to General Sales Manager and be responsible for the activities of national sales rep personnel, achieving revenue goals, accomplishing objectives of station's sales plan, inventory control, research, expense control, knowledge of competition, marketing and pricing. Extensive travel required. Send resume to: Dick Wexo, General Sales Manager, WPLG/TV 10, 3900 Biscayne Blvd., Miami, FL 33137. (A Post-Newsweek Station). EOE.

Help Wanted News

ANCHORS

Are you the best anchor in your market with several years of proven Anchor experience? Are you a qualified journalist who can report, write and edit well? Are you interested in foreign as well as national news? Do you have a track record of mature journalistic judgment and professional reliability? Are you ready to work at any hour of the day or night with the nation's best anchors and producers? Do you like competition and have the will to win? If you can answer "yes" to those questions, send your tape and resume to:

Anne Lerner
CNN Headline News
1050 Techwood Drive, NW
Atlanta, GA 30318

WEATHER PROFESSIONAL

Wanted for major California network affiliate. We're looking for a communicator, not a technocrat. Our viewers are interested in how the weather affects them, not a science lecture. We're only interested in professionals skilled in meteorology and climatology and talking to people. Send resume and references to Box J-43.

Help Wanted News Continued

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-112.

NEWS/ FEATURES REPORTER

Evangelical Christian Ministry seeks News/Features Reporters. These positions require 3 to 5 years on camera experience with a degree in Journalism preferred. Interested applicants must also be free to travel.

If you are qualified and feel led to serve, please send resume and videotape in confidence to:

CBN Personnel
CBN Center
Va. Beach, VA 23463



CBN is an Equal Opportunity Employer.

EXPERIENCED SPORTSCASTER

with a personality wanted for N.E. market station that's on the move. A team player that hustles. Send resumes ASAP to Box J-39.

Help Wanted News Continued

NEWS DIRECTOR

Outstanding opportunity for experienced, aggressive News Director in Sunbelt major market. Send complete resume in first response. All inquiries held in strictest confidence. Send resume to Box H-111. Equal Opportunity Employer.

SPORTSCASTER TOP 25 CALIFORNIA AFFILIATE

This is an opening for a top notch sportscaster who serves up sports for the whole audience; traditional and non-traditional sports fans and participants. Only a "go-getter" with an interesting and innovative style can fill this vacancy. Send resume and references to Box J-40.

Help Wanted Programing, Production, Others

OPERATIONS MANAGER

WDVM-TV is seeking a sales-minded Operations/Traffic Manager. This person must have a knowledge of computers (BIAS system experience would be helpful) and a minimum of five years experience as an Operations Manager. EOE

Send Resume to:
Personnel Office
WDVM-TV9
4001 Brandywine St., NW
Washington, DC 20016

WDVM Television 9 Washington D.C.



Co-host (& contributing producer). PM Magazine to team up with existing female host. We are a top ten, major market station located in a highly desirable northern market. Our program is number one in its time period and we are looking for a person to help keep it that way. Please send resume to Box J-13. Candidates must have a minimum of three years' experience in similar format. An equal opportunity employer.

Help Wanted Programing, Production, Others Continued

Television Distribution Promotion Manager

Paramount Television and Video Distribution requires the expertise of a seasoned manager for its advertising and promotion department to assist the V.P. of Advertising.

The individual we seek will coordinate first-run program publicity, assume advertising and promotion supervision for broadcast properties sold in syndication and assist in trade advertising efforts.

Your polished advertising experience should include press release, article and sales promotion writing/editing in addition to knowledge of transparencies, photos and graphic design.

This position will involve you in handling press relations, administrative and organizational supervision.

If your talents match our requests, you'll enjoy an attractive salary and benefits package along with the challenges of the most exciting top studios in the industry.

For immediate consideration, please contact us by sending your resume or a letter of inquiry to (no telephone inquiries please):

*Paramount
Pictures
Corporation*

**Personnel Dept.
5555 Melrose Avenue
Los Angeles, CA 90038**

An Equal Opportunity Employer

Situations Wanted News

20 YEAR BROADCAST NEWS

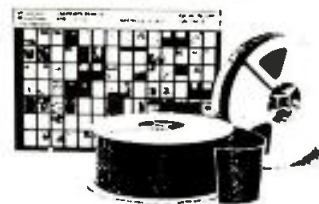
professional seeks anchor and/or news director opportunity. Absent from the air for a year now and anxious to get back to what I do best. Resume, references, air check and personal commitment to success, available immediately. Contact George W. Davis, 904-432-1758.

ALLIED FIELDS Help Wanted Sales

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FirstCom is growing and seeks first quality sales representatives to call on radio stations to market first quality custom services and syndicated products. Superior training, excellent compensation, extensive and first rate fringe benefits are available now for the right individuals. Requirements include previous broadcast sales and/or sales management experience, well running automobile and ability to travel overnights on a regular basis. For confidential preliminary interview contact Bob May, President, FirstCom Broadcast Services Inc., Dallas, TX. 214-934-2222.

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SPECIAL NOTICE

Effective with the November 15, 1982 issue,
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Harris Broadcast Division enjoys an unsurpassed reputation for quality and excellence in the industry. Our continued growth provides exceptional career opportunities for dedicated, hard-working professionals who are interested in a rewarding long-term career with the leader in broadcast technology. Positions available include:

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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.**

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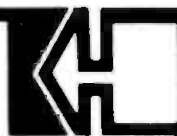
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Full-time AM's in California, Idaho and Illinois. President available for consultancy. Available as group purchase at \$2.8 million with \$1.1 million down and terms, or will discuss single station sales. Call or write Charles Powers, 415-376-2828; Box 235, Moraga, CA 94556.

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For Sale Stations Continued

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Bob Marshall, President

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SW Metro FM	\$3,000K Terms Corky Cartwright (303) 740-2224
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FL Metro FM	\$1,750K 29% Bill Cate (904) 893-6471
MW Medium AM/FM	\$1,500K Terms Jim Mackin (207) 623-1874
SE Regional FM	\$1,200K \$500K Ernie Pearce (615) 373-8315
MW Medium Fulltime	\$789K \$225K Peter Stromquist (612) 831-3672
R.Mt. Small Fulltime	\$775K \$175K Greg Merrill (801) 753-8090
R.Mt. Metro Fulltime	\$650K \$150K Brian Cobb (303) 322-3763
SW Metro Fulltime	\$530K with R/E Bill Whitley (214) 387-2303

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.

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SMALL CATV SYSTEM

for sale—Texas. \$900,000—qualified buyers only. Write Box J-12.

MAJOR MARKET RADIO STATION

Outstanding coverage of this full time station makes it a perfect facility for a religious format. Market has minimum number of religious signals and this station has extremely broad coverage of multiple midwest counties and primary coverage of three cities with over 100,000 population. Owner will sacrifice in order to dispose of station to qualified buyer. Asking price is less than \$800,000. Write Box J-37.

Small mkt. OK \$350K, terms; S.W.: med. com-bo, \$2.1 mil., terms; Coastal FL: daytimer, \$225K, cash.

John Mitchell, Shreveport, La.

318-868-5409

**Mitchell
& Associates**
P.O. Box 1065 Shreveport, LA 71163

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Daytimer. Good real estate. \$550,000.
Chaney/McCarthy Assoc. N.E.: 617-275-6285; FL: 813-360-3162.

• AM/FM. S. WV. Large town. Originally priced \$1.2 million. Unusual circumstances cause owners to sacrifice for \$690,000. • FM. Virgin Islands. Fantastic buy. \$1,000,000. • FM. Northern Ohio. Nice town in densely populated area. \$240,000. • Daytimer. Good dial position. S. AL. \$85,000. • C.P. for UHF channel plus operating low power TV in same market in S.E. Texas. \$190,000 • Daytimer. Coastal SC near city. \$160,000.

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Low frequency AM daytimer, medium market (4.3 Mil.FCC revenues). \$250,000. Cash. No brokers. Box J-21.

For Sale Stations Continued

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N. Carolina growth area.
Excellent real estate.
Less than 2 1/2 X gross.
\$600,000—terms

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Reggie Martin
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Ron Jones
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WALKER MEDIA & MANAGEMENT INC.

Midwest. Class B FM with AM. A moneymaker for 20 years. \$1.9 million, with liberal terms.

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Holmes Beach, FL 33509

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Class A FM in small, attractive, New England city. Excellent growth record. \$435,000. with \$125,000 down and attractive terms.

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TV broadcasting enterprise. Could include 1 to 3 UHF stations, smaller Southern markets. Owner retiring. Qualified principals only. P.O. Box 15094, Lockland, OH 45215.

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With audience—and billings—on the grow, this 3,000-watt FM station in sales-rich area offers an excellent opportunity for aggressive owners/managers. Full information to qualified buyers. Write Box J-44.

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SUNBELT MARKET FULL TIME AM

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How about a 5 kw AM & 3 kw FM in upstate NY near Finger Lakes? As owner, you'll live in all masonry 5 yr old home on a 185-acre estate. Stations almost run themselves with excellent young manager in place. No radio/TV competition mkt. with recession proof largest employer growing rapidly. Asking \$1M. Send financial qualifications to Box J-35.

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BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or Money order only. Payment must accompany order.

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 forward-

dable, 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.

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



Bennett

Edward Bennett, senior VP, Viacom Cable division, New York, named executive VP. He moves to Dublin, Calif., where he will be division's chief operating officer.

Lawrence Clamage, executive VP and general manager for WTSP-TV Tampa-St. Petersburg, Fla., named president of

WTSP-TV, succeeding parent Gulf Broadcasting president, **Alan Henry**, who had previously held title in addition to Gulf presidency.

Personnel changes announced at Times Mirror Cable Television, Irvine, Calif: **Gaye Brooks**, corporate operations assistant vice president, to assistant vice president/group controller for Western, Central, and Eastern divisions; **Mark Simmons**, marketing manager, Eastern division, to director of marketing for Central division; **John Gill**, regional vice president, south Central region, named vice president and general manager, Springfield, Mo. system (relocating from Austin, Tex.); **Judy Pierce**, division business manager, succeeds Gill; **Mark Poche**, Midwestern division marketing manager, to director of marketing for Eastern division.

Jerry Moore, production and creative services director, wsoc-TV Charlotte, N.C., joins WABG-TV Greenwood, Miss., as operations manager.

Lee DeYoung, from CBS Radio Network, Chicago, joins WCUZ-AM-FM Grand Rapids, Mich., as operations manager.

Gordon Acker, program director, KIRO-TV Seattle, joins KTVX(TV) Salt Lake City as operations manager.

Frank (Rusty) Pickard, product manager, breakfast foods division, General Foods, White Plains, N.Y., joins American Television & Communications, Denver, in newly created position of manager, new business development. **W. Brewster Mitchell**, manager of strategic planning, GAF Corp., New York, joins ATC as project manager of security, responsible for analysis of business performances of ATC's cable security operations.

Robert Hurford, VP, staff labor relations, NBC, New York, named VP, labor relations.

Richard Davis, head of operations, Warner Amex Cable Communications, Dallas, named VP, staff operations, metro division.

Kathy Laack, assistant manager, noncommercial WNIU-FM De Kalb, Ill., joins noncommercial WWO(FM) New Orleans as general manager.

John Schnabel, broadcast group credit manager, Taft Broadcasting, Philadelphia, joins WPTY-TV Memphis as business manager.

Advertising



Nichols

John Nichols, from independent Coors beer distributorship, Nashville, joins Campbell-Ewald, Warren, Mich., as group senior VP, account management.

William Hopkins, VP, account supervisor, Ally & Gargano, New York, joins Doyle Dane Bernbach there as senior VP, management

supervisor.

Appointments, D'Arcy-MacManus & Masius: **Donald Effler**, management supervisor, McCann-Erickson, Chicago, to senior VP, management supervisor, Bloomfield Hills, Mich. Elected VP's: **William (Bill) Benz**, director of corporate media information and research services, St. Louis; **Robert Flood**, director of corporate out-of-home media, St. Louis, and **Sharron Lalik**, director of corporate spot broadcast, New York. **Peter Bowers**, media planner, J. Walter Thompson, Chicago, to account executive, Chicago.

Arthur Kugelman, VP, associate creative director, Kenyon & Eckhardt, New York, joins SSC&B there as VP, executive art director.

Philip Ganz, VP, group planning director, Tracy-Locke BBDO, Dallas, joins Cunningham & Walsh there as VP, director of media. **Ellice Kassoria-Schneider**, research executive, Grey Advertising, New York, joins Cunningham & Walsh there as senior project director, marketing research department.

James Lawrence, VP, management supervisor, Wells, Rich, Greene, New York, named senior VP, managing director, Detroit.

Dany Khosrovani, VP, Foote, Cone & Belding, New York, named management director.

Rick Gessay, from Ketchum Communications, Houston, joins Goodwin, Dannenbaum, Littman & Wingfield there as art director.

Jamie Spinney, director of marketing communications, Center Line, Tulsa, Okla., joins Saunders, Lubinski & White, Dallas, as director of public relations. **Kim Schweidel**, copywriter, Mithoff Advertising, El Paso, joins SL&W as senior copywriter.

Larry Plapler, from Levine, Huntley, Schmidt, Plapler & Beaver, New York, has formed own agency, Plapler & Associates there, with offices at 575 Madison Avenue.

Appointments, The Marschalk Company, New York: **Roger Mosconi**, partner and executive VP, co-creative director, Dickison, Rakaseder Mosconi, Westport, Conn., to senior VP, associate creative director; **John Most**, from BBDO; **Paul Norwich**, from John F. Murray, and **Frank Rause**, from Ally & Gargano, all New

York, to account supervisors; **Frank Tow**, from Doyle Dane Bernbach; **Evelyn Valencia**, from Thomas G. Ferguson, and **Marjorie Wachtler**, from William Esty, all New York, to account executives; **Liz Cohen**, from Epstein, Raboy Advertising, and **Laura Vergano**, from Lord, Geller, Federico & Einstein, both New York, to art directors; **Sylvia Engler**, from Ed Libov Associates, New York, to spot media buyer, and **Elyse Eventoff**, from Young & Rubicam, New York, to senior media planner.

George Conway, VP, marketing, Total TV Inc., Janesville, Wis., joins Frankenberry, Laughlin & Constable, Milwaukee, as media director.

Ronald Kaufman, assistant general manager, WJBK-TV Detroit, joins W. B. Doner & Co. there as VP, account supervisor. **Rhonda Serkes**, art director, VanSant, Dugdale & Co., Baltimore, joins W. B. Doner there in same capacity.

Richard Levy, senior copywriter-producer, JRA Associates, Philadelphia, joins Doner in Baltimore as copywriter.

Dennis Gray, broadcast production manager, Quinn & Johnson, Boston, named VP. **Amelia Bissett**, from Benton & Bowles, New York, joins Q&J as media planner-buyer. **Jane Leong**, secretary, named account coordinator.

William Gerski, sales manager, Warner-Amex

It's
free,
if you
don't
dawdle.

(See p. 37)

Cable, Pittsburgh, joins American Cable Television, Phoenix, as director of sales.

Appointments, Blair Television: **Stephen Castellaw**, VP, manager, Charlotte, N.C., office, to Atlanta office in same capacity. **Kristin Long**, member, CBS/green team, and **Ellen Glantz**, member, independent/red team, New York, named assistant sales managers of their respective teams. **Marilyn McInerney**, from Metro TV Sales, Chicago, to independent/blue sales team, New York; **David Kerber**, from KTLA(TV) Los Angeles, to independent sales team there. **David Zidow**, sales manager, Seltel, New York, to account executive, ABC/red sales team, New York.

Madeline Nagel, senior VP, media director, Foote, Cone & Belding, New York, joins ABC-TV as VP, marketing.

Andrea Simon, research analyst, McGavren Guild Radio, New York, named research manager, client services. **Jane Sobel**, research analyst, named research manager, computer services.

Susan Cohen, assistant to programing director, Petry Television, New York, named network/syndication information supervisor. **Pamela Fleming**, back-up sales person with Petry Television, New York, named account executive with falcons sales team there.

Jim Hayes, account executive, silver sales team, Seltel, New York, named team manager, silver team.

Miguel Lopez, and **Helen Marcovicci**, media supervisors, broadcast buying unit, Vitt Media International, New York, named VP's.

Ken Lucas, account executive, WTVT(TV)



Moving up. L-r: Alexander S. Kroll, president of Young & Rubicam USA, New York, has been named president and chief operating officer of parent company, Young & Rubicam Inc. John J. McNamara, VP and manager of Y&R New York, succeeds Kroll as president of Y&R USA. John P. McGarry, executive VP of Y&R USA, replaces McNamara as executive VP and manager of the New York office. (not pictured) Peter Georgescu, executive VP of Y&R USA, named president of Y&R International New York, succeeding Alexander Brody, resigned.

Charlotte, N.C., joins Bahakel Broadcasting there as director of television sales.

Tia Chlup, senior media buyer, Ted Bates, New York, joins WRC-TV Washington as director of sales research.

David Boylan, national sales manager, WKYC-TV Cleveland, named director of sales.

Richard Herd, from WNYT(TV) Albany, N.Y., joins WDSU-TV New Orleans as general sales manager.

Barry Shrier, account executive, WKHK(FM) New York, named general sales manager.

Arnold Boatner, research analyst-writer, KNXT(TV)/CBS Research, Los Angeles, joins CBS's KMOX-TV St. Louis as manager, sales analysis and research.

Carol Davito, local sales manager, KSLQ(FM) St. Louis, joins KATZ(AM) St. Louis-WZEN(FM) Alton, Ill., as general sales manager.

Paulette Williams, sales manager, KMGG(FM) Los Angeles, named general sales manager.

Dawn Homlack, from WBZ(AM) Boston, joins KABC(AM) Los Angeles as direct response marketing consultant.

Phili Emmert, account executive, KYSN(AM) Colorado Springs, joins KRDO-AM-FM there as sales manager.

Dennis Holland, account executive, Faulkner Advertising, Baltimore, joins KYW-TV Philadelphia in same capacity.

Fran Yacavone, account executive, WTIC(AM) Hartford, Conn., joins WGBS(AM)-WLYF(FM) Miami in same capacity.

Ellen Pritzker, promotion assistant, WPHL-TV Philadelphia, joins Sonder-Levitt Advertising there as account executive.

David Smith, account executive, KMOD-FM Tulsa, Okla., joins KZEW(FM) Dallas, as account executive.

Lyle Dunst, from WPIX-FM New York, joins Bernard Howard & Co. there as account execu-

tive.

Kathleen Tierney, account executive WROR(FM) Boston, joins WAAF(FM) Worcester Mass., in same capacity.

Joe Puckett, from WEZV(FM) Fort Wayne, Ind. and **Michael Keane**, from KSSK(AM) Honolulu-KULA(FM) Waipahu, Hawaii, join WLAK(FM) Chicago as account executives.

Chris Smith, account executive, WBIS(AM) Bristol, Conn., joins WPOP(AM) Hartford Conn.-WIOF(FM) Waterbury, Conn., in same capacity.

Tyrone Ingram, from WPRI-TV Providence R.I., joins WBMC(FM) there as account executive

Blanton Simmons, advertising sales manager, Cable TV Puget Sound, Tacoma, Wash., joins KING-TV Seattle as account executive.

Vicky Benedit Pope, sales manager, Peters Griffin Woodward, Philadelphia, and **Bernard Prazenica**, account executive, WXEX-TV Richmond, Va., join WPVI-TV Philadelphia as account executives.

Suzanne DePiper, account executive, WYNY(FM) New York, joins WRKS-FM there in same capacity.

Patrice Henderson, administrative assistant, sales department, WMAL(AM) Washington, named account executive.

Programing

John E. Patton, VP and general manager of Bonneville Broadcasting System, Tenaflly, N.J. named chairman and chief executive officer.



Patton



Taylor

Marlin R. Taylor, president of Bonneville, has signed new long-term contract as president and creative director of Bonneville's New York division. **Darrel Peters**, whose Chicago-based FM-100 Plan was acquired by Bonneville last August, named president of Bonneville's Chicago division.

Barbara Title, VP, development, Beowulf Productions, New York, joins Home Box Office there as director, made-for-pay motion pictures.

Dorothy Gilbert, director of movies for television, NBC, Los Angeles, joins New World Pictures there in newly created position of VP, creative affairs, responsible for developing projects for movies and television, with emphasis on series, specials and movies for network and pay television.

Appointments, Entertainment and Sports Programming Network, Bristol, Conn.: **Dennis Denninger**, executive producer, WCKT(TV) Miami, and **Chuck Nagel**, sports director-anchor, WICD(TV) Champaign, Ill., to coordinating producers; **Calvin Haywood**, producer-director, WFSB-TV Hartford, Conn., to studio producer-director, and **Linda Connal**,

Please send

Broadcasting

The News Magazine of the Fifth Estate

Name _____

Company _____

☐ Business Address

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City _____

State _____ Zip _____

Type of Business _____

Title/Position _____

Are you in cable TV operations ☐ Yes ☐ No

Signature (required) _____

☐ 3 years \$150 ☐ 2 years \$105 ☐ 1 year \$55

(Canadian and international subscribers add \$20/year)

☐ 1982 BROADCASTING CABLECASTING YEARBOOK—The complete guide to television, radio and cable facts and figures—\$65 (if payment with order \$60). Off press spring 1982.

☐ Payment enclosed ☐ Bill me

For Address Changes Place Most Recent Label Here.

1735 DeSales Street, N.W. Washington, D.C. 20036

Stephanie Pistone and **Barry Rahmy**, graphics coordinators, to senior graphics coordinators.

Thomas Dooley, member of financial department, Viacom, New York, named director of financial planning, Viacom Entertainment Group.

Promotions announced at Group W Productions' Television Syndication Center, Pittsburgh: **Janell Khambhia**, distribution coordinator, to satellite coordinator; **Gaile Roys**, administrative distribution assistant, to tape distribution coordinator; **Joseph P. Santefemia**, recent graduate of Washington and Jefferson College, to tape distribution coordinator.

Harold Potter, sales manager, Fox Movietone News, New York, joins 20th Century-Fox Television, New York, in new post of director, domestic sales administration.

Andy Spitzer, Eastern division sales manager, Group W Productions, New York, named to new position of national sales manager.

Sid Amira, managing director, sports programming, American Television & Communications, Denver, named to newly created position of managing director-new program development.

Ed Shadburne, VP and general manager, WNGE(TV) Nashville, joins Louisville Productions, Louisville, Ky., as executive VP and general manager.

Warren Lieberfarb, senior VP, Lorimar Productions, New York, joins Warner Home Video there as VP, marketing.

Douglas Green, series producer, *Magnum P.I.*, Universal Television, Los Angeles, named supervising producer, in charge of Hawaiian operations.

Michael Baer, from FirstCom Broadcast Services, Dallas, joins TM Productions there as general sales manager.

Allan Glass, controller, WW Entertainment, New York-based feature film distributor for network pay cable and home video, named VP, administration and finance.

Johnny Biggs, distribution manager, Watermark/ABC Radio Enterprises, Hollywood, Calif., named executive in charge of operations, responsible for Watermark's production studios, as well as engineering and distribution department.

Ken Kaufman, president, Meridian Television, New York, joins Telecom Entertainment there as executive VP in charge of program development.

Londa Trial, traffic manager, KTBC-TV Austin, Tex., named program director.

Robert Ryan, music director, KWEN(FM) Tulsa, Okla., named acting program director.

Casper Citron, New York film and theater critic, featured on WQXR-AM-FM New York, assumes additional duties as critic-at-large for Modern Satellite Network there.

Doc Phillips, assistant program director, KUAD(AM) Windsor, Colo., named program manager.

Appointments, KYW-TV Philadelphia: **Peter Goldsmith**, associate producer, *People are Talking*, to producer of daily talk show; **Juli Hittner**, director of publicity, Electric Factory Concerts, Philadelphia, succeeds Goldsmith;

Donna Benner, associate producer, WWDB(FM) Philadelphia, to audience coordinator, *People are Talking*, and **Kim Derderian**, from Germantown Academy, Philadelphia, to researcher, *Evening Magazine*.

Dave Grosby, sports director, KGNR(AM) Sacramento, Calif., joins KTXL(TV) there in same capacity.

News and Public Affairs



Price

Larry Price, from WNYT(TV) Albany, N.Y., joins WDSU-TV New Orleans as news director.

Tim Gardner, assistant news director, Times Mirror's WVTM-TV Birmingham, Ala., joins TM's KTBC-TV Austin, Tex., as news director.

David Howell, manager of news operations, Gannett's

KBTV(TV) Denver, joins co-owned WXIA-TV Atlanta as news director, succeeding Jack Hurley, named TV news director, Gannett News Service, Washington ("Fates & Fortunes," Oct. 25).

Bill Dean, operations and assignment manager, WTHR(TV) Indianapolis, joins KYW-TV Philadelphia, as TV news producer.

Ken Walker, senior producer, WTVT(TV) Tampa-St. Petersburg, Fla., joins KNTV(TV) San Jose, Calif., as assistant news director. **Doug Moore**, anchor, WCCO-TV Minneapolis, joins KNTV as anchor.

Peter Leone, executive producer, *Channel Two News at Four-thirty* and *Channel Two News Live at Five*, KNXT(TV) Los Angeles, named managing editor, *KNXT Channel Two News*. **David Garcia**, correspondent, ABC News, Chicago, joins KNXT(TV) as senior correspondent.

Douglas Morgan, from WTOP(AM) Washington, joins KHOU-TV Houston as editorial director.

Kathy Adams, noon news anchor-reporter, WJBK-TV Detroit, named 6 p.m. news anchor.

Todd Benjamin, freelance writer, joins Cable News Network, Washington, as economics correspondent, financial news unit.

Delores Handy, producer-reporter, PBS, Washington, joins WNEV-TV Boston as general assignment reporter.

Lorne Matalon, account executive, WINS(AM) New York, joins WTVD(TV) Raleigh-Durham, N.C., as political reporter.

James Brihan, meteorologist, WVIT(TV) Hartford, Conn., joins WTSP-TV Tampa-St. Petersburg, Fla., in same capacity.

James Cavanaugh, reporter, WLYH-TV Lancaster, Pa., joins WTAJ-TV Altoona, Pa., as news photographer.

Marlene Smith, reporter-photographer, KTVH(TV) Wichita, Kan., joins KYTV(TV) Springfield, Mo., as reporter. **Randy Anglen**, reporter-photographer, WPSD-TV Paducah, Ky., joins KYTV as news photographer.

Ron Yaros, weekend weather anchor, KTVI(TV) St. Louis, named primary weather anchor.

Mark Thompson, from KMGH-TV Denver, joins

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Distinguished broadcaster. William (Bill) Hahn Jr., VP, community relations for WRKO(AM) Boston was presented the Distinguished Service award of the Massachusetts Broadcasters Association at its annual convention Oct. 22. Hahn, a Boston broadcaster for 40 years, was chosen by the MBA board because "He exemplifies all that is best in a professional broadcaster." Hahn's media activities have included service on the Boston Community Media Council; Boston/New England chapter, Academy of Television Arts and Sciences, and MBA, where he helped establish a scholarship program. Also that evening, MBA presented a commendation to Bill Odenden of SESAC on his 50th anniversary in broadcasting, beginning with WOR(AM) Worcester and including 30 years service with WEEI(AM) Boston and CBS.

KRON-TV San Francisco as weekend weather anchor and reporter.

Promotion and PR

Domenick Giofre, public relations and media relations consultant, New York, joins NBC there as administrator, radio press. **Peter Hamilton**, press representative, NBC, New York, named administrator, corporate press.

Robert May, general sales manager, KMGC(FM) Dallas, joins Firstcom Broadcast Services there as president.

Richard Schoenholtz, manager, promotion, affiliate relations, CBS-TV New York, named director, marketing, affiliate relations.

John Bonner, head of own public relations firm, Corporate Communications Inc., Miami Beach, joins Storer Broadcasting there as manager, corporate relations.

Myron A. (Ron) Hartwig, VP, Hill & Knowlton, Los Angeles, named senior VP.

Alan Morris, director of advertising and marketing services, Sandy Frank Productions, New York, joins ABC-TV as director, station advertising services.

C.D. Taylor, freelance director-designer and animation producer, Los Angeles, has signed exclusive agreement with Klein & there in cable and broadcast promotion.

Ernest Kelly, assistant to president for government relations, Satellite Television Corp., subsidiary of Comsat, Washington, named director, government relations.

Martin Cooper, senior VP, marketing, Playboy Enterprises, Los Angeles, has formed own marketing and public relations firm, Cooper Communications, in Encino, Calif.

Allied Fields



Eskridge

Michael Eskridge ("Fifth Estate," Sept. 13) executive VP, television stations/radio, NBC, New York, appointed NBC's representative on 31-member radio board of National Association of Broadcasters.

Douglas Edwards, correspondent, CBS News, New York, named to National

Broadcasters Hall of Fame.

University of Kansas journalism department will honor National Association of Broadcasters vice chairman of TV board, **Jerry Holley**, with its Grover Cobb award for broadcasting service. Holley, vice president of broadcasting, Stauffer Communications, Topeka, Kan., will receive award during University's Telecommunications Day Nov. 12.

William Bee, from Petry, New York, joins Nielsen Station Index there as market development executive.

Elected officers, consumer electronics group, Electronic Industries Association, Washington: **Joseph Lagore**, Sony Corp., chairman, CEG board of directors and video division; **Jack Doyle**, Pioneer Electronics, vice chairman and chairman of audio division; **William Boss**, RCA vice president, CEG, and **John McDonald**, Casio, chairman computer division.



Big league broadcaster. Roy H. Park (r), president of Park Broadcasting, Ithaca, N.Y., receives congratulations from FCC Chairman Mark Fowler on the occasion of Park's induction into the North Carolina Association of Broadcasters' Hall of Fame at association's annual convention in Raleigh. Park began his broadcasting career with the purchase of WNCN-TV Greenville, N.C., in 1962, and in 1977 became the first broadcaster to own the maximum complement of seven AM's, seven FM's and seven TV's.

Charles Wooten, station manager, noncommercial WKGC-AM-FM Panama City, Fla., elected to National Public Radio board of directors.

Elected officers, North Dakota Broadcasters Association: **Oscar Halvorson**, KGCM(AM) Sidney, Mont., president; **Rod Romine**, KCJB-AM-FM Minot, president-elect, and **David Beach**, non-commercial KFJM-AM-FM Grand Forks, executive secretary.

Nathan Safir, VP and general manager, KCOR(AM)-KQXT(FM) San Antonio, Tex., has received Pioneer of the Year award from Texas Association of Broadcasters.

Deaths

Harrison (Sam) Slaughter, 72, partner in Washington law firm of Pierson, Ball & Dowd since 1943, died of cardiac arrest Oct. 24 at Sibley Memorial hospital, Washington. Slaughter was attorney with FCC for five years before joining PB&D. Slaughter is survived by his wife, Ruth, son and daughter.

Reed Harris, 72, former deputy director of International Information Administration (forerunner to U.S. Information Agency) died of heart attack Friday, Oct. 22 in Washington. Harris resigned from IIA after clash with Senator Joseph McCarthy in 1953, returning in 1961 as executive assistant to Edward Murrow, head of then USIA.

Robert Martin, 64, one-time vice president and assistant manager, KOOL Radio Television Inc., Phoenix, died of heart attack Sunday, Oct. 17, at his home in Phoenix. He is survived by his wife, Essie, and son.

Owen C. (Red) Dunning, 78, music director and air personality for KOIN-AM-FM-TV Portland, Ore., for over forty years until his retirement in 1970, died of cancer Oct. 11 at St. Vincent hospital in Portland.

Technology

Harry Smith, VP, technology, CBS Inc., New York, named VP, new venture development. Succeeding him is **Donald McCoy**, who will continue as VP, general manager of CBS Technology Center, Stamford, Conn.

Mark Stahlman, product line manager, Wang Laboratories, Lowell, Mass., joins General Instrument, New York, as director of market development.

Stephen Milam, VP, planning, video group, Bell & Howell, Chicago, joins American Video Tape Manufacturing Co., Gardena, Calif., as president.

Mike Sayovitz, member of engineering staff, Compact Video Services Inc., Burbank, Calif., named director of engineering.

Heidi Clements, marketing assistant, United Video, Tulsa, Okla., named Eastern regional marketing manager.

Stuart Kravitz, manager of telecommunications planning, ABC-TV, New York, joins Comark Communications, Colmar, Pa., manufacturer of communications equipment, as director of marketing. **Andrew Whiteside**, from English Electric Valve Co., London, joins Comark as engineering manager.

Michael Monson, from Janesway Electronics, Hastings on Hudson, N.Y., joins Dodd Electronics, distributor of communications equipment, Ossining, N.Y., as VP, marketing.

Cox Cable's Wright: building the future

As anyone who tracks the activities of cable television can attest, the industry continues to experience substantial growth. And Cox Cable Communications, the fourth-ranked MSO, based in Atlanta, has assumed a leadership role on many fronts to solidify its position as a major-market cable operator. The company's development of the interactive Indax service and its 20% interest in the Spotlight pay-cable program service are two examples. Although the battle for major franchises on a national scale is winding down, Cox still has bids outstanding in a few cities and system-build commitments extending to 1986 at a cost of about \$200 million—a "full plate" as Robert Wright, president of Cox Cable, says.

Wright is a relatively recent convert to the cable television business. After graduating from law school at the University of Virginia in 1968, Wright spent more than a year in the Army Reserves, after which he became chief law secretary to the chief judge for the district of New Jersey. That was in 1970. A year later he established his own law practice, in Newark, N.J. Two years later in 1973 he began a seven-year stint with General Electric. He joined G.E. as counsel to the company's chemicals and plastics division and then shifted to positions on the marketing and managing side of the business.

After serving as manager of strategic and financial planning for the plastics division, Wright was named general manager of the sales and marketing department of that division, the last position he held with G.E.

There's little doubt that one of the things that Cox considered when going over Wright's track record was the performance of G.E.'s plastics division during Wright's tenure there. "It was G.E.'s fastest growing business," said Wright. In 1978 the plastics division was generating about \$25 million in revenues. It's now a billion-dollar business.

Since January 1980, when Wright assumed his current position, Cox Cable has experienced some growing pains. "We're stretching management; we're stretching financial controls," says Wright, "and the ability to manage at a distance. And that's very hard. It takes a great deal out of everybody."

Wright spends much of his time traveling—usually a couple of days per week, and most often meeting with managers of Cox systems around the country. Added to the travel are many corporate meetings at the company's Atlanta headquarters, leaving Wright with precious little time to devote to the tremendous paperwork that flows across his desk.



Robert Charles Wright—president, Cox Cable Communications and executive vice president (and member of the board of directors and the executive committee), Cox Communications Inc., Atlanta; b. April 23, 1943, Rockville Center, Long Island, N.Y.; AB history/psychology, Holy Cross College, Worcester, Mass., 1965; LLB, University of Virginia, Charlottesville, 1968; U.S. Army Reserve, 1968-69; chief law secretary to chief judge for district court of New Jersey, 1970; private law practice, Newark, N.J., 1971-72; various positions with General Electric Co., ranging from counsel to chemicals and plastics division, to general manager, sales and marketing department, plastics division, 1973-79; present position since Jan. 1, 1980; m. Suzanne Werner, August 1967; children—Katherine Anne, 13; Christopher, 9, and Maggie Suzanne, 5.

It's a business that demands a lot of working hours from those involved in it, says Wright, adding that the pace often becomes "hyper and frantic. It provides a place for people with a high energy level."

While the cable environment usually makes for an exciting place to work, Wright notes that "a lot of frustration" comes with the territory. "You make mistakes because you're at bat more," he says. "We'll get through it, but we still have three years" of intense growth ahead.

During that time, Cox will learn a great deal about the commercial applications of its Indax technology. It has been testing Indax at its San Diego system since early this year, tests which will run through 1983. If all goes well, the interactive service will then be introduced in Cox's Omaha system, and eventually in most of its major cable markets, such as Oklahoma City; Virginia Beach, Va.; Tucson, Ariz., and Santa Barbara, Calif.

Wright believes that by around 1990 perhaps 50% of operating cable systems will be offering some form of two-way service, although some of those systems may be using telephone lines for the return path.

In its effort to explore how pay-per-view

programming can best be utilized over Indax, Cox has formed a joint venture with ABC to conduct P-P-V experiments on two Cox systems—San Diego and Santa Barbara.

Cox is devoting two channels for both P-P-V projects—one for programming a continuous series of events and a second to promote those events. Wright compares the concept to the Spectradyme service now provided in many of the country's hotels and motels.

Research associated with the project will focus on consumer reaction to a P-P-V channel; how to tie such pieces of programming together, effective promotional techniques, the appeal of a call-in system compared to impulse P-P-V, and how to tie the service to existing billing systems. Also to be examined is how disruptive such a service would be to the basic cable operation and, perhaps most important, what kind of profit margins can be derived from it.

"The last thing I need," says Wright, "is to be associated with a low-margin business." Cox wants to achieve an operating margin of 45% from whatever P-P-V service it provides, says Wright, comparable to what a "good" television station or cable operation can generate. That's his "biggest concern" about pay-per-view.

Wright's concern stems in large part from statements from many motion picture studios that they will "control this form of revenue source more closely than premium pay services such as HBO." He says that such statements are probably an "overreaction" to the success that HBO has had in providing a service the studios could have provided themselves.

While some programming may come from Spotlight (a pay-cable service owned equally by Cox and four other cable MSO's) and from ABC, Wright says that most of it will come from "arm's length" acquisitions from other sources.

Spotlight will be on most Cox systems by the end of 1983, Wright reports, adding that by year end, the service will have "the better part of one million subscribers."

On the franchising front, Wright notes that Cox's activities "have substantially diminished due to declining opportunities and our own basketful of [build] commitments."

Cox is currently involved in two major franchising efforts—New York and Baltimore—neither of which is likely to be decided in 1982. The company is now building in Omaha, Tucson, New Orleans, Vancouver, Wash., the suburbs of Providence, R.I., and Chicago, and eastern Long Island (New York).

Wright, who resides in Atlanta, is an avid tennis player in his off-duty hours and also enjoys water sports such as swimming and boating.

Ruling that determinations of newsworthiness are best left to broadcasters, **FCC last week rejected fairness doctrine complaint filed against CBS by Democrats.** At issue was President Reagan's Oct. 13 speech, carried live by both CBS and NBC. When CBS did not provide Democrats response time, immediately following speech, Democratic campaign committees cried foul and complained to FCC (BROADCASTING, Oct. 18). CBS argued that its presentation constituted "bona fide news event" and that since it had provided opposing point of view later that night, it was exempt from fairness request. FCC agreed with CBS's argument. Frank Lloyd, Democratic National Committee attorney, said Democrats will probably appeal.

Proving that makeup of commission can make difference, **FCC last week directed staff to prepare tentative order finding WIOO Inc. basically qualified to remain licensee of WIOO(AM) Carlisle, Pa.,** and remanding proceeding to Review Board for consideration of comparative aspects of case. Last July, FCC had instructed staff to draft decision denying renewal to WIOO Inc. and granting competing application of Carlisle Broadcasting Associates for new station on that frequency (BROADCASTING, July 26). That time around, Commissioners Abbott Washburn, Anne Jones and Henry Rivera supported staff direction (Commissioner Mimi Dawson concurred); Chairman Mark Fowler and Commissioner James Quello were opposed; Commissioner Joseph Fogarty didn't participate. This time around, Fowler, Quello and Dawson supported change of mind; Jones and Rivera dissented, and Fogarty and Stephen Sharp didn't participate.

KKTV(TV) Colorado Springs has been sold for \$15.5 million to Ackerley Inc., Seattle-based outdoor and airport advertising company principally owned by Barry Ackerley, president. This is second TV acquisition for Ackerley, who earlier this year bought WXTV(TV) Syracuse, N.Y., for \$13.8 million (BROADCASTING, May 10). Seller is Capitol of Colorado Corp., subsidiary of Jackson, Miss.-based Capitol Broadcasting Co., group of one AM, one FM and three TV's. T.M. Hederman Jr. is presi-

dent. Blackburn & Co., Washington, handled transaction. KKTV(TV) is CBS affiliate on channel 11 with 85.1 kw vis 42.7 kw aural and antenna, 2,380 feet above average terrain.

BBDO has returned to Dodge fold, recapturing \$100 million car, truck and dealer association account. BBDO had been Dodge agency for 35 years until 1979, when Kenyon Eckhardt took over. K&E retains Chrysler and Plymouth accounts, which total \$150 million.

ESPN moved last week to terminate five cent per subscriber affiliate compensation program, begun in January, which is part credited with rapid expansion of network's subscriber base this year. ESPN president J. William Grimes pointed to two factors underlying decision—that advertising market proved weaker than anticipated, and that ESPN has made commitments for "stronger than expected" program package, which carries higher price tag. "While we are taking away something," Grimes concedes, "We believe we're giving more as well."

At open meeting Thursday (Nov. 4), **FCC will consider granting construction permits to eight remaining direct broadcast satellite applicants** whose applications have been accepted for filing. Applicants are: CBS, Direct Broadcast Satellite Corp., Focus Broadcast Satellite Co., Graphic Scanning Corp., Republic of America, United States Satellite Broadcasting Co. (Hubb Broadcasting Inc.), Video Satellite Systems Inc. and West Union Telegraph Co. Also at meeting, commission will consider whether to issue policy statement modifying tax certificate policy; it will consider whether to approve AT&T's capitalization plan for separate subsidiary offering customer premium equipment, and decide whether to adopt notice of proposed rulemaking to reduce maximum allowable UHF television receiver noise figure to 12 db.

Outlet Co. is now solely in broadcasting, having closed last week on sale of CWT Specialty Stores, last remaining retail property. Sale, to CWT management, will bring Outlet \$4.5 million in cash, \$4 million in subordinated notes and \$4.5 million in future contingency payments and tax recoveries. Separate Outlet announced it's completed refinancing of loan package from four banks led by First National Bank of Boston. New package consists of \$36,721,000 term loan that replaces old outstanding balance, and \$6 million of revolving credit.

Effective today (Nov. 1), **responsibility for CBS teletext operations (known as Extravision) shifts from Broadcast Group to television network.** Albert H. Crane III, vice president, prime time sales for network, has been named vice president, teletext. He will report to Anthony Malara, vice president and general manager, CBS Television Network. Crane will be responsible for overseeing transition of teletext services from experimental operational stage in coming months as CBS gears up to supply national teletext service, pending FCC approval, through network's more than 200 affiliates. Teletext operations will continue to be based in Los Angeles.

While Microband and CBS proposals for multichannel MMT systems remain pending at FCC, **Channel View Inc. has commenced technical test of eight-channel system in Salt Lake City,** using frequencies on instructional television fixed-service (ITFS) band. Some 135 receive points are involved in test which is using transmitters developed by EMCEE and antennas by Data Communications, Lance, Winegard and Standard Communications. Channel View was granted experimental authority by commission in December 1981 and \$1 million has been spent on research and development of project. Market test is planned for early 1983. Program menu includes sports, movies and cultural, educational, religious and children's programming.



Happy anniversary. More than 130 NBC-TV officials, personalities and city of Burbank dignitaries marked the 30th anniversary of network's Burbank broadcast production center in luncheon ceremonies Oct. 22 at NBC's Studio 5. NBC chairman and chief executive officer, Grant Tinker, noted the first origination from facility on Oct. 4, 1952, and predicted network will still be "a terrific place to work" 30 years from now just as it was 30 years ago. Among those attending the luncheon were (l-r) Tinker; Earl Zeigler, Director, Photography and Publicity, NBC (retired); singer Dinah Shore; John West, Vice President, West Coast, NBC (retired); Joanne Worley of NBC-TV's *Rowan and Martin's Laugh-In*, and Thomas W. Sarnoff, who was Executive Vice President, West Coast, when he left NBC in 1977, and who joined NBC Oct. 8, 1952.



Members of National Association of Broadcasters First Amendment Committee met with FCC Chairman Mark Fowler (standing, far right) last week. They are (sitting l to r): Karen Laas, vice president and general manager, KIUP(AM)-KRSJ(FM) Durango, Colo.; Martin Rubenstein, president and chief executive officer, Mutual Broadcasting System, Arlington, Va., and Peter Kenney, vice president, Washington, NBC. Standing l to r: Limer Lower, dean, School of Journalism, University of Missouri, Columbia; Bill Leonard, consultant, CBS, Washington, and E.H. Close, president and general manager, WKNE(AM)-BNX-FM Keene, N.H. Group discussed FCC proposal for repeal of fairness doctrine and section 315. Fowler lent sympathetic ear, told group that they have his support.

FCC isn't likely to authorize low-power FM stations any time soon, Commissioner James Quello is scheduled to tell annual convention of National Translator Association in Las Vegas today (Nov. 1). "I think it's unlikely that the commission will ever contemplate authorization of a service without the staff to process the many anticipated applications. We have at least learned that much from the low-power experience," he said.

Myron Jones, board member of National Public Radio, was elected board chairman last week. Jones, who is not broadcaster, has been on board for two years, and is executive director of Indian Education Training Inc., Albuquerque, N.M.

Hearst Corp. and Westinghouse Broadcasting and Cable have agreed in principle on Hearst acquisition of three of dozen cable systems Group W was required to divest following its teleprompter acquisition. Systems—serving 20,000 subscribers in San Francisco Bay area—are Hearst's first venture in system ownership.

"Thank God, you failed" to kill or cripple cable "for both our benefits," National Cable Association President Thomas Wheeler told New England Broadcasters Association in Boston last Thursday (Oct. 28). He said he was amazed that he and NAB President Edward Fritts "ended up telling Connecticut broadcasters [see story, page 61] the same thing," that there is room for broadcasting and cable to coexist and profit in new communications environment. "That's an amazing kind of accord for us to reach individually and I give more credit to you than to us for that—the road you had to travel was much longer."

Creative community has joined forces in what seems unprecedented degree of unity in briefs filed in Supreme Court urging support for lower court decision in Betamax case. Seventy production companies, distributors, broadcasting interests (including

CBS), unions and others joined in 10 friend-of-court briefs to back position of MCA Inc. and Walt Disney Productions, which initiated suit aimed at requiring payment of copyright fees for off-air recording of their product. Sony Corp., defendant in suit, appealed decision of U.S. Court of Appeals for Ninth Circuit, which held that videorecording, even if for private home use, violates copyright law (BROADCASTING, Oct. 26, 1981). Appellate court also held that Sony and other defendants—including Sony advertising agency and four distributors of Betamax recorder—are legally responsible for copyright infringement because they knew purpose to which recorders would be put.

NAP Consumer Electronics Corp. (Magnavox) and Continental Electronics Manufacturing Co. announced last week that Magnavox AM stereo exciter has won type acceptance from FCC.

Stating that it needed more time for processing than it had originally anticipated, FCC last week revised schedule for acceptance of cellular applications. Under new game plan, applications for markets 31 through 60 still will be accepted starting Nov. 8. Nonetheless, commission won't accept applications for markets 61 through 90 until March 8, 1983, and it won't start accepting applications for all other markets until June 7.

Public Broadcasting Service will hold its annual Program Fair Nov. 7 through Nov. 11 in Washington. Highlight of conference on Sunday (Nov. 7) is reception and dinner featuring Jessica Savitch, host of new PBS documentary series, *Frontline*. PBS President Larry Grossman will give keynote address that evening. Other events include panel sessions and screenings of new programming to be selected for PBS schedule next year.

Joseph T. Dembo, news director and executive editor for CBS News, Radio since September 1981, has been named VP, CBS News, Radio. Dembo moves into post vacated by appointment of Emerson Stone as CBS News vice president, news practices. Dembo has been with CBS for 23 years.

Joyce C. Hall, 91, founder and chairman of Hallmark Cards Inc., died Friday, Oct. 29 at his home in Kansas City, Kan. Hall was guiding hand behind acclaimed *Hallmark Hall of Fame* TV specials for which he was awarded Peabody and special Emmy awards.



President Ronald Reagan and Leonard Goldenson, chairman of board of ABC and of United Cerebral Palsy Association, presented Linda Down with special UCP medal for outstanding athletic achievement for her completion of New York City marathon. Down, who has cerebral palsy, completed over-26-mile course entirely on crutches. Goldenson saluted Down for her strength and determination, and for inspiring others.

Incompatible linkage

In speeches and interviews over the past month, FCC Chairman Mark Fowler has repeatedly coupled the imposition of fees for spectrum use with his hopes for legislation to deregulate broadcasting. It has become his article of faith that user fees, dedicated to support programming on the noncommercial broadcasting system, could "break the ice" in which deregulation is now frozen on Capitol Hill.

This page has urged broadcasters to give fair consideration to the Fowler coupling and has urged Fowler to put a price on it. Broadcasters have given their consideration and, in the main, have rejected the idea of a fee for spectrum use. Fowler is yet to say how much he thinks it reasonable to raise from broadcasters and other spectrum users. He has said he is for "modest" charges. He has also said he wants enough revenue to provide meaningful support for noncommercial programming. Those desires present at least a hint of inconsistency, but it really doesn't matter how much money the chairman has in mind. It is fundamentally wrong to propose the payment of a fee as the price for deregulation that on its own merits is fully justified.

From the moment that spectrum fees were first seriously proposed to support public broadcasting—in the first "rewrite" of the Communications Act drafted by the House Communications Subcommittee four years ago—this publication has opposed the concept. The principle at stake remains intact: The spectrum is not a public resource that is either depleted or defaced by use. There is nothing of value in the spectrum until a user puts a signal into it. As was noted on this page last Sept. 20, without a television signal transmitted and received on, say, channel 2, there is nothing there.

Hence it is irrelevant to talk of fees for spectrum use as though they were bids for off-shore oil drilling or payments for the grazing of cattle on government land. In those portions of the spectrum where broadcasting is carried on, private interests of the broadcasters and public interests of the audience unite in creating out of nothing a value that benefits both.

Beyond that, there is no hard evidence that an offer by broadcasters to pay a spectrum fee of any amount would purchase deregulation unobtainable by other means. Officials of the National Association of Radio Broadcasters, who advocate a "contract-consideration fee" of 1% of gross revenues in exchange for radio deregulation and "contracts" to occupy radio facilities for 50 years, say they detect strong signs of interest on Capitol Hill. They, however, are interested exclusively in radio deregulation. Whatever signs they read mean nothing as applied to television.

Nor can the NRBA assume that the 1% it offers for radio deregulation would be the figure that emerged from the congressional grinding machine. It is discomfiting to contemplate how Congress would arrive at a price for liberalizing legislation. The question would soon degenerate into: What is how much deregulation worth to those that are deregulated? With that the subject of debate, the substantive merits of deregulation itself would soon be buried beneath tangential rhetoric.

In Fowler's latest speech on the subject, presented to the North Carolina Association of Broadcasters (BROADCASTING, Oct. 25), he was at his most eloquent in giving reasons for broadcasting to be as free of governmental control as the printed press has been. "The print model," he called it. A mature broadcasting system, he said, should be "as free from regulation as the newspaper you share the press table with and compete with for advertisers." And, he could have added, as free from special taxation by the federal government.

Help wanted

Perhaps it is understandable that FCC Chairman Mark Fowler, in proposing the payment of fees as the price of deregulation, would seek a new way to attract congressional attention to the sweeping legislative proposals he and like-minded colleagues recommended more than a year ago (BROADCASTING, Sept. 21, 1981). Congress keeps finding other things to think about.

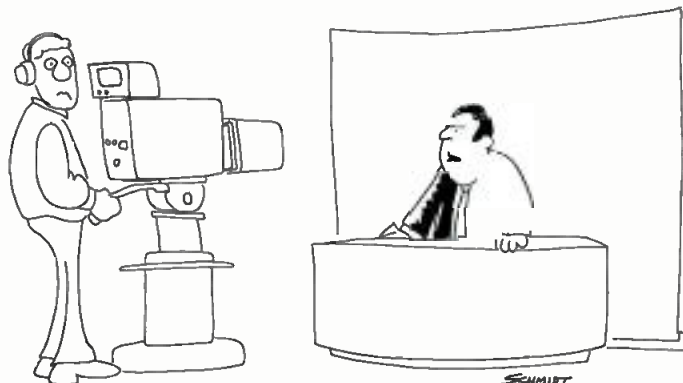
Six months after the FCC recommendations went to the Hill they were embraced and amplified in two bills introduced by Representative James Broyhill (R-N.C.) (BROADCASTING, March 1). Except for the acquisition of co-sponsors, on a somewhat modest scale, the legislation has languished. It is, of course, opposed by some of the more influential Democrats in the Democrat-controlled House Energy and Commerce Committee where it reposes. The political reality is that legislation promising so broad a scale of deregulation—including repeal of political broadcasting restraints historically cherished by incumbents in the Congress—has little chance to surface in the waning days of this Congress. Fowler, however, is entitled to more help than he has been given in the stimulation of legislative action next year.

At the National Association of Broadcasters convention last spring, Fowler exhorted broadcasters to support his crusade for their freedom but noted sadly that some misunderstood the purpose he had in mind and others were apparently content with their regulated state. To their credit, the National Association of Broadcasters directors and officers have continued to speak out in favor of deregulation and for their First Amendment rights. There is some doubt, however, that the lobbying on behalf of those issues has been as intense as that on behalf of others.

Surely the broadcasters are as eager as he to bring about "the print model" that Fowler talked about in his speech to the North Carolina broadcasters two weeks ago. Perhaps it is a visionary aim, with all kinds of impediments obstructing its realization, but no part of it will ever be attained without unanimous and dogged demonstration of desire.

Indeed the broadcasters have reason to invite others to join in the movement for relief. Cable television operators, for example, suffer under the same repressions of Section 315, the political broadcasting law, that broadcasters have endured since the origin of communications law. It is to the mutual benefit of cable and broadcasting that 315, like other content regulation, be eliminated.

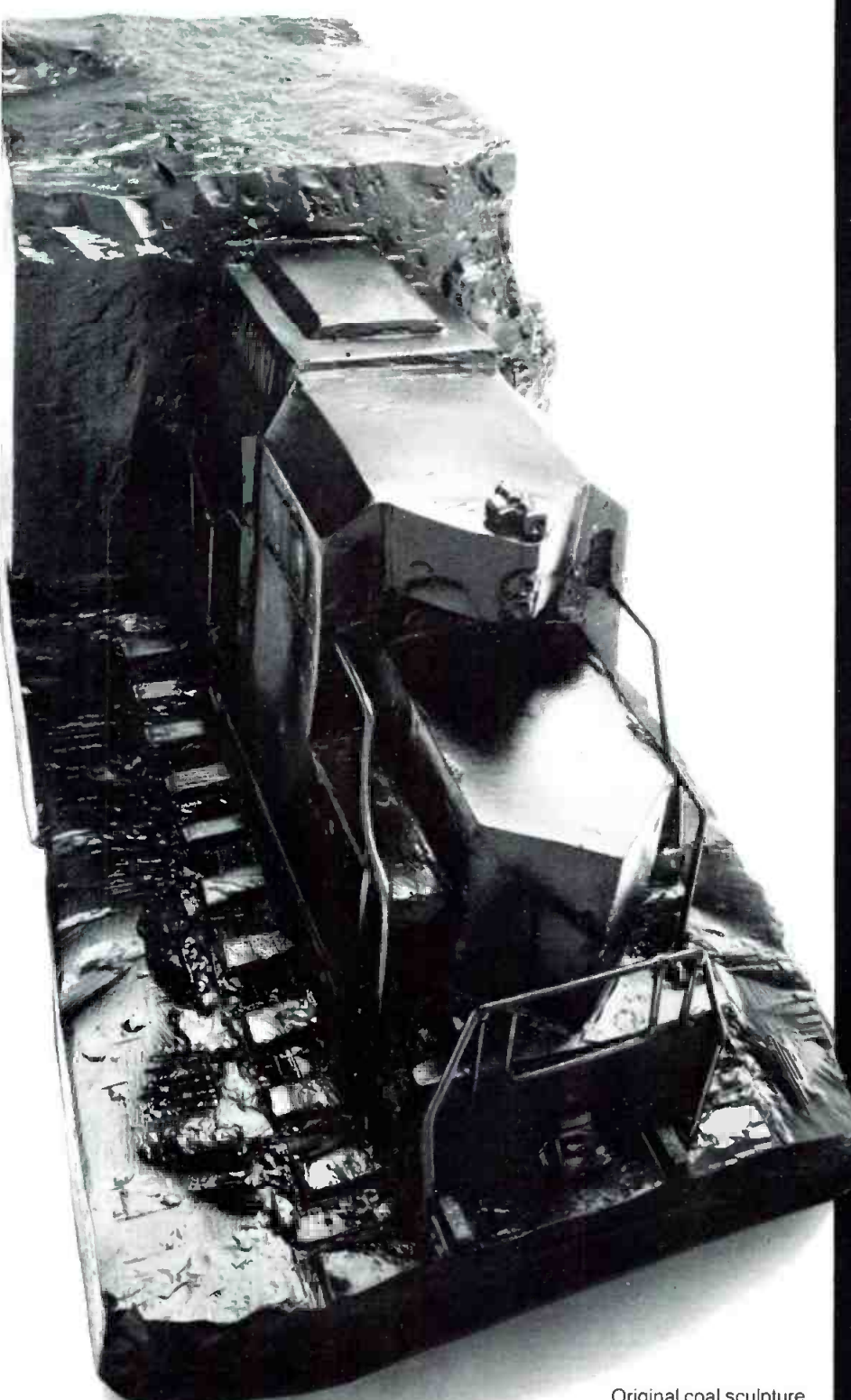
The exhortation has appeared on this page before: Go for it.



Drawn for BROADCASTING by Jack Schmidt

"Here is an important announcement: We have lost all our power and are off the air."

How does an important natural resource move?



Original coal sculpture
by James E. Stewart,
Danville, West Virginia.

On an important national resource.

America is less dependent on foreign oil these days.

One reason is coal. Another is the rail system that moves that coal reliably and economically.

Today's freight railroads move some 60 percent of the coal that powers our electric utilities—and they do it so efficiently that transportation accounts only for about 8 percent of the average residential electric bill.

Two powerful forces work to keep rail coal transportation economical.

One is competition. Railroads compete among themselves and with other forms of transportation. Coal companies compete with each other. And, coal itself competes with other sources of energy.

The other force is deregulation. Since 1980, railroads have been able to enter into long-term hauling contracts that assure predictable coal transportation costs. This keeps rates competitive and—just as important—it provides the service guarantees to encourage conversion to coal by industries and electric utilities.

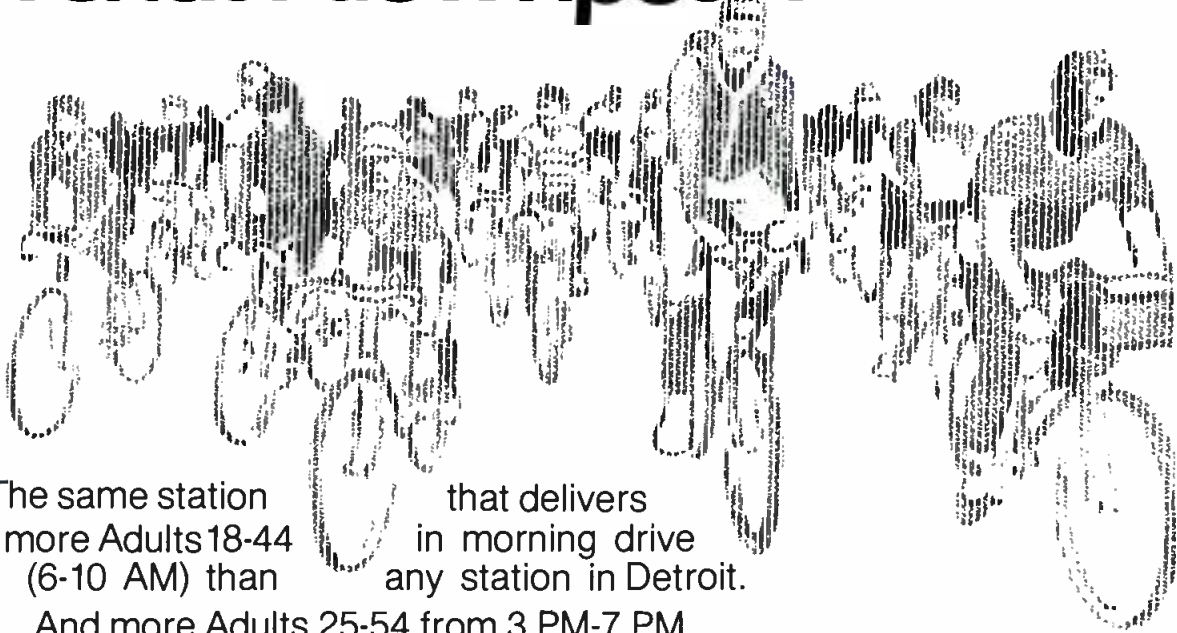
America needs its coal as never before. And America's freight railroads are moving it as never before.

For more information, write: "Resource," Dept. 60, Association of American Railroads, 1920 L St., N.W., Washington, D.C. 20036. Or if you're on a deadline, call us at (202) 835-9550 or 9555.

Freight Trains. America's most vital moving force.



What radio station can deliver over a thousand bike riders in a torrential downpour?



The same station that delivers more Adults 18-44 (6-10 AM) than any station in Detroit.

And more Adults 25-54 from 3 PM-7 PM.

The same station that, Monday through Sunday, 6 AM to Midnight, delivers more Adults 18-49, than anybody in the Detroit metro.*

The station is WNIC. A Josephson radio station.

But we not only get more people to listen. We get them involved.

Involved in charity softball games that raised thousands of dollars last summer. In after-work listener parties that regularly draw up to 1,500 people. And in the WNIC/Chiquita Fitness Ride—the best attended Chiquita cycling event in the nation this year, even though the weather was the worst.

Involvement. It's a healthy environment for advertisers. Who not only want their messages heard, but acted on.

That's the Josephson environment.

Josephson
RADIO STATIONS



WNIC FM/WNIC AM
Dearborn, Michigan

WSNY FM/WVKO AM
Columbus, Ohio

WNOR FM/WNOR AM
Norfolk, Virginia

*Source: Arbitron Detroit, Summer '82 (July-Sept.), AQH, Metro Survey Area, Combination WNIC-FM and AM.