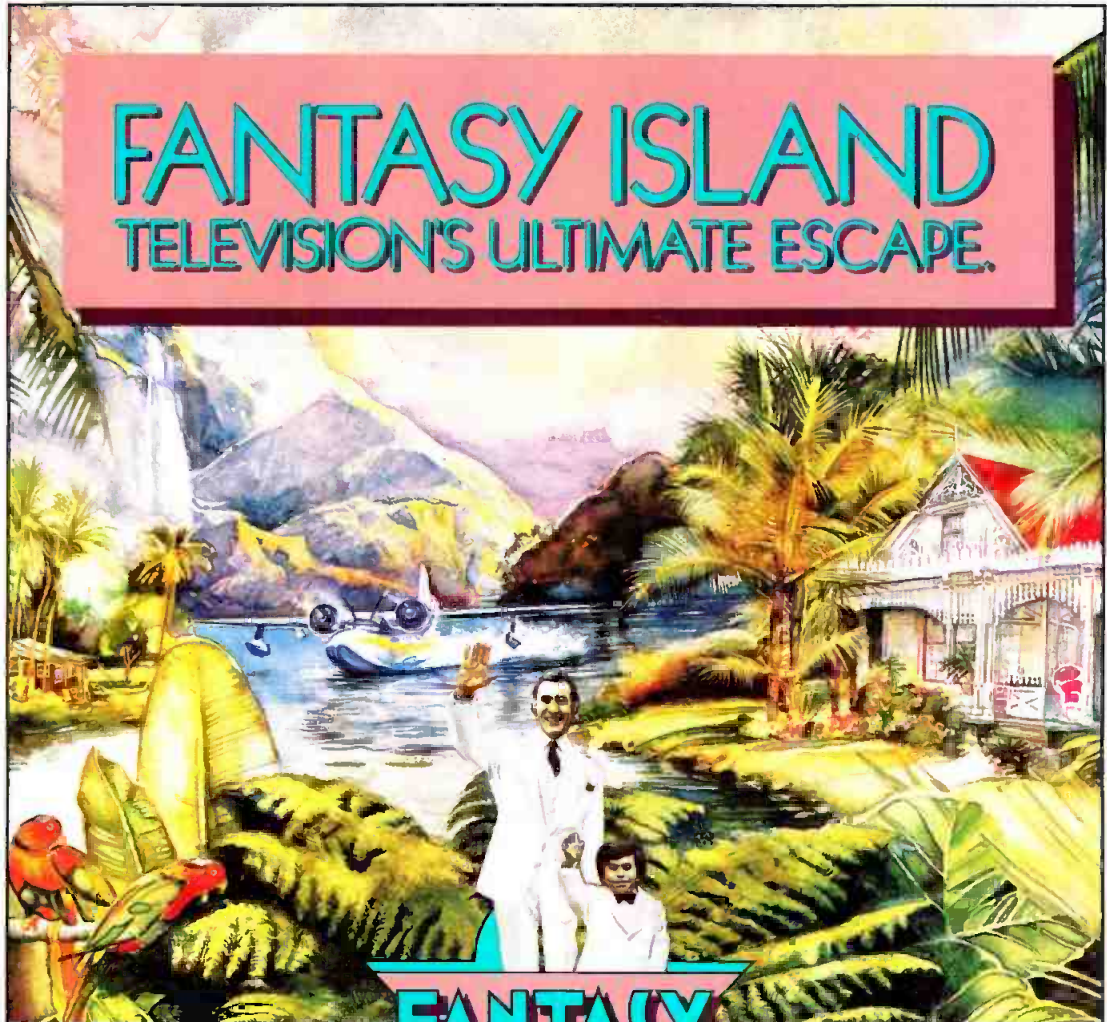


Broadcasting Nov 8



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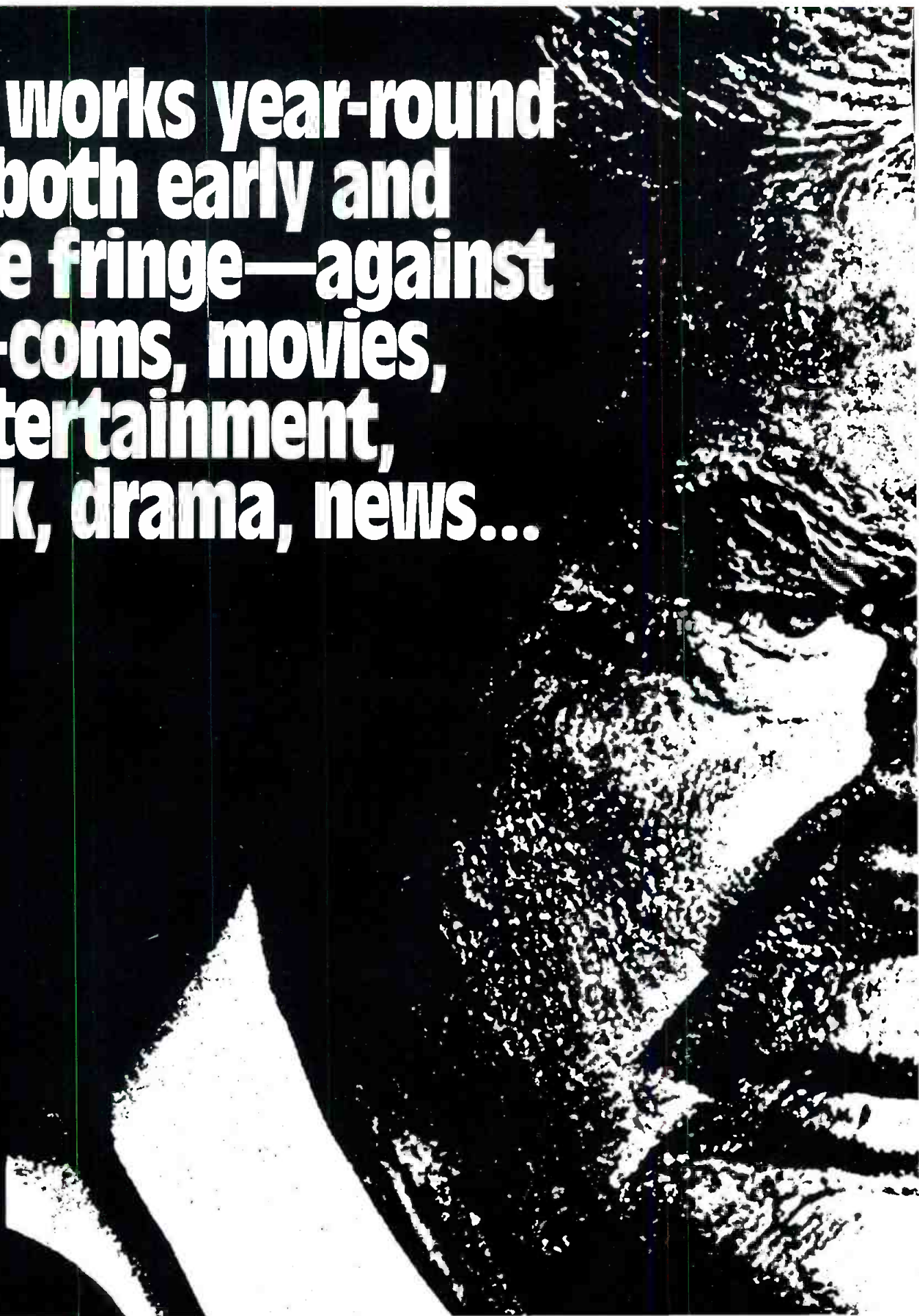
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entertainment,
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ON... BARNABY JONES.

	NOV	FEB	MAY
CHICAGO WBBM-TV, M-F 4-5 PM	9/21%	9/21%	9/24%
MEMPHIS WHBQ-TV, M-F 10:30-11:30 PM	11/36%	13/35%	12/36%
ST. LOUIS KMOX-TV, M-F 3-4 PM	8/34%	9/33%	6/30%
MIAMI WCKT, M-F 5-6 PM	10/25%	11/25%	9/22%
NEW YORK WCBS-TV, M-F 4-5 PM	6/14%	5/13%	5/15%
LOS ANGELES KNXT, M-F 3:30-4:30 PM	6/21%	6/20%	6/23%
SHREVEPORT KSLA-TV, M-F 11-12 Mid	9/48%	10/54%	7/46%



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GABRIEL AWARD



WBZ-TV
BOSTON

Broadcasting Nov 8

At Large: MacNeil and Lehrer on their news expansion □

At Large: Trig Myhren on ATC's corporate philosophy □

FCC clears more DBS applicants □ **Election megacoverage**

ELECTION DAY 1982 □ ABC-TV wins ratings Tuesday night, but number of critics assess CBS-TV and NBC-TV coverage as more interesting.

Networks and local outlets find numbers and complexities of reporting returns mind-boggling, but they meet challenge. **PAGE 35.** Elections will alter composition of congressional committees affecting Fifth Estate; defeats of Senators Cannon and Schmitt among more notable results that could have bearing on communications field. **PAGE 37.**

Where NAB and NCTA political action committees supported candidates to tune of \$100,600. **PAGE 38.** Campaign '82 offers ample evidence that cable television and satellites are changing ways politicians must conduct campaigns. **PAGE 39.** In special post-election "Monday Memo," Carmine Cicchino of Ed Libov Associates explains broadcast strategy that was instrumental in election Tuesday of Mario Cuomo as governor of New York. **PAGE 30.**

NOW THERE ARE EIGHT □ FCC authorizes seven applicants to join Comsat's STC in building DBS systems. **PAGE 40.**

NAB EXPANDS LOBBYIST RANKS □ Government relations department to get three new people and will increase concentration on grass-root and political action committee activities. **PAGE 41.**

NO NEWS IS STILL BAD NEWS □ Pro football goes through another week of strike with lots of talk but no action as broadcasters and public chafe. **PAGE 42.**

THE ABC'S OF ATC □ Trygve Myhren, chairman and CEO, explains how that company grew to be nation's largest MSO, how it plans to use cluster approach to stay biggest, and how ATC has

sketched its place in telecommunications universe. **PAGE 48.**

SMPTE TIME □ Marriage of television and film technologies will be among many topics at New York conference. **PAGE 65.**

CABLE PROGRAMING IN SPOTLIGHT □ More than 2,000 registered for NCTA's conference that starts Saturday in Los Angeles. Buyers and sellers expected to jam marketplace. Four days to also include panels offering input from experts in field. **PAGE 74.**

AFTER THE BALL GAME IS OVER □ CBS waltzes back to top of prime time ratings in first week after World Series. **PAGE 76.**

MacNEIL/LEHRER'S DARE □ They'll be asking public broadcasting community at this week's program fair to clear expanded version of their nightly half-hour news-analysis program. In "At Large" interview, they tell why they believe their gamble with already successful series will produce even bigger winner. **PAGE 85.**

SONY'S DEFENSE □ VTR distributor argues in Supreme Court that public has First Amendment right to tape in privacy of home. **PAGE 89.**

TV DEREG ON TAP □ FCC's Fowler says item will be on commission calendar this year. **PAGE 90.**

TRIMMING ADVERTISING'S SAILS □ As ANA chairman, Thomas Ryan has been helping colleagues adjust to changes in industry. He offers expertise gained from 22 years with major agencies and 14 years at Gillette North America. **PAGE 117.**

INDEX TO DEPARTMENTS

Index to departments	Cablecastings..... 8	Fifth Estate..... 117	Monday Memo..... 30
Advertising & Marketing... 72	Changing Hands..... 82	For the Record..... 95	Open Mike..... 27
At Large..... 48, 85	Closed Circuit..... 7	In Brief..... 118	Programming..... 74
Business..... 91	Datebook..... 18	Information Age..... 93	Riding Gain..... 44
Business Briefly..... 10	Editorials..... 120	Law & Regulation..... 89	Stock Index..... 92
	Fates & Fortunes..... 113	The Media..... 80	Technology..... 65

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INDEX TO ADVERTISERS ■ ABC Entertainment Radio Network 45 □ Ampex 15, 59-65 □ Associated Press 19 □ BEI Electronics 73 □ Blackburn & Co. 82 □ Broadcast Electronics 9 □ Broadcast Personnel Inc. 113 □ Cetec Antennas 21 □ Columbia Pictures Front Cover □ Continental Electronics 28 □ Eastman Kodak Company 66-67 □ Embassy Television 69 □ Firstmark Financial 84 □ Harris 43 □ Hitachi Denshi America Ltd. 75 □ Hughes Communications 16-17 □ International Tapetronics Corp. 26 □ Livingston Awards 79 □ MCA-TV 31-33 □ MGM/UA Entertainment Co. 11-13 □ George Moore & Associates 98 □ Motorola 6 □ Nexis 55 □ Phillips 14 □ RCA 47, 49, 51 □ Cecil L. Richards 83 □ SIN Television Network 53 □ Society of Professional Journalists 10 □ Sony 24-25, 56-57, 70-71 □ State Farm Insurance Companies 46 □ Statlon Business Systems 23 □ William B. Tanner Co. Inc. 22, 27 □ Television Syndication Center 20 □ Edwin Tornberg & Co. Inc. 95 □ Tribune Productions Inc. 34 □ Utility Tower 77 □ WBZ-TV 4 □ WCVB-TV 29 □ Ward-Beck Back Cover □ Worldvision Enterprises Inc. Inside Front Cover/Page 3 □ Xerox Inside Back Cover □

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Spot TV holds up

National spot TV spending in 1982 is expected to wind up 15%-16% higher than in 1981, according to leading spot representatives. Estimate's much in line with early-year projections. Spot TV expenditures in final three quarters have been in 13%-15% increase range, while first quarter was up 20%. Buying patterns were said to be erratic, varying by markets and regions, with large markets generally buying better than smaller ones. National spot radio, sluggish virtually all year, is expected to show gain of 4-5% ("Closed Circuit," Oct. 11).

IDTV's NTSC

Broadcasters meeting in Washington last week under auspices of National Association of Broadcasters reaffirmed belief that standards for enhanced or high-definition television should be established by dedicated industrywide committee. New committee, tentatively called Advanced Television Systems Committee, would be similar to National Television Standards Committee that came up with present 525-line television system. That approach is contrary to that advanced by Society of Motion Picture and Television Engineers, which would prefer NAB to form umbrella group to coordinate advanced TV standards efforts of SMPTE, Electronics Industries Association, Institute for Electrical and Electronics Engineers and National Cable Television Association.

Mark calendar

Place to be on May 29, 1983, is Montreux, Switzerland, for opening session of 13th biennial International Television Symposium and Technical Exhibition—prestigious international engineering forum. Although details are still under wraps, organizers are mounting state-of-the-art demonstration of high-definition television that's being billed as "nothing short of spectacular." Although Montreux meeting primarily attracts telecommunications hardware specialists, May's event will have important messages for programmers and media management executives, too—among them, that HDTV development is proceeding swiftly in Europe and Japan.

Preview wanted

FCC's proposed repeal of networks' financial interest and domestic syndication rules has gotten considerable attention on Capitol Hill, as result of lobbying by both

sides—program-production companies, which want rules retained, and networks, which don't. As result, matter is expected to be aired by House Telecommunications Subcommittee members, when FCC commissioners appear before that panel in oversight hearing on Dec. 1. There are said to be members from both sides of aisle concerned about possible repeal. Henry Waxman (Calif.), with constituents in Hollywood, and Thomas A. Luken (Ohio) are Democrats who have been mentioned. On Republican side, Representative James T. Broyhill (N.C.), ranking minority member on parent Commerce Committee, has been mentioned. However, aides downplay that possibility.

Degree to which commissioners will discuss matter, if it is raised, remains to be seen. So-called Pertschuk rule would permit members to engage in general dialogue but not to express firm views on how rulemaking should come out.

Mating sounds

Idea of merger between National Association of Broadcasters and National Radio Broadcasters Association keeps bubbling at NAB. Last week association's Medium Market Committee voted to recommend that full board initiate negotiations with NRBA. NAB president, Edward Fritts, has said he would act as broker for such merger if board instructs him to ("Closed Circuit," Oct. 25).

Eyesore factor

Aspiring direct broadcast satellite operators have reason to worry about growing interest local communities are expressing in restricting installation of earth stations at residences. Carmel, Calif., for example, has passed ordinance prohibiting homeowners from erecting satellite receiving antennas of more than five square feet. That rules out earth station with 1.5-foot radius. Even if dish meets size requirement, homeowner must appear before city's board of adjustment to receive installation permit. Carmel's city clerk told BROADCASTING that board would examine "visual impact" of proposed dish location in considering whether to grant permit.

Society for Private and Commercial Earth Stations is planning to distribute booklets to city councils; pamphlets would include model ordinances aimed at accommodating communities' esthetic concerns but minimizing adverse impact on earth station owners. Official for Satellite Television Corp., which has received DBS construction permit, said most similar ordinances he was aware of

were aimed only at larger earth stations used for picking programming off lower-powered cable satellites. Official said he thought Carmel ordinance raised "constitutional issues." If it looked as if it were becoming trend for communities to adopt stringent ordinances like Carmel's, STC would launch "vigorous" legal battle against them, he said.

Changing standards

As network shares of prime time TV audiences slip down, so do cut-off points that, at least theoretically, separate program success from program failure. At this time last year, average prime time program was getting approximately 28 share, so those doing 29 or better were virtually shoo-ins for success, those below 27 were considered almost certain shoo-outs, and those in 27-29 range might be kept or cut depending on variety of factors. This year, average program has been pulling about 27 share, so 27 and up spells success, 25-27 looks marginal and anything below 25 seems doubtful at best.

Those estimates come from Arnold Becker, CBS/Broadcast Group's vice president for national TV research, but he emphasizes that many other considerations must also be taken into account, so that marginal shares might be fatal for one program but not another. This year, national economy might also help lackluster performers. "Canceling costs money," Becker notes.

Mixing sectors

U.S. Chamber of Commerce will make its satellite-based BizNet available for government and business officials later this month to promote and explain new Job Training Act. Teleconferencing event, which will be beamed by Satcom IV to as many as 38 cities, will feature appearance by President Reagan, who will discuss measure and take questions. Program will run at least two hours and will include representatives of government and private sector who will explain how to apply for and use job-training funds provided in new law. Audiences at reception sites will be composed of officials of businesses and local and state government.

Co-sponsoring event will be National Alliance of Business, nonprofit organization funded by government and private sector whose purpose is to fund jobs for structurally unemployed. Alliance is participating in preparing program. Chamber will pick up production and satellite costs. Alliance will pay downlink costs in few areas receiving feed that are not part of BizNet. Government gets free ride.

Telco turndown

The FCC last week rejected pleas from telephone companies to further loosen its telco-cable crossownership rules for rural areas. Last year, the commission agreed to stop requiring telcos to apply for waivers of its crossownership rules to build and operate new cable systems in rural parts of their service areas (BROADCASTING, Nov. 9, 1981). Nonetheless, the exemption applied only where no cable service was being provided or was under construction.

Several telcos serving rural areas petitioned for partial reconsideration, asking that they also be exempt from the crossownership rules when they wanted to buy an existing cable system—or compete for the expiring franchise of one—in their rural service areas.

Nonetheless, voting 4-2 (with Commissioners Joseph Fogarty and James Quello dissenting, and Henry Rivera absent), the commission rejected those petitions, arguing that the petitioners' arguments largely weren't germane because they were aimed at the underlying rationale of the crossownership rule.

The principal reason it had provided the exemption, the commission said, was to make it easier for rural citizens to receive cable. But its 1981 action had in no way been meant to reject the policies underlying its crossownership rules, the FCC said.

Those policies, the commission said, are intended to foster a competitive environment, and they remain unchanged, the commission said. It added that telcos wishing to buy existing systems or to provide alternative service aren't foreclosed. They call still seek waivers, the commission said.

Blue skies still

"The cable industry remains one of the great growth industries of the 1980's." That's the word from one of Wall Street's most respected media mavens—Dennis Leibowitz of Donaldson, Lufkin & Jenrette, writing in a just released report on cable. Leibowitz notes that the industry "is at an important crossroads. Investors are tiring of the wait for the payoff that they thought would have occurred by now and are increasingly skeptical about what lies beyond for the next couple of years, even if the immediate problems are solved." But it's his view that "there is no serious threat to the health of the cable industry as a whole, although individual systems or companies may indeed run into problems. Most of the industry's other difficulties are ones of timing that will eventually be corrected. In fact, it is our strong impression that several of the newer services are finally just about to take off."

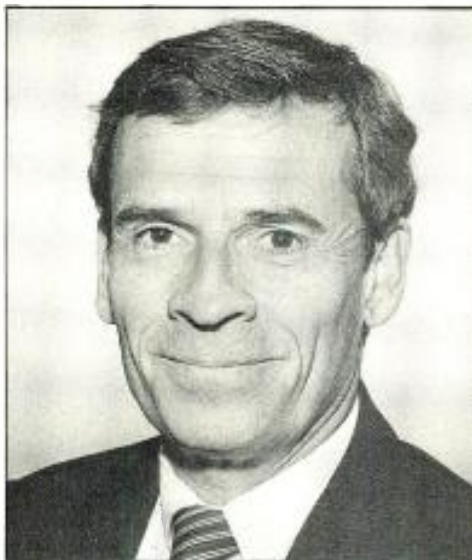
Leibowitz predicts that in the 1983-84 period "earnings will break out in a similar but less dramatic way than the breakout that fueled the 40-fold rise in cable stock

values late in the 1980's. The ingredients are the same. Construction appears to be at its peak. Since capital costs absorb 95% of operating income right now, a slowdown in building would have a substantial effect on profits."

Looking to the long-term future, Leibowitz constructs a cable industry revenue model that adds up to \$25.9 billion in revenues, with 53.5 million subscribers, for \$40.44 per subscriber per month. "Although attention is one of the risks," Leibowitz concludes, "investors should once again step up for what we think will be above-average rewards."

New Denver chief

Fred Vierra, an executive vice president for brokerage and investment services with Daniels & Associates, Denver, is joining United Cable Television Corp. there as president and chief operating officer. He succeeds Gene Schneider, UTC's current



Vierra

president and chief executive officer, who will continue as CEO. Vierra will assume his new post on Nov. 22, and will be responsible for all of United's operating systems and for development of its new properties. United operates 41 systems in 16 states, with 475,000 basic and 390,000 pay subscribers.

Take your pick

To ascertain which types of programming cable operators are most interested in carrying, J. Walter Thompson U.S.A. conducted its first "Cable Programming Assessment Survey" among the top 100 MSO's last summer. Not surprisingly, of the 55 respondents replying to the survey, 94.5% replied they were now carrying movies and news

and 92.7% said they were presenting children's and sports programming.

When asked which types of programs they were "extremely or very interested" in carrying, 60% answered, "sports," 58.2% "business and finance"; 54.5%, "country music" and 50.9%, "senior citizen." The final question dealt with the top choices of programming MSO's would like to see either available or available in greater quantity. Sports topped the list, with 40%, followed by movies, 31%; senior citizens, 27%, and women's services, 25%.

"The most fascinating result of this survey was the interest shown among respondents in senior citizen programming," Thompson commented. "The 'mature market' represents the fastest growing segments of the population, with seniors having the largest amounts of discretionary income and many unique interests and buying patterns. Nevertheless, efforts to get such cable programming off the ground have to date failed. . . Perhaps the time will come when cable will recognize there is marketing life after 50 and such a venture will succeed."

Who's on first

There appears to be a mixup at the Copyright Royalty Tribunal and somewhere along the line, wires are being crossed. Last week the National Cable Television Association petitioned the CRT to terminate its cable television royalty adjustment proceeding before issuing a final report.

Three weeks ago the CRT agreed to raise cable royalty rates paid by cable TV systems that carry new distant TV signals. The tribunal also placed additional fees on signals currently carried that were previously covered by the now repealed FCC syndicated exclusivity rules (BROADCASTING, Oct. 25).

Now NCTA is claiming that none of its rebuttal exhibits are included in the record of the proceeding and never have been. And NCTA said: "As they have been omitted from the record, the tribunal could not have considered them before resolving on Oct. 20 to increase the rates."

Apparently a CRT staff member called the association last week asking for copies of those exhibits. That's how NCTA learned about the missing exhibits. According to the petition, NCTA charged that it has been denied the due process to which it is entitled pursuant to the Fifth Amendment, the Administrative Procedure Act and the Copyright Act.

However, the CRT acting chairman Thomas Brennan, said that all the commissioners have seen the individual rebuttal exhibits and have copies in their files. However, a staff member was working on the official file to be used in the final report and the documents were missing. Brennan said the staff member had called NCTA ask

ig for another set rather than making copies. He said he didn't see any "merit" to ICTA's charges and that a misunderstanding had occurred. He said the commissioners were familiar with the petition but had not decided to act upon it.

NCTA is also charging that the proceeding is null and void because it states that the statutory jurisdiction of the proceeding has an out. The association states that the Copyright Act requires the tribunal to issue a final decision within one year after a rate adjustment proceeding begins.

Future think

The time to start thinking about cable's potential of becoming the dominant communications delivery system has arrived, FCC

Commissioner Anne Jones told a Washington communications conference. "It is impossible to view with complacency the prospect of a nation fully wired to a cable which provides virtually all communications services available to most citizens," Jones said. "To my mind, any contemplation of this prospect suggests that at some point in cable's development, access to at least some of the communication channels it provides will have to be available on a basis not controlled by the cable operators," she said. "And with a third of the nation already wired, it is none too early to start thinking about this now."

Leak problem

Signal leakage has gotten a couple of San Diego county cable operators in hot water. Following reports that cable systems in the county were interfering with the firefighting communications of the California Department of Forestry during a recent rash of fires in the county, the FCC's San Diego field office ordered two cable systems in the county to quit using midband channel F, which has a visual carrier of 151.250 mhz. The systems involved were the Times Mirror system serving Escondido, Calif., and Pala Mesa Cablevision, Fall Brook, Calif.

In an open letter to all cable systems in San Diego county and adjacent Imperial county, William Grigsby, engineer in charge of the field office, called upon cable operators "to insure that leakage radiation from your cable system complies with FCC rules . . . and that you promptly remedy any cases of harmful interference. . . It should be noted that the obligation to remedy harmful interference is independent of the signal leakage criteria and that compliance with the radiation standards may not be enough to remedy the harmful interference."

The artist and television

A three-hour interactive teleconference may have been the first time three locations were linked together through two-way video and audio according to Karen Kalergis, associate producer of the event. "The Artist and Television" teleconference

was presented by the University of Iowa, American Television & Communications Corp. and the Appalachian Community Service Network (ACSN) connecting artists, educators, critics and the mass media in Iowa City, Manhattan and Los Angeles. The three sites fed into ACSN headquarters in Lexington, Ky., which provided the satellite uplink.

The Oct. 22 event was held in conjunction with a formal artist and television conference sponsored by the University of Iowa. Students manned the Iowa City studio and received credit for their work. Since the idea was to discuss video art, live performances, including several interactive pieces originating out of two locations at once and presented via split screen made up the bulk of the teleconference.

Heading higher

The Supreme Court will probably be asked to consider the question of whether resale carriers that relay television signals to cable television systems are liable for copyright payments to producers of programming. The decision that would provide the vehicle is that of U.S. Court of Appeals for Second Circuit, which held that Eastern Microwave Inc. is not liable for copyright payments to Doubleday Sports Inc., owner of the New York Mets baseball team, for relaying WOR-TV New York's coverage of Mets games (BROADCASTING, Oct. 18). David Lloyd, counsel for the baseball club said that Supreme Court review, "in all likelihood," would be sought.

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Business Briefly

TV ONLY

Texas Instruments □ Campaign begins this week for Speak and Math learning aid for five weeks in 24 markets in all dayparts. Four-week campaign for Speak and Spell learning aid starts Nov. 15. Target for both: adults, 25-54. Agency: McCann-Erickson, Houston.

Mazda Motors of America Inc. □ Campaign for Mazda trucks begins this week in 60 to 70 markets. Flight will run about four weeks in fringe, news, prime, sports and weekend times. Target: men, 25-54. Agency: Foote, Cone & Belding Communications, Los Angeles.

J.C. Sloan □ Campaign for diamonds begins in mid-November for four weeks. Flight will run in eight markets in day, fringe, prime access, weekend and news times. Target is adults, 18-54. Agency: Kelly, Scott & Madison, Chicago.

Associated Milk Producers □ Holiday promotional push begins Nov. 27 and will run through Christmas. Main thrust of commercial wishes families "happy holidays" while promoting dairy products. Flight will air in 30 markets. Target: family households. Agency is Crume & Associates, Dallas.

Buxton Leather □ Campaigns begin Dec. 13 for Cal-Q-Clutch (women's clutch bag with calculator) and begin Dec. 6 for various other products. Flights will air on ABC-TV and in 45 to 55 markets in day, news, prime access and early fringe times and will run through Christmas. Target: total adults. Agency: Kurtz & Tarlow Co., New York.

Pennsylvania lottery □ Campaign begins Nov. 15 for lottery's instant game. Three-week flight runs in all dayparts in Philadelphia, Harrisburg, Erie, Johnstown, Altoona, Scranton and Wilkes Barre. Flight will run in all dayparts. Target:

RDR-Wyman suit settled. RDR Association/Time Buying Services, New York, and Samuel Wyman, former chairman of the media firms, have terminated their litigation against one another and have entered into a court-approved settlement.

The settlement was reached while the New York State Supreme Court was hearing the law suits. In its \$12-million action against Wyman, RDR charged him and several employees of the company with misconduct in order to gain control of RDR or "destroying or substantially injuring RDR (BROADCASTING, June 28). In turn, Wyman sued RDR and its present officers for not less than \$5.5 million, contending they had conspired to take illegal possession of the company he founded more than 20 years ago.

The agreement reached by RDR/Time Buying Services and Wyman stipulated that its terms be held confidential.

adults, 25-64. Agency: Lewis & Gilman, Philadelphia.

SCM Corp. □ Campaign for Smith-Corona typewriters begins Nov. 22 for two weeks. Flight will run on ABC, NBC, and CBS and in 160 spot markets. Times include fringe, early fringe, news and prime. Target is adults 25-54. Agency: Waring & LaRosa, New York.

General Electrics Co. □ Twin campaign begins this week for GE's factory rebate sale for various products and its duo-wave microwave oven. Spots will run in Charleston and Greenville, both South Carolina, and Raleigh, Charlotte, Columbia, Greensboro, Winston-Salem and High Point, all North Carolina. Three markets will air for two weeks, with remaining markets airing one week. Flights will run in all dayparts. Target: women, 25-54. Agency: Sheehy & Knopf Inc., Louisville, Ky.

McCrae's Department Stores □ Two-day Thanksgiving sale begins Nov. 25 in eight markets. Spots will run in day, fringe and prime times. Target: adults, 25-54. Agency: Goodwin, Dannenbaum, Littman & Wingfield, Houston.

RADIO ONLY

American Automobile Association □ Begins campaign Nov. 15 in about 19

markets. Four-week flight will target adults, 25-64. Agency: Della Femina, Travisano & Partners, New York.

Florida Citrus □ Campaign for fresh grapefruit begins Nov. 15 in 19 markets and will run through Dec. 5 targeting women, 25-54. Agency is Dancer Fitzgerald Sample, New York.

RADIO AND TV

Osterman Jewelers □ Jewelry store chain will begin Christmas campaign Nov. 15 in Toledo and Lima, both Ohio; Flint, Mich.; Madison, Wis.; Columbia, S.C., and Erie, Pa. Theme is "reflections of Christmas" and will feature various jewelry products. Flight will run in all dayparts through Dec. 25 with primary target, adults, 25-54 and secondary target, adults, 18-34. Agency: Stone, August & Co., Birmingham, Mich.

Northrup King & Co. □ Campaign for

Rep Report

WFAA(AM) Dallas: To CBS Radio Spot Sales from Major Market Radio.

KGCS(FM) Derby, Kan.: To Blaf Radio from Christal.

KATT-AM-FM Oklahoma City: To Selcom Radio Inc. from RKO Radio Sales.

WTLC(FM) Indianapolis: To McGavren Guild Radio from Bernard Howard & Co.

KOAD-AM-FM Luverne, Minn.: To McGavren Guild Radio from PRO Radio.

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

KWHN(AM)-KMAG(FM) Fort Smith, Ark.: To Savalli & Schutz from Pates/Waltch.

WRTL(AM) Rantoul (Champaign), Ill.: To Savalli & Schutz. No previous rep.

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For more information, contact SPJ,SDX, 840 N. Lake Shore Dr., Suite 801W, Chicago, IL 60611

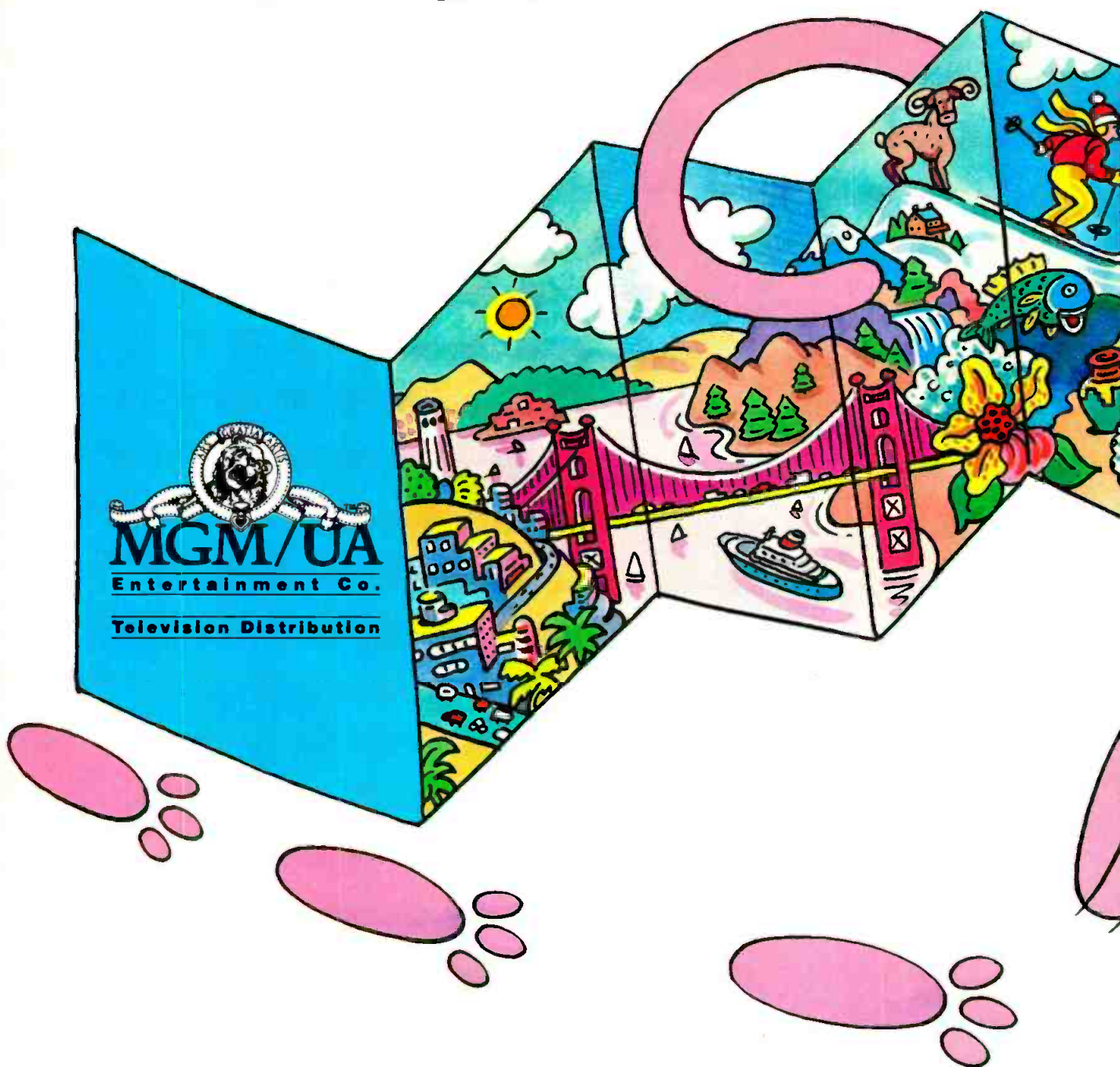


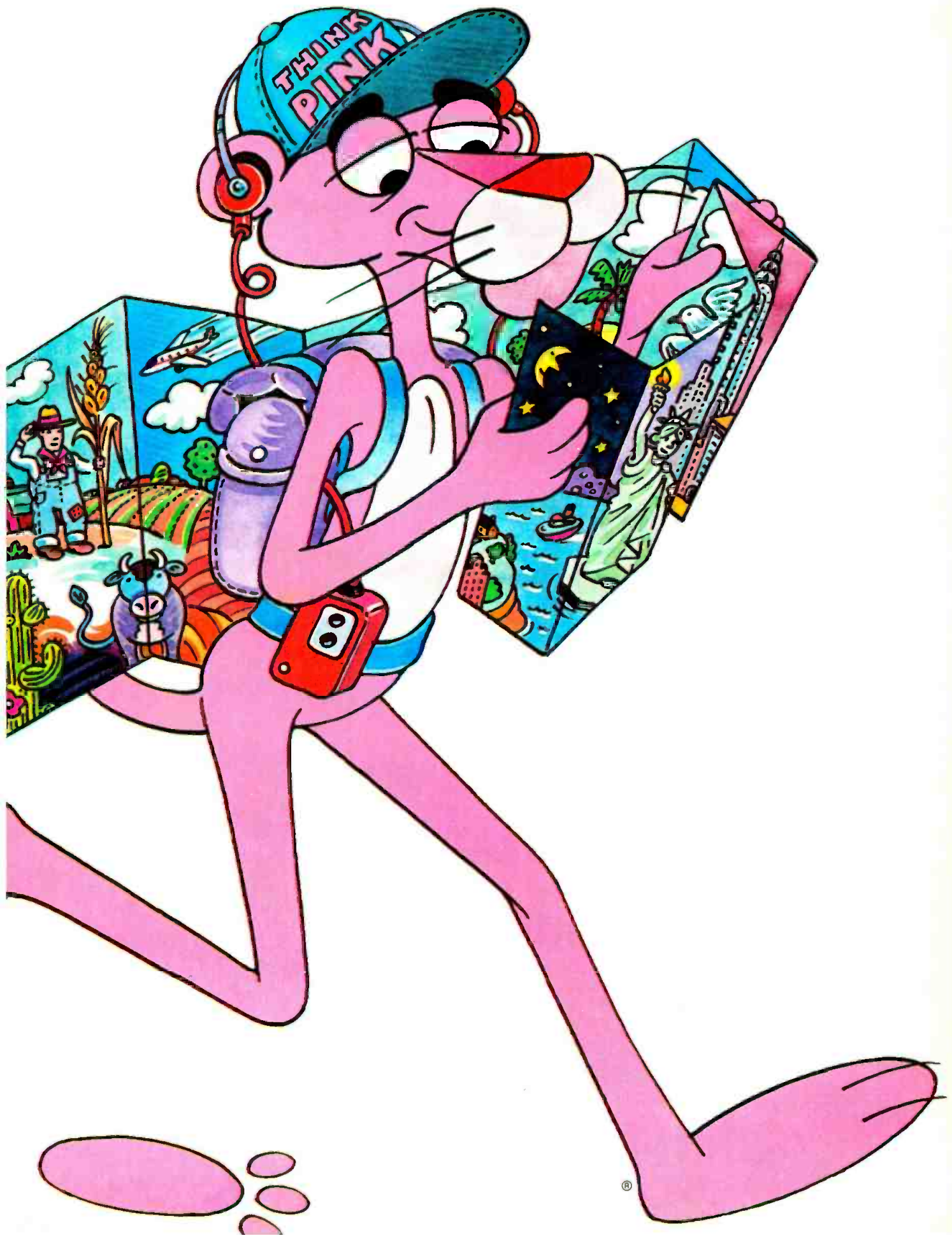
**He's making
tracks all over
the country.**

**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





pipe tobacco begins in mid-November for four-to-five weeks. Flight will run in four markets in Carolinas and Georgia during day times. Target is total men. Agency: Colle & McVoy Advertising, Minneapolis.

Agamemnon Films □ Campaign for film "Mother Lode," starring Charleton Heston, will run through November in seven markets in all dayparts, targeting adults, 18-34. Agency is Simons Michelson Zieve, Troy, Mich.

Sunmark Industries □ Credit card promotion for Sunoco is currently running in 16 markets. Three-week flight airs through Nov. 21 in prime, late fringe, and sports times. Target: men, 25-54. Agency: Wells, Rich, Greene, New York.

Michigan State Lottery □ Campaign for new game—Surprise Package—will run statewide in Michigan beginning Nov. 15 for two-week introductory period (and will resume in January), in all dayparts. Target: adults, 25-54. Agency: Yaffe Berline, Southfield, Mich.

Carlton Sales Co. □ Campaign for St. Pauli Girl beer begins Nov. 15 in TV markets of Miami and Providence, R.I., and about three radio markets. Flight will run for four weeks in all dayparts. Target: men, 18-34. Agency: Henderson Advertising, Greenville, S.C.

The information specialists at Phillips Petroleum will help you. Call us.

Bill Adams (918) 661-5224
 Dan Harrison (918) 661-5204
 Jere Smith (918) 661-4982
 Susan Stoffle (918) 661-4974
 Dave Dryden (918) 661-4987
 Bill Flesher (918) 661-6760
 Research & Development
 Jerry Regan (918) 661-8727



BARTLESVILLE, OKLAHOMA 74004

Advantage

McGavren Guild's spot radio analysis. Most requested demographic for first three quarters of 1982, according to McGavren Guild's calculations, was 25-54, accounting for 27% of availabilities, up from 23% last year. In second place was 18-44 at 18%, same as last year. McGavren noted that metro area was sought in 81% of all requests, as against 2% for total survey area and 4% for ADI, and asked if Arbitron should continue to survey ADI and TSA. Accounts targeted to women, McGavren said, were down to 17% versus 28% back in 1977.

□

... and Torbet's evaluation. Third-quarter 1982 analysis by Torbet Radio shows that 25-54 was most requested demographic, representing 34.9%, followed by 18-49, 14%, and 25-49, 11.5%. Torbet said third quarter wound up as "softest," compared with first and second quarter. One-week flight dominated third quarter accounting for 26.8% of availabilities, followed by four weeks, 17.9%, and two weeks, 16.2%.

□

In business. Larry Plapler has resigned as executive vice president and co-creative director of Levine, Huntley, Schmidt, Plapler & Beaver, New York, to form his own agency, Plapler & Associates, New York. Agency begins with \$10 million in business from People Express Airlines, which had been at Levine, Huntley, Plapler & Associates is located at 575 Madison Avenue, New York, N.Y., 10022. (212) 605-0171.

□

Network deal. NBC Television Network has retained Los Angeles-based ad agency, Diener/Hauser/Bates, for creation of print advertising for NBC's movies-of-the-week, mini-series and theatrical films for television. Company, subsidiary of Ted Bates & Co., Inc. also will handle placement of all print and radio ads for NBC-TV, NBC Entertainment, NBC News, NBC Sports, NBC Radio and NBC Enterprises.

□

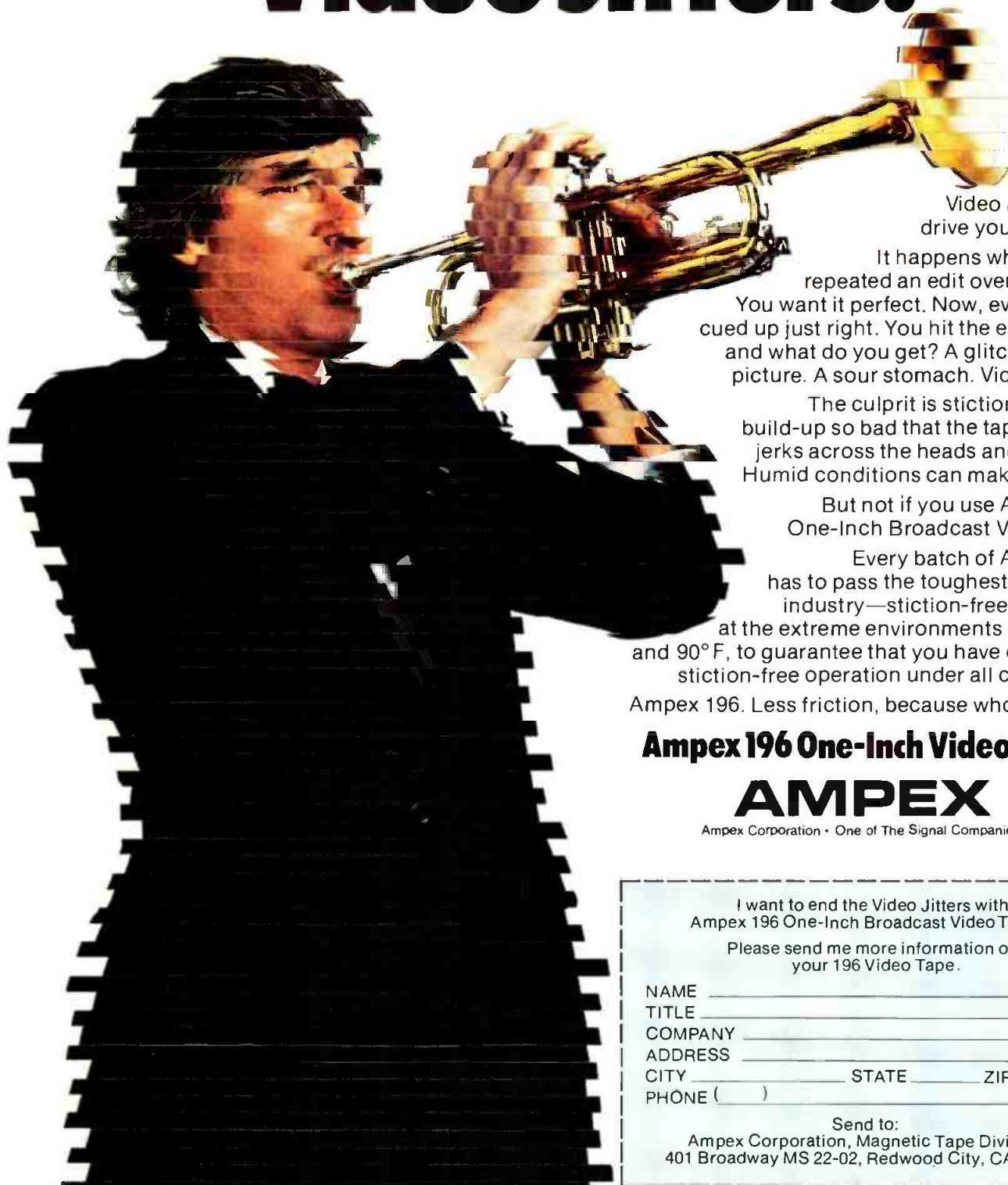
Expanding. ABC Owned Television Stations Division, which introduced "Informercial," 60-second commercial combining information with advertising, is expanding this concept. It began in 1981 with *Fashion Report* and recently added *Money Tips*, editorial presentation offering financial and economic information. *Money Tips* is written and hosted by Marshall Loeb, managing editor of *Money* magazine. It started last month on WLS-TV Chicago with American Express Co. as sponsor, will shortly have Ciba-Geigy Corp. as sponsor and will begin later on WXYZ-TV Detroit with National Bank of Detroit as client.

□



Helping black students. Nonprofit World Institute of Black Communications has made \$5,000 grant to American Association of Advertising Agencies to establish scholarship fund for outstanding black students in association's minority summer internship program. Presenting \$5,000 check to Paul Harper, (l), chairman of Needham, Harper & Steers and vice chairman of AAAA, is Eugene Jackson, Chairman of WIBC. Initial sum is to be used to plan and implement scholarship program. Thereafter, WIBC will provide association with ongoing scholarship endowment for annual scholarships to selected black students in Four A's minority internship program.

Ampex Announces the Practical End of Video Jitters.



Video Jitters can drive you up a wall.

It happens when you've repeated an edit over and over.

You want it perfect. Now, everything's cued up just right. You hit the edit button, and what do you get? A glitch. A shaky picture. A sour stomach. Video Jitters.

The culprit is stiction—friction build-up so bad that the tape actually jerks across the heads and scanner. Humid conditions can make it worse.

But not if you use Ampex 196 One-Inch Broadcast Video Tape.

Every batch of Ampex 196 has to pass the toughest test in the industry—stiction-free operation at the extreme environments of 90% RH and 90° F, to guarantee that you have consistent stiction-free operation under all conditions.

Ampex 196. Less friction, because who needs it?

Ampex 196 One-Inch Video Tape.

AMPEX

Ampex Corporation • One of The Signal Companies

I want to end the Video Jitters with
Ampex 196 One-Inch Broadcast Video Tape.
Please send me more information on
your 196 Video Tape.

NAME _____
TITLE _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
PHONE () _____

Send to:
Ampex Corporation, Magnetic Tape Division
401 Broadway MS 22-02, Redwood City, CA 94063

TECHNOLOGY THAT WAS AHEAD OF ITS TIME IS NOW RIGHT FOR ITS TIME

Introducing The Dual Beam TVRO Modification

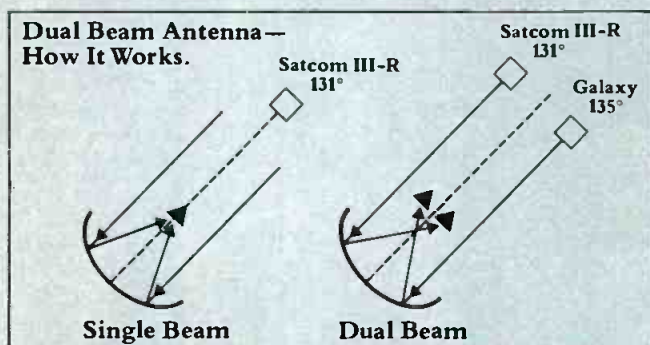
Engineers have long known that a single parabolic dish with two feedhorns can receive signals simultaneously from adjacent satellites. Ten years ago, Hughes Aircraft Company built such an antenna. And as the years went by, the Hughes engineers continued to test and experiment with what came to be called "the dual beam feed modification."

But the modification never received much attention because it had only been used for occasional special projects.

But now there is an opportunity for widespread application.

The FCC assigned the two major cable birds, Galaxy I and Satcom III-R, adjacent slots at 135° and 131°W longitude.

In 1983, there will be 48 channels of quality cable programming available on these two satellites. To receive this programming, cable operators can invest in a second TVRO antenna. Or they can choose an equally effective but far less costly modification of their existing antenna.



The boresight of the dish is pointed between two adjacent satellites, and two feeds are placed off the focus so that signals from the two satellites are received simultaneously. The result is two beams independent of one another, so that signals even on the same frequency and polarization have an adequate amount of isolation.

Since Galaxy I and Satcom III-R are only 4° apart, there will be an imperceptible decrease in the signal to noise ratio on the order of 0.5 db. Such differences are so small they are difficult to measure, and virtually impossible to see in a TV picture. The modification can be used to receive signals from satellites less than 5° apart.

BENEFITS

The dual beam feed modification is important to the cable industry and to each system operator for several reasons:

- There is no perceptible difference in performance between a modified dish and two separate dishes.
- The modification costs a fraction of the total expense of installing an additional dish.
- No new real estate is required for an additional dish.
- Cable operators will be able to provide expanded tiers of service with more diversified programming.
- Galaxy I and Satcom III-R are the only satellites totally dedicated to cable and feature the strongest programmers in the cable industry.
- Even small operators with 12 channel systems will be able to use this low cost modification to maximize profits.



THE LINEUP

Galaxy I is totally dedicated to cable program distribution. 19 of the 24 transponders on the "Cable Shopping Center" satellite have been sold. The remaining transponders will be sold to cable programmers to provide the most attractive mix of quality cable programming possible. The satellite will be launched in June of 1983.

Galaxy I (135° W)

Time Inc.
Group W Broadcasting
Company
Times Mirror Satellite
Programming
Viacom International
Turner Broadcasting System
SIN Television Network
C-SPAN

Satcom III-R (131° W)

Time Inc.
Warner Amex
Times Mirror Satellite
Programming
Viacom International
Turner Broadcasting System
Southern Satellite Systems
PTL
ESPN
Christian Broadcasting
Network
USA Network
United Video
Community Service Network
Reuters
Landmark Communications
Modern Satellite Network
C-SPAN

TECHNICAL FEATURES

Using the new dual beam feed system, an existing parabolic antenna can receive signals from two adjacent satellites which are less than 5° apart in the geostationary orbital arc. Existing mounts and main reflectors can be used as is. All that is required is a modification or replacement of the feed. Reflectors from 4.5 to 7.0 meters in diameter with focal length to diameter ratio (f/d) from 0.3 to 0.5 can be accommodated.

Once modified, the antenna will perform as follows:

Frequency: The dual beam feed will receive signals from 3.7 to 4.2 GHz.

Beam: The modified antenna may receive two conical beams each with horizontal and vertical polarization.

Efficiency: The loss of gain due to production of two beams is on the order of 0.5 db. from the nominal gain of the reflector with a single beam, assuming that the nominal efficiency of the antenna with a single beam is 65%.

Isolation: The isolation between beams will be at least 20 db., in the same polarization.

Mechanical: The feed includes support elements (struts, brackets, etc.) which will maintain structural integrity.

Pointing Adjustments: Adjustment between 3.0° and 5.5° is provided to account for variable geodetic conditions and for satellite spacing of less than 5°.

For additional technical specifications and test data, contact these leading manufacturers:

M/A-COM VIDEO SATELLITE, INC.

Duke Brown
National Sales Manager
32 3rd Ave.
Burlington, Massachusetts 01803
(617) 272-3100

MICRODYNE CORPORATION

Earl Currier
Sales Manager
491 Oak Road
Ocala, Florida 32672
(904) 687-4633

SCIENTIFIC ATLANTA

Pat Miller
Marketing Manager
P.O. Box 105027
Atlanta, Georgia 30348
(404) 925-5000

For additional information contact:

Cindi S. Whalen, HUGHES COMMUNICATIONS
P.O. Box 92424, Los Angeles, California 90009 (213) 615-1000

HUGHES COMMUNICATIONS

HUGHESHUGHES AIRCRAFT COMPANYHughes Communications, Inc. is a wholly owned subsidiary

Datebook

This Week

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.

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.

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—19th annual *Southern California Broadcasters Association* public service workshop. Keynote address: FCC Commissioner Anne Jones. Kinsey Auditorium, California Museum of Science and Industry, Exposition Park, Los Angeles.

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

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

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

Nov. 10—*Ohio Association of Broadcasters* new technology seminar. 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*

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

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

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

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

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

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

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

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

April 22-28, 1983—*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, Caesars Palace, Las Vegas; June 5-9, 1985, Hyatt Regency, Chicago, and June 10-15, 1986, Loew's Anatole, Dallas.

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.

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

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

PRODUCTIVITY COUNTDOWN

47

DAYS TO LAUNCH

Broadcasting Industry Council to Improve American Productivity

The news this week. Representatives of the Broadcasting Industry Council to Improve American Productivity and Trout & Reis Advertising met last Friday (Nov. 5) to approve storyboards for the spots to be used in opening phase of BICIAP's five-year campaign (BROADCASTING, Oct. 25, et seq.). Testing of the messages is to start today (Nov. 8). BICIAP's roll of founding contributors, each pledging \$10,000 to underwrite costs of the campaign, includes 15 major broadcast organizations. The fund so far totals \$150,000. The BICIAP, sponsored by the National Association of Broadcasters, is at 1771 N Street, N.W., Washington 20036: (202) 296-6572. Jerry Lee is council chairman and Don LeBrecht is BICIAP executive director.

convention. Jantzen Beach Red Lion, Portland, Ore.

Nov. 10-13—*Society of Professional Journalists, Sigma 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 programming. Beverly Hills hotel, Los Angeles.

Nov. 11—*George Washington University Center for Telecommunications Studies* telecommunication forum series lecture with Erwin Krasnow, senior vice president and general counsel, National Association of Broadcasters, Washington. Topic: "The Regulation of Broadcasting: It's a New Ball game." Cloyd Hec Marvin Center, G. W. campus, Washington.

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

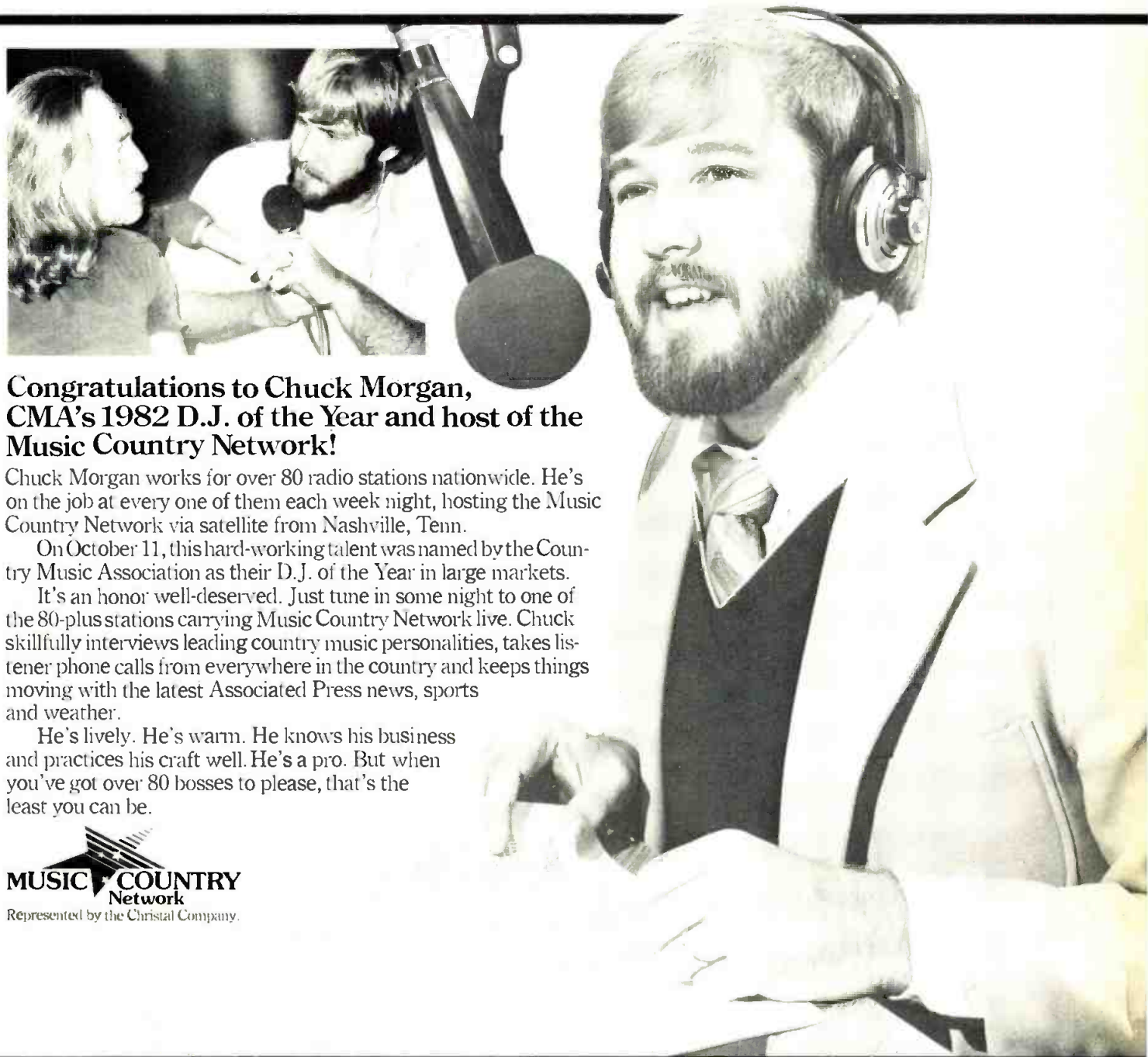
Nov. 11-14—*National Association of Farm Broadcasters* annual fall convention. Crown Center hotel, Kansas City, Mo.

Nov. 12—*National Association of Broadcasters* symposium, "Minorities in Telecommunications Management." Percy Sutton, chairman, Inner City Broadcasting, will address conference. NAB headquarters, Washington.

Nov. 12-13—*Radio-Television News Director Association* region eight meeting. University of Toledo, Toledo, Ohio.

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

THE NATION'S TOP D.J. WORKS AT OVER 80 STATIONS.



Congratulations to Chuck Morgan, CMA's 1982 D.J. of the Year and host of the Music Country Network!

Chuck Morgan works for over 80 radio stations nationwide. He's on the job at every one of them each week night, hosting the Music Country Network via satellite from Nashville, Tenn.

On October 11, this hard-working talent was named by the Country Music Association as their D.J. of the Year in large markets.

It's an honor well-deserved. Just tune in some night to one of the 80-plus stations carrying Music Country Network live. Chuck skillfully interviews leading country music personalities, takes listener phone calls from everywhere in the country and keeps things moving with the latest Associated Press news, sports and weather.

He's lively. He's warm. He knows his business and practices his craft well. He's a pro. But when you've got over 80 bosses to please, that's the least you can be.

MUSIC COUNTRY
Network
Represented by the Christal Company.

Guests who have been on the air live with Chuck Morgan on Music Country Network:

Ricky Skaggs	T. G. Sheppard	Ronnie McDowell	Tennessee Ernie Ford	Roy Acuff	Jessi Colter
Sylvia	Waylon Jennings	Boxcar Willie	Lee Greenwood	Moe Bandy	Willie Nelson
Barbara Mandrell	Hoyt Axton	Bobby Bare	Ed Bruce	David Frizzell	Randy Owen
Marty Robbins	Conway Twitty	Terri Gibbs	Jerry Reed	Shelly West	Brenda Lee

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

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

Nov. 16—*Academy of Television Arts and Sciences* seminar, "Cable Channels—Open for Business." Panelists include Kay Koplovitz, USA Network; Arnold Huberman, Entertainment Channel, and Dr. Art Ulene, Cable Health Network. Directors Guild Theater. New York.

■ **Nov. 16**—*Independent Media Producers Association* breakfast seminar: "Can Producers Really Do Business with Cable Television?" Gangplank Restaurant, Washington.

■ **Nov. 16-17**—*National Association of Broadcasters* collective bargaining seminar, sponsored by station services department. Luncheon speakers: John Irving, Kirkland & Ellis, Washington, and Betty Southard Murphy, Baker & Hostetler, Washington. NAB headquarters, Washington.

Nov. 16-18—*Washington Journalism Center's* Con-

ference for Journalists, "Changing Population Patterns: Immigration, Race and Equality" Watergate hotel, Washington.

Nov. 17—Public relations seminar on working with broadcast media sponsored by *Public Relations Society of America, New England chapter*, and *School of Public Communications, Boston University*, Women's City Club, Boston.

■ **Nov. 17**—*Cox Cablevision of Cleveland and Nationwide Cable Rep* "Cable Advertising Clinic: Reaching Your Target Audience." Sheraton Hopkin Airport hotel, Cleveland.

■ **Nov. 17**—*National Press Club* luncheon. Speaker: Charles Z. Wick, director, U.S. Information Agency. National Press Club, Washington.

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

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

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

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

■ **Nov. 18**—*George Washington University Center for Telecommunications Studies* telecommunication forum series lecture with Philip Verwee, partner in Washington law firm of Pierson, Ball and Dowd. Topic: "A Look at the AT&T Settlement and its Consequences." Cloyd Heck Marvin Center, G.W. campus, Washington.

■ **Nov. 18**—*Federal Communications Bar Association* luncheon. Speaker: Irving Goldstein, executive vice president, Communications Satellite Corp. Touchdown Club, Washington.

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

Nov. 18-19—*Global Village* seminar on cable television. Global Village headquarters, 454 Broome Street, New York. Information: Bob Iverson, (212) 966-7526.

■ **Nov. 19**—*Louisiana Association of Broadcasters* luncheon with Congressman Buddy Roemer (D). Firenze Ristorante, Shreveport.

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

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

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

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

December

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

■ **Dec. 1**—Fifth annual Frank E. Gannett lecture sponsored by *Washington Journalism Center*. Speaker: Austin Kiplinger, president, Kiplinger Washington Editors. Capital Hilton hotel, Washington.

■ **Dec. 2**—*George Washington University Center for Telecommunications Studies* telecommunication forum series lecture with Thomas Wheeler, president National Cable Television Association. Topic: "The Changing Regulatory Environment for Cable TV." Cloyd Heck Marvin Center, G.W. Campus, Washington.

■ **Dec. 2-3**—*Broadcast Financial Management Association/Broadcast Credit Association* board of directors meetings. Radisson Resort, Scottsdale, Ariz.

Dec. 2-5—*California Chicano News Media Association* national Hispanic media conference. Town and

TVSC'S THE ONE!

THE ONE THAT PROVIDES BOTH SATELLITE AND TAPE DISTRIBUTION



When you're looking for satellite or tape distribution, call on the one company that's got it all together.

Whether you've got a series or a special, a program or a preview, conferences or commercials, we can handle the project expertly. We'll work with you in tailoring a system for your particular needs. VIDSAT satellite. Video tape in any format. Or a combination. Whatever's best and most cost-efficient.

It's so convenient. And with TVSC, you've got more than two decades of experience, for hundreds of satisfied clients, going for you.

THE ONE TO CALL:



310 PARKWAY VIEW DRIVE • PITTSBURGH, PA 15205
(412) 928-4700 / (800) 245-4463

FM BROADCASTERS, IS YOUR SIGNAL REALLY ON TARGET?

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

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

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

INTRODUCING OUR "HAVE IT YOUR WAY" PROGRAM FOR FM BROADCASTERS

Because your market has changed since your antenna was first put into service, or it's come time to directionalize, it makes good sense to look into the benefits of upgrading with CETEC ANTENNAS. Here's three different ways:

1. Our Pattern Optimization Service;
2. Directionalization on any of our standard antennas;
3. Upgrading to our patented Series JSCP antennas.

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

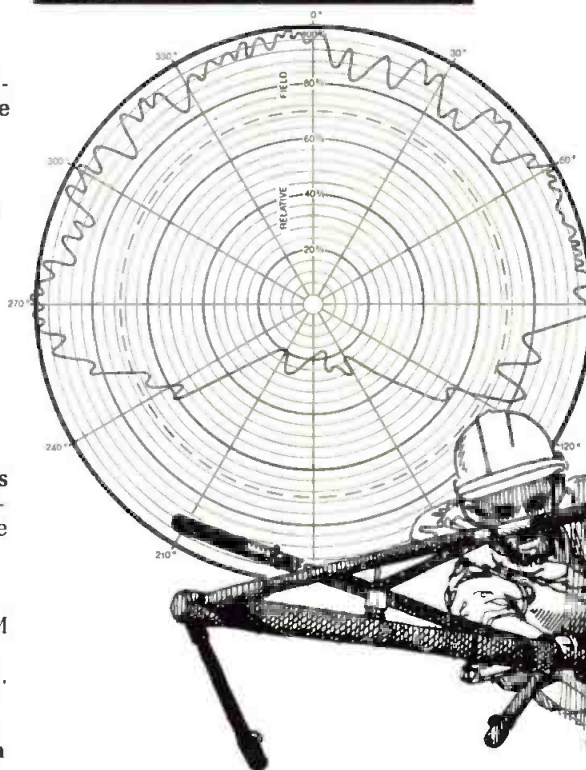
Cetec Antennas meet FCC requirements for directionalizing. With us, FM antennas aren't a sideline. All of our FM's are CP and can be directionalized. From 4KW to 360KW, one bay to large, multiple bay systems, we're one of the largest suppliers to the industry. With a CETEC directional, we can place your signal right where you want it.

By originally specifying or upgrading to CETEC, you get more than 20 years proven experience in engineering capability that has delivered more than 900 FM antennas. With us, you also get factory tuning to start with—on a "customer" structure, a fully-tested antenna at our year-round range. This helps when you need fast delivery. We really move on free price quotations too.

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

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

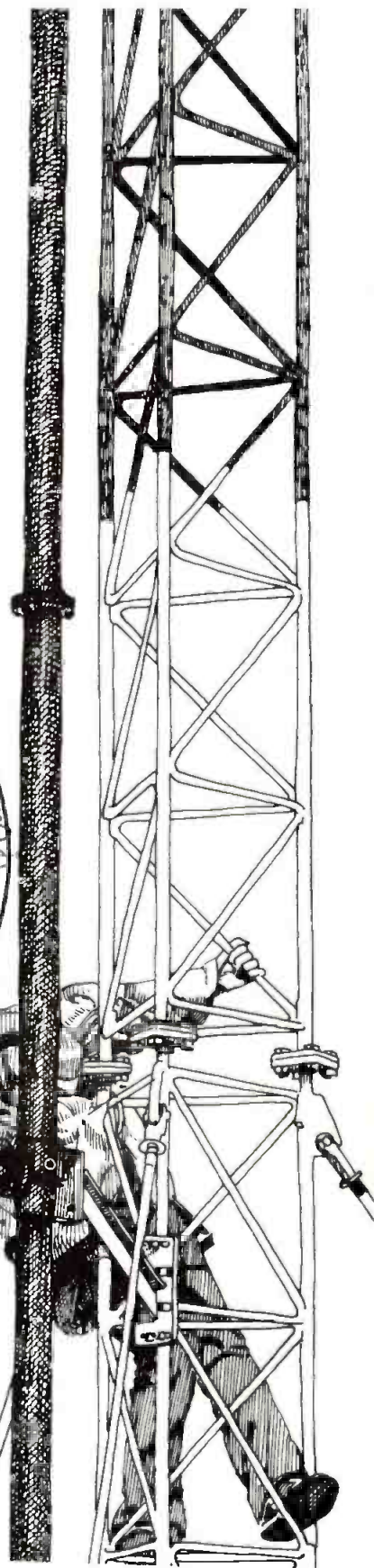
If you're the least bit concerned that your station may not be hitting the bullseye, then let us do a number for your numbers. Let us show you how we can give you—THE EDGE IN COVERAGE.



 **Cetec Antennas**
The Edge In Coverage!

6939 Power Inn Road, Sacramento, California 95828
(916) 383-1177 Telex: 377321

© 1982 CETEC



Country hotel, San Diego.

Dec. 5-10—Sixth videodisk design/production workshop sponsored by *University of Nebraska-Lincoln's* KUON-TV. Nebraska Educational Telecommunications Center, Lincoln.

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

■ **Dec. 7**—"Issues in International Information" seminar on Impact of "New World Information Order," sponsored by *International Communications Committee of American Bar Association Section of International Law and Practice*, in cooperation with *Media Institute*. House of the Association of the Bar of the City of New York, New York.

■ **Dec. 8**—*American Advertising Federation's* sixth annual "Advertising Law Conference." Panelists include Richard Wiley, Kirkland & Ellis, Washington; Erwin Krasnow, National Association of Broadcasters; Brenda Fox, National Cable Television Association, and Ken Cox, National Advertising Review Board. Loew's L'Enfant Plaza hotel, Washington.

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

Dec. 10—*Broadcast Pioneers Washington area chapter* third annual awards banquet, Kenwood Country Club, Bethesda, Md. Information: (202) 737-6363.

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

■ **Dec. 12-14**—*Institute for Graphic Communication* conference, "Videotext and Teletext." Andover Inn, Andover, Mass.

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

Dec. 15—*Advertising Research Foundation* conference, "Researching the New Electronic Media." New York Hilton, New York.

Dec. 16—*Advertising Research Foundation* con-

ference, "The New Advertising Research Technologies." New York Hilton, New York.

Dec. 16-19—*Audio Independents* conference, "Dialogue '82: Radio ... The Sound of Creativity." Asilomar Conference Center, Pacific Grove, Calif.

January 1983

Jan. 5-7—*Arbitron Television Advisory Council* meeting. Doral Country Club, Miami Beach, Fla.

Jan. 6-9—*Arbitron Television Advisory Council* meeting. Doral, Miami Beach, Fla.

Stay Tuned

A professional's guide to the intermedia week

Network television □ PBS: *In Performance at the White House*, Wednesday, 8 p.m.; *Gossip from the Forest*, (a historic drama), Wednesday, 9 p.m.; *New England Begins*, (profile of the first American colonists), Wednesday, 10:30 p.m.; ABC: *The First Time*, Monday, 9 p.m.; NBC: *George Burns and Other Sex Symbols*, Monday, 9 p.m.; *The Best of "US,"* Sunday, 12:30 p.m.; CBS: *The Scarlet Pimpernel*, Tuesday, 8 p.m.; *Private Benjamin*, Thursday, 9 p.m.; *The Blue and The Gray*, part 1, Sunday, 8 p.m.

Cable □ HBO: *Bushmen of the Kalahari*, Wednesday, 5 p.m.; *Yester Year: ... 1942*, Wednesday, 7:30 p.m.; PRISM: *Tintypes*, Thursday, 10:30 p.m.; The Entertainment Channel: *Broadway A Special Salute*, Saturday, 4 p.m.

Radio □ CBS Radio: Columbia launch coverage, Thursday, 7:19 a.m.; Mutual: Kennedy Space Center pre-launch, Thursday, 7:19 a.m.; *Larry King Show* with former President Jimmy Carter, Wednesday, midnight-3 a.m.; RKO: *MusicStar Special* with Melissa Manchester, Monday, 7:30 p.m.; Columbia shuttle takeoff, Thursday, 7:12-7:25 a.m.

Museum of Broadcasting □ (1 East 53d Street, New York) "Sid Caesar: Master of Comedy," a seminar, Monday and Tuesday, noon-1:30 p.m.; "A Salute to the BBC External Services," 50th anniversary tribute, now through Nov. 13.

*indicates a debut episode

Jan. 7—Deadline for entries in *Alpha Epsilon Rho* national student production awards competition. Information: David Guerra, department of radio, TV, film University of Arkansas, Little Rock, 72204. (501) 569-3376.

Jan. 7-11—*Airlie IV* conference, sponsored by *TI Radio Foundation*. Barbizon Plaza hotel, New York.

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

Jan. 16-19—*Pacific Telecommunications Council* fifth annual conference. Sheraton-Waikiki hotel, Honolulu.

■ **Jan. 17-22**—*National Association of Broadcasters* joint board meeting. Posada Vallarta hotel, Puerto Vallarta, Mexico.

Jan. 20—*Academy of Television Arts and Sciences* "forum series" luncheon. Speaker: Peter Ueberrot president, Los Angeles Olympic Organizing Committee. Century Plaza hotel, Los Angeles.

Jan. 24-26—*LPTV West*, conference and exhibit on low-power television sponsored by *Conference Management Corp.* and *Global Village*. Disneyland hotel, Anaheim, Calif.

Jan. 25-27—*Washington Journalism Center's* Conference for Journalists, "Can the Crime Wave Be Stopped?" Watergate hotel, Washington.

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

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

Jan. 31—Deadline for 1982 *Religious Public Relations Council* Wilbur Awards sponsored by RPR. Awards go to radio and TV stations and producers for excellence in presenting religious values. Form available from Martin Neeb, Box 71, Tacoma, Wash 98447.

February 1983

Feb. 2-4—*Texas Cable TV Association's* annual trac show and convention. San Antonio Convention Center, San Antonio, Tex.

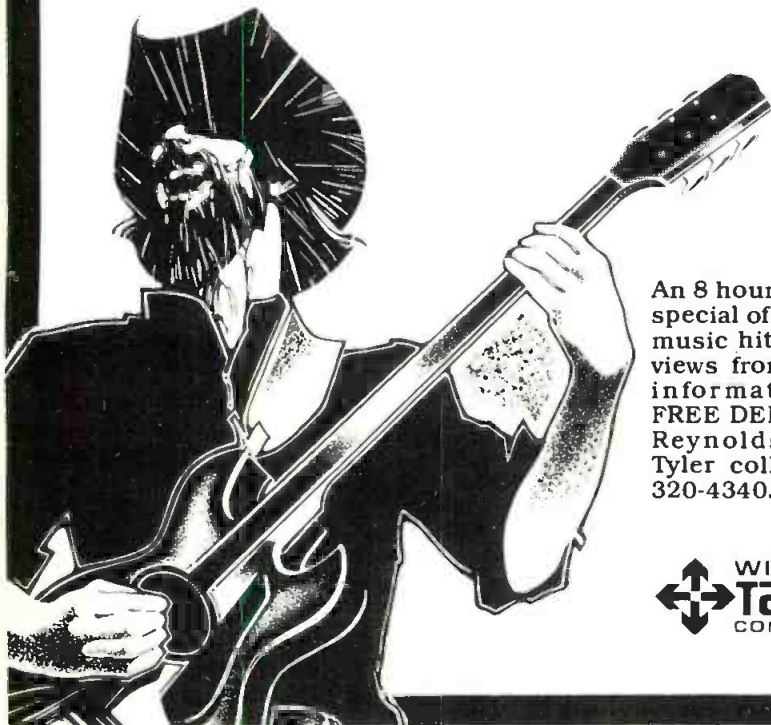
Feb. 6-8—*Louisiana Association of Broadcasters* convention. Lake Charles Hilton, Lake Charles, La.

Feb. 15—*Association of National Advertisers* television workshop. Speaker: Andy Rooney, CBS News's *60 Minutes*. Plaza hotel, New York.

Feb. 16—*Association of National Advertisers* media workshop. Plaza hotel, Washington. Speaker: Tom Brokaw, NBC News.

Feb. 17—Fourteenth annual Abe Lincoln Awards presentation, sponsored by *Southern Baptist Radio and Television Commission*. Fort Worth.

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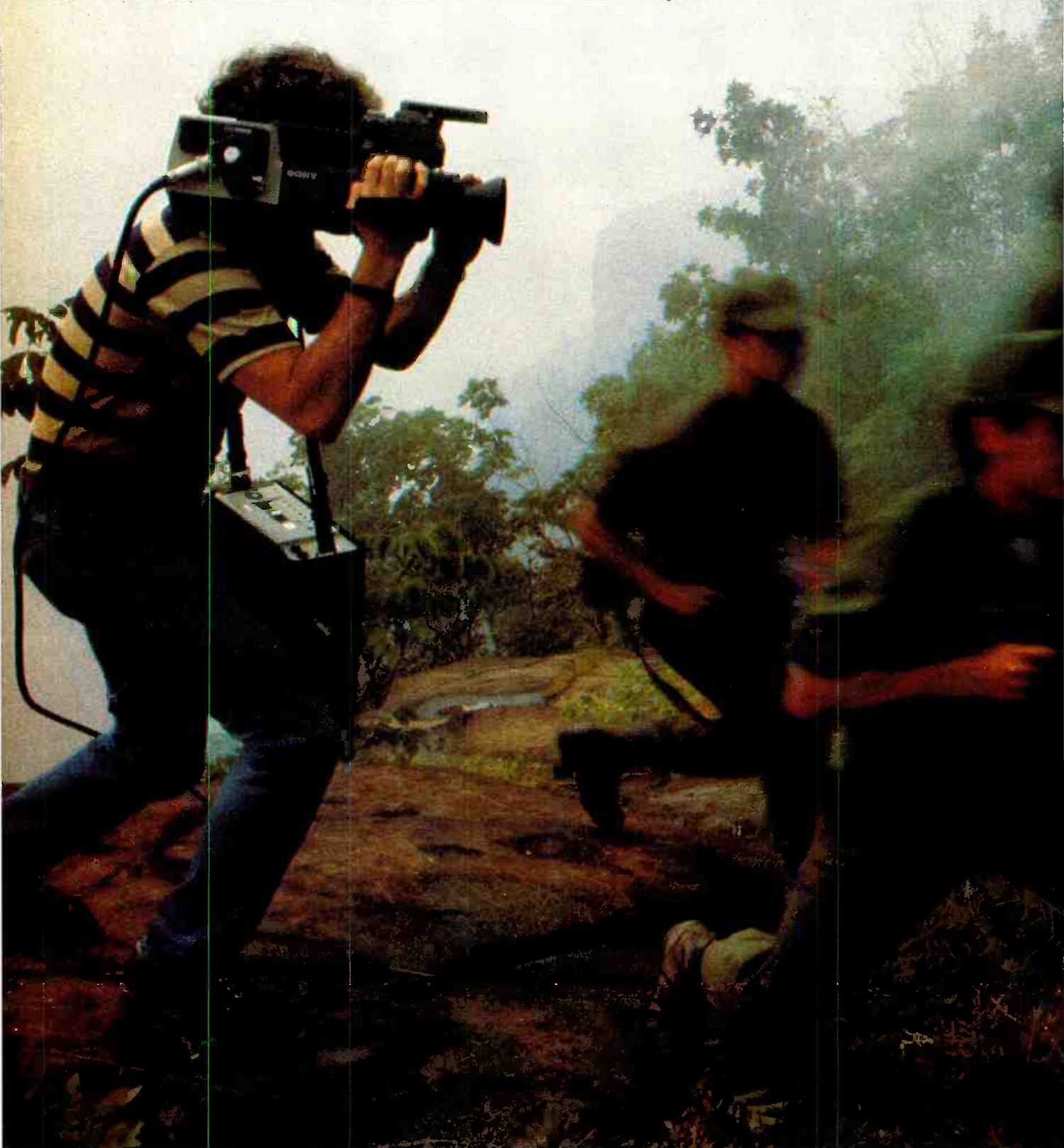


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IF YOU CAN'T GET BIGGER CAMERAMEN, GET SMALLER CAMERAS



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

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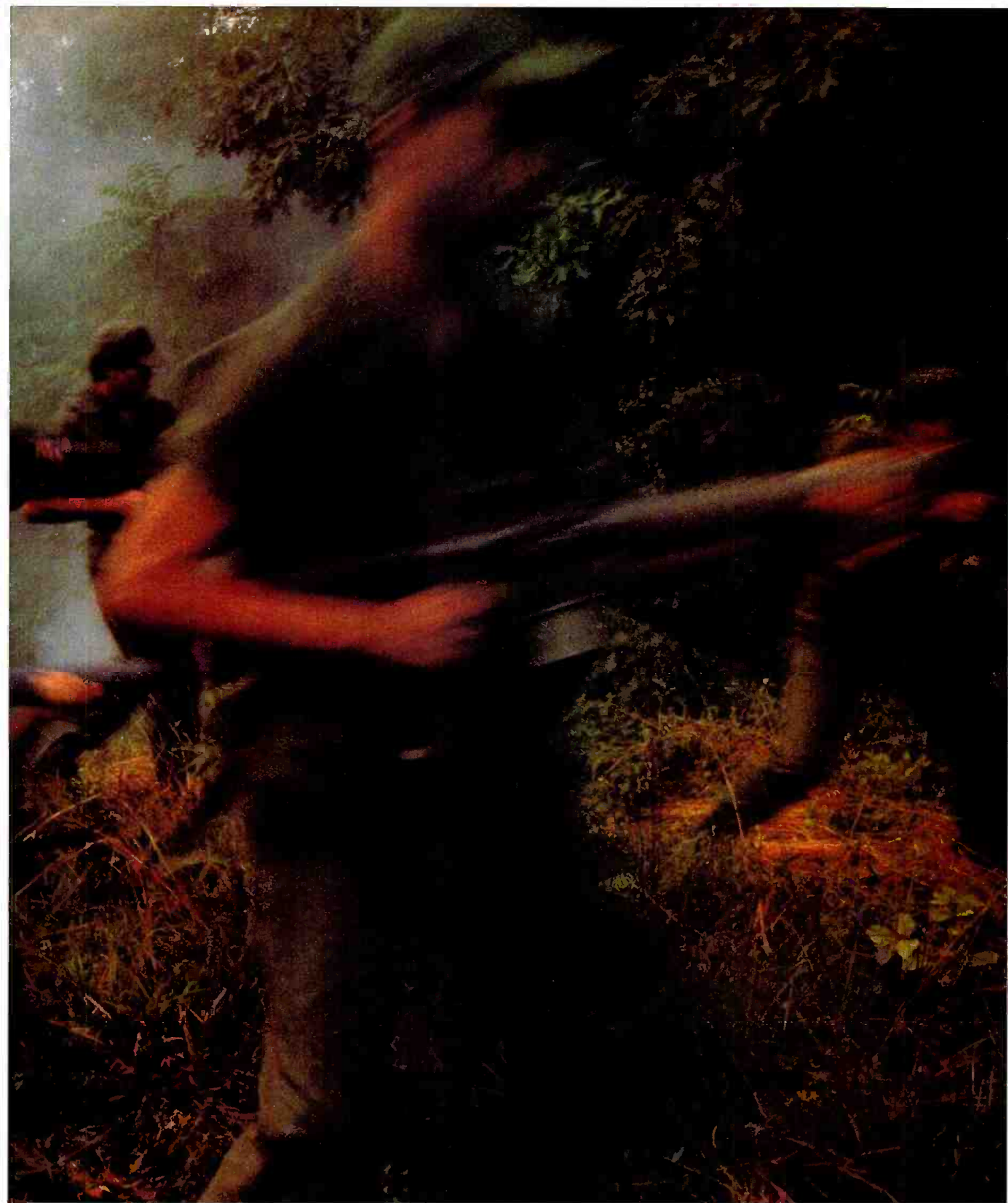
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ting around loads of extra batteries. This rugged, dependable camera has the lowest power consumption of any roadcast-quality camera in the industry. It'll operate for more than two hours on a single battery pack.

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

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

tors, and high-performance monitors.

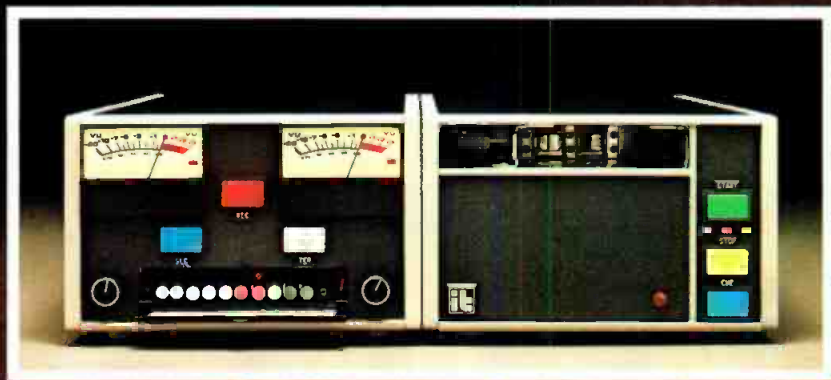
For more information, call Sony Broadcast Company, in New York/New Jersey at (201) 368-5085; in Chicago at (312) 860-7800; in Los Angeles at (213) 537-4300; in Atlanta at (404) 451-7671; or in Dallas at (214) 659-3600.

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March 1983

March 1—Academy of Television Arts and Sciences 'forum series' luncheon. Speaker: Jeff Greenfield, CBS journalist/commentator on politics and media. Century Plaza hotel, Los Angeles.

March 7-9—Advertising Research Foundation's 29th annual conference and research exposition. New York Hilton, New York.

March 13-15—Ohio Cable Television Association annual convention and trade show. Hyatt Regency hotel, Columbus, Ohio.

March 17—Academy of Television Arts and Sciences 'forum series' luncheon. Speaker: Ed Ney, chairman, president and chief executive officer, Young and Rubicam. Century Plaza hotel, Los Angeles.

March 23-26—Alpha Epsilon Rho, National Broadcasting Society, 41st annual convention. Sheraton hotel, Atlanta.

March 24-25—Fifth International Conference and Culture and Communication conference, sponsored by Temple University. Bellevue Stratford, Philadelphia.

April 1983

April 5-8—Communications Tokyo '83, sponsored by Communication Industries Association of Japan. Tokyo Ryutsu Center, Tokyo. Information: Clapp and Poliak International, P.O. Box 70007, Washington, 20088, (301) 657-3090.

April 10-13—National Gospel Radio Seminar. Opryland hotel, Washington.

April 17-21—National Public Radio's annual conference. Hyatt Regency, Minneapolis.

April 26—Academy of Television Arts and Sciences 'forum series' luncheon. Speaker: Grant Tinker, NBC chairman and chief executive officer. Century Plaza hotel, Los Angeles.

May 1983

May 6-8—Society of Cable Television Engineers first cable hardware exposition, "Cable-Tec Expo." Dallas Convention Center, Dallas.

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

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

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

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

June 1983

June 14-17—National Broadcast Editorial Association annual meeting. Sir Francis Drake hotel, San Francisco.

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

Errata

Robert R. Bingham is former general manager of KXA(AM)-KYYX(FM) **Seattle**, and not president as reported in Oct. 18 "Changing Hands."

□

Juanita W. LaRouche, 10% owner of applicant for new FM at North Charleston, S.C., does not own 50% of WDPN(FM) Columbia, S.C., as reported in Oct. 18 "For the Record." She **owns 50% of Media Services, Charleston, S.C. consulting firm which, in turn, owns 9% of WDPN(FM).**

Open Mike

Praise and criticism

EDITOR: Recently there was a letter sent to you offering an idea whereby radio and TV public service time would count as a tax deduction, according to the station's rate card (BROADCASTING, Sept. 27).

I advanced this same suggestion several years ago, and its feasibility is just as strong today. This would assure that adequate public service announcements would be aired by every station, because at last there would be a compensation of sorts for the time and expense we are putting into that area.

Until FCC Chairman Mark Fowler appeared on the scene, I rarely found the occasion to write kind words. From the time he was named, however, I've regained heart for being in broadcasting. He's to be commended for bringing us out of the dark ages. I applaud his clarity in seeing fairness equal to print for broadcasting. But I must disagree that it's broadcasting's duty to underwrite public broadcasting.

Radio and TV have always led all media in public service. It's not our place to finance, even partially, another to echo our efforts.

If there ever was a "vast wasteland,"

commercial broadcasting does not have it cornered.—*B.D. Thornton, president-general manager, KMAM(AM)-KMOE-FM Butler, Mo.*

On tapes

EDITOR: I noticed with interest a letter in your Oct. 11 issue bemoaning the fact that many news directors, personnel managers and producers don't return audition tapes. Of course the author of that letter, Lauren Krapin, didn't specify whether he or she was referring to audio or videotape. Due to the cost involved, I can see the problems that might arise with videocassettes. But let's face it folks. . . audio cassettes are getting pretty close to the proverbial "dime-a-dozen." As a matter of fact, it costs me more to mail a cassette tape than it does to buy one.

With that background, let me add one more reason few of us mail back audio tapes. The last time I ran an ad in BROADCASTING, I had 52 applicants respond over a two-week period. If every one of them had sent a tape, and I had tried to mail them all back when I was finished with them, I would have spent enough money

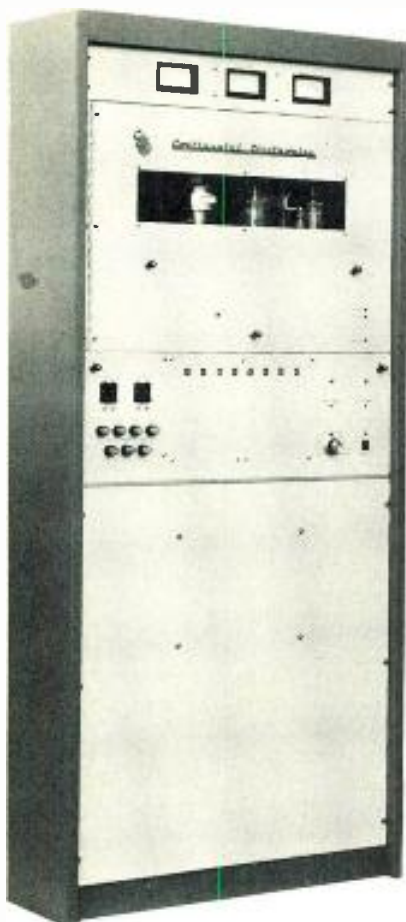


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to buy a new microphone (or at least come close to it).

If you're concerned about losing a lot of money on your audio tapes, I would suggest you spend as little as possible in the first place. Watch the sale ads in the newspapers. Quite often you can find tapes for as little as 25 cents each. I see them every week advertised at three for \$1. They may not sound like much in your Nakamichi, but they sound just fine for a one-time audition dub.—*John Lee, news director, KWKH(AM)-KROK(FM) Shreveport, La.*

Unsung

EDITOR: Within the past several days we enjoyed another "Country Music Awards" program. Artists, groups, composers all were nominated and recognized for their excellence. Each said thank you to the folks they considered having a meaningful part in their success.

Not all artists, composers, or spokesmen mentioned the people who made it possible for them to have a hit—the broadcasters who played their music. The live personalities, the syndicators, programming services and all of those who "make the artist" have a right to be upset. Those who receive visits from artists and promotional people might have cause to remember.—*Gerry Robbins, president, WCMP-AM-FM Pine City, Minn.*

Musicradio 77

EDITOR: In reply to the Oct. 4 letter of Charles E. Everett of Bridgewater, N.J., and the Oct. 11 letter of Rick Sklar, vice president, programming, ABC Radio Enterprises, New York, I feel something should be said about WABC(AM) New York—Musicradio—from a former long-time listener.

I agree with Mr. Sklar's answer on the end of Musicradio—audience fragmentation. I may not be a programmer of radio, but I can't see Mr. Everett's view of 'sterile radio.' From speaking with friends over the years, it is the person's listening habits that change. Stations can run the same format, year-in, year-out. From my standpoint, I found WABC to be one of the best stations that I have ever listened to.

Having been a summer listener for about 13 years before becoming a full-time listener in October 1979, when I moved to Niantic, on the Connecticut shoreline, WABC was always at its prime. The DJ's were always on the mark. The planetary rotation of the music was the best; everything blended from record to jingle to record. And from a 50,000 watt AM radio station, 110 miles from Niantic, the audio chain and signal were of excellent quality. Nielsen and Arbitron may not cover New Haven, but some listeners were here.

The day Musicradio ended on May 11, 1982, at 11:50 a.m., was a shock to a lot of people. As the last Musicradio jingle was aired, there was 10 seconds of dead air, like a moment of silence. Then came the first Talkradio 77 jingle. And a part of the radio industry became history.—*Philip J. Zocco, engineer, WTNH-TV New Haven, Conn.*

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In awarding WCVB-TV, Boston the 1982 award for broadcast excellence, the judges of the Gabriel Awards used such words as "superior"... "wonderful"... "variety of creativity"... "community concern"... and "excellent."

Channel 5 is honored to receive this prestigious award an unprecedented fourth time and is dedicated to maintaining its commitment to excellence in community programming.



CHANNEL 5

MMI

CHANNEL 5 WCVBTV BOSTON METROMEDIA, INC.

Political advertising commentary by Carmine Cicchino, chief executive officer, Ed Libov Associates, New York

A post-election report on how to win with less in political advertising

Electronic media have become the key factor in reaching the greatest number of voters in the modern electoral campaign process. It would seem then, that the candidate with the most available advertising dollars would have a decided advantage over his less financially fortunate challenger. Not necessarily true.

Careful, experienced media spending can compensate for a lower number of dollars available to a candidate for advertising expenditures. In a dollar-rich campaign organization, the tendency is to buy everything available. On the other hand, the not-so-rich organization, through educated planning, can eliminate repetitive waste and maximize the number of voters reached for each commercial dollar spent.

A recent example of this—the financial underdog candidate emerging victorious—was the 1982 New York State gubernatorial race. Lieutenant Governor Mario M. Cuomo was challenged in the Democratic-Independent primaries by New York City's popular Mayor Edward I. Koch. In the general election he was faced by Lewis E. Lehrman (Republican-Conservative) who, in the course of this electoral race, set new records for campaign spending. Cuomo was outspent in electronic media advertising by Koch at a ratio of nearly 3 to 1 (more than \$2 million vs. \$800,000) and 4 to 1 by Lehrman (an estimated \$8 million vs. \$1.9 million).

Despite the disproportion in dollars spent for this advertising, a *New York Daily News* poll in October reported that seven in 10 respondents said they had seen the television commercials financed by Lehrman's record primary spending—the same number who had seen Koch's commercials. Six in 10 had seen Cuomo's TV ads.

When Ed Libov Associates began planning the Cuomo media buy in March 1982 our major goal was to stretch the Cuomo organization dollars as far as possible.

Under the leadership of Catherine Farrell, an Ed Libov vice president whose political experience includes the 1960 Kennedy presidential campaign, the pioneer of major political television advertising, we devised a series of strategies which we carried throughout both the primary and general election.

■ Select program times that will reach the largest number of voters.

There is not a direct correlation between ratings and voters. While prime and prime access times often deliver the highest rat-



Carmine Cicchino, 40, is chief executive officer of Ed Libov Associates, New York. Joining the firm 10 years ago as a broadcast buyer supervisor, he rose through the ranks to become vice president and corporate executive vice president within four years. Following the death of the agency's founder, Ed Libov, Cicchino became chief executive officer in November 1981. He began his career in advertising in 1962 at Dancer Fitzgerald Sample.

ings, there are some time periods within these that deliver a lower number of voters per point. For example, often the 8-9 p.m. time slot delivers a high proportion of young viewers. Because the largest number of voters are over 25 years of age, and network affiliates limit the number of prime spots available to candidates (in New York City we were only allowed 12 total per week from all three network affiliates), we often opted for the later prime time hours. Also, we often reached those viewers in the prime time audiences through news adjacencies in the independents in access time just before or directly after the 8-10 p.m. time period.

■ Select programs reaching the largest number of voters.

Here, strategy differs slightly between primaries and general elections.

Primary voters tend to be of a higher socio-economic/educational level than voters in general elections. Therefore, program choices are more selective for primaries than in general elections where a more diversified demographic mix must be reached. When attempting to attract this group, a program such as an upscale dramatic series may be chosen over a lower-scale sitcom.

News and news feature programs such as *60 Minutes* or *Good Morning, America*, *Today* or *Morning* are key in all elections.

It has been shown that people who watch news are more likely to vote than any other viewer group.

Independent station syndicated programming also ranked high on our buy list as it has a high voter multiple-viewer level.

Most daytime programming generally reaches a single viewer in a household often not a voter.

■ When possible, commit to time before your opponent.

Often, the first organization to commit gets first choice of program. This can be critical as political spots per program are often limited by stations and certain time slots within programs are often preferable.

■ Target carefully.

The Cuomo organization provided 3, 30-second television spots and approximately seven radio spots each geared primarily to a different demographic audience (i.e., age, sex, income level, education, geographic district). Wherever possible, we placed spots in programs with closest matching demographics.

■ Keep in continuous contact with the campaign organization.

A critical factor, particularly as election time draws near, is determining where swing votes can be found. Campaign organizations are generally useful in locating pockets of voters that are undecided or may come over to a candidate's side. Continuous contact often cues the buying organization to shift program buys to reach these subgroups.

■ When you have the expertise, take a chance, trust your educated instincts.

Two cases where this really paid off in this campaign were the World Series and the airing of *Smiley's People*.

Each candidate was offered World Series spots. We only purchased the seventh and last game, knowing from past experience that it would attract the highest number of viewers for the series. Odds were the series would run the full seven games. I bet, the money could be spent elsewhere. The Cardinals won in the seventh game and so did Cuomo.

We chose not to buy the widely touted *Smiley's People*, although other major candidates did. We purchased news spot adjacent to the show and the second night of *Little Gloria: Happy At Last*, opposite *Smiley's*. Lehrman's buy on *Smiley's* netted 32.9 gross rating points at a cost of \$41.66 per thousand; our Cuomo buy netted 36.4 rating points at \$6.24.

Experience, careful planning, an organizational structure with the flexibility to react instantly to changing client situations, and that intangible—instinct—paid off. Mario M. Cuomo will be the next governor of the state of New York.

THE BEST MEDICAL PLAN A STATION CAN BUY!

When you're looking for insurance to cover slumping Sweep ratings and disappearing young adults—it's time to reach for House Calls!

This is the sitcom that has already demonstrated powerful rerun strength this summer when it rated 2nd among all shows on all 3 networks while delivering a sizzling 33% share. A forecast of the kind of performance you can expect in syndication.

What's more, House Calls is an adult-oriented comedy in the mold of The Odd Couple, M*A*S*H, All In The Family and Barney Miller—with one of the highest ratios of young adults in all of television!

House Calls is ready to come to your immediate aid this January when few new sitcoms will be available in syndication.

So get the protection you need now! Call
for House Calls!

HOUSE CALLS

The right medicine for your May and July Sweeps!
57 hilarious half hours from

MCA TV

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KING OF NIGHTTIME RA

Larry King to host 90-minute ta



Beginning March 1983, Larry King—America's most successful radio talk-show host—will bring to television all of the irreverence, controversy, wit and warmth that characterize his Monday-through-Friday, late-night radio show.

Each Sunday night, King will deliver 90 minutes of newsmaking incisive interviews with celebrities and personalities from the world of politics, entertainment, sports and the arts...plus his *Open Phone America*, an uncensored, unpredictable, enlightening and never-dull segment in which viewers from across America take their turns as King's verbal sparring partners.

It's the same winning format that has made Larry King's radio show the most listened-to and talked-about program on the air.

New audiences to Sunday night

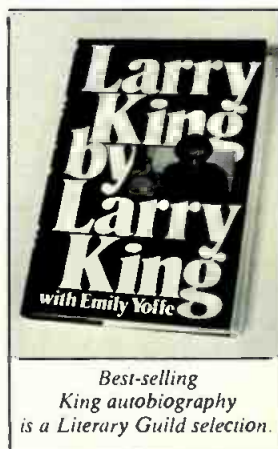
In much the same way that *Saturday Night Live*, *Nightline*, *Good Morning America* and *Phil Donahue* created new HUT levels for their time periods, Larry King will do just that for late Sunday night.

King has the powerful personality, the winning format and a huge built-in audience capable of making this kind of breakthrough. With late-night audiences already increasing, the opportunity to increase HUT

levels is even greater on Sunday night (there are more viewers) than for any other time period.

Full-scale radio promotion campaign

Larry King's loyal radio fans—affectionately termed Kingaholics—represent a tremendous source of eager viewers for his television show. Accordingly, stations who sign up for Larry King's television show will have the benefit of a full-scale cross-promotion campaign directed at King's radio fans.



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FOR LIVE TELECASTING!

Praise from the news media

From the beginning, the national news media has been lavish in its praise of Larry King's special style of broadcasting. William Safire, columnist for the *New York Times* described the show as "an all-night travaganza."

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"King knows as much about the political mood of the country as any professional pollster." **Today Show**

"His insatiable curiosity, gentle wit and refreshing candor make King superb at his craft." **Chicago Tribune**

"He may be the best broadcast interviewer in the business."

St. Louis Post-Dispatch

"Larry King is the most skilled interviewer alive." **The Washington Post**

"King's quick mind and solid wit are ways in play." **Cleveland Plain Dealer**

"He's blessed with the chatty nature of a cab driver, the willing-listener compassion of a bartender and more public trust than half of Congress." **Kansas City Star**

"Just about the best talk show on either radio or TV." **Atlanta Constitution**

"The superstar of late-night radio." **Boston Globe**

Radio show on 258 stations

Each Monday through Friday night, via the facilities of the Mutual Radio Network, *The Larry King Show* is heard on 258 stations covering an incredible 96 of the top 100 markets—including all ten of the top ten!

5.5 million total listeners each night

According to the latest Radar Fall-Spring Survey 1981-1982, as reported by the Mutual Radio Network, *The Larry King Show* reaches more than 5,500,000 total listeners each night. That's *each* night!

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King interviews Rev. Jerry Falwell...and columnist Rona Barrett

In five years on national radio, King has attracted the most influential, exciting and entertaining people in American life—people like President Gerald Ford, Frank Sinatra, Bob Hope, Dustin Hoffman, General William Westmoreland, Mel Brooks, Rod McKuen, Art Buchwald, Rev. Jerry Falwell, Itzhak Perlman, Don Shula, Sophia Loren, Frank Zappa, Richard Dreyfuss and Soviet Ambassador Anatoliy Dobrynin.

Many have already consented to appear on King's upcoming television show.

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Broadcasting Nov 8

Vol. 103 □ No. 19

TOP OF THE WEEK

Watching the vote watchers

ABC wins the ratings for election night; critics find coverage by CBS and NBC more interesting

As the dust of political campaigns settled last Wednesday, there was one group of people who by and large were sleeping late—the vast cadre of journalists, writers, technicians, directors, etc., who created the Fifth Estate's effort to tell the public what was happening on election night. How well did they do that job? That all depends on the measurement standard applied.

On the basis of ratings, ABC News would appear to have been the victor, by a narrow margin. In the 8 p.m. to 11 p.m. period, that network's triple anchor combination of Frank Reynolds, David Brinkley and Ted Koppel logged a national 11.8 rating, 19 share against the 11.5/18 Dan Rather pulled as the sole anchor leading an extensive CBS News in-studio team. The Tom Brokaw-Roger Mudd anchor team of NBC News ran third with a 9.3/15.

There is an important caveat to the rating figure—CBS and NBC secured significantly lower station clearance within that time period than did ABC, each averaging 91% as opposed to ABC's 96%. And some major markets were among the CBS and NBC defections. In San Francisco, for example, Group W's affiliate KPX only joined the network at 8 p.m. local time—11 p.m. Eastern time. And in Atlanta, NBC affiliate WXIA-TV broadcast the Paul Newman film, *The Life and Times of Judge Roy Bean*. Conceivably, the lower CBS clearance was sufficient to give a close race to ABC.

In different markets, of course, there were different viewer preferences. According to the overnights for the total 7 p.m. to 2 a.m. Eastern time common coverage period, CBS ran away with Chicago, pulling a 11.7/21 to ABC's 7.1/13 and NBC's 6.8/12. But CBS lost Los Angeles to ABC, 9.6/17 to 11.1/19 with NBC at 8.1/14. And in New York, the lead went to NBC, with a 7.2/15, beating ABC's 6.8/14 and CBS's 5.9/12.

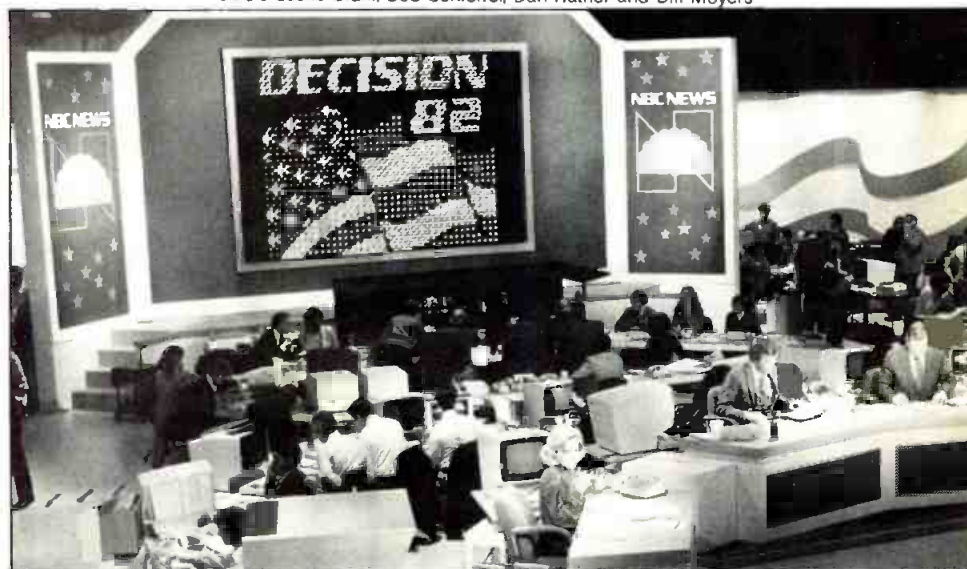
Another standard of judgment is that applied to the television critics who follow the broadcast journalism field. And there were the feelings expressed by a number of observers that ABC did a poorer on-



ABC's Ted Koppel, David Brinkley and Frank Reynolds



CBS's Leslie Stahl, Bob Schieffer, Dan Rather and Bill Moyers



NBC's Judy Woodruff, Tom Brokaw and Roger Mudd

Country-wide critiques. A number of the critics thought the networks in general and CBS in particular were "too liberal" or "pro-Democratic" in their coverage of the elections Tuesday night. CBS's Dan Rather, in his first outing as anchor of an election night program, was singled out for special mention on the bias issue. On the other hand, a few of the judges thought the coverage was fine—objective and informative. The critics were those who had watched the coverage and then tuned into Cable Satellite Public Affairs Network's special post-election programs on the coverage, on Wednesday, and called in their views.

Overall, C-SPAN devoted five hours to the general subject of the media, and 60% of some 100 calls dealt with election coverage. One was from an Atlanta viewer, a self-described "political junkie," who thinks news programs "are generally biased—pro-liberal"—and who said the coverage on both ABC and CBS revealed a "pro-Democratic bias." Several callers complained about Rather, who had discharged his duties with considerable exuberance—"Rather was gleeful about the 34 new Democrats in the House," said a man from Fort Wayne. If Rather took some knocks, his colleague, commentator Bill Moyers received some compliments. Moyers, said a viewer from West Los Angeles, "had the most intelligent approach." Then there was the woman from Pueblo, Colo., who offered this analysis of the bias issue: "I don't think the media are as biased as we are as viewers. It depends on how your party is doing. I thought the coverage last night was good."

There was no unanimity, either, among the callers as to which network did the best job. ABC, for instance, was singled out by some viewers as having done the best job, by others as having done the worst. (The mix of David Brinkley, Ted Koppel and Frank Reynolds was, in the view of some, an unfortunate one.) NBC appealed to some and, despite the bias issue, CBS to others. The last caller on the program, who phoned in shortly before 10 p.m., added a new dimension to the bias issue. Instead of arguing whether the networks were or were not, he said, "The networks are cowardly in trying to be neutral. I wish they'd quit it"

air job than did CBS or NBC. Tom Shales, writing in *The Washington Post*, scored the night as a CBS win "by a mile" with NBC "a solid second" and ABC third. Shales caustically wrote that the "three-way anchor team ... proved a disaster, while the other two networks burned up the airwaves with results, projections and analysis, ABC's tired trio was loping through a very tired soft shoe."

From the West Coast, *L.A. Times* critic Howard Rosenberg, while noting "a general level of high competence on all three networks" called CBS and NBC "the most interesting to watch" with ABC, "the blandest."

ABC's political director, Hal Bruno, responded to such suggestions by saying "our anchors were very well informed, and they were right."

And that introduces a third set of measurement criteria—the accuracy and timeliness of the projections and calls the networks made. CBS made a mistake in reporting on a House race—the Bodine/

Hiler contest in Indiana—which CBS early on said had been taken by Bodine, and around 1 a.m. corrected to indicate Hiler won. CBS says it wasn't a case of a projection made on sample precincts or exit poll data, but a misreading of raw vote trends that, with over 50% of returns in, had shown Bodine ahead by a 10% margin; precincts that reporting later went heavily for Hiler.

There was also the matter of the projections of party gains or losses in the House as a whole. CBS's initial estimate was a likely Democratic gain of 34 seats—but when all the votes were in, they only picked up 26 seats. That high CBS projection, nevertheless, was within the range of notice of sampling error.

And it was no easy matter to keep track of the 435 races in the House: ABC first underestimated the Democratic gain at 20-25; National Public Radio at one point was estimating a 31 seat gain. NBC projected 25.

In the matter of projection timing, the

common focus of attention was on the 33 Senate and 36 gubernatorial races at stake. No network made a mistake on those projections, though they add up their tallies of "firsts" slightly differently. ABC counts itself first in projecting 33 contests, says NBC was first in 17, and CBS in 16, with three ties. CBS scores ABC first in 30 races, CBS first in 20 races, NBC first in 13, and two ties. NBC agrees with ABC.

To some extent, those tallies have become pointless—each network's computers and predictive models were ready to make projections well in advance of the poll-closing embargoes the networks imposed on themselves—the race in reporting projections often becomes not one of calculation, but how fast the anchor teams can read once a roster of states close their polls. CBS calculates that in projections for 13 of the 69 races, the "winning" call by a network beat the second one by a minute or less. And there was the case noted by West Coast columnists where ABC and NBC called races in Washington state a few minutes before the polls closed—a hair-splitting but perhaps illustrative detail.

Projections became quite an issue in Los Angeles, where analysis for ABC-owned KABC-TV and CBS's owned KNXT(TV) made their own wrong projections of major California races that their networks were either accurately projecting or saying were too close to call.

In Boston, a totally different matter drew fire on election night—the decisions by network affiliates there to devote so much time to local coverage that they, in the eyes of *Boston Globe* critic Jack Thomas, "ignored" the national picture. By Thomas's count, Group W's WBZ-TV carried only four minutes of the entire NBC prime time coverage, and Metromedia's WCVB-TV and New England Television's WNEV(TV) cut to their respective networks, ABC and CBS, only three times during the night.

And the networks' coverage was something for which each felt a good measure of accomplishment. ABC was pointing to the ratings climb it made from 1978's mid-term election when it ranked third with an



CNN's Daniel Schorr



SNC's Jon Bascom and Ken Alvord



NPR reportage. National Public Radio carried the ball for public broadcasting in last week's nationwide coverage of the elections—carried it for hours and hours, in fact. The Public Broadcasting Service provided no special television coverage, but NPR covered continuously from 6:30 p.m. NYT Tuesday until 3 a.m. Wednesday. Then, after more coverage in newscasts at 3 and 4 a.m., NPR went back to fulltime election coverage for three more hours, starting at 5 a.m. Linda Wertheimer (above) was anchor. NPR had correspondents in Los Angeles, Chicago and New York, stringers "in every [state] capital," according to a spokeswoman, plus commentary by consultants Bob Squier and John Sears, representing Democrats and Republicans, respectively.

8.4 rating to its top-ranked 11.8 last Tuesday.

CBS's executive producer, Joan Richman, said she was "extremely proud of our production ... it had a coherence and an excitement and a flow that we aimed for" not to mention graphics that caught a lot of attention.

NBC executive producer Joe Angotti while "a little disappointed" with the ratings, thinks NBC "created a relaxed atmosphere that allowed Brokaw and Mudd to establish a rapport ... establish themselves as a competent team." (This was, as has been noted, the first election outing for the Brokaw/Mudd duo.)

And CBS was able to emerge from Tuesday night with Dan Rather, in his first election anchor tour, firmly established as his own force in broadcast journalism. Indeed, conspicuous by their absence in most critical analyses of the coverage were comparisons of Rather's performance with the way Walter Cronkite used to handle the assignment.

That's not to say the three broadcast television networks were the only media covering the story. Their radio operations were providing an audio complement to the television coverage; Mutual Broadcasting got the news to 625 radio affiliates; UPI and AP were each servicing their radio clients; and National Public Radio was on the air with its noncommercial production (see box above).

In cable, Satellite News Channels was laying claim to having made "electronic journalism history" by using 13 transpon-

ders on six satellites to bring in 70-plus live reports for its election coverage.

Cable News Network senior vice president Ed Turner had his own satellite story. His traffic department counted 20 occasions that night when CNN's prior clearance of an occasional use transponder blocked one of the broadcast networks from obtaining a slot it wanted.

Turner feels CNN successfully "counterprogrammed" the broadcast networks with its coverage—reporting the projections the "big three" made, but concentrating on live reports from candidates' headquarters.

Still, election coverage isn't the complete story of Tuesday night—48% of homes viewing television were watching

something else. While ABC adds the three network ratings to note that, compared with 1978, election ratings were up 8%, and meant 20% more households watched network election night coverage, at the same time there was no change in the three-network share of 52%.

While in some cases (like Boston) that reflected viewing of local election coverage, in many markets entertainment was king. In fact, Metromedia's WNEW-TV New York won in prime time with a 15/23 for "Return of the Pink Panther," which lead into what was then the highest rated news program for the night, the station's 10 o'clock news, which pulled an 11/18. Independent KPLR-TV St. Louis logged a 26/45 with "Rooster Cogburn." □

The political fallout

As a result of last week's elections, the composition of House and Senate committees and subcommittees affecting Fifth Estate will be altered; among the more conspicuous are the defeats of Senators Cannon and Schmitt

The make-up of congressional committees and subcommittees with jurisdiction over the communications media is subject to change following last Tuesday's elections, especially in the House. Democrats gained 26 seats, raising the current division of 243 Democrats and 192 Republicans to 269 and 166.

While the ratio in the Senate remains unchanged at 54 Republicans and 46 Democrats (each party lost two seats and gained two), several key legislators in communications matters, Senators Howard Cannon (D-Nev.) and Harrison Schmitt (R-N.M.), were defeated. Both are members of the Commerce Commit-

tee.

Cannon lost by 2% to State Senator Chic Hecht, and Schmitt was defeated by the New Mexico attorney general, Jeff Bingaman, who garnered 54% of the vote.

Senators Donald Riegle (D-Mich.), John Danforth (R-Mo.) (both re-elected) and Cannon and Schmitt were the only Senate Commerce Committee members up for re-election. Schmitt is a member of the Communications Subcommittee.

Cannon was ranking minority member on the Commerce Committee, and his loss leaves an important vacancy on that committee. The ranking minority member can play a vital role in the development of legislation.

In line for that spot is Senator Russell Long (D-La.). However, Long is ranking minority member of the Finance Committee, and is unlikely to give up that seat.

Senator Ernest Hollings (D-S.C.), ranking minority member on the Communications Subcommittee, is another likely candidate, although Hollings is ranking minority member on the Senate Budget Committee, a position, sources speculate,

Broadcasters on the Hill. There were several former broadcasters making bids in last week's election for House seats, although only Republican Rod Chandler, a one-time reporter at KOMO-TV Seattle, who ran in Washington's eighth district, won. Chandler a state senator, defeated Beth Bland. Mercer Island mayor.

Broadcaster and Republican candidate Tom Wiens, president and owner of KWDE(FM) Montrose, Colo., lost in his bid against incumbent Representative Ray Kogovsek (D-Colo.).

Glenn Rinker, former news anchor for WPLG(TV) Miami, challenged incumbent Representative Dante Fascell (D-Fla.) and was defeated.

Among broadcasters already on the Hill who were successful in their bid for re-election were Representatives Cecil Heftel (D-Hawaii), owner of Heftel Broadcasting Group, licensee of three AM's, four FM's and two TV stations; Nick Joe Rahall III (D-W.Va.), partner in West Virginia Broadcasting, licensee of WTNJ(FM) Mt. Hope, and WTRF(FM) Wheeling, both West Virginia. Rahall is the son of Joe Rahall, who controlled Rahall Communications Corp., before its merger with Gulf United; Claudine Schneider (D-R.I.), the one-time host of WJAR-TV Providence's *Sunday Morning Exchange*, a public affairs program, and Pete Stark (D-Calif.) one of several principals who acquired KKSJ(AM) Vancouver, Wash.

Representative Bob Shamansky (D-Ohio), a former TV news commentator for WBNS-TV Columbus, Ohio's *Eye to Eye*, a weekly, local version of the discontinued "Point-Counterpoint" segment of CBS's *60 Minutes*, was not re-elected. Ohio state Senator John Kasich defeated Shamansky. Also Harley Staggers Jr., son of the former Democratic representative and long-time chairman of the House Committee on Interstate and Foreign Commerce (now House Energy and Commerce Committee), Harley Staggers, captured the House seat left vacant by Congressman Cleve Benedict (R-W.Va.) (a member of the Energy and Commerce Committee), who ran for the Senate and lost. Staggers defeated state Senator J.D. Hinkle, Jr.

he won't give up.

Senator Daniel Inouye (D-Hawaii) is another possibility, and according to some sources the most logical. A spokesman in Inouye's office said that it was "too early" to comment on whether the senator was interested in the seat.

None of the mentioned candidates have taken as strong a deregulatory position on communications issues as Cannon. None, however, are viewed by broadcasters or cable operators as foes, and they have shown a record of support for both cable and radio deregulation.

Cannon was the major sponsor of the comprehensive broadcasting deregulation bill, S. 1629. Schmitt also supported that legislation and played an active role in trying to strengthen the U.S.'s international communications policy. Schmitt's loss will also be felt by public broadcasters. He was chairman of the Senate appropriations subcommittee that appropriated funds to the Corporation for Public Broadcasting. Schmitt was considered a public broadcasting ally who worked to keep the medium's funding at a substantial level, despite the administration's recommendations to slash it. He introduced the proposal to shrink the FCC from seven to five commissioners.

National Association of Broadcasters vice president for government relations, Steve Stockmeyer, noted that "they'll both be missed." Despite those losses in the Senate, Stockmeyer foresees no major policy changes in that committee on communications matters.

A National Cable Television Association spokesman also noted that the cable industry will "miss" the two legislators. The spokesman said the association doesn't have any overriding concerns over Cannon's replacement, nor does it see any policy changes. Both Cannon and Schmitt support S. 2172, the cable bill that limits state and city authority to regulate cable.

The associations view the House as the most likely target for substantive change, but it is too early to predict assignments. Much will depend, Stockmeyer said, on "just what kind of Democrats are seated on those committees."

The proportion of Republicans to Democrats on congressional committees is determined by the number of seats each party holds in each house. The make-up of subcommittees is determined in the full committee caucus.

As a result of the elections last week the party balance in committees in the House is bound to change. The current ratio is three Democrats to two Republicans on each committee. Stockmeyer said: "It is conceivable that the ratio could change to two Democrats to one Republican."

While the Democratic gains in the House affect committee make-up, other factors play a role too. It is always a possibility that some congressmen will decide to change committee assignments, adding to shifts in personnel.

Congress begins its reorganization meetings in December and will make final

decisions in January. Stockmeyer noted that the House Energy and Commerce Committee, which sets major communications policy, now has a ratio of 24 Democrats to 18 Republicans. Democrats could gain and Republicans could lose four seats.

One source predicted that the Telecommunications Subcommittee might gain two more Democrats. There are nine Democrats and six Republicans on that subcommittee.

The chairmen of the House Energy and Commerce Committee, John Dingell (D-Mich.), and Telecommunications Subcommittee, Tim Wirth (D-Colo.), were handily re-elected. The ranking minority member of the Commerce Committee, James Broyhill (R-N.C.), will also return for another term.

Others on the Commerce Committee fared less well. Congressmen Toby Moffett (D-Conn.), Jim Santini (D-Nev.), Jim Collins (R-Tex.) and Cleve Benedict (R-W.Va.) ran for Senate seats and lost, Santini in the primary. Gary Lee (R-N.Y.) and Ronald Mottl (D-Ohio) lost bids for re-election in their primary races. Clarence Brown (R-Ohio) ran for governor of Ohio and was defeated, and Marc Marks (R-Pa.) retired. Mottl, Collins and Marks are

also on the Telecommunications Subcommittee.

A real contest is brewing over the ranking minority member's seat on Telecommunications left vacant by Collins. Collins was regarded as an ally by broadcasters. He introduced H.R. 5242 which would codify the FCC's deregulation of radio and extend it to TV and end comparative renewals.

Candidates for Collins's spot, include next in line, Matthew Rinaldo (R-N.J.). Other possible candidates include Norman Lent (R-N.Y.), Edward Madigan (R-Ill.) and Carlos Moorhead (R-Calif.) Both Moorhead and Rinaldo are on the Telecommunications Subcommittee.

Congressman Tom Corcoran (R-Ill.) has reportedly expressed an interest in joining Telecommunications and may seek Collins's spot.

Other legislators active in communications matters that were re-elected include James Scheuer (D-N.Y.), Edward Markey (D-Mass.), Thomas Luken (D-Ohio), A. Swift (D-Wash.), Henry Waxman (D-Calif.), Cardiss Collins (D-Ill.), W.J. (Billy) Tauzin (D-La.), Thomas Tauke (R-Iowa) and Thomas Bliley Jr. (R-Va.) All are members of the Telecommunications Subcommittee. □

Who got how much

Broadcasters and cablecasters dole out financial support for political candidates

The National Association of Broadcasters Television and Radio Political Action Committee has donated \$100,615 to congressional candidates from January 1981 through Oct. 13 of this year. Of that total, key congressional figures who have jurisdiction over communications matters (primarily members of the House Telecommunications Subcommittee and its parent, the Energy and Commerce Committee) received the greatest share.

House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) led the way with \$4,000 in TARPAC contributions followed by subcommittee member and former broadcaster, Representative Al Swift (D-Wash.), who received \$2,500. Subcommittee members Matthew Rinaldo (R-N.J.) and W.J. (Billy) Tauzin (D-La.) each received \$1,500. TARPAC also contributed to the re-election campaigns of Congressmen Edward Markey (D-Mass.), \$1,000; Tom Tauke (R-Iowa), \$1,000; Cardiss Collins (D-Ill.), \$800, and Henry Waxman (D-Calif.), \$500.

The subcommittee's ranking minority member, Representative James Collins (R-Tex.), who lost his bid for the Senate seat held by Democrat Lloyd Bentsen, received \$950 from TARPAC.

Energy and Commerce Committee Chairman John Dingell (D-Mich.) received \$2,000 from the broadcasters.

Ranking minority member on the

House Commerce Committee, James Broyhill (R-N.C.), who has sponsored deregulation legislation in the 97th Congress, received \$1,500.

Robert Kastenmeier, chairman of the Judiciary copyright subcommittee, where the controversial cable copyright bill H.R. 5949 was authored, received \$3,500.

TARPAC also contributed to many members of the Senate Commerce Committee. The largest donations went to Senator Howard Cannon (D-Nev.), ranking minority member of the committee, (\$4,250) and Senator Harrison Schmitt (R-N.M.) (\$3,500). Both lost.

Other donations to Commerce Committee members included \$1,000 to John Danforth (R-Mo.), \$500 to Slade Gorton (R-Wash.), and \$500 to Bob Packwood (R-Ore.), Commerce Committee chairman. Senator Donald Reagle (D-Mich.) received \$500 thus far from TARPAC.

The National Cable Television Association's Political Action Committee donated \$58,366 to many of the same congressmen.

Donations in the House include \$2,928 to Wirth, \$1,500 to Dingell, \$1,450 to Swift, \$500 to Broyhill, \$750 to Collins and \$500 to Kastenmeier. Congressmen Markey, Tauzin, and Rinaldo each received \$250 and Waxman received \$750.

In the Senate, Cannon led the way with a \$2,362 donation from CABLEPAC, followed by Schmitt at \$2,000. Other CABLEPAC donations include \$1,000 to Reagle, \$500 to Packwood, \$500 to Danforth, and \$400 to Senator Barry Goldwater (R-Ariz.) chairman of the Communications Subcommittee. □

A new ball game

Satellites and cable TV are changing the way politicians and parties conduct campaigns

Analysts sifting through the returns of the 1982 midterm elections in search of portents of the politics of 1984 and beyond would be well advised to take a hard look at the role played by cable television and its frequent handmaiden, the communications satellite. Those elements of the new telecommunications technology may not have influenced any races last week; but, then, neither did television in 1948.

And today's politicians, like their predecessors in the late 1940's and early 1950's, are going to have to learn how to use a new technology. Some, who have just become comfortable with television, are cursing cable as a complicating factor in planning campaign tactics. Others see it as a blessing. Then there are those—candidates and aides who think about such things—who see it as a means of augmenting, is not bypassing the coverage provided by the conventional media.

Media consultants and others concerned about such things say that cable, if anything, was only a supplement to radio and television as a vehicle for campaign commercials in 1982. For instance, media consultants for both Senator Edward M. Kennedy (D-Mass.) and his Republican opponent, Raymond Shamie, used cable for that purpose. Kennedy's campaign bought time on systems in the Boston area known to be heavily Democratic. The Shamie campaign used cable to fill in gaps left by television buys. Neither spent much more than \$5,000 on cable.

As Robert Pipkin, director of communications for the National Republican Senatorial Committee, put it, "People are looking at it [cable, as a medium for commercials]. But as a significant force in this campaign, I just don't see it."

The principal reason appears to be that cable has yet to reach the magic penetration figure of 50% of the nation's homes. Another is that the demographics, when available, are not appropriate. David Skylar, the campaign director for Senator Howard Metzenbaum (D-Ohio) in his successful bid for re-election, said his research showed that cable systems in Ohio were located primarily in affluent suburbs—hardly the areas where the liberal Metzenbaum's messages would make an impact. Skylar cited yet another factor—cable television systems' failure to provide the basic information needed on which to base decisions to buy. "It was like trying to grab hold of a fog," he said of his efforts to buy time on cable systems.

Indications are, though, that those conditions will change. David Garth, who as consultant to Tom Bradley's failed gubernatorial campaign in California bought time on cable systems simply to fill gaps in coverage left by television buys, said, "The next time—in 1986—cable will be important, absolutely." He believes by

that time that cable, now serving about 30% of the nation's homes, will be at or above the 50% penetration mark. With that kind of circulation, he said, a cable transmission "will be like a direct mail piece."

But for some politicians, cable will only increase the headaches involved in campaigning. As Pipkin noted, "The bigger the audience for cable, the harder for planners of campaigns because of the [fragmentation] of the audience." One veteran congressman complained that, with a 12-channel cable system in his home town, "I won't be able to go on television and get an audience." The days of buying time on one of three television stations in a market and being assured of about one third of the audience, in other words, are gone, or soon will be.

But the new technologies' effect on politics is not limited to political campaigns. Members of Congress are showing up on cable systems' channels on a regular basis, as they do on local television and radio stations. And for multichannel systems looking for programing material, a senator's request for time is greeted warmly. Gregg Van Vervort, programing director for Suburban Cablevision, of East Orange, N.J., one of 30 systems in the state carrying Democratic Senator William Bradley's monthly, half-hour program, said, "It's a public service to allow him to communicate with the people of New Jersey."

It is the combination of satellites and cable that is likely to have the greatest effect on the politics of the country. President Reagan, using the facilities of the Chamber of Commerce's satellite-driven Biznet, twice addressed Republican fund raising affairs in a number of cities during the campaign. The Democratic National Committee, using the facilities of the American Federation of Federal, State County and Municipal Employees, twice presented its chairman, Charles Manatt, in news conferences carried by stations and cable systems across the country.

And that kind of technique is being institutionalized. The Senate Republican Conference has provided facilities making it possible for Republican senators to express views on current events in taped segments that are beamed to cable systems and stations across the country. Operation Uplink, aired monthly, presents Republican senators in two-minute pieces that can be inserted in local television shows. A second monthly show—Conference Roundtable—offers senators in discussions with broadcast and print journalists.

The conference introduced the service in January, when 27 Republican senators offered brief comments on President Reagan's state-of-the-union address (actually taped before the address) that were made available to some 200 television stations and 4,000 cable systems equipped with downlinks.

The Democrats' initial reaction was to scoff. They said they would emphasize

policy over public relations. That was in January. Now, party officials in Washington say they are playing catch-up ball in the space race. Work is nearing completion on conversion of a townhouse on Capitol Hill into a facility where Democratic House and Senate members and candidates can prepare radio and television broadcasts and from which messages can be beamed via satellite to home districts. The \$500,000 project is principally the responsibility of the Democratic Congressional Committee.

And if Terry Michael, president of the Association of House Democratic Press Assistants, has his way, the party will establish a vehicle for enabling television stations' correspondents to interview Senate and House members without leaving home. As Michael envisages it, members would be videotaped as they answer questions phoned in by the correspondents. When an interview is completed, a correspondent would indicate which portions the station wants, and the videotape would be edited accordingly. Then, a series of such interviews would be packaged into a 10-minute piece beamed by satellite to the stations that intend to broadcast any of the material. To Michael, the beauty of the plan is that "editorial control will be exercised by the local stations." Michael believes the idea could be transformed into an operating reality by next summer.

But of all the developments generated by the new technologies, the one that is already having a major impact is the Cable Satellite Public Affairs Network. Since 1979, it has been transmitting television coverage of House proceedings as well as providing a heavy diet of public affairs programs. It is now carried by some 1,000 cable systems, and has a still small but loyal following of what could probably be called political junkies. To them, their representatives in Congress are more than faces in commercials every two years. One congressman who returned home to attend a funeral was stunned to find himself so well known. "It was the first time people knew what I did," he told Brian Lamb, C-SPAN president. "They know all about you, from the coverage," he pointed out. "They can talk to you about what you're doing."

And so it goes. The technology is generating an increasing flow of diverse, often conflicting information, some of it of a self-serving nature. Politicians will be able to take advantage of the economies of cable's "narrowcasting" nature to reach specific groups of voters. Services like C-SPAN seem actually to be reintroducing Americans to the political process. For some, like Carter Clews, communications director of the Senate Republican Conference, all of that is to the good. "As this kind of service expands," he said, "we'll have real participatory democracy." Perhaps. But one thing on which many observers agree is that the technologies are reshaping the political process in ways as dramatic as television did 30 years ago. □

Where there once was one, now there are many

The FCC authorizes seven applicants to join Comsat's STC in building DBS systems

Firing off the starting gun on what could prove to be the most expensive marketplace competition in broadcast history, the FCC last week voted 5-1 (with Commissioner Anne Jones dissenting and Commissioner Henry Rivera absent) to issue construction permits to seven more direct broadcast satellite applicants.

The commission's action means that there is now a total of eight corporations with such authority. Satellite Television Corp., a wholly owned subsidiary of Comsat Corp., was given a slight head start in the race for financing—and ultimately, perhaps, for DBS customers as well—when the commission granted it a construction permit in September (BROADCASTING, Sept. 27).

Authorized to try to whittle away at that lead were CBS, Direct Broadcast Satellite Co., Graphic Scanning Corp., RCA Americom, United States Satellite Broadcasting Co. Inc. (Hubbard Broadcasting Inc.), Video Satellite Systems Inc., and Western Union Telegraph Co.

The question now is which of those companies will make the commitment to pursue plans for systems that could cost hundreds of millions of dollars.

Like the STC grant, none of the others includes launch or operational authority, nor do they include frequency assignments or orbital positions. According to the commission, those matters won't be addressed until after orbital slots and frequency allocations are divvied up at the Regional Administrative Radio Conference for DBS next June.

The only applicant addressed that didn't make the cut was Focus Broadcast Satellite Co. Focus had requested approval to launch a DBS-like service on the Advanced Westar satellite system. It eventually proposed to transfer its service onto a system authorized for DBS use. But the commission dismissed its application as "unnecessary" because Focus only proposed to distribute its programming using the satellite capacity of other domestic satellite or DBS licensees.

Two of the construction permits were issued with extra strings attached. CBS was authorized to begin construction of the first phase of its proposal to offer high-definition television programming to terrestrial affiliates and directly to homes, but on the condition that it submit cost projections for its plans.

The commission also granted Graphic Scanning authority to start construction on the first phase of its proposal to offer a subscription DBS service, but noted that grant would be conditioned on the out-

What their plans are. *CBS:* The initial phase of CBS's proposal consists of one satellite and one in-orbit spare to serve the Eastern time zone with three channels. The first channel would be used to provide advertiser-supported high-definition television programming to affiliated stations for terrestrial retransmission, and directly to homes outside the service areas of the affiliates. The second HDTV channel would distribute pay programming to cable systems and homes, and the third channel would offer other subscriber-supported services, including satellite-to-theater distribution and closed circuit transmissions for business and other uses. Its fully operational national system would consist of four satellites, one serving each time zone and one spare. (CBS didn't include cost information in its application.)

■ *DBSC:* DBSC's proposal calls for three satellites (and one in-orbit spare) serving the continental United States with six primary television channels for three service areas. The system also would provide movable spot coverage to two smaller areas within each service zone, with up to four additional TV channels provided by each spot beam. Its satellite capacity would be leased on a common carrier basis.

■ *Graphic Scanning:* The initial phase of Graphic Scanning's proposal calls for one satellite serving the western half of the nation with two channels of subscription TV and such auxiliary services as teletext. The full system would include another satellite to serve the eastern half of the country and an in-orbit spare.

■ *RCA Americom:* RCA's initial system would comprise one satellite serving the Eastern time zone (with six channels) and an in-orbit and on-ground spare. Its full system would consist of four operational satellites capable of serving all 50 states. RCA plans to lease most of its transponders, but not on a common carrier basis. It also asked permission to retain one or more channels for its own use.

■ *STC:* STC's initial system would consist of one satellite (and one in-orbit spare) serving the Eastern time zone with three channels of subscription television. When it's fully operational, the system will consist of four satellites serving the entire nation.

■ *USSB (Hubbard):* USSB system would consist of two satellites (and one in-orbit spare) serving the country with three channels. USSB proposes to distribute advertiser-supported programming to independent broadcasters, who would own a chunk of the system, and directly to homes that are unserved or underserved by local broadcasting. The first channel would consist of general, advertiser-supported programming, produced by USSB and its member stations. The second channel would be a 24-hour news and information service, and the third channel would carry public affairs programming.

■ *VSS:* In its initial phase, VSS proposes two satellites to provide one channel of programming to the continental U.S. VSS's programming would be advertiser-supported and would be distributed to terrestrial broadcasters and individual homes. It proposes to carry the programming of Dominion Satellite Network Inc., an affiliate based in Naples, Fla. When fully operational, the system will consist of four satellites (and one on-ground spare) offering two channels.

■ *Western Union:* WU has proposed an initial system that would consist of two satellites with two channels to serve the entire nation. When fully implemented, its system would consist of four satellites, providing four channels of national service. Western Union plans to lease its channels, but has asked that it not be forced to offer those channels on a common carrier basis, but that it be permitted to pick and choose users.

	Interim System				Fully Implemented System			
	Number of satellites (spares)	Coverage	Channels	Cost (in millions of dollars)	Number of satellites (spares)	Coverage	Channels	Cost (in millions of dollars)
CBS	1(1)	Eastern zone	3	NA	4(2)	Nation	3	NA
DBSC	3(1)	Nation	6	614	3(1)	Nation	6	614
Graphic Scanning	1(0)	Western half	2	136 ¹	2(1)	Nation	2	500
RCA	1(2)	Eastern zone	6	400	4(2)	Nation	6	760
STC	1(1)	Eastern zone	3	393 ²	4(2)	Nation	3	NA
USSB	2(1)	Nation	3	300-400	2(1)	Nation	3	300-400
VSS	2(1)	Nation	1	228	4(1)	Nation	2	450
Western Union	2(0)	Nation	2	162	4(2)	Nation	4	450

¹ Includes \$28 million in first-year operating costs.

² Includes \$93 million in administrative startup costs and working capital.

come of a pending proceeding that could raise questions about Graphic Scanning's character qualifications. Contending that a "substantial question" had been raised as to whether Graphic Scanning was the real party of interest behind four applicants for radio-paging licenses, the FCC designated those companies' applications for hearing to determine whether they had misrepresented their relationships to the commission (BROADCASTING, Aug. 30).

The commission granted Western Union a construction permit for the first phase of its proposal to provide one channel as a quasi-common carrier to each of the four time zones using two satellites. Nonetheless, it deferred action on Western Union's proposal that its existing authority for the Advanced Westar system be modified to let it offer a DBS-like service before it puts its DBS system into place. The commission said, however, that it would consider that request from

Western Union as a separate application.

Commissioner Anne Jones dissented—just as she dissented from the order granting STC's application—reiterating that she didn't think the commission should "give all this spectrum" to DBS, especially since it meant displacing current users of the 12 ghz band.

At Commissioner Stephen Sharp's suggestion, the commission agreed not to worry about how DBS applicants chose to classify themselves—that is, as broadcasters, common carriers, or something else—until later on.

The National Association of Broadcasters, which already has appealed the FCC's order authorizing DBS—and the order granting STC a construction permit—said it wouldn't appeal last week's grants. An NAB attorney said that the association thought the appeals it has already filed adequately covered the issues in dispute. □

NAB to swell ranks of lobbyists

Government relations department will get three new people with greater concentration on grass-roots and political action committee activities

The National Association of Broadcasters' executive committee approved a plan last week to beef up the association's government relations department.

NAB president Edward Fritts announced that the department would add three new lobbyists in addition to filling the three spots now vacant in the department. Fritts noted that the NAB's big push in the government relations department is "a continuation of our efforts to maintain the finest lobbying organization in the country."

Fritts explained that the association foresaw the need for expanding the department and that one position would be devoted solely to monitoring the FCC and State Department. One support staff position will also be added. Fritts noted

that the association wants to "broaden its emphasis" overall on government relations.

He said that NAB's vice president of government relations, Steve Stockmeyer, would begin immediately to fill those positions. Although no deadlines have been set, Fritts said the association would concentrate its efforts on getting the department expansion completed.

Stockmeyer said the department will be restructured but that the specifics are not ready. However, he said the department will concentrate more heavily on its grass-roots lobbying efforts and on the association's political action committee activities.

Carol Randles, currently an NAB senior lobbyist, has been named vice president of government liaison, succeeding James Popham, who left the NAB in August to join a New Orleans law firm.

The expansion of the government relations department was recommended in the association's Futures Report and Fritts

has begun working with the staff to implement other recommendations. He also announced that the association has hired a consultant to coordinate the NAB's activities in international communications, M. William Haratunian, a retired Voice Of America employee. He is currently associate publisher of the *Chronicle of International Communications*, a monthly journal published in Washington. He will be retained for six months.

In other executive committee action, it agreed to recommend to the full board that the NAB allocate substantial funds to continue engineering studies now under way on interference to television stations on channel 6 caused by noncommercial FM stations.

The committee had voted at its last meeting to allocate \$25,000 for the study, but it needs board approval to grant more funds.

NAB joint board chairman, William Stakelin, executive vice president of Bluegrass Broadcasting, Lexington, Ky., stressed the importance of the study. He noted that the FCC has not "adequately" examined the issue, and that the association is asking the FCC to extend its deadline for comments on the matter. "This is just too serious to the viewing public and affected television facilities to be treated in a pell-mell manner. NAB is urging a full examination and is willing to allocate substantial resources to achieve that end," he said.

In addition, the NAB has hired another consultant to conduct the channel 6 interference studies—Larry Middlekamp, a former member of the NAB engineering staff.

The executive committee also reiterated its strong concerns about Cuban interference. The committee endorsed the Radio Martí authorization bill now pending in the Senate, which includes a provision providing compensation to broadcasters affected by Cuban interference.

Stakelin noted that "in light of the increasingly clear connection between Radio Martí and Cuban interference, it is appropriate to guarantee some measure of relief to broadcasters who, in an attempt to maintain service to their listeners, must bear substantial expense."

The committee also announced that a comprehensive study of TV trends is now under way. According to Larry Patrick, senior vice president, research, it is the "single biggest study," now being conducted by the NAB.

Patrick said the 10-month study will examine public attitudes toward TV. He said that three research firms have been hired: McHugh-Hoffman, Fairfax, Va.; KPR Associates, Scottsdale, Ariz., and Peter Hart, Washington.

The results of the study will be the central focus of the TV side of the NAB's annual convention next year. The public, he added, will be asked a number of questions including how it feels about violence on TV, what it dislikes and likes and what kind of pay services it may use. □



Triumvirate. Meeting to increase the lobbyists ranks were NAB vice president and general manager John Summers, Stakelin and Fritts.

Pigskin paralysis

As another week of no action on the football strike passes, prospects for a pushed-back Super Bowl loom larger

Time was beginning to run short last week on chances for resumption of the National Football League season, after five days of new talks between striking players and the club owners failed to make discernible progress toward settlement.

Nobody was predicting flatly that the season would be canceled. Some network sources said they were in fact confident it wouldn't be, though they conceded they hadn't much to go on except their belief that neither the players nor the owners wanted the season washed out.

One thing all sides seemed agreed on was this: If there is a season, it's apt to be a very tight squeeze. Ten days ago, NFL officials were saying a 12- or 13-game season might, in the circumstances, be an acceptable substitute for what is normally an 16-game season. Last week, they were saying an 11-game season might do.

This talk was premised on the theory that play might resume next Sunday (Nov. 14), which would let each team play nine more games (two were played before the strike), ending the regular season Jan. 9 and then going into a shortened round of playoffs leading to the Super Bowl Jan. 30 exactly on schedule.

But the 11-game talk started early last week, shortly after negotiations had resumed—and well before lack of progress led the NFL to officially cancel last weekend's games. Some network sources thought that if the strike could be settled over the past weekend, or even today or tomorrow, there might still be time for the players to return, get in a few days' practice and resume the season next Sunday. But even the optimists conceded it wouldn't be easy.

Otherwise it appeared that the league would have to start talking about (1) a 10-game season, or (2) delaying the Jan. 30 date of the Super Bowl—a delay that NBC and CBS strongly oppose, ABC questions

and NFL officials apparently have little stomach for.

NFL officials have said in the past it might be necessary to stretch the season a bit to get enough games in, and apparently they have sounded out the networks about their willingness to delay the Super Bowl if necessary. But both NBC, which has this season's Super Bowl, and CBS have said they're "totally" opposed to delaying it because of other sports commitments already made, which they say could be preempted only with considerable economic hardship for which they would hold the league accountable (BROADCASTING, Nov. 1). Sources at ABC, which runs its NFL games on Monday nights instead of Sunday afternoons, say that ABC, too, has commitments it wouldn't want to break, and that delaying the season could also lead to weather problems for its technicians and perhaps sales problems with some of its advertisers—a likely consideration for NBC and CBS as well.

In any event, NFL officials did not appear to be pushing for a Super Bowl postponement. A group of NFL players who called on Commissioner Pete Rozelle last week, apparently primarily to discuss other matters, quoted him as having said it would be "not impossible but impractical and a logistical nightmare" to move the Super Bowl.

Even the 11-game schedule being talked about last week would stretch the season to some extent since it would push the divisional championships to Jan. 23. In the original schedule this was to have been an open date, between the championships and the Super Bowl, and both CBS and NBC have planned other programming that would have to be moved or pre-empted.

While waiting to see if there'll be a season, the networks are continuing their established patterns of substitute programming. ABC is using movies—tonight it'll be a first-run made-for-TV movie, *The First Time*, starring Susan Anspach—and the others are using mixes of various sports. CBS planned to drop *NFL Today* yesterday, apparently as a victim of diminishing rating returns, and go with boxing and a tape of wind-surfing in



Homage to Wasilewski. They came 600 strong to pay tribute to former National Association of Broadcasters president, Vincent Wasilewski. The broadcasters gathered last week at the Washington Hilton to honor Wasilewski who retired last month after serving 17 years at the association. The dinner was sponsored by the Broadcast Pioneers.

Wasilewski thanked the group after more than an hour of speeches in praise of his long-standing career. Former Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, spoke about Wasilewski's rapport with Congress. Paul Olsen, NAB board member and president and general manager of KLEM(AM)-KXXL(FM) LeMars, Iowa, hosted the event. Wilson Wearn, chairman and chief executive officer, Multimedia Inc., Greenville, S.C., and former NAB joint board chairman.

Hawaii from 2 to 3:30, then cover the National Basketball Association game between the Seattle Supersonics and the Milwaukee Bucks. NBC scheduled live and taped fights, plus a tape of the Phoenix 150 auto race run the day before.

There was talk of alternative football programming as well: Representatives of Ted Turner's Turner Broadcasting System thwarted by a court ruling against NFL players in Turner's attempt to cover NFL all-star games during the strike (BROADCASTING, Oct. 25), were reported talking with club owners and players about the possibility of televising a players' league, if the NFL season is called off.

A group of players also called on Che Simmons, commissioner of the new U.S. Football League and former head of both ESPN and NBC Sports, to talk about the possibility of NFL players' joining the USFL—individually or, conceivably, as entire teams—if their NFL contracts expire or become voided by court action. Simmons said the prospect of "1,500 free agents" from the NFL would be "a bonanza we never counted on."

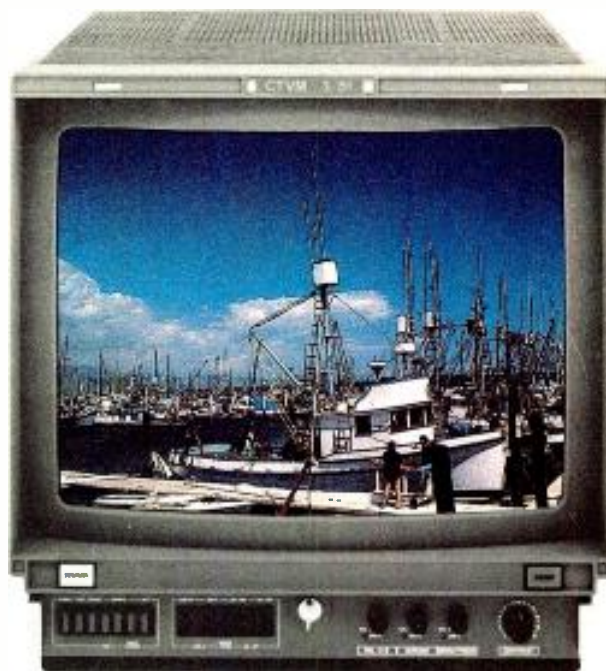
Maxims from Paris. Broadcasters and producers from 28 countries gathered in Paris last week to attend what was designed to be a promotion for next year's American debut of MIP-TV, the international television marketplace. Instead, the meeting evolved into a serious discussion of international television problems and international co-production ventures.

Bernard Chevy, who runs the annual MIP and biennial Vidcom festivals, both held in Cannes, France, organized last week's meeting at the Hotel George V, attended by approximately 270. Chevy is also in charge of organizing AMIP, as the U.S. version is called, scheduled for next Nov. 7-10 at the Fontainebleau in Miami Beach.

Ten representatives of American companies spoke to the audience, comprising broadcasters and producers from most European countries, Australia, Japan, Hong Kong, Poland, Yugoslavia, the Soviet Union, Czechoslovakia and Nigeria.

The consensus that emerged was the best way for those countries to get programming on American television is by entering into co-production with American companies rather than trying to sell completed programs in the U.S. It was also agreed this is a peak time for foreign countries to get into American programming given the proliferation of new programming outlets such as pay TV, home video, syndication, low-power TV and regular networks and cable.

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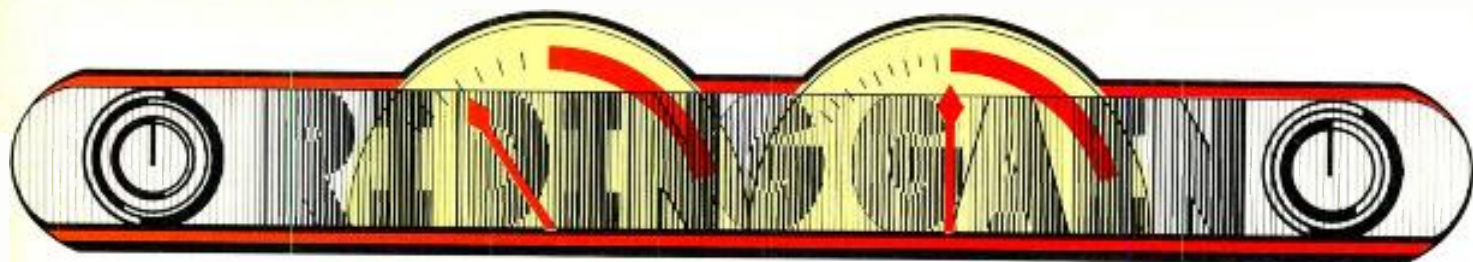
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More music, less news

Daily newscasts on ABC's Rock Radio Network will be cut in half as of January and the number of concerts and music specials aired in 1983 doubled from that aired in 1982. Henry Kavett, director of radio information for ABC, said the network is making the changes in response to requests from its approximately 60 affiliates, which wanted less news in afternoon and evening dayparts and more special music programming.

Hourly, 90-second newscasts will continue as usual during morning drive and late-night time periods and a series of demographically targeted "newscalls" will be added to the network fare, at least one each day to be filed by a special, traveling correspondent who has yet to be named. The cutbacks in newscasts from 24 to 12 each day could mean a reduction in ABC's radio news staff of up to seven people including two anchors, although Kavett said reassignment of those people elsewhere at ABC is possible before the changes take place. The increase in music programs from 69 in 1982 to 121 in 1983 represents a "multimillion dollar" investment in new programming, said Kavett, and a redirection of spending from news to entertainment programming.

Radio 'Gold'

Solid Gold, TV's highest rated music series, is being repackaged for radio by DIR Broadcasting, New York, for a debut in January. Now aired by 215 TV stations, usually on Saturday nights, *Solid Gold* features the week's top 10 pop songs, performed by the artist as well as comedy features. The weekly budget for the one-hour TV show, which is hosted by Marilyn McCoo and Rex Smith, tops \$200,000, an amount far too large, according to DIR president Bob Meyrowitz, for any radio budget to handle. *Solid Gold's* radio version will be edited for aural medium and will not be meant for simulcast. "This show stands formidably on its own two feet," said Meyrowitz. "It is a fabulous radio experience." As of late last week, DIR had lined up 50 stations to carry *Solid Gold*, including WNBC(AM) New York and at least one national sponsor, TDK Electronics Corp.

Flying high

Continental Airlines is now offering special National Public Radio program in its in-flight audio offerings. One-hour program, produced exclusively for Continental, using reports originally broadcast on NPR's *All Things Considered* and *Morn-*

ing Edition, will be heard on all of airline's 727 and DC 10 flights. November programs will feature report on Japan's impact on American automobile industry, Alaskan residents and their life styles and story on corporate executives appearing in their companies' television advertising campaigns. Additional items include interviews with columnist Ann Landers and comedienne Joan Rivers.

Stereo point of view

One thousand general managers of stations randomly selected will be asked their views on AM stereo in a mail survey during December. The project is being undertaken by Dr. John H. Pennybacker of Louisiana State University and Professor Donald R. Mott of the University of Southern Mississippi. According to Mott, the questionnaire will be relatively simple with just 15 questions, most of which will call for simple "yes" or "no" answers. Recipients will not be questioned on their preference among the five systems, but will be asked if they have looked into installation of such a system and, if so, which one. Other questions relate to assessment of stereo as "saviour" of AM radio, and marketing and technical data about respondent's station. Returns are due Jan. 20.

Update service

The Organization of Country Radio Broadcasters, Nashville, plans to introduce in February a service called OCRB Update, a compilation of topics to improve the effectiveness of radio stations on all levels. The first Update will consist of a complete listing of key radio stations in the nation. It will be included in the program book for the annual Country Radio Seminar to be held in Nashville on Feb. 17-19.

Season's greeting

San Diego-based Tuesday productions is offering an original 12-hour radio Christmas special, *This Is Christmas*, for holiday season broadcast. The show, which is available until Dec. 10, includes exclusive interviews with personalities including Sugar Ray Leonard, Rod Stewart and Fernando Valenzuela plus a John Lennon/Yoko Ono Christmas message

never aired on commercial radio. Original and traditional music, shopping and cooking tips and original drama round out the programs, designed to carry 10 commercial minutes per hour. The package is being offered on an exclusive basis in the top 200 markets.

Fantasy football

The National Football League strike has not stopped WGSO(AM) New Orleans from broadcasting the games of the New Orleans Saints. WGSO does it by simulating the games against opponents they actually would have met. Yesterday (Oct. 31) the Saints squared off against Atlanta and the broadcast, as with the earlier five weeks, featured play-by-play, the noise of the crowds and even interviews with hometown players (taped earlier in the week). WGSO general manager Mike McGee said some advertising has been sold to recoup some of the costs and added: "For the first five weeks the Saints won all of their games, but I promise they are going to lose some."

Commercial radio

QC Productions and Klein &, full-service marketing firm and promotional and production company, respectively, both based in Beverly Hills, Calif., have teamed up to produce a package of two 30-second and seven 10-second television spots and a



sales presentation for KOIT(FM) San Francisco.

The commercials integrate the latest in computer animation with choreographed live action movements of talent. They will be carried in San Francisco on KPPIX(TV), KGO-TV, KBHK-TV and KTVU(TV).

Black point of view

The Young Black Programers Coalition will hold its national meeting in Houston at the White Hall hotel on Nov. 12-14, focusing on issues related to the black radio, broadcasting, recording and telecommunications in-



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dustries. The meeting will include training sessions and seminars associated with the various industries. The YBPC will examine alternate methods of acquiring national time buys and regional co-op purchases for black programed stations.

The YBPC has taken a stand on home taping. It urged radio program executives and on-air personalities not to play records and albums in a manner to encourage home taping. The coalition also recommended that record companies consider reducing the price of albums to between \$4 and \$5.

Espanol info

Metromedia Radio, which owns the Texas State Network Spanish Information Service, has entered an agreement with Tichenor Spanish Radio to create news, sports, and information network providing Spanish-language service throughout the U.S.

The Texas network has 27 affiliates, plus about 130 subscribers to its English-language interconnect. Tichenor Media System owns three AM, two FM, and one television station, all in Texas and primarily serving the Spanish-speaking market.

Farm facts

In store for radio stations is a new syndicated radio farm program consisting of a daily 2 1/2 minute feature dealing with significant aspects of various agricultural commodities. Titled *News Behind the Ag News*, the program is designed to supplement rather than supplant a station's existing farm shows.

in Texas and primarily serving the Spanish-speaking market.

Because of the program's format, however, it can stand alone even if the station carries no other farm show, according to Gert Bunchez Associates, St. Louis, which is serving as both syndicator and national sales representative. It is available for a

January 1983 start.

The program will contain 2 1/2 minutes of feature material in addition to 90 seconds allotted to commercial time. Each program will be carried twice daily, Monday through Friday, during the prime farm audience listening times of early morning and the noon hour.



On the road again. Westwood One Recording, a division of Westwood One, Los Angeles-based producer/distributor of nationally sponsored radio programs, features, concerts and specials and uses this \$500,000, 45-foot custom designed mobile recording studio for its primary remote studio. State-of-the-art equipment on board includes: MCI 636 series console; two Ampex MM-1200 24-track tape recorders; Ampex ATR-102; Sony color video monitor system. Also included are a full complement of limiting and equalizing equipment, a harmonizer, an AKG BX-10 echo unit, a full intercom system and a sub-mixing system. The mobile unit also offers creature comforts including a bar, refrigerator, Sony TV monitors and closed circuit TV system. When not in use for Westwood One, the mobile unit is available for rental.



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At Large



ATC Chairman and CEO Trygve Myhren

American Television & Communications surpassed a cable milestone late last month, becoming the largest multiple system operator to count four million subscribers, basic plus pay ("Top of the Week," Oct. 25). In this "At Large" with BROADCASTING, Trygve Myhren, ATC's chairman and chief executive officer, discusses the company's growth that led to its becoming the largest MSO, the system cluster approach it intends to use to stay there and the place the multifaceted MSO has sketched for itself in the telecommunications universe.

Tell us about the scope of ATC as you see it as chief executive officer.

It's obviously a multifaceted company in what is a multifaceted business. One of the things that makes cable fascinating is that it's involved in so many different areas—things that might be entire businesses in other companies. For example, we're in the finance and construction businesses. We're in the electronic business. We've gotten much more into the higher technology business. We're also in the people management business. And we're clearly into the consumer marketing business. And the new product development business. And because we're very, very high profile from a consumer standpoint, we obviously also have to interact with the press, so we're in the public affairs business.

Another fascinating element of this business is the regulatory and legislative side. We're into the government interaction business, because of legislation and regulation. It will come as no surprise that we think we're being overlegislated and overregulated. Maybe overregulated and underlegislated might be a better term.

There should be legislation that defines cable. We're defined as an adjunct to broadcasting, and that is clearly ridiculous at this

point. We should have our own definition; we're clearly a major part of the communications mix of the country now and I think will be for some time.

The cable industry is a multifaceted industry and this company is clearly the largest within it. Right now we're zeroing in on four million subscriptions, which is a lot of folks. And we'll probably hit somewhere in the range of 2.1 million basic subscribers at about the same time we hit 1.9 million pay subscriptions. And I think it's pretty generally conceded right now that from a financial standpoint—that is, on a net income performance basis—we're probably doing better than anybody else, although it's a lot harder to figure that one out than it is some of these other measures. But as best we can tell, we're doing better than anyone else there as well.

What are your projections for where it's going and what kind of a company it is going to be in the next five years or 10 years?

We are clearly going to grow substantially, and we're going to be a company that's not only bigger by a large margin, but more profitable five years from now.

I think there are many things that we can do with our in-place cable plant; we can increase our return on investment by pump-

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ing more revenues through capital assets already in place. That's a big drive for this company right now—though we will be putting more capital assets in place, we'll be working even harder at putting more revenues through those capital assets.

Now "capital assets in place"—does that mean building new cable systems, franchising?

Yes, it does mean that. It really is franchising, building new systems; it's upgrading current systems by putting in more channels and putting in home terminals that are more sophisticated and that will allow you to deliver more services, and thereby getting more revenues.

Now a "terminal" in this sense is a decoder?

Well, we call it a "converter" and "decoder." But there are various ways that you could put that home terminal at the use of the consumer; it can either be sitting on top of his television set, and it converts all the signals to a different frequency (they come over the cable), and it allows them to be shown on the television set.

But then you can do various other things with that converter. You can have a scrambling and a descrambling effect, via the converter; you can facilitate the use of teletext, home information delivery. You can make it addressable, whereby you can send an addressing signal from the electronic headend of the cable system down to the converter to turn a channel on or off, so that one can receive pay-per-view product. There are a lot of things you can do.

Which of the areas do you think is going to be the greatest growth area for you? Is it going to be in terms of the number of homes that you connect?

No. We made a decision about a year and a half ago that we would not aggressively pursue increases in passings—and new homes—at the expense of getting ourselves financially unbalanced.

Were you getting unbalanced at that time?

If we had continued what we were doing, we would have been. Let me give you a little background there, because this really goes to the heart of our strategy. We have not a locked-in-stone strategy, but we know where we're going and what we're trying to get.

And what we really would like to do is to work ourselves into clusters of cable subscribers within medium markets—that is, a lot of subscribers contiguous to each other.

We think it should be market dominating, or as close to that as possible. It should have a large presence in that individual marketplace. But we see no magic in national size, once you pass the size that gives you the maximum discounts for programing purchases, hardware purchases and so on. Once you pass that—and we passed that quite a while ago—once you pass that, then you are really looking for largeness within a single market. As I'm saying, there's no magic in national size, but a lot of magic in size of the new single market.

We want to be large, we want to be a major presence in that market; we want to have addressability in that cluster so that we can generate more revenue. We look for low imbedded cost. We want to have as low a cost as we can per subscriber. Because we're not naive enough to think that there will be no competition in the cable industry. There already is—it's legitimate competition.

You mean SMATV's and ...

SMATV's and STV's and LPTV's and MDS's and DBS's—and whether it's low, medium or high power, coming on at different stages over the next few years.

And we know a lot about this business, because we own three MDS operations in Miami, Denver and Honolulu, and we have been in the STV business. We still are in two markets, Cleveland and Boston, and we've just sold out of a Dallas situation. So we've been in six markets with these over-the-air delivery devices.

What is a good low imbedded cost? Could you put a dollar figure on it?

Well, I'll tell you what our cost is today, average. About \$275 a subscriber is our average. In 1986, if everything works according to plan, we'll be at \$313. That's good. That's where we want to be.

But you don't get that by buying systems.

Well, you don't get that by buying systems wildly or by franchising wildly. I mean, last year we pulled out of Boston, St. Louis, Milwaukee and Sacramento. In every one of those cases, it was clear to us that what was being promised was more than could be delivered sanely. Let me put it this way. It's more than you could deliver and remain financially healthy.

Now we could have taken the position that we'd promise it and then later we'd renege on it and renegotiate with the city council. We don't think as an industry leader or as a part of Time Inc. or as people who believe in doing things honestly that that's what you do. So we said—we know the numbers well enough in this business to know how much it's going to cost to do business in those towns, under the circumstances that the city councils are setting up. In every one of those towns, we have been involved for a long time; I mean, we had spent at least a year in every one of those circumstances—doing consumer research, doing cost research for construction—and we came to the conclusion in every one of those situations that we couldn't make it. So we decided not to do it. That's what keeps our costs down. That also stems from the concept that there is no magic in national size, so you don't have to get into a new market if it's going to be too costly to be in that new market. Now you talk about purchasing systems.

Now what keeps you from wanting to take over it all?

We don't have the kind of ego that demands that we own it all; we really believe that we've got a responsibility to our shareholders to continue to build value for them, create increased value, and we believe we have a responsibility to our employees to remain financially healthy, and to continue to grow, to give them increased opportunities.

But those responsibilities—if we accept them in today's climate—require that we not try to get it all, because the only way to get it all is to bid in a financially irresponsible manner. But we're not going to do that.

We happen to be the biggest, but we don't feel that we have to be, and that's not our driving goal. Our goal is to be the best, and I think there's a real difference between those two.

We haven't gotten completely out of franchising; we've picked up in each of the last three years, and will again next year. We will pick up between 50,000 and 75,000 passings each year, which are just contiguous to our current areas.

We have a massive inventory of unbilled cable passings, which are all at a cost below today's market prices—probably a million and a half or so passings, unbuilt. So you add those million and a half passings to the ones that we pick up in contiguous areas, and then you selectively from time to time go after a larger franchise—for example, the Denver area is a higher cost franchise. You're talking between \$750 and \$800 per sub.

Is that a 108-channel system?

A 108-channel system, right. Now you could afford to take on something like that if your view of it is I'm not going to do a lot of that, to start off with—I can factor that into my cost, and that's part of the reason why our costs get up to \$313 in 1986, because of the impact of Denver on the situation.

But Denver we see as a cluster—we've already got Thornton, Littleton, Wheatridge, and I think we're about to pick up North Glenn. Down the road, we've got Colorado Springs; down a little further we have Canyon City. But in this medium market here, we become the major presence—that's important to us. And we can look at, with the impact on our total capital costs, each market as it affects our total. And we say to ourselves, "OK, what is the imbedded plan cost for DBS, MDS, STV," and so on.

As a matter of fact, that cost that we'll have in 1986 will be extremely competitive with those people because nobody will really have lower plant costs, but we happen also to know that from an operating standpoint, every one of those over-the-air mechanisms is at an operating cost disadvantage.

You know, Paul Bortz and others have said that those competi-

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tive mechanisms are at a capital cost advantage to us. They talked about the industry; they said, "Gee, \$1,000 cable cost per subscriber, \$300 to \$600 is the DBS number, probably more like \$600, and some who think it's going to be \$800"—but in any event, that's a comparative number. Multichannel STV's may be \$300 to \$400. You start to look at those numbers, and you say: "Gee, cable is at a significant capital cost disadvantage."

We turn that around and we say, "Gee, that's fine." But we're not. And we're going to keep at a point where we are not disadvantaged with the capital cost, and that really advantages us if we stay there—because from an operating cost standpoint, we are significantly better than any of those other mechanisms.

The reason is that in each area we serve one out of every two homes, approximately. The DBS guy serves one out of 20 or one out of 10, and the same thing is true with MDS, the same thing is true with STV; and remember, these people have to compete with each other, too. Typically, if they're the only one in the market, they'll get one out of 10 homes, let's say, sometimes, with other devices in the marketplace they're getting fewer than that. They have to market, install, service—and they've all forgotten about servicing in their projections. I've looked at so many projections for these competitive delivery technologies, and I know what the service costs are because we operate in six markets with that—and I look at what they're talking about, and they don't know what they're doing.

So, our operating cost advantage is significant. So we're going to stay advantaged versus the competition.

Now, why is a large cluster important? It really is because we're talking about putting new services out over this cable system—and we want to put addressability in the homes to make that possible, and we have to put—if we're going to teletext into the home, or we're going to do pay-per-view, or we're going to do security—expensive computer hardware and expensive computer software at the headend.

We then have to pro-rate that over a lot of homes, so you've got to be large if you want to be competitive. But in any event, you get to a position where you can price much more competitively and your costs for these new services are better because you're large.

If you're in what I'll call a major presence position in the marketplace, such as we are now in Rochester, N.Y., where we're building a city, now we've made a deal to buy all the suburbs. Okay, so we cover the entire ADI with cable subscribers whom we own. That's a great example of the cluster concept because we're large—so we get all the economies of size there.

But in addition to that, we're large enough in that marketplace so that we are now a legitimate competitor to newspaper, radio, television—whomever—to sell advertising. So, we're now much better in that business. Because we cover all the homes in the marketplace, if we have to compete to sell video entertainment services versus DBS, STV, MDS, we can advertise as efficiently as they can. That is critical, I think.

We also can compete effectively with the telephone company, from an advertising and marketing standpoint, to sell various things in that marketplace.

Is part of this plan to pull out of some areas?

Yes.

Where would you pull out?

Well, I think a good example would be the trade that we're in the process of doing with Teleprompter. We are divesting 11 systems to pick up one system—the one system is Johnstown, Pa., which is part of the Johnstown/Altoona media market.

All of the systems that we're divesting are very, very small. Our employees in all those places have been talked to, and we worked out situations with them all—but 11 systems in four states, all of

which are approximately equal in size. They all are in the process of having to be rebuilt—Johnstown is in the process of having to be rebuilt.

Does anybody else share the cluster concept?

We started talking about the cluster concept about a year ago, and we didn't get much press on it. But it's interesting, as we've approached other operators in the industry to redeploy assets with us. The logic of the thing is obvious, and others have said, "Hey, that's a terrific idea, that's where the industry really ought to be going."

It's not the easiest thing in the world to do because those kinds of trades aren't always—I mean, the values on either side can be argued about. But you can—one of the questions you asked earlier was, "How can you franchise or buy systems at a high cost and still keep your average imbedded costs down?"

Well, one of the things you do is trade. And the advantage of a trade really is that you don't upset that equation.

You can also purchase and sell—and there are some advantages there.

You say you want to be the "best." What does that mean to you?

That means that we do things in a manner which our customers and our communities and our employees would agree is high quality. We do things in a manner which is to be respected.

A lot of it is being willing to put the time in to execute it. I mean, we can all sit here and have wonderful thoughts about all

the things that we ought to do. I think one of the things that this company believes in is that when you have that wonderful thought about what you ought to do, you then come up with a program to do it—and then you go do it. And I think that's really the key to being the best.

Is ATC a plant company as opposed to a programming company?

I think we're really a combination. It would really be wrong to say that we were a plant company as opposed to a programming company because we have a fairly heavy emphasis on programming. We believe that what the consumer wants in the final analysis is programming. They want video entertainment, they want video information.

So you've really got to direct yourself there when you're thinking about the goals that your company has and how your various departments work—against the final goals of your business. So you can't put the emphasis completely on programming, nor can you put it completely on planning.

I just wondered—because of the peculiar circumstances of Time Inc. and HBO and ATC—whether or not programming was sort of left to the HBO side of it and the plant to the ATC side of things.

Well, I think we've had a significant effect over the years—including before we were part of Time—on HBO's view of what was appropriate programming for cable.

That's right, you were among the two MSO's that started HBO on the road to satelliting.

That's right—and that was long before we were part of Time. From that point forward, we had, we think, a significant effect on HBO's view of what would and wouldn't work in cable. And what was right for cable and what wasn't right.

What are those things, generally?

Well, for example—we felt at the outset that there was going to be way too much money spent on programming, if they insisted on having a really long programming day at the outset.

I don't know if you remember what HBO went through in those days, but they shortened their programming day significantly for a



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period of time.

They then went back to lengthen it in the competitive arena—but back in the days when they were *the* pay television service, and there really wasn't a big enough base out there of homes to give them the massive amount of revenue that you'd want—we said, "Wait a second, you don't need that many hours. We're unique. Shorten up the number of hours, put more dollars per hour against those hours, and let's make something that is really high quality."

Now I mean—they weren't stupid, and this wasn't like we were crying out in the wilderness to them, but we pushed that very, very hard. And I think we had a definite effect there.

We also believed, when the competition came in to 24-hour programming, that there were some advantages in 24-hour programming at a point where it became a competitive necessity. Today we're the company with the best saturation of pay television against our cable subscribers because we took a long time to test out the best way to sell cable. We went with saturation, all media advertising, which other people were not doing initially. We tested that versus other ways of getting pay into homes.

Is multipay going to work?

Oh yes—no question about it. I'll tell you something else we did that had a significant effect on the business. We believe in sampling. It wasn't just sampling from the standpoint of giving free previews; what we really believed in doing was allowing people to actually buy it and experience it as a purchaser, not as somebody who's getting it free—but as a purchaser, at a low price. Our introductions were done typically at \$6.95 a month—we did some at \$5.95. Other people were introducing it at \$8 and so on. Our belief was that once the consumer found the value of it—we would not have a significant problem raising their rates to levels that were reasonable, but that the introductory strategy ought to be at a low price.

What programming idea do you have for the media now—the cable medium? How do you think that's going to change in the next few years?

I think we will see addressability introduced—and I think addressability is the key here to the changing of the programming end of the industry and also the changing of the profitability—you will see more special interest programming, more, and I know it's an over-used term, "narrowcasting."

Will that give another chance for CBS Cable?

Well, you see—CBS Cable I think made a mistake that was just like the one I was talking to you about for Home Box Office getting ready to make in those early years of satellite: too many hours, too much cost, against a base that wasn't big enough yet to support it. They clearly made that mistake. I really don't believe that cultural programming on a 24-, 18- or even a 12-hour-a-day basis at a high quality level, can be supported by today's economics. By the time you take the satellite costs, and particularly the cost of producing all those hours of programming—you can't, even through a combination of subscriber payments (you know, passed out by the cable operators, so many cents per month per subscriber—and advertising) support the thing.

CBS Cable quality was just terrific. I mean, I really have a lot of respect for what those people showed could be done from a programming standpoint. I think it was great. I hated to see it go by the boards, but you know—they appealed to us to put in some money on a per-subscriber payment basis. We were their biggest subscriber—we had 800,000 customers over there. They wanted us to put in about 15 cents a month. That's \$120,000 a month, that's \$1.5-million a year that we were paying—we were going to pay into them.

And frankly, we gave it some consideration because we wanted to keep that kind of quality on cable. But we decided not to do it because we didn't think that even with what we saw as the potential advertising revenue—and the numbers we'd give them per subscriber, if the rest of the industry did the same—that they could support the high cost of that today. That is, the high cost of

the programming, with as many hours as they had.

What about the other basic services? Do you think there's going to be a fallout among them?

There has to be. There can't be as many services as are out there today and all be successful. It won't happen.

So, say, in the five-year term—how many channels are the optimum number for an operator to be programming?

Oh, in the five-year term, probably 50.

And what are those channels?

I would say between 40 and 50, really. You're going to have some sports, and you're going to have some culture—but the culture may come, as some of the sports will, on a pay-per-view basis.

You may have one surviving cultural channel which programs only a certain number of hours a day, or a very limited number of hours a day—probably "prime timish" type of stuff. The kind of people who buy that would probably time shift it off of a video recorder so they could watch it any time of the day. You'll have information channels of various kinds. There will be self improvement types of channels, whether it's a health channel or of an educational nature, perhaps on a subscription basis.

How many news channels?

Oh, I think you could support a couple of news channels. You can certainly support a headline type of service and an in-depth service of the 24-hour nature. I can't believe that those can't be supported, frankly. I think you'll have additional sort of potpourri types of things, too.

But is cable going to leave to broadcasting—conventional broadcasting—the job of providing the basic three network channels?

Well, as a cable operator—certainly we expect to leave it there. Now some other programmers may come along, and these programmers by the way could be CBS or ABC just as easily as they could be Warner or Time Inc. or Ted Turner.

The more general interest, I think, is what we're talking about, and what I'm talking about what the networks do—the broader base, the closer to lowest common denominator types of programming—there's no reason to think that the networks 10 years from now are still going to be predominantly that type of program.

However, a fair amount of it may actually get to the consumer over his cable—whether that's happening locally—he's not taking it off his antenna, it's just getting there within the cable. Certainly DBS can't do it as a competitor. But even MDS and STV in their single-channel varieties can't afford to do it, really.

What about the local broadcaster? Where does he fit in?

The local broadcaster can do it, and I see the local broadcaster being a mix of two things; I think some general interest programming—but I think long, long term—they will be challenged in general interest programming by more aggressive national deliverers of broad interest programming who will spice it with the best movies and well developed serials and so on.

They will challenge that part of the broadcaster's business—but the broadcaster will go after local interest programming. They cover wide enough areas, typically, and they can do more than they have done, certainly, with local news and that will be tough for a cable operator to match unless a cable operator does as we do in Rochester or vice versa. Why couldn't we afford to do the same kind of thing that the broadcaster does?

If we have three communities in the Rochester area, and company B has three communities and company C has three communities, and so on—unless all of the cable operators can get together, the broadcaster has a terrific advantage in doing local programming.

You know, the broadcasting business is still a darn good business to be in. Even as you look down the road here over the next 10 years, I still think it's a good business to be in.

How wired is the nation going to be; what percentage?

There will be densities of 40 homes per mile and less where

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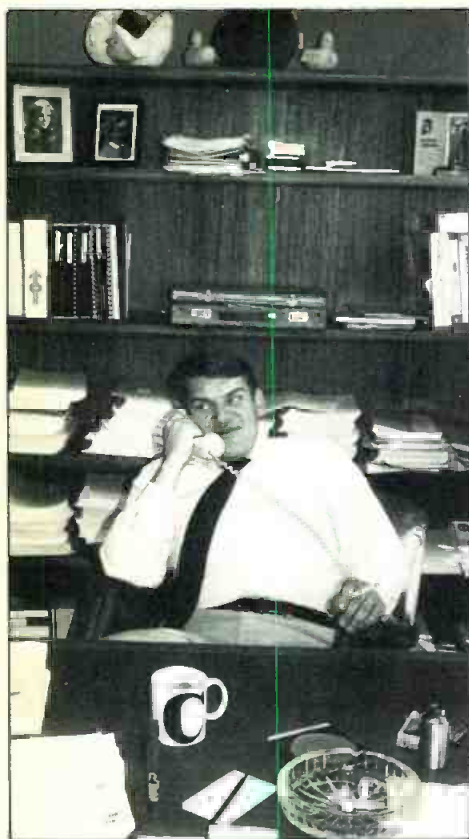
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Rourke



Greer

First lieutenants. Clockwise from left is, Joe Collins, the nuts and bolts president of ATC—Trig Myhren's alter-ego. More and more these days, Collins's first priority is Marketing—which at ATC is spelled with a capital M. Among his principal lieutenants on the corporate team: Gary Bryson, vice president of marketing and research, who oversees advertising programs and direct sales campaigns; the corporate development staff under Michael McCrudden, executive vice president, corporate development, who is pictured here (second from left), with three other members of that task force—Bob Rast, (far left) vice president research and development; John Riggsby (second from right), vice president, video product development, and Larry Howe, (far right) vice president corporate development. Gene Linder, executive director of programming (top right picture), a veteran broadcast executive who has found the

culmination of his life's work in cable, is principally responsible for ATC's efforts in the local origination area, which includes providing state-of-the-art mobile units that make it possible for citizen volunteers to produce first quality public affairs programs in their community. Gayle Greer, vice president, franchise development, is responsible for managing ATC's refranchising and new market franchising. Her "first responsibility" is to help ATC's local system managers develop a political identity within their local communities. Kevin Rourke, vice president, operations, is in charge of laying 40 to 60 miles of cable per month in each of ATC's expanding systems. He perhaps understates the case when he says, "it's a terribly hectic company." June Travis, senior vice president, corporate and industry affairs, manages ATC's franchising development, public affairs and human resources divisions.

you're not going to see much cable. And I'm not sure that 10 years from now when all this is really starting to shake out, how much of the country that really is. It might be what we have now, 85 million TV households, or something. If you've got 92 or 93 million TV households, that could be 15 or 20 million households that are not wired; I think that the remainder have a very good chance of being wired.

However, I don't think the wiring is going to happen quite as quickly as some people have said, because you're going to see some financial problems in some of the major markets—because of the cities' demands and the agreements of certain operators to meet those demands. There are going to be defaults on those situations, and there's going to have to be another whole financial shakeout in the cable business—and it will probably happen as the economy gets a lot better and interest rates get a lot better. Even if they do, some of these agreements have gone too far. So it's going to be either a fairly large shakeout, or if the economy gets a lot better, a modified shakeout. We've been a highly centralized company. And it would make an awful lot of sense to build this company that way. It helped to maintain the quality and it helped to really provide us with the ability to make the whole company move with the economic times—to be flexible.

But now we've gotten so big that we're actually losing our flexibility because we're so centralized. We've got to be able to respond better at the individual community level because that's where the rubber meets the road in this business; it really does. Right at that individual marketplace. That's where you're going to meet your competition, and you're either going to beat them or

you're not. That's where you're going to either make your customers like you or not and where you're going to either make the community, the city, the local officials, like you or not.

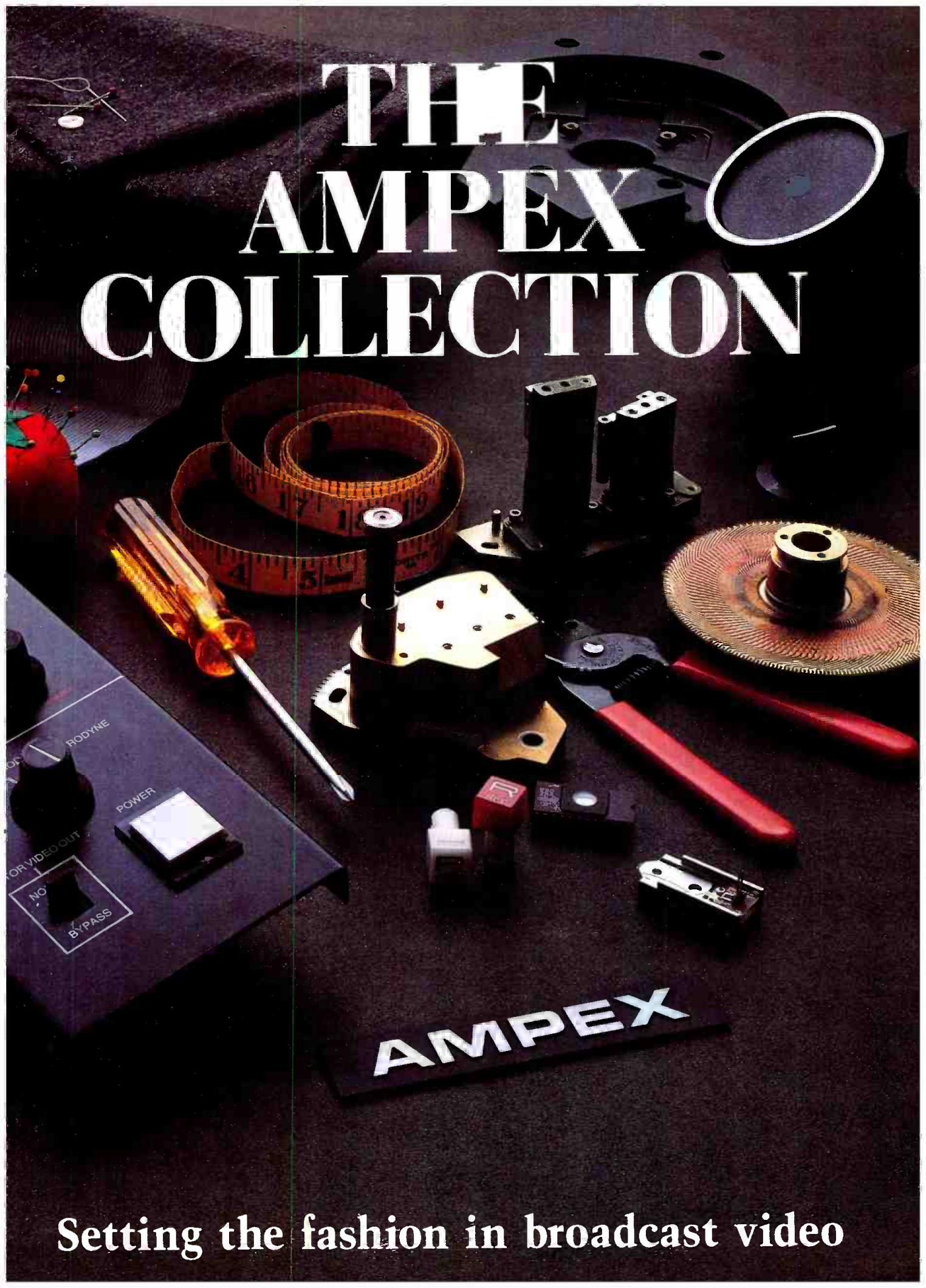
Frankly, it's going to take us a couple of years to get where we'd really like to be. Probably in another two years, we'll be there. But we're a year into it, and on an accelerated basis.

Well, how do you do it?

Well, what you do is you cut out layers of approval—so that you don't have nonproductive management layers who are merely approving other people's decisions. You put more decisions in the hands of the top local person in any media market, because that's where your clusters are. You know, we talked about the cluster strategy—well, the top local person there makes a lot more decisions than they were allowed to in the past because you define which decisions are made and which aren't, and what levels of money they can deal with and so on and you vastly increase those levels of capital and operating dollars that they can approve; you define the kinds of policy decisions that they can feel free to deal with at any point. And you need to find the things that still must be referred to upper management because they have massive total company impact.

And you do that aggressively. We've got a task force within the company of top people from various departments, who work at the details of accelerating this, that is, describing all those kinds of decisions—and making sure also that we had the right people ready for the right markets when we take those markets into a more decentralized posture.

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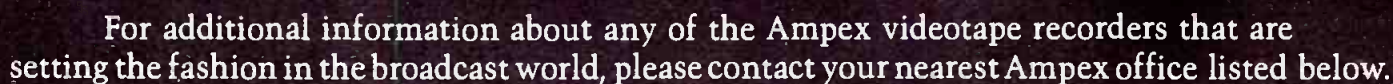
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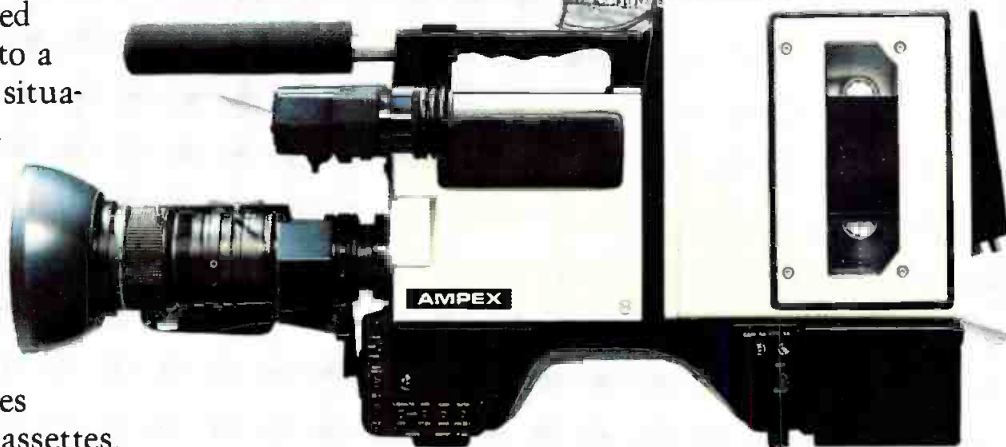
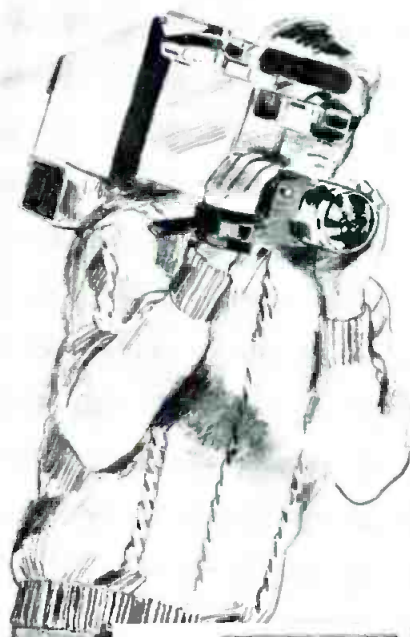
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Scene set for SMPTE in New York

Exhibits and technical papers scheduled to fill five days; some sessions will combine video and film interests

The annual technical conference of the Society of Motion Picture and Television Engineers—a show and tell of the latest and most innovative in film and video technologies—shifts into high gear today (Nov. 8) at the New York Hilton hotel.

The conference organizers have scheduled more than 120 technical papers for presentation during the five-day conference and have pulled together an equipment exhibition of more than 140 companies. A crowd of more than 11,000, comprising many of the engineers that belong to SMPTE, are expected.

The meeting will illustrate once again the inexorable convergence of video and film technologies. At one time there was a clear line of demarcation between video and film sessions and equipment at the conference, but in recent years the line has become increasingly blurred. The Tuesday morning session on lighting, for instance, should interest both movie and television directors. And some of the special effects that will be discussed at a Wednesday afternoon session have equal application in both media. What's more, Tuesday afternoon will be devoted to discussion of the "film-to-tape interface," and talk of high-definition television that may be the ultimate link between the film and video will be heard throughout the conference. "The sessions merge more and more," said conference program chairman, Gary L. Borton of Eastman Kodak. "And it becomes harder and harder to separate the papers and disciplines."

"Commitment to Tomorrow's Technologies" is the theme of the conference and of a series of opening speeches that will be delivered Monday morning by Judith A. Schwan, assistant director, research labs, Eastman Kodak Co.; Kerns H. Powers, staff vice president, commercial research, RCA, and Roland Zavada, of Eastman Kodak, SMPTE engineering vice president.

Monday afternoon will be devoted to discussion of half-inch and quarter-inch videocassette formats. Broadcasters would like to put small-format videocassette recorders coupled with small cameras to work in electronic news gathering, but the presence of multiple formats has made them chary about investing in any one. Following papers about the three principal formats by representatives of RCA, Sony and Bosch (Fernseh Inc.), Merrill Weiss, chief engineer, KPIX(TV) San Francisco, will provide a users' perspective.



New York Hilton

Television production and post-production will dominate Thursday's technical sessions. Sheldon Hoffman, NBC News, and John A. Briggs, Fernseh Inc., will deliver papers on electronic graphics. Although the digital videotape recorder still seems far from the marketplace, three papers on digital VTR's have been scheduled. And editing techniques and systems will be discussed by representatives of Teletronics, the CMX Systems Division of the Orrox Corp., and EECO Inc.

Organizers were successful in pulling together an international technical session featuring six papers from six countries for Friday morning. The topics: digital video effects (RAI Radiotelevisione Italiana, Rome); standardization of films from television film scanners (Institut für Rundfunktechnik, Munich, West Germany); a 70 mm laser telecine for HDTV (NHK Technical Research Laboratories, Tokyo); implementation of the worldwide digital television coding standard (British Broadcasting Corp., research department, Surrey, England); the European Broadcasting Union's approach to digital videotape recording (Televizija Beograd, Belgrade, Yugoslavia), and cable television in the Netherlands (Netherlands Broadcasting Corp., Hilversum, Netherlands).

Friday will feature two catch-all technical sessions of diverse television technologies. The morning session will address videodisks, solid-state cameras, teletext

and videotext. The afternoon session will broach applications of satellite technology, direct broadcast satellites, ENG microwave technology, "perceptual requirements" for HDTV and dual video transmission in a single-video channel.

In addition to the equipment exhibition and the forum for the technical papers, the conference serves as a gathering place for the many technical committees that explore new technologies and techniques and, where appropriate, attempt to establish standards. According to Zavada, more than two dozen of the groups will meet in New York this week.

All four subgroups investigating high-definition television plan to get together. The SMPTE HDTV study group, headed by Donald Fink, formed the subgroups last February at the SMPTE television conference in Nashville (BROADCASTING, Feb. 8) to make its investigative task more manageable. The subgroups have been directed to explore HDTV hardware, distribution, production and psychophysics. The psychophysics subgroup, which meets Monday afternoon, may have the hardest job of all. It must determine how high the high in HDTV should be.

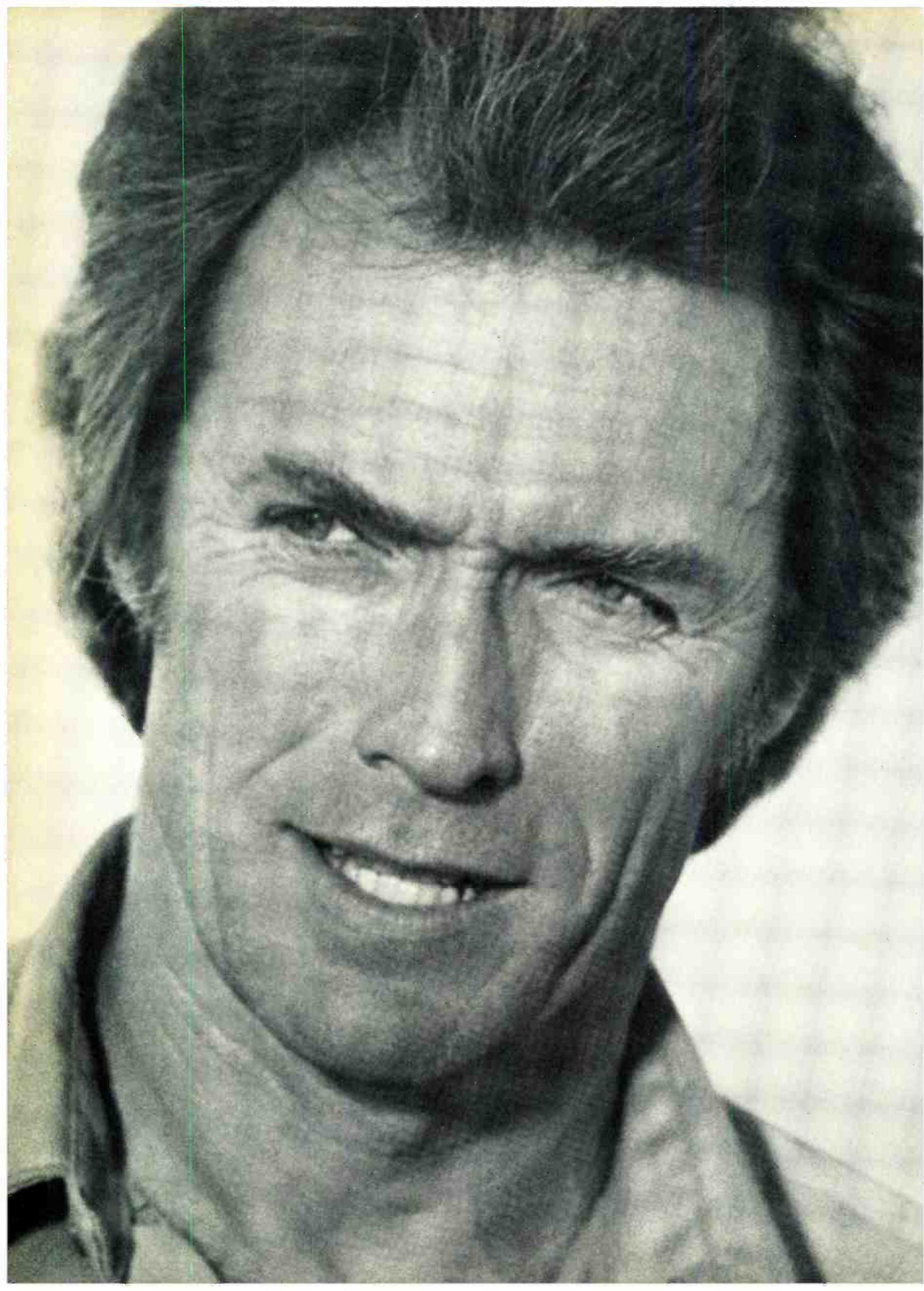
SMPTE will present its 1982 awards at a Monday luncheon. The Progress Medal, the society's highest honor, will be presented to Frank Davidoff, a retired CBS-TV engineer who was instrumental in establishing the worldwide digital television coding standard. He is now chairman of the SMPTE task force on digital studio implementation.

New officers for 1983 will also be announced at the luncheon. Barring a write-in upset, Leonard Coleman, Eastman Kodak Co., will be named president, and Harold J. Eady, Novo Communications Inc., will be tapped as executive vice president. Theirs are the only names on the ballot for the jobs. Both will be moving up in the SMPTE hierarchy. Coleman is now financial vice president; Eady is sections vice president.

The following is a partial list of SMPTE exhibitors, which includes broadcast related exhibits.

SMPTE exhibitors

Adams Smith Inc.
Adda Corp.
A.E. Associates
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Amperex Electronic Corp.
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EASTWOOD



"Directing is knowing the concept you want and getting it."

As an actor, Clint Eastwood has proven to be the fastest draw in the Western box office. His films of the last ten years have grossed \$1.4 billion, and he has been named "Star of the Decade." But much of his energy goes into his own production company, Malpaso Productions. He is unique in turning scant budgets (\$3.5 million for *Every Which Way But Loose*) into extremely high returns (over \$87 million for that same picture). He has directed eight features, including *The Outlaw Josey Wales* and *Bronco Billy*.

"I shoot fast. The first feature I ever directed—*Play Misty for Me*—was wrapped in a little over five weeks. *Breezy* was completed in less than five weeks. It's not just a matter of money. I like to have momentum, to keep the spirit and energy going. To me, directing is knowing the concept you want and getting it.

"Shooting on location is easier, because a crew gets wrapped-up in the spirit of the film. I cast my crews as carefully as I cast my actors. That's why we have such happy, democratic crews. And we move—I try not to keep people on location too long.

"A director should change camera angles a lot. My theory is, when you're looking at a film, you're looking at a flat piece projected onto a flat surface. The only way you can approach a 3-D feeling is to cross over and get the camera right in there. So the audience can feel a part of a group rather

than just observers of a group. Camera work is a lot like penmanship. The way you film a film says as much as the way it's written.

"Casting is one of the most important aspects in making a film. A film can live or die on it. The cast has to bring those characters to life. If you miscast a character, or one stands out wrong, you can throw the whole picture out of whack. It's like having a pebble in your tire.

"People say I know just what the public wants. I don't think the people themselves know what they want until they see it or hear about it. One should judge a property simply by whether or not one would like to go see it. There's a lot of gut instinct going when buying or rejecting a property.

"A lot of critics thought *Dirty Harry* was sort of a right wing film. It wasn't at all. It portrayed the circumstances that one guy was put into, and showed the frustration with our courts and our judicial system. Which is all very timely even today. The film was just ahead of itself. I try to say something different in every film, and this one is about that frustration. *Play Misty for Me* was a little statement on commitment and misinterpreting commitment in men and women. There is no 'Clint Eastwood message.' There are lots of different messages.

"I also try to find a look for each of my films. In *High Plains Drifter* the Mono Lake location, the mirage effect, the telephoto lens work, and especially the scorched,

almost flaming look, all contributed to what I was trying to say. The last was achieved with an Eastman color negative film, which gave me the really black blacks I wanted without pushing the film at all.

"For my latest picture, *Firefox*, we used the new Eastman color high-speed negative film 5293. We must have been among the first to use it in a feature. We were doing a lot of front-screen projection versus live action. We were also getting a lot of deflection. We figured the new high-speed film would save time and lighting, and we were right. We used very little supplemental lighting and got great definition. The scenes also intercut very well with the rest of the footage. It was the right film for the problem."

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 Union Connector Co.
 Videotek Inc.
 Vital Industries
 Winsted Corp.

CBS/CCC plan for multichannel MDS draws fire

**Broadcasters, cable operators
oppose unilateral authorization
of new service CBS would program**

Contemporary Communications Corp.'s plan to operate a multichannel 2 ghz television service in five major markets received plenty of negative reviews last week in comments to the FCC.

CBS, which would supply the programming for the proposed multichannel MDS service, was alone among broadcasters in supporting CCC's proposal; the majority of commenters urged the FCC to reject the applications for the "developmental authority" CCC had requested to bring its plans to fruition.

CCC had requested developmental authorizations to operate the multichannel systems in New York, Chicago, Los Angeles, Philadelphia and St. Louis, all CBS O&O markets (BROADCASTING, Aug. 9). The CCC plan, which is called Multichannel Systems (MCS), would require the reassignment of from four to eight underused channels currently assigned to the Instructional Television Fixed Service. According to CCC, the test service would serve as a laboratory to demonstrate how MDS competes with other pay services.

CBS urged the commission to grant CCC's applications, contending that the "developmental operations" would "greatly assist" the commission in resolving issues in other proceedings. "CCC's developmental stations can enhance the service potential of ITFS by providing a framework for the private sector to conduct research and development of improved omnidirectional microwave transmission and reception technology," CBS said.

Microwave Communications Association Inc., which represents manufacturers and suppliers of microwave telecommunications hardware and services, concurred. "The information yielded by the

developmental authorization would demonstrate the viability of different types of channel arrangements, as well as the acceptability of a reduced visual-audio ratio under different propagation characteristics," the association said.

Multivision Ltd., a cable operator with MDS interests, also endorsed CCC's plan. "MCS offers the potential for the multichannel capability of cable television with the reduced cost of over-the-air delivery and is a concept that should be tested in the market," Multivision said.

Taft Broadcasting Co. said the commission should at least put off processing CCC's application until after the commission resolves pending dockets to determine whether it should grant MDS additional channels.

The National Association of MDS Service Companies supported CCC—but only to a point. "CCC does not provide any convincing scientific or technical rationale for grant of a developmental license in more than a single market," it said.

Storer Broadcasting Co., meanwhile, urged the commission to dismiss or deny the CCC applications, contending that the CCC proposal exceeded the boundaries of developmental or experimental authorizations. CCC "proposes a full-scale commercial marketing venture, permanent in nature," Storer said.

In joint comments, Comcast Corp., Cox Communications Inc., Oak Industries Inc. and Sammons Communications Inc. also urged the commission to reject CCC's applications. "The scope of the proposal, the markets involved and the magnitude of CBS's presence in the undertaking belie its purported 'experimental' nature," the companies said.

The Microband Corp. of America, which also has proposed using the 2 ghz band for the establishment of multiple channel MDS (BROADCASTING, Feb. 15), also urged the FCC to reject CCC's applications. "Microband is of the view that the minimal benefits attendant to grant of CCC's and CBS's application are greatly outweighed by the costs which market entrenchment and delay will impose upon the public. To the extent it is relevant, the market and technical data CCC and CBS seek to develop is already available," Microband said.

Satellite Syndicated Systems Inc. and Cablecom Corp. urged that CCC's applications be denied and that the whole proposal "be studied more carefully" in a rulemaking context.

The Archdiocese of Los Angeles, which has been operating an ITFS system since 1967, also argued for dismissal. CCC's proposal constitutes "an unprecedented and outrageous attempt to circumvent the commission's existing rules in order to establish a large-scale commercial venture which contravenes the public interest," the archdiocese said.

The Corporation for Public Broadcasting called CCC's proposal a "poorly distinguished effort to entrench commercial services on ITFS frequencies before the commission determines whether any part of

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M-F, 4:00-4:30PM

WITI jumps 167% in rating over its October 1981 STARKY AND HUTCH performance with ONE DAY AT A TIME.

WASHINGTON

WTTG**

M-F, 6:00-6:30PM

A 29% boost for WTTG with ONE DAY AT A TIME vs. its October 1981 CAROL BURNETT time period rating.



BUFFALO

WUTV*

M-F, 7:00-7:30PM

In the highly competitive M-F, 7:00-7:30PM half-hour, ONE DAY AT A TIME gives WUTV a 33% jump over its October 1981 EMERGENCY run.

MIAMI

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M-F, 5:00-5:30PM

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*NSI Concurrent, week of October 18-22, 1982

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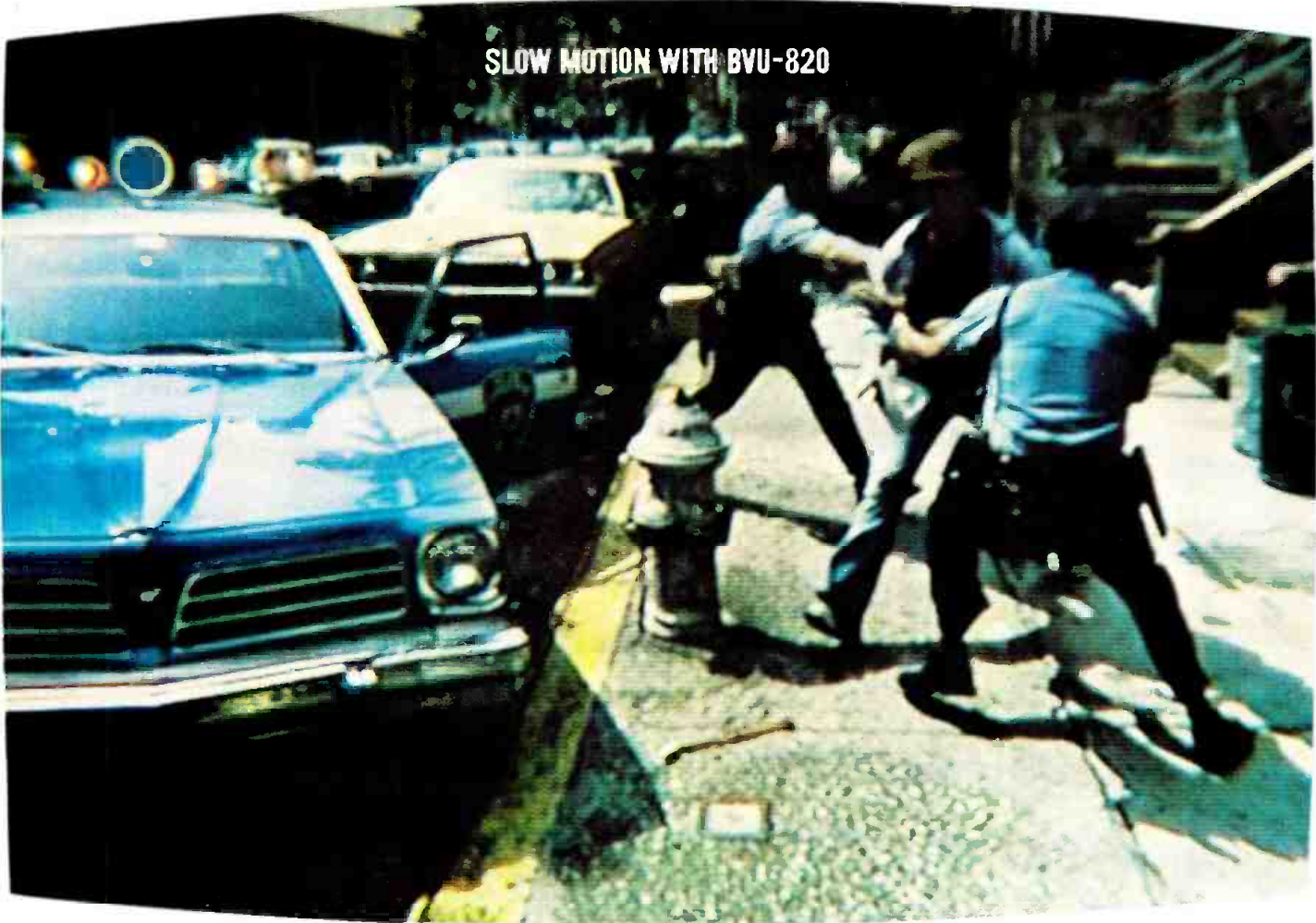
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SONY
Broadcast



the ITFS band should be reallocated for such purposes," CPB said.

The Citizens Communication Center urged the commission to permit CCC to file its proposal in the same proceeding it

has already permitted Microband to file its in, but argued against granting the experimental authorizations. "In light of the growing number of technologies available for the distribution of mass entertain-

ment, the commission cannot rationally conclude that it is necessary to sacrifice the educational needs of this country served by ITFS in the pre-emptive manner proposed by CCC." □

Advertising & Marketing

ANA heads South for annual meeting

Palm Beach Breakers will host advertisers gathering to discuss self-regulation after deregulation, world situation and future of communications

Updates on the world situation, advertising regulation and the future of the communications media will all be part of the annual meeting of the Association of National Advertisers this week at the Breakers hotel in Palm Beach, Fla.

Today (Nov. 8) will start off with a special presentation by the editors of *Time* and *Fortune* magazines headlined "The World Around Us," *Time* editor-in-chief Henry A. Grunwald presiding. The Monday morning session also includes a review of likely moves by the currently deregulatory-minded Federal Trade Commission, provided by the FTC's direction, bureau of consumer protection, Timothy Muris. Needham, Harper & Steers/USA Chairman Keith L. Reinhard will address the contribution "exceptional advertising can make to corporate growth and profit," and ABC's Barbara Walters will tell the attendees what "the movers and shakers" of the world are like.

Later in the day, a members-only business session will review the association's work and plans, including such areas of action as the FCC's reconsideration of its network financial interest and syndication rules, compensation for commercial talent, and self-regulation following the demise of the National Association of Broadcasters code. The election of officers and directors is also on the business meeting agenda.

Tuesday morning will be devoted to five concurrent clinics, with the full schedule of five sessions presented twice. Topics of the panel discussions are advertising productivity; the hows, whys and results of cable commercials; direct response advertising; linking brand-awareness, market share and profitability in business-to-business selling; and methods for shooting more effective, less costly television commercials. Tuesday afternoon will be reserved for special interest and industry group meetings.

Wednesday's morning session, which will close the conference, is devoted to a panel discussion on "Communications; a Panorama of Change." Panelists are Jack Valenti, president of the Motion Picture

Association of America; NBC Chairman Grant Tinker; USA Network President Kay Koplovitz, and Edward N. Ney, chairman of Young & Rubicam.

There will be time for lighter moments in Palm Beach. Those who were willing to join the conference before last night's reception could have entered, golf, tennis or fishing tournaments, and on Tuesday evening there will be a black-tie dinner-dance. Interspersed throughout the program will be examples of the advertising art—Monday and Wednesday early-bird sessions feature award-winning commercials, and tonight a showcase of business-sponsored films is scheduled. □

Body checking radio rate-cutting

Moore deplores differences in quoted rates that cost industry millions

Torbet Radio, New York, has lashed out at a problem that long has plagued the radio industry—stations undercutting their national representatives in the quotation of advertising rates.

In a memorandum to represented stations, Torbet President Peter Moore contended that radio is losing millions of dollars because of "the bad sales practices" of some radio stations. He noted that advertising agencies are under pressure to obtain the best rates possible for their clients. Moore said that after a national representative quotes rates for a group of stations, agencies sometimes make a spot check of the stations. Some stations quote lower rates than those quoted by the rep. He cited a case in which an agency with a \$2-million radio budget decided to spend that sum in other media rather than spend the time to check rates locally.

Moore told Torbet-represented stations that "no one is fixing prices or setting rates here; that's your total province." He said the rep will sell the rate set by the station but urged that the rate prevail and not be "negotiated around the rep."

He called on the management of radio stations to give strict orders that no member of a station staff is to quote any rate to a national or regional account and that all calls from agencies should be referred to the national representative or to the station manager or sales manager.

"When the manager or sales manager quotes or confirms a rate to the caller, it must be the same rate that he has cleared

with his national rep—not higher, not lower, but exactly the same," Moore insisted.

The views of the representative industry were outlined by M.E. Kellner, managing director of the Station Representatives Association. He said the practice of "direct buying" isn't new and is a "hot subject" for discussion when business is slow, as it has been recently.

Kellner made suggestions similar to Moore's and added:

"Agencies should be aware of the pitfalls involved with direct buying so that they can advise their clients if, or when the client asks the agency about going direct. It's not cheaper—it's not wholesale. It's not efficient."

Ralph Guild, president of McGavere Guild Radio, said that often the differences in rates quoted by a rep and local salesman hinge on the quality of the time offered. He contended: "It is an illusion that a client will get the same kind of advertising time at a much lower rate, if he goes direct." □

Hamburger beef settled out of court

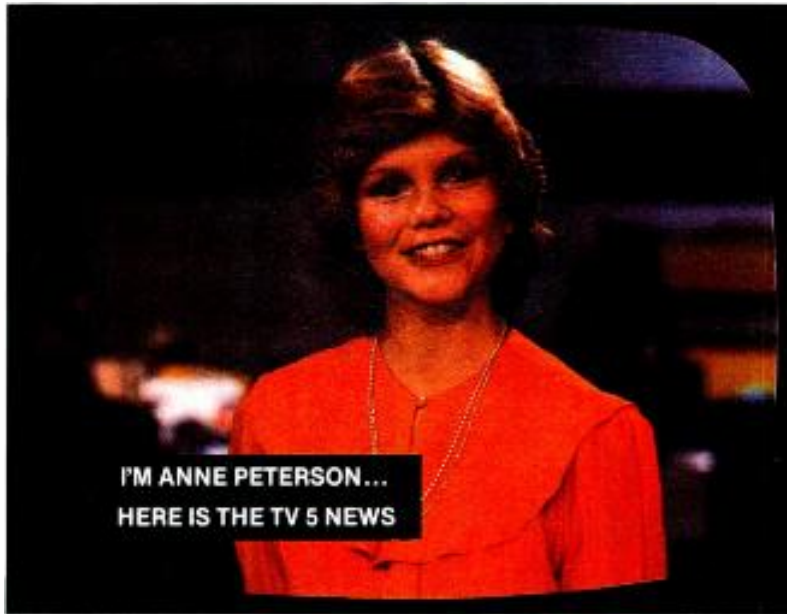
McDonald's Corp. and Wendy's Inc. have agreed to drop their suits against the Burger King Corp. (BROADCASTING, Oct. 4) after BK said it would phase out its comparative advertising campaign in television that claims superiority for its hamburgers over those of McDonald's and Wendy's.

Burger King said in a prepared statement that the three parties had agreed not to disclose the terms of the out-of-court settlement. A Burger King spokesman said its commercials would be phased out "through December."

McDonald's sued in U.S. District Court in Miami seeking an injunction to halt Burger King advertising. Wendy's sued for \$25 million in damages in the U.S. District Court in Columbus, Ohio. Both companies contended that Burger King advertising, which named them, was false and misleading.

McDonald's launched a television network campaign last week using new commercials that did not react directly to the Burger King spots but that through testimonials, emphasize the quality and taste of its products and the cleanliness and friendliness of McDonald establishments. □

In Sept. 21, 1982, television history was made in Kansas City at KCMO-TV 5. Most people didn't notice. Those who did, didn't hear a thing.



Simulated Closed-Captioning for demonstration.

They watched the first Closed-Captioned Local News Broadcast in the country.

Until KCMO-TV 5, a Meredith station in Kansas City, started using BEi electronic Data-News, local news had to turn a deaf ear to the hearing impaired.

Data-News is the electronic newsroom word processor that helps the spoken word be seen.

Data-News makes it possible to locally originate closed captioning. And that's only part of what Data-News can do for local news.

It's a computer system created specifically for the newsroom, not adapted

to the newsroom. So it makes writing, rewriting and editing the news easier, faster, and cheaper. Not to mention neater.

Its character generated prompter makes reading the news easier with large, clear characters and continuously adjustable roll rate.

It gives you the flexibility to squeeze in late breaking news without breaking up your newscast.

And it can even be used for permanent records.

Data-News, from BEi. It'll be good news for all your viewers. But for some of them, it'll be the best news they've ever "heard."



Serving the television industry since 1967.

Cable programming with a capital P

That's what the NCTA plans for its National Cable Programming Conference in Los Angeles with buying, selling and WTBS(TV)-telecast ACE Awards

The National Cable Television Association plans to demonstrate at the outset just what its three-day conference at the Los Angeles Biltmore hotel is all about: With many of the expected 2,000 registrants assembled in the vast Biltmore Bowl for the opening session next Saturday afternoon (Nov. 13), 40 television sets arranged on the stage will come to life one by one, each displaying a sample of one of the growing number of cable programming networks.

NCTA's National Cable Programming Conference will try to be everything to everybody. Although some of the 24 panel sessions will have general appeal,

presentation on Monday evening of NCTA's Awards for Cablecasting Excellence (ACE) at a gala that will be televised nationally by superstation WTBS(TV) Atlanta, which reaches more than 80% of the nation's cabled homes.

Most of the NCTA registrants will move out to Anaheim, Calif., on Tuesday for the start the next day of the Western Cable Show, the annual convention of the California Cable Television Association that has grown to national proportions. And primarily because of NCPC's proximity to the Western show, some programmers have decided to maintain a low profile at NCPC.

Following the video deluge of the opening session, Arthur C. Nielsen Jr., chairman and chief executive officer, A.C. Nielsen, will present a survey of television viewing patterns as part of a panel that will

service—Music Television—came into being. That session will be complemented by a Sunday-morning session of the economics of basic cable featuring the heads of four basic cable networks.

For the cable operator, there will be a session on the pros and cons of programming stand-alone channels, how to produce local sports and arts programming and promoting viewership. And at two Monday morning panel sessions, cable operators will evaluate the existing basic and pay cable services.

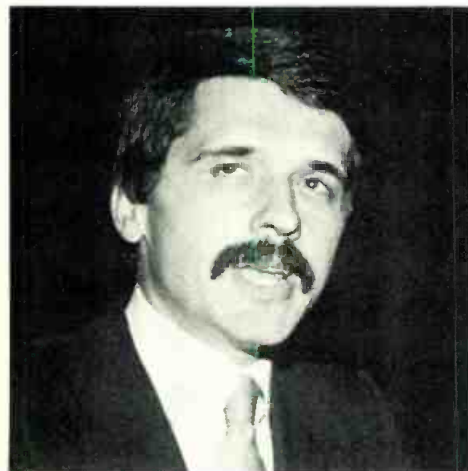
The program producers and suppliers should benefit indirectly from all the sessions and directly from a Sunday afternoon session on "How to get your programs on cable."

NCPC is NCTA's second programming conference. Last October, it sponsored the Cable Software Symposium in New Orleans and drew 1,950 people. (BROADCASTING, Oct. 12, 1981). With the lessons learned from that conference and with a change of venue to the heart of programming country, NCTA hopes that NCPC will surpass last year's efforts by all measures.

One measure is money. The New Orleans meeting cost \$346,000 to stage, but NCTA netted \$85,000. Although NCTA has declined to reveal the budget for NCPC, it should do well. Registration fees are \$250 and \$450 for members and nonmembers, respectively, and suites are going for \$500, \$750 and \$1,000 for members, depending on size, and twice that for nonmembers.

Although nearly every major cable programmer is represented on the panel sessions, a few have chosen not to take a suite. With the Western Cable Show coming up and the number of cable operators who will be looking for network affiliations at NCPC a big unknown, some programmers question the cost effectiveness of taking a suite. "At a time when all of us are losing money," said a spokeswoman for ESPN, "we have got to be able to justify all our operating expenses." United Video's Roy Bliss said that after checking around, the distributor of WGN-TV Chicago found that "a lot of folk we want to see will be at the Western show but not at the programming conference." There is a "very distinct possibility," he said, that the conference may end up being overrun by local producers looking for outlet for their products, leaving little room for United Video to make deals with cable operators. The Appalachian Community Service Network plans to send programming head Hugh Frater to the conference to look for programming, but decided that it is not the best place to get in touch with cable operators. "We'll catch them at the Western show," said ASCN's Linda Washington.

"Unless we find a real good reason for it," said Carol Shandor of Rainbow Pro-



Wheeler



Silverman

many have been tailored for either cable operators, cable programmers or program producers and suppliers. "This programming conference offers it all," said NCTA President Tom Wheeler. "From the heavy advance registration [which stood at slightly more than 1,000 last Wednesday], it's clear we are reaching those who want to buy and sell programming as well as those who want to learn from the experts about how to enter the cable marketplace."

Instead of a traditional exhibition, NCTA has subleased suites of varying sizes throughout the hotel to 40 programmers and program suppliers. According to NCTA, the suites will become collectively two markets in one. The cable programmers will try to sign affiliate agreements with the cable operators, while the program suppliers attempt to sell its programs and ideas to the programmers and, to a lesser extent, to those cable operators involved in independent programming.

The three days will culminate with the

also include Fred Silverman, former president, NBC-TV, and president, Intermedia Entertainment, and Gerald Levin, group vice president, Video Division, Time Inc.

Other general sessions will address pay-per-view programming and whether cable will be the "programming catalyst" of the 1980's. The latter session will feature John Saeman, chairman, NCTA, and vice chairman and chief executive officer, Daniels & Associates (moderator); Ted Turner, chairman, Turner Broadcasting System; John Schneider, president and chief executive officer, Warner Amex Satellite Entertainment; Herb Granath, president, ABC Video Enterprises; Michael Eisner, president, Paramount Pictures Corp., and Lee Rich, president, Lorimar Productions.

Cable programmers and would-be cable programmers should benefit most from the targeted panel sessions. On Saturday afternoon, three executives of Warner Amex Satellite Entertainment will tell the story of how one successful basic cable

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and full auto-setup of up to 96
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Plus 2-minute auto-setup of all those cameras.

You're asking for some smart camera system, networks
of the world and top-drawer video production companies.

Well, Hitachi heard you, and has created an outright *genius*—
the Hitachi SK-110 Camera System.

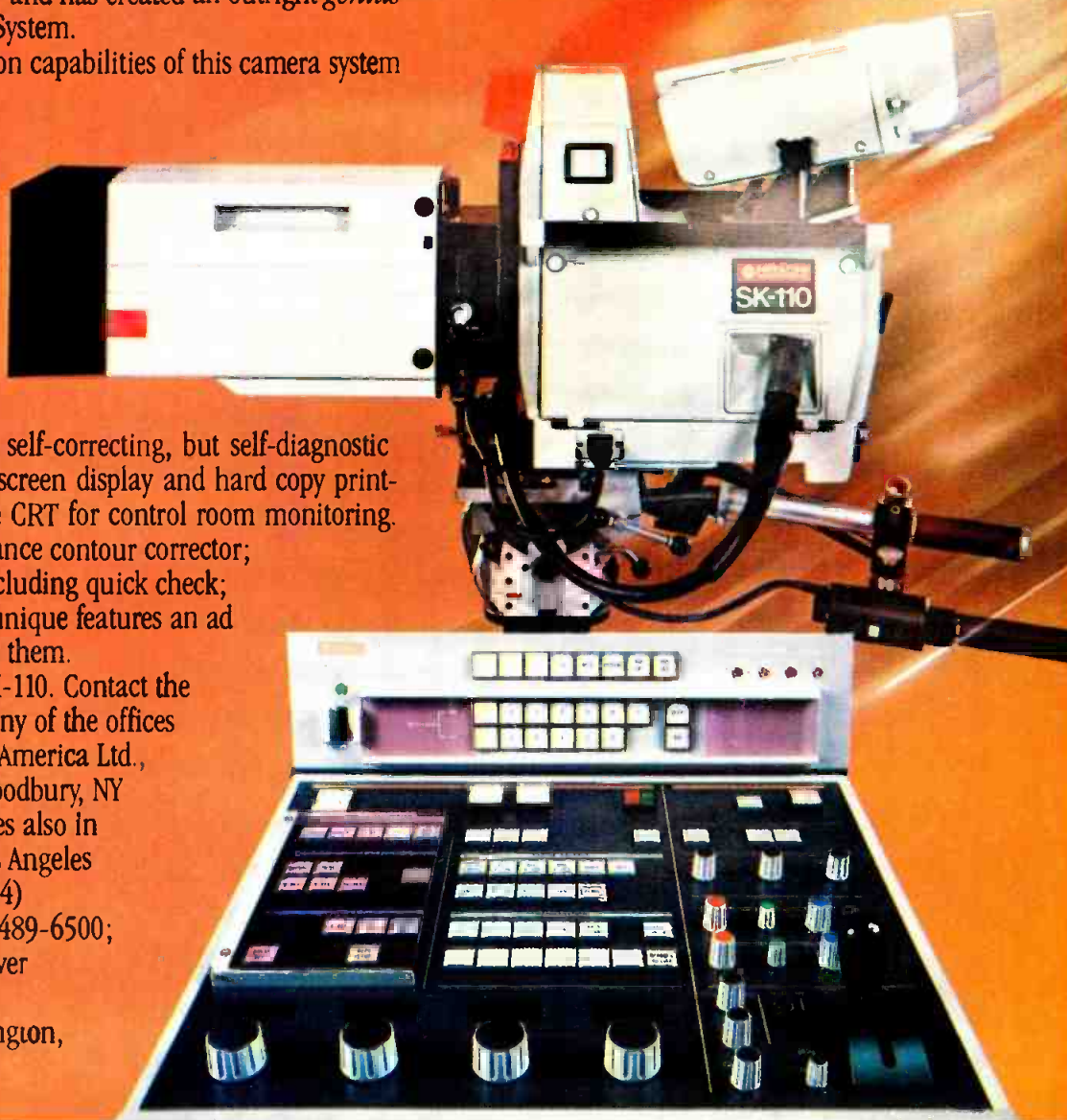
The computer registration capabilities of this camera system
produce pictures of a
clarity and resolution
previously unheard of.

And you get auto-setup
at the push of just one but-
ton, and zero reference,
too, where the computer
sets the green channel and
compares blue and red to
it with absolute precision.

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451-9453; Cincinnati (513) 489-6500;
Dallas (214) 233-7623; Denver
(303) 344-3156; Seattle,
(206) 575-1690; and Washington,
D.C. (301) 459-8262.



graming Services, in explaining why the programmer would pass on a suite. "We don't do it. We're focusing all our efforts on the Western show." Rainbow plans, however, to take advantage of the free day between the NCPC and the Western show to preview for the press in town some of its new programming for Rainbow's The Playboy Channel at the Playboy Mansion West. (The name of the service formally changes from Escapade to the Playboy Channel at a Thursday (Nov. 18) midnight brunch during the Western show.)

The NCTA staff has been working hard to make the ACE presentations into a prestigious event of national importance. And with the help of Turner's superstation and a lineup of cable programmer celebrities, it just might succeed. Actress Cloris Leachman will emcee and the presentation will be made by Lou Cioffi, Satellite News Channels; Mike Douglas, WTBS; Barbara Feldon, Daytime; Sonya Friedman, USA Cable Network; Gallagher, Showtime; Melba Moore, Showtime; Mickey Mouse, The Disney Channel; Fred Newman, Nickelodeon; Nipsey Russell, Black Entertainment Television; Daniel Schorr, Cable News Network, Lynn Shackelford, ESPN; Joe Torre, Atlanta Braves; Art Ulene, Cable Health Network, and Partick Watson, CBS Cable. □

stereo to radio stations, and will be preceded by a four-and-one-half hour musical history of the rock group.

"This marriage of rock and roll and satellites is the thing of the future," Wald

declared, reiterating Hirschfield's earlier comment that pay-per-view "we believe will become the dominant entertainment medium of the future." The conference was fed into New York and Toronto. □

Season returns to normalcy: CBS is back on top

Without World Series fare, networks rely on regular season programming

The fifth week of the 1982-83 prime time season—the first to be free of major pre-emptions by baseball playoffs or the World Series and the one thought to offer the first real signs of how regular program lineups will fare against one another and competition from pay cable and independent TV—went to CBS, decisively. With an 18.3 rating and 30 share for the week ending Sunday, Oct. 31, CBS finished with a 1.8 lead over ABC (16.5/27.1) and 4.4 lead over NBC (13.9/22.9).

Season-to-date coverage put CBS (18/29) in the lead, followed by NBC (16.7/27). NBC won the previous two weeks on the strength of five prime time World Series games. ABC, which has yet to win a week in the ratings this season, was just behind NBC after the fifth week in season-to-date averages (16.3/26).

The total three-network rating and share of audience hit its lowest point this season, averaging 48.7/80, down from 51.7/83.5 during week four, 53.3/83.9 for week three, 51.9/84 for week two and 49.6/81 for week one. During the same week in 1981, the three-network rating was seven points higher (55.7) and the share, 17 points higher (97), in part because that week featured the last games of the World Series. During the following week in 1981, the second of the November sweeps that year, the three-network average was 53.5/84.

CBS won Thursday, Friday and Sunday, while ABC took Tuesday, Wednesday and Saturday and NBC won Monday, its first win of an entire night this season on the strength of its regular lineup. At the same time, CBS had its lowest rated night of the season on Wednesday, when its regular lineup of *Seven Brides for Seven Brothers* (14.7/24), *Alice* (11.5/18), *Filthy Rich* (11.9/19) and *Tucker's Witch* (9.6/16) averaged only a 12/19.5 against the season premiere of *Dynasty* (25.6/43) and *The Fall Guy* (21.8/34) plus *Tales of the Gold Monkey* (16.2/26), which brought ABC a 21.2/34.2. The return of *Dynasty* scored the highest rating in the show's history. NBC ran second on Wednesday with its lineup of *Real People* (16.5/27), *Facts of Life* (13.6/21), *Family Ties* (12.3/19) and *Quincy, M.E.* (12.3/21) averaging 13.9/22.6.

NBC attributed its low average that night to the broadcast of *Shocktrauma*, a two-hour, made-for-TV movie broadcast on an ad-hoc network of 87 stations, 32 of them NBC affiliates including those in Philadelphia, San Francisco and Detroit.

Produced by Benton & Bowles for the program's sole sponsor, General Foods, *Shocktrauma* deflated NBC's typical Wednesday night average by 11%.

NBC ruled Monday night. Part two of the made-for-TV film, *Little Gloria* (23.4/35), and its *Little House on the Prairie: A New Beginning* (17.3/26) averaged 21.4/32 against season premieres of *M*A*S*H* (26.7/38), *Newhart* (23.7/34) and *Cagney & Lacey* (15/24) plus two children's specials, *It's the Great Pumpkin, Charlie Brown* (20/30) and *Here Comes Garfield* (22.8/33) on CBS (20.5/30.7). ABC averaged a 15.5/23.4 for the night with *That's Incredible* (15.5/23) and the movie, "Moonraker" (15.3/25), which replaced the cancelled *Monday Night Football*.

Monday night's three-network rating (57.4/86.1) does not appear to have been affected by the premiere of *Smiley's People*, a two-hour mystery series carried by about 120 independent stations. Distributed by Telerep's Operation Prime Time, *Smiley's People* scored an 8.1/11 in Monday's overnight ratings in New York, where it aired on WPIX(TV). A repeat broadcast on Wednesday scored 6.8/10 for a combined 14.9/20. Monday's three-network share rose during week five to 57.4/86.1, from 50.9/81.1 during week four and 52.4/79.4 in week three.

As it did on Wednesday, ABC finished far ahead of the other two networks on Tuesday with a 21/32.3 against a 16.6/25.6 for CBS and a 13.3/20.6 for NBC. The premieres of two new series on NBC, *Gavilan* (13.6/20) and *St. Elsewhere* (13.8/23), as well as the CBS movie, *Not in Front of the Children* (17.9/28), fell to ABC's regular lineup of *Three's Company* (22.8/34), *9 to 5* (20.9/31) and *Hart to Hart* (19.5/32).

CBS's Thursday night lineup of *Magnum P.I.*, *Simon & Simon* and part one of a special episode of *Knots Landing* gave it an average of 19.4/31.6 for the night, a 2.9 lead over ABC's 16.5/27 and 4.9 over NBC's 14.5/23.5. In spite of high hopes for its performance, NBC's Thursday night lineup has stagnated in the ratings, with an average for the night almost identical to its Thursday-night average for the previous two weeks.

ABC's premiere of *The New Odd Couple* and season premiere of *The Greatest American Hero* left the network with an average for the night of only 11.1/19.5 and only slightly ahead of NBC's 11/19.3 average. CBS finished far ahead with *Dallas* (28.3/47), the week's highest rated program, and part two of a special, *Knots Landing* (25.6/47).

On Saturday, ABC averaged 15.3/28

Who's next

Twentieth Century-Fox has video rights to final concert of tour, to be available on cable, STV and closed circuit

The pay television division of 20th Century-Fox Film Corp. will present the final North American concert performance by the rock group, The Who, as its first pay-per-view music event.

Division President Andrew Wald and 20th Century-Fox Chairman Alan Hirschfield made the announcement of the Dec. 17 event during a news conference at the studio in Los Angeles.

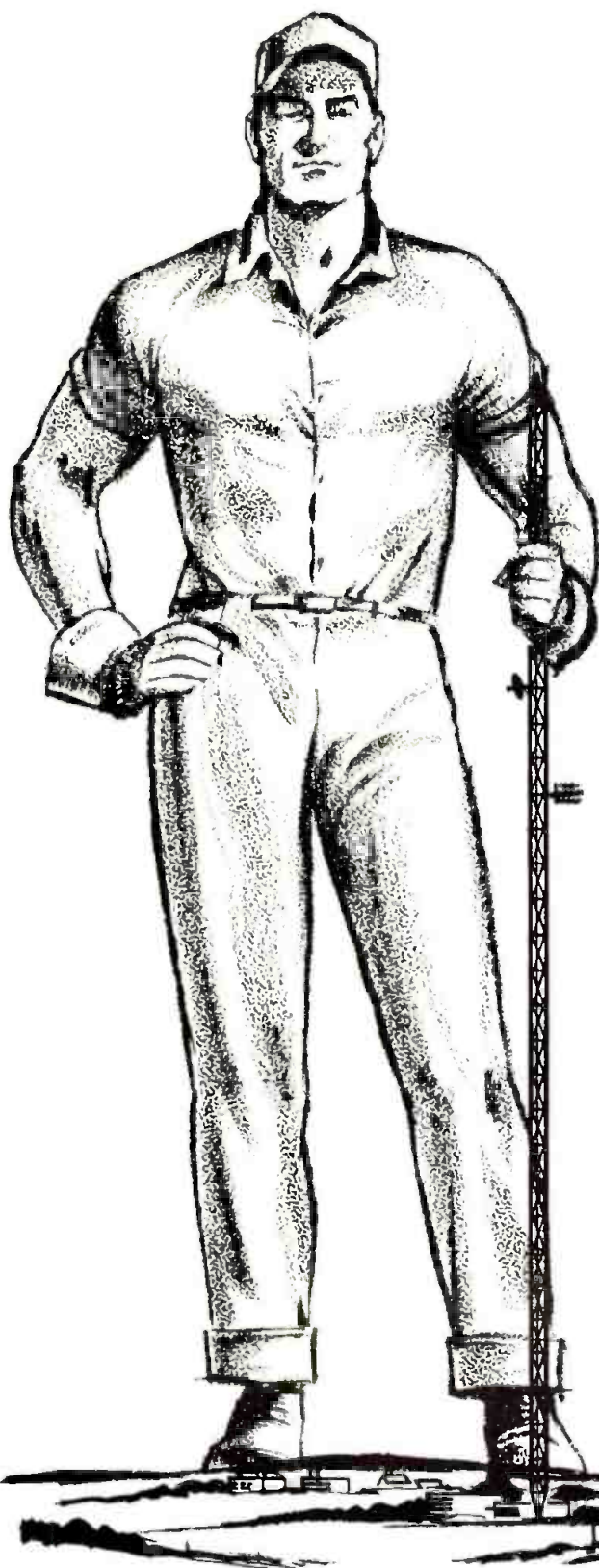
The concert, which will be distributed live via satellite from Maple Leaf Gardens in Toronto, follows Fox's first pay-per-view production last Sept. 25, seen in an estimated 324,000 homes. Fox estimates about 21% of the 1.5 million homes reachable by cable and subscription television stations for the showing of "Star Wars" paid for the privilege. A radio simulcast of The Who concert is being arranged by DIR Broadcasting, New York.

Wald did not predict how much revenue might be generated by The Who concert or what the pay-per-view fee would be.

The concert will be made available to cable, STV and closed-circuit viewers throughout the U.S. and Canada, similar to an Oak-sponsored P-P-V Rolling Stones concert last December in Hampton Roads, Va. Wald said Fox is negotiating for distribution of the program in Australia, Japan and South America. The two-hour event is being made available in Dolby

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with its regular lineup against a *Walt Disney* special and the movie, "My Bodyguard," on CBS (13.6/24.7) and NBC's regular lineup (10.2/18.8). CBS averaged 21.4/35.2 on Sunday, against 15.1/25.8 on ABC and 13.4/22.2 on NBC.

The week's top 20 programs were *Dallas* (28.3/47), *M*A*S*H* (26.7/38), *60 Minutes* (26.7/45), *Dynasty* (25.6/43), *Knots Landing* (25.6/47), *Newhart* (23.7/34), *NBC Monday Night Movie* (23.4/35), *Three's Company* (22.8/34), *Here Comes Garfield* (22.8/33), *Fall Guy* (21.8/34), *Laverne & Shirley* (21.7/32), *Jeffersons* (21.5/33), *Happy Days* (21.4/33), *Archie Bunker's Place* (21.2/34), *Gloria* (21.2/33), *9 to 5* (20.9/31), *Magnum P.I.* (20.9/35), *Too Close For Comfort* (20.2/32), *Charlie Brown Pumpkin* (20/30), and *Simon & Simon* (19.8/31).

The five lowest rated shows for the week were *Voyagers* (7.7/13), *Quest* (8.7/16), *Devlin Connection* (8.8/16), *Love, Sidney* (9.4/17), and *Greatest American Hero* (9.5/16). □

Morning critique

The producers of the three network morning news shows discuss the pluses and minuses of their time slot

The moderator called morning programming a network battleground, but ABC, CBS and NBC producers claim more common turf than disputed territory and backed away from stating that their own show is the best.

All the amity came at a Boston University panel discussion sponsored by the Boston New England chapter of the National Academy of Television Arts and Sciences.

The producers' only boasting was about morning television itself, which they agreed provides the medium's most interesting offerings.

CBS Morning News executive producer George Merlis, formerly in the same slot for ABC's *Good Morning, America*, said he took his present job last December not wanting to "fight" the other networks for the "relatively paltry" morning audience, but to try to find a new audience. The morning ratings of all three networks total only 13, he said, indicating that "there's a great audience out there for us to grab."

Since its morning counterpart has been using live segments, *CBS Evening News* has been doing the same thing "with good effect," Merlis said. "Live's really refreshing."

Steve Friedman, executive producer of NBC's *Today Show*, went even further. Live morning television, he said, is "television the way it should be done if the networks are to survive." Friedman thinks morning television has "the excitement of greatness, the dread of a bomb, but at least it's live." He criticized evening news programs for assuming that nobody

New show results. Of 28 new network TV shows this season, only two, *Gloria* and *9 to 5*, have lingered among the top 20 programs for longer than one week and only four others, *Newhart*, *Matt Houston*, *Square Pegs* and *Tales of the Gold Monkey*, have broken through to the top 20 for a single week, most often their premieres. Seven of the new shows have gone up in the ratings since their premiere, while 12 have declined and five have stayed about the same. Most of the new shows have remained near the bottom of the ratings pile.

Gloria has gone from a premiere week rating and share of 15.1/24 to a fifth week rating of 21.2/33; *9 to 5* from a 22.4/34 to 20.9/31. One of the season's more highly praised new shows, ABC's *Tales of a Gold Monkey*, has remained flat in the ratings, starting out at 16.4/26, dipping slightly during competition from the World Series on NBC and finishing week five at 16.2/26. Other programs that have remained the same are *Seven Brides for Seven Brothers*, (14.7/24 last week), *Star of the Family* (13.8/23), *Powers of Matthew Star* (10.8/19) and *Voyagers* (7.7/13).

Programs with declining ratings include two that were pre-empted last week, CBS's *Square Pegs* (from 18.7/29 to 15/24 two weeks ago) and *Private Benjamin* (18.1/27 to 15.2/23 two weeks ago). Others that have declined include ABC's *Matt Houston* (19.1/30 to 14.8/23), *Family Ties* (17.2/26 to 12.3/19), *Knight Rider* (15.4/26 to 11.5/19), *Tucker's Witch* (16.4/29 to 9.6/16) and *Filthy Rich* (16.5/25 to 11.9/19). New shows that have inched up the ratings during the first four or five weeks include *Joanie Loves Chachi* (13.5/23 to 15.5/27), *Bring 'Em Back Alive* (12.9/20 to 14.4/21), *Ripley's Believe It or Not* (10.8/20 to 11.6/20) and *Cheers* (9.6/15 to 11/17).

Season-to-date ratings rank the new shows as follows: *Newhart* (fourth out of 74 programs overall), *9 to 5* (10th), *Gloria* (22d), *Family Ties* (26th), *It Takes Two* (28th), *Square Pegs* (34th), *Private Benjamin* (35th), *Matt Houston* (41st), *Gold Monkey* (42d), *New Odd Couple* (43d), *Seven Brides* (45th), *Joanie Loves Chachi* (47th), *Knight Rider* (49th), *Filthy Rich* (51st), *Silver Spoons* (53d), *St. Elsewhere* (55th), *Father Murphy* (58th), *Gavilan* (59th), *Star of the Family* (61st), *Bring 'Em Back Alive* (62d), *Remington Steele* (65th), *Powers of Matthew Star* (67th), *Tucker's Witch* (68th), *Cheers* (69th), *Devlin Connection* (70th), *Ripley's Believe it or Not* (71st), *Quest* (72d) and *Voyagers* (74th). □

has ever heard of the stories they're presenting, when in fact vital news pre-empts regular programming.

"In the morning, you have to get people to watch an event for television. You have to do things live, things you can't get anywhere else," he said.

Friedman predicts more and more news will be breaking in the morning, with its emphasis on live programming, saying that *Good Morning, America* broke new ground by going—with satellites and minicams—to the news rather than expecting the news to come to the studio.

Are the three networks' morning offerings too similar? *Good Morning, America* associate producer John Goodman isn't sure that being the same is bad. "We're [all] doing the most unique and best programming on TV. We have the time, which is a tremendous opportunity. We can help people. If all three of us are doing this, it's good."

The producers pooh-poohed print media reliance on words such as "battle" to describe the morning programming scene, and each declined to assert either that his own show was the best or that any of them was smashing another in the ratings.

"All the shows," said Friedman, "can make a point that they're where they want to be. *Good Morning, America* is number one, so they have no problem. CBS has gone from a 15 share in the second quarter to a 16 share in the third quarter, so it's going up. I can say that we have declined but have straightened out, with two straight 23 shares in the last two quarters. You can't go up until you've stopped going down."

Merlis is trying to improve CBS's rating by trying to avoid "knee-jerk bookings. Any time I see someone from the Reagan

administration or Congress on our show, I think of it as a creative failure. A, we're being used by these people and, B, we're not showing any imagination. If we cannot take an issue and illustrate it through a combination of a taped piece and a live guest, then we've failed.

"And we fail two days a week, maybe three days a week, but the other two days we'll shine."

Friedman is less self-critical about political guests. "We use Washington as a crutch, and we use the administration as a crutch. But there's one thing worse than a bad spot, and that's no spot. We've got to fill 10 hours a week, and names make news."

The three producers disagree with comments that they're somewhat bland. "All three are 'harder' than *Today* was in the golden days," Friedman asserted.

Newspaper critics make too much of the shows' rivalry, Goodman said. "Yes, there's a ratings race, but are we battling each other? No. Are we clawing at each other? No. Do we hate each other? No."

Goodman also rapped the press for focusing on television's mistakes, not on its successes. "Where's the positive story?" he asked. □

NLRB rules against Group W/Theta

The National Labor Relations Board has ruled that Group W Cable "has engaged in, and is engaging in, unfair labor practices" for refusing to engage in collective bargaining with the International Alliance of Theatrical Stage Employees.

The action stems from a union representation election held in June 1981, in

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Mike Wallace
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CBS News

Barbara Walters
Correspondent
ABC News

which some of Group W's technical employees voted to be represented by IATSE. The cable firm has contended that the election was illegal and has refused to recognize the union as the workers' bargaining agent, resulting in a strike that began July 3 at the Group W/Theta franchise headquarters, located in Santa

Monica, Calif.

The NLRB unanimously decided that IATSE is the properly certified bargaining agent for the Group W/Theta workers and ordered the company to begin negotiating with IATSE representatives. An attorney for Group W, Richard Lotts, said the finding was expected and said the NLRB's rul-

ing will be appealed to the Ninth Circuit Court of Appeals in San Francisco. A regional NLRB panel ruled in favor of the union earlier this year.

Both sides predicted it could be two or three years before the dispute is resolved. In the meantime, about 25 Group W Cable employees remain on strike.

The Media

Low-power television progress dominates NTA convention

FCC backlog in processing applications and possible means of speeding up the process are talk of Las Vegas; further technical conference is scheduled for California in January

The turn-out was smaller than expected—about 330 registered participants and 35 exhibitors—but officials of the National Translator Association were pleased with the outcome of their convention last week at the Aladdin hotel in Las Vegas (Nov. 1-3).

Just as it was last year, the main concern of delegates this year was the slow processing of more than 7,000 low-power television station applications pending before the FCC. Some comfort was drawn from the fact that about 130 low-power station construction permits have been granted during the past year, with an estimated 35 outlets now on the air (excluding Alaska, where about 175 "mini-stations" are on the air through a special waiver of FCC rules). Nevertheless, the most frequently asked questions at this year's meeting were variations of: "When can I expect to get approval to go on the air?"

There was disagreement among the experts about when the FCC's computer-based processing system would finally go on-line, theoretically speeding up the granting of licenses. The consensus was that Commissioner James Quello was overly optimistic in his prediction, made during Monday's opening luncheon, that the FCC would be processing more than 200 applications a month by the end of next April.

Michael Couzens, president of a Washington-based consulting firm, The Television Center, and a newly elected NTA board member, believes it will be "about eight or nine months" before the FCC computer and staff are able to process more than 100 LPTV applications a month and that it will probably not be until fall of 1984 before "tier two" applicants, for stations serving markets 101 through 212, are processed. Until that time, Couzens expects only "tier one" applications to be processed, at a rate of about 50 per month.

These are for uncontested stations, past the cut-off for competing application or petitions to deny, generally in rural areas outside the top 212 television markets.

Asked by one frustrated applicant if there was anything that could be done to speed up the process, Couzens said the situation is "fairly hopeless" for tier one applicants except through some sort of organized political lobbying. He noted that the FCC is not necessarily processing applications in the order received and estimated it has taken from four months to two-and-one-half years for LPTV applications to be processed under current methods. One hopeful note is the expected release of a new cut-off list of uncontested LPTV applications—perhaps as many as 500—by the middle of the month. Couzens said that the only new applications being accepted are those that meet tier one criteria, pending the FCC's re-evaluation of its processing procedures and implementation of a lottery selection system.

Booker Wade, an independent consultant and also an NTA board member, chose a middle ground between Quello and Couzens in his estimate that it would take "about a year" before the FCC computer system would be fully operational and processing about 200 applications per month. "Commissioner Quello is being a little bit optimistic," Wade contended. For those curious about the progress of their applications, he said about all that can be done is make sure the application is in the processing mill and perhaps ask representatives in Congress to inquire.

Both Wade and Couzens strongly suggested that LPTV applicants apply for more than one station, where it is possible and desirable, to better their chances of securing a construction permit and, as Couzens put it, "for substitution of existing translator programming." They cautioned against switching existing translators to original programming unless substitute stations were put on the air. "If you're thinking of adding a channel, there's no time like right now because the addition of the lottery may make a mess of things soon," said Couzens. A cluster of

stations, they explained, might be more economical in the long run than operation of a single LPTV station.

The trade association's legal counsel Leon Knauer, of the Washington law firm of Wilkinson, Barker, Knauer & Quinn, concurred with the other attorneys, referring to the FCC's lottery systems as "procedural obstacle that will delay things another six to nine months."

In a wrap-up session Wednesday afternoon (Nov. 3), NTA President Milton Davis said the past year has been "a most difficult one" for the group, and "tested its mettle in a variety of ways." He said the convention's lower-than-expected turnout (1,000 participants had been originally predicted) has put the NTA "more deeply into debt than ever," but said the board of directors has no immediate plans to raise membership dues. Davis insisted the association "is stronger than ever before" and plans to reconvene its annual convention—again with a thousand participants expected—at the Aladdin hotel Oct. 23-26, 1983.

Davis said there are no plans to merge the NTA with either of two other low-power television groups, the National Institute for LPTV and the American Low Power Television Association. He said the NTA is cooperating with those and several STV and MDS trade associations in various efforts. (The institute is sponsoring LPTV Week, a low-power conference and exposition, in Anaheim, Calif., Jan. 24-26, 1983).

The board announced plans for a technical seminar in the spring and a workshop next June at K2640, the Bemidji, Minn. station owned by board member John Boler. According to Davis, NTA will fight to retain access to UHF channels 11 through 20 for low-power stations (currently threatened by land mobile interests as well as lobby for and against other regulatory and legislative proposals).

Careful financial planning, quality production, keys to successful LPTV operation

Potential low-power television station operators were urged not to go on the air "with mediocre financing" during Wednesday morning (Nov. 3) seminar of the "how to's" of sales marketing. Panel member Richard Abraham, who is

upgrading a cluster of seven translators in upper Michigan to low-power stations, said that while it is possible to start an LPTV outlet for as little as \$30,000, his U.P. TV Systems is paying between \$70,000 and \$80,000 for its origination capability.

"You must be as close to network quality as possible in your local programming and commercials," Abraham declared, especially in markets where cable has high penetration.

Jay Lewis, a consultant and vice president of The General Network, echoed that view, suggesting an outlay of \$60,000 to \$100,000 as realistic for an LPTV station with local origination. Stations merely rebroadcasting satellite-fed material might get away with spending \$20,000 or even less, he said.

"You will face some extremely tough times, but you might be able to make it with advertiser-supported low-power in your market," Lewis continued. He stressed the need to do thorough research into the demographic and psychographic characteristics of the market before launching the station. In most cases, he said, stations will have to obtain that data, along with potential audience estimates, on their own.

"Try your local university. They should have people that can carry out survey research for you at a nominal fee," Lewis suggested. Other data sources include the U.S. Census records, local chambers of commerce, newspapers, retail sales records and state employment service offices.

"You must be able to show them some kind of numbers," Lewis maintained. He said that when an LPTV station first goes on the air, it will have to make the best of slick presentations, programming, targeted audiences and special offers to charter advertisers, such as one-year rate protection.

"It's always going to be tough to sell against numbers [from measured stations]," added Marsha Gobbo, a public television communications officer in Grand Junction, Colo.

Lewis also encouraged operators to keep the level of local production down on advertisements by offering special rates for high frequency placement. "Every minute you spend in the production studio must be optimized," he said, in order to keep costs down and make the best of limited expertise and equipment. The station's rate card should also include detailed costs for changes in time and production rates. He noted that special event programming, such as live broadcasts of local high school sports events, might generate the highest per-spot rate. There is evidence that such local programming rivals network-type prime time fare in audience interest on LPTV stations.

Another alternative mentioned by Abraham was a video adaptation of the "shopping channel" concept currently used on some cable systems, in which local advertisers use long-form, informational commercials to sell big-ticket items such as houses and automobiles. □

Quello tells NTA help is on the way

Commissioner says FCC is doing its best to speed up processing of applications for LPTV

James Quello, senior member of the Federal Communications Commission, told delegates attending the National Translator Association convention in Las Vegas last Monday (Nov. 1) to expect slow but sure progress in the FCC's efforts to break the low-power television licensing logjam.

"We know there have been delays," Quello conceded in his luncheon address. "You must be irritated by them . . . But we have tried to introduce low-power service as fairly and equitably as possible."

The commissioner believes that low-power television "will be the most unrelated broadcast service in the world" when its authorization is complete, and predicted that by late July 1983, construction permits for low-power stations will be granted at the rate of 500 per month.

Quello reported that the biggest stumbling block in starting LPTV has been the manual processing of applications, which he said will keep processing limited to about 35 applications per month during January and February of next year, and to about 50 in March. By the time the FCC introduces computer-assisted application processing late in April, the rate will rise to about 260 applications per month, Quello estimated.

"I don't have real good news for you, but we're trying in our own way," the commissioner told his audience, many of whom have expressed frustration with the speed at which the FCC has been progressing on LPTV.

According to Quello, during the fiscal year ending Sept. 30, the commission had granted 105 low-power television construction permits and 1,200 CP's for translators. He said that another 50 to 60 applications are in a position for processing.

Quello was less optimistic about the short-term outlook for low-power FM broadcasting, saying "it will be a while before we see it. It doesn't look too good [for applicants] except for very special cases at the present time."

Quello feels that LPTV will have an advantage over DBS when the latter service is introduced, probably by 1986, in that low-power television will be able to provide very localized programming and be available without installation of a satellite receiving dish.

"I hope there will be enough low-power stations on the air by then [1986] to be able to compete successfully with CBS," he ventured.

Quello suggested the NTA and its members submit comments regarding the FCC's proposed rulemaking regarding use of a lottery system for processing LPTV applications, which would give preference

to minorities and those applicants seen as providing "diversity" in ownership and programming. On another regulatory matter, he said "it is going to be a very complex thing" to modify the current "must carry" rules so that low-power operators are assured equal footing among other local broadcasters in cable system carriage. Quello urged members of the audience to contact their representatives in Congress on the question.

In concluding his remarks, Quello discounted the suggestion made by some critics that low-power television service is a kind of "toy" that will prove too fleeting to have any significant impact on the industry as a whole. He said that assessment might have been true of citizen band radio, but not LPTV, noting that applications for CB radio licensing have plunged from more than a million a month several years ago to about 42,000 a month now.

LPTV's future: It's not all roses, hard work is needed, says Paul Bortz

Low-power television consultant Paul Bortz, a partner in the Denver consulting firm Browne, Bortz and Coddington, assured more than 300 NTA convention participants Tuesday night (Nov. 2) that "low power television will assume an important role in the marketplace in the future," but cautioned against over-optimism.

"There is no guarantee of profits," Bortz told the banquet audience. "Many stations will fail. There will be a tremendous turnover and consolidation of licenses. The experts on Wall Street and in the press will overreact to our successes and failures, [as] they always do." Creating a viable low-power television industry, he maintained, will take years, not months, with success most likely among "the clever, and in a few cases, the lucky."

Bortz said LPTV has grown and matured during the past several years, leaving behind the "kind of 'power to the people' notion that everybody can have a UHF station if they want one." That's no longer realistic, he said, and "LPTV is just part of the alphabet soup now." Part of the price paid for LPTV's liberation, he added, is the land-rush for licenses and the growing number of industry suitors, in programming, consulting and other domains.

Advertiser-supported programming and subscription television are the two most viable routes for most LPTV operators, according to Bortz, with the exact mix and approach dependent on the dynamics of the local marketplace. Both approaches will require careful planning and up-front capital outlays.

"If you can originate a half-hour to an hour of your own programming per day, you'll probably be doing well," Bortz said, noting the high cost of production and the need to meet audience expectations of network-like quality. "A substantial number of dollars are lost in small market television today because stations can't produce

high quality spots." One solution might be to join in joint production agreements with other low-power stations in the same area to increase production efficiency.

"My personal prediction is that this is an industry in which the bulk of your programming will come off satellites of one type or another," Bortz continued. He suggested that low-power stations lobby collectively, through associations such as NTA, to obtain licensing agreements from program suppliers, since most appear reluctant to work out individual LPTV sales agreements. This would allow stations to "cherry-pick" from available services, including those serving cable operators.

Advertiser-supported low-power television will probably have its best success in rural areas, Bortz contended, except for special situations in urban areas where stations are able to appeal to distinct ethnic groups or introduce "a trendy format." In general, I don't think it's going to pay off in large markets, he said.

Succeeding in any market will require "a good job of marketing and promotion," Bortz believes, and a market size of at least 5,000 homes, assuming half a station's inventory is sold at \$25 a spot.

"Single [STV low-power stations] competing against each other will simply slit each other's throats," Bortz argued. "It's particularly important, especially in urban areas, to put together LPTV clusters." With four or five low-power services sold

collectively, as separate movie, sports, community-oriented, and other specialized services, the odds of success will increase, he said. It will be difficult to carve out identities in the marketplace,

Bortz concluded, but those operators with entrepreneurial instincts and a good sense of their communities should have a chance at making a profit with either STV or advertiser-supported operations. □

Changing Hands

PROPOSED

KKTV(TV) Colorado Springs □ Sold by Capitol of Colorado Corp. to Ackerley Inc. for \$15.5 million ("In Brief," Nov. 1). **Seller** is subsidiary of Jackson, Miss.-based Capitol Broadcasting Co., group owner of one AM, one FM and three TV's. T.M. Hederman Jr. is president. **Buyer** is principally owned by Barry Ackerley, who owns Seattle-based outdoor and airport advertising firm and earlier this year bought WXTV(TV) Syracuse, N.Y., for \$13.8 million (BROADCASTING, May 10). KKTV is CBS affiliate on channel 11 with 85.1 kw visual, 42.6 kw aural and antenna 2,380 feet above average terrain. **Broker: Blackburn & Co.**

KARZ(AM) Phoenix □ Sold by Stauffer Communications to Tom Chauncey for \$2 million. **Seller** is Topeka, Kan.-based publicly traded publisher and owner of six AM's, three FM's and two TV's. Company is headed by Stanley Stauffer, president. **Buyer** owns KOOL-FM Phoenix and earlier this year sold his 51% interest in co-

located KOOL-TV for about \$48 million to Gulf United (BROADCASTING, Aug. 16). Chauncey also is former owner, along with Gene Autry and Homer Lane, of KARZ, which they sold to Stauffer Communications in 1979 for \$2 million (BROADCASTING, April 23, 1979). KARZ is on 960 khz with 5 kw full time.

KSPL(AM) [formerly KAYO] Seattle □ Sold by Obie Broadcasting Corp. to KSPL Associates for \$1,909,284. **Seller** is subsidiary of Obie Communications Corp., which is owned by Brian B. Obie (56.7%), Al Emrick Jr. (16%), Dolores Mord (11.9%) and James Torrey (9%). They own KUGN-AM-FM Eugene, Ore., and 90% of KMHM(AM) Wailuku, Maui, Hawaii. They bought KSPL in 1980 for \$2.6 million (BROADCASTING, Nov. 26, 1979), and are seeking waiver of three-year rule on grounds of financial distress. **Buyer** is owned by Simpson Investments (46.1%), Edward W. Christiansen, Charles Gray and Arthur Greenfield (15.4% each) and two others. Simpson Investments is owned by William Simpson Jr. and family. Simpson, Christiansen, Gray and Greenfield each own 16.67% of KENI(AM) Anchorage. Gray owns 45% and Christiansen owns 25% of KINY-AM-TV Juneau, Alaska. KINY-TV has been sold, subject to FCC approval, for \$275,000 (BROADCASTING, Oct. 25). KSPL is on 1150 khz with 5 kw full time.

WAMX(FM) Ashland, Ky. □ Sold by Stereo 94 Inc. to Stoner Broadcasting Co. for \$1.75 million. **Seller** is principally owned by Dick Martin, who also is principal owner of co-located WCMH(AM). **Buyer** is Des Moines, Iowa-based group of five AM's and five FM's headed by Ted Stoner, chairman. WAMX is on 93.7 mhz with 66 kw and antenna 1,400 feet above average terrain. **Broker: Cecil L. Richards Inc.**

WARE(AM) Ware, Mass. □ Sold by Central Broadcasting Corp. to Ware Communications for \$1,275,000 including covenants and consulting agreements. **Seller** is principally owned by Allan W. Roberts, president, who owns 65% of WUIN(AM)-WUPE(FM) Pittsfield, Mass. **Buyer** is owned by brothers David and Robert Strassler. David Strassler is former chairman of UA Columbia Cablevision. They have no other broadcast interests. WARE is on 1250 khz with 5 kw day and 2.5 kw night. **Broker: Blackburn & Co.**

KMYO(FM) Broken Arrow, Okla. □ Sold by Broadcast Investors Inc. to Signal Media Corp. for \$650,000. **Seller** is owned by George H. Beck, president (19.8%), and

Early Fall Sales*

KOH-AM	Reno, Nevada	\$ 950,000
WVTL-FM	Monticello, Indiana	\$ 425,000
WIMG-AM	Trenton, New Jersey	\$ 425,000
WMID/WGRF-FM	Atlantic City, New Jersey	\$1,000,000
WCRT/WQEZ-FM	Birmingham, Alabama	\$3,381,000
WDWD/WHIA-FM	Dawson, Georgia	\$ 450,000
WIZY-AM/FM	Gordon, Georgia	\$ 550,000
WKRS-AM	Waukegan, Illinois	\$ 650,000
KMSR-FM	Sauk Centre, Minnesota	\$ 250,000
WAVZ/WKCI-FM	New Haven, Connecticut	\$6,000,000

*All subject to FCC approval

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11/8/82

NAB elections. National Association of Broadcasters has begun its annual election process for 19 seats on its radio and TV boards. The deadline for nominations is Wednesday, Nov. 10. Ballots will be mailed to members in December. Members will then narrow the list of candidates to two per seat and final votes will be tallied in March.

Radio board members whose terms are up:

District 1 (Connecticut, Vermont, Rhode Island, Maine, New Hampshire and Massachusetts)—E.H. Close WKNE(AM)-WNBX-FM Keene, N.H.

District 3 (Pennsylvania)—Edward Giller, WFBG-AM-FM Altoona, Pa.

District 5 (West Virginia and Kentucky)—Walter May, WPKE(AM)-WDHR(FM) Pikeville, Ky.

District 7 (Florida, Puerto Rico and Virgin Islands)—Vacant.

District 9 (Georgia and Alabama)—Clyde Price, WACT-AM-FM Tuscaloosa, Ala.

District 11 (Ohio)—Robert Pricer, WCLT-AM-FM Newark, Ohio.

District 13 (Michigan and eastern Wisconsin)—Vacant.

District 15 (Tennessee and Arkansas)—Ted Snider, KARN(AM)-KKYK(FM) Little Rock, Ark.

District 17 (Illinois)—William Hansen, WJOL(AM)-WILL-FM Joliet, Ill.

District 19 (northern Texas and Oklahoma)—Dick Osburn, KYKX(AM) Fort Worth.

District 21 (Minnesota, South Dakota and North Dakota)—Dean Sorenson, KCCR(AM)-KNEY(FM) Pierre, S.D.

District 23 (northern California and Alaska)—Vacant.

District 25 (Oregon and Washington)—Thomas Read, Read Broadcasting, Spokane, Wash.

TV board: Eugene Bohi*, WGHP-TV High Point, N.C.; Kathryn Broman*, Springfield Television Corp., Springfield, Mass.; Don Curran*, Field Communications, San Francisco; William Dunaway, WTHR(TV) Indianapolis; Jerry Holley, Stauffer Communications, Topeka, Kan., and Gert Schmidt*, Harte-Hanks Communications, Jacksonville, Fla.

* Not eligible for re-election.

others, none of whom have other broadcast interests. **Buyer** is principally owned by Philip R. Jonsson, chairman, who also is principal owner of KLRA(AM) Little Rock, Ark., and KELI(AM) Tulsa, Okla. KMYO is on 92.1 mhz with 3 kw and antenna 245 feet above average terrain.

□ Other proposed station sales include KHOZ-AM-FM Harrison, Ark.; KJOP(AM) Lemoore, Calif.; KLRR(AM) Leadville and KRZD(FM) Wray, both Colorado; WMLA(AM) LeRoy and WKRS(AM) Waukegan, both Illinois; WSHO(AM) New Orleans; KLLR(AM) Walker, Minn.; KOOO(AM)-KESY(FM) Omaha; KDCE(AM) Espanola, N.M.; WELX(AM) Xenia, Ohio and WBRX(AM) Berwick, Pa. (see "For the Record," page 96).

APPROVED

WJKS-TV Jacksonville, Fla. □ Sold by Ziff Davis Broadcasting to Media General for about \$18 million. **Seller** is owned by William Ziff and family, who are in process of selling all six of its television stations (BROADCASTING, June 1). Four stations—WRDW-TV Augusta, Ga.; WEYI-TV Saginaw, Mich.; WROC-TV Rochester, N.Y., and WTOV-TV Steubenville, Ohio—have been sold, subject to FCC approval to I. Martin Pompadur, who resigned as president of seller last July (BROADCASTING, July 26). Ziff sold sixth station to Sarks Tarzian (BROADCASTING, Oct. 18). **Buyer** is publicly traded Richmond, Va.-based newspaper publisher. It sold WFLA-AM-FM Tampa, Fla., but retained WFLA-TV there. It also operates cable system in Fredericksburg, Va., and won franchise for Fairfax county, Va., last July (BROADCASTING, Aug. 2). Alan S. Donahoe, is vice chairman and chief executive officer. WJKS-TV is NBC affiliate on ch. 17 with 4,570 kw visual, 25.5 kw aural and antenna 980 feet above average terrain.

WFLA-AM-FM Tampa, Fla. □ Sold by Media General Inc. to John Blair & Co. for \$14 million. **Seller** is publicly traded Richmond, Va.-based newspaper publisher and owns WFLA-TV Tampa and cable system serving Fredericksburg, Va. It also bought

WJKS-TV Jacksonville, Fla., for about \$18 million (see above). **Buyer** is New York-based, publicly traded station representative and owns one AM, one FM and three TV's. Reid L. Shaw is president of owned stations division. WFLA is on 970 khz with 5 kw full time. WFLA-FM is on 93.3 mhz with 100 kw and antenna 930 feet above average terrain.

KCLO(AM)-KTRO(FM) Leavenworth, Kan.

□ Sold by KCLO Inc. to Wodlinger Broadcasting Co. for \$1.7 million. **Seller** is owned by George Anderson and wife, Florence, who own KFLA(AM)-KULL(FM) Scott City, Neb. George Anderson also owns 51% of KJSK(AM) Columbus, Neb.; 17.9% of KRKS(AM) Denver and 10.7% of KJRG(AM)-KUEZ(FM) Newton, Kan. **Buyer** is owned by Mark L. Wodlinger and wife, Constance (50% each), who are former owners of KBEQ(FM) Kansas City, Mo. KCLO is 5 kw daytimer on 1410 khz. KTRO is on 98.9 mhz with 100 kw and antenna 410 feet above average terrain.

WZZC(FM) East Moline, Ill. □ Sold by BJM Broadcasting Inc. to Sconnix Group Broadcasting Inc. for \$1,080,000. **Seller** is owned by Bill Myers, who bought WZZC in 1978 for \$400,000 (BROADCASTING, Sept. 11, 1978) and has no other broadcast interests. **Buyer** is Laconia, N.H.-based group owner of three AM's and four FM's headed by Scott McQueen, president. Sconnix earlier sold WDON(AM)-WSRK(FM) Oneonta, N.Y., for \$1.3 million (BROAD-

Some Recent Midwest Sales

WLLOL-FM, Minneapolis, Minnesota	\$6,000,000
WLOU-AM, Louisville, Kentucky	\$1,600,000
KCLO-AM/KTRO-FM, Leavenworth, Kansas	\$1,700,000
*WAMX-FM, Ashland, Kentucky	\$1,750,000

* Subject to FCC approval

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Advertising pitfalls. Corporation for Public Broadcasting President Edward Pfister has again cautioned public broadcasters about entering the "commercial arena." "As we examine the commercial arena, we must be prudent. We must be careful. We must strive for balance," Pfister told members of noncommercial WCET(TV) Cincinnati's board of trustees.

Pfister has warned public broadcasters about the temptations of advertising before (BROADCASTING, June 21). While he believes that all avenues of alternative funding should be explored, Pfister does not favor the use of advertising on public stations, as an answer to their financial plight.

"The future of public broadcasting, the direction we take, the kind of institution we give to our children and grandchildren, depends less on such issues as federal funding levels than it does on how we meet the question, the challenge and the opportunity of commercialization," he said.

He discussed the advertising experiment now under way at nine public television stations (BROADCASTING, July 19). The experiment was authorized by Congress and is overseen by the Temporary Commission on Alternative Financing For Public Telecommunications of which Pfister is a member.

"We need the information that we will derive from his experiment," he stated. Pfister noted that the experiment may show the "turn to advertising is inevitable," or that the "long-term costs are so great." But he said that "we need all the answers we can get."

"We must seek new revenues sources. We should assess carefully the value of broadcast advertising. Our conclusions must not be measured only against revenues. They must be measured against goals and purposes. We must never risk losing what we are and have fought to be," he added.

While the CPB president noted that public broadcasters must implement their incomes, "we must stop short of broadcast advertising," he said. "I simply do not think we will be able, in the longer term, to balance our services properly with broadcast advertising."

CASTING, June 28). WZZC is on 101.3 mhz with 50 kw and antenna 500 feet above average terrain.

khz with 1 kw day, 500 w night. WSWW-FM is on 107.1 mhz with 3 kw and antenna 235 feet above average terrain.

WSWW-AM-FM Platteville, Wis. □ Sold by Robert Bodden to Edward Kramer for \$660,000. **Seller** has no other broadcast interests. **Buyer** owns WPDR(AM)-WDWC(FM) Portage, Wis. WSWW is on 1590

WACR-AM-FM Columbus, Miss. □ Sold by Broadcast Associates Inc. to Lynman A. Stamps for \$500,000. **Seller** is owned by Robert S. Caldwell Jr. (51%) and Joseph E. Davis (49%), who have no other broadcast

interests. **Buyer** is St. Louis minister and former general manager and part owner of WESL(AM) East St. Louis. WACR is 1 kw daytimer on 1050 khz. WACR-FM is on 103.9 mhz with 3 kw and antenna 300 feet above average terrain.

CABLE

Cable system serving Monticello, Cerro Gordo, Bement, Tolono and Pesotum, all Illinois □ Sold by Monticello Cable Communications Inc. to Centel Corp. for between \$1.5 million and \$2 million. **Seller** is owned by Philip Gillespie (president), Kyle Robeson, James Williams and Lowell Johnson. None has other broadcast or cable interests. **Buyer** is Chicago-based telecommunications company, serving 1.2 million telephone customers in 10 states and 150,000 cable and satellite master antenna subscribers in Florida, Illinois, Indiana, Kentucky, Michigan, Ohio and Texas. Monticello system serves approximately 3,000 subscribers.

Despite labor problems, Channel Four gets off ground in Great Britain

Great Britain got its second commercial TV channel last week. But problems with the British Actors Equity Association over payments for appearances in commercials on the new service, Channel Four, required substitution of filler material for most of the commercials scheduled on the first day.

The actors union is seeking the payment scale now in effect for Britain's first commercial service as opposed to a scale based on audience sizes, as recommended by The Institute of Practitioners in Advertising.

In addition, another labor problem looms: Technicians, bargaining over the processing of the new signal, threaten to blank it out in certain areas.

Channel Four is an evening-only national service that is being transmitted through the Independent Television (ITV) regional companies that make up ITV1, Britain's first commercial network.

Channel Four's first offering was a quiz show. The balance of its schedule in the first year includes 20 feature films, which Channel Four is financing, and plans to sell in other countries including the U.S.

Viewers in Wales received a 24-hour head start on the rest of Great Britain in getting the second commercial channel. The Welsh version featured two prime time hours nightly in Welsh, a language spoken by the minority even in Wales.

Commercially supported television came to Great Britain in 1954 after a long, involved parliamentary and behind-the-scenes debate. It resulted in the establishment of the first commercial channel that ended a monopoly that the state-owned British Broadcasting Corp. had enjoyed since 1936. BBC1 and BBC2 are the present two TV channels of the BBC. □

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Jim Lehrer



Robert MacNeil

Can public television take on the network evening news? "Yes," says public broadcasting's most formidable journalism duo—Jim Lehrer and Robert MacNeil (of the "MacNeil/Lehrer Report"). They feel the time is ripe to offer the public a nightly in-depth news program and are making that case to the public broadcasting community this week as those broadcasters gather in Washington (Nov. 7-11) for PBS's annual program fair. M&L are asking the system to fund an expanded version (one hour) of their now half-hour news-analysis program.

Just what type of news presence will evolve, where the money will come from and how their program will differ from conventional news fare is fleshed out in this interview with BROADCASTING editors.

Whose idea was it to expand to an hour?

MacNeil: Expanding to an hour isn't any one person's idea. It's been part of the logic of the program, almost from the beginning. The half-hour program was never regarded by us as the be-all and end-all. It was regarded just as one gesture: a foot in the door to demonstrate a different way of handling news on television. It was always in the backs of our minds that a time might come when we'd be capable as a unit and there would be a news need in the nation. And the resources could be found. And, most crucial, that the public television stations would want it.

We really got interested in expanding to an hour about five years ago, when Richard Wald, who's now at ABC but had then left as president of NBC News, was hired for several months by PBS to look at the shape of news in public affairs. He wrote a very long report, and the part that got a lot of publicity at the time was his recommendation that the *MacNeil-Lehrer Report* grow to an hour and become the centerpiece of the system. We talked about it quite seriously then, but it was clear to us that we didn't have the editorial resources at the time. The show had only been on about three years. And the whole unit was still fairly green.

Lehrer: It just laid there until about a year ago, when Larry Grossman [president of PBS] asked Robin and me to join him in New York for breakfast, saying he had something very important to talk to us about. He felt there was a strong need in public

broadcasting for a one-hour nightly news magazine program. And he said, basically: "Would you be interested in participating in this and putting this thing together?"

We said yes—on a couple of preconditions. Number one, that it was demonstrated to us that it could be properly and adequately funded. Two, that the stations would want such a program. And three, that we could run it.

We wanted to be able to make a clean presentation to the system. One of the strengths of public television is that it's a democratic system; there aren't three guys who can sit in a room and decide what's going to happen. The fact that AT&T was willing to put up that kind of money was one step—indeed, they were prepared to fund the entire one-hour program. The other was going to CPB, because there was going to have to be some other money involved. And the feeling was that it ought to come from public broadcasting. But then the word leaked out about AT&T before we could get the proposal to the system. And we've been hearing about that ever since.

Just because it was AT&T?

Lehrer: No, I don't think that's it. It was the idea that we were coming in as the 500-pound gorilla. We were coming with an idea, but we were also coming with the money—and of course to us that sounded like a terribly positive way of doing it. We're still

kind of wondering what the problem was.

MacNeil: Can I go back to this summer for a moment? Just so that you all understand the process we went through. As Jim said, we wanted to send the proposal clean to the system. We did send it out early in August. After we'd given them about three weeks to think about it, we personally talked to most of the station managers in the system.

The pattern of response was very interesting. Our own assessment was that about 60% of them were yes, about 20% were maybe and about 20% were no.

There were many points raised and many different objections raised by small groups of people. But there was one universal objection, almost unanimous, which was: Don't do it at 8 to 9 p.m. Eastern time. In other words, the idea of launching this not only as the nation's first national hour-long news program, but to make it the first *prime time* national hour-long news program—that second part didn't go at all.

Public television station managers and program managers are properly very jealous of their own scheduling time and how they do things. So they thought this would intrude too much on the time they want for all their other programs.

In response to that universal message, we huddled again with our kind of "task force," which includes PBS, CPB and the two stations and our unit. We immediately proposed that instead of 8 to 9, the program be fed 7 to 8 Eastern time, or earlier, with flexible feeds after that and repeats, if PBS could accommodate that, on the satellite delivery system.

Following that, they held what they called the first preference round of voting in the SPC, where stations ...

Lehrer: It's noncommittal ...

MacNeil: Yes. It is where stations confronted with a whole list of programs that might be offered by producers for the next fiscal year, basically just say whether they like them or not. They don't have to put their money where their mouth is; they just say whether they like them.

And 138 of the licensees voted in that preference round. They don't always all vote. Of those, 116 voted yes. But that 116 didn't all represent unequivocal "yesses," we will carry this program. It represented, first of all, a willingness to discuss it further at the program fair. Many of them were hard yesses; many were if's, depending on certain things. And some, to be frank about it, were people who really only wanted the half hour still, but didn't want to say no, in case that meant no to a half hour.

Lehrer: And the next step is the program fair. Which is Nov. 7-11. And then right before Thanksgiving there is another vote, which is also a preference round, but it's much more binding.

Based on that, there may be another one, and then there's a committee that gets together and we will probably have a final decision by December.

MacNeil: We've been very anxious to conform exactly to this very drawn-out public television calendar, because it's not only the best politics in public television, but it's absolutely the best way to make sure that everybody feels consulted and has a share in the decision.

Lehrer: The opposite of what I was saying is this, too, looking at it from our perspective. If the ultimate decision is no, we will not be able to say, oh well, we didn't get a good hearing—it was three or four people opposed in the back room that did it, that turned us down.

What's the downside? What's the big risk that you take in leaving a quite successful format behind?

MacNeil: Oh, that we'd blow the whole thing, is the downside.

Lehrer: Yes, we're risking seven years of having built this program the way it is.

MacNeil: We talked about it a lot.

Lehrer: Yes. We could continue the *MacNeil-Lehrer Report* in its present form. It has kind of developed into an institution; we could continue to do that. And there are no problems with it.

We've got the thing manageable, excellent staff, small enough to be kind of a family.

So why would we want to risk this and disrupt our working habits and all of that? We talked about it and realized, we wouldn't be who we are—we would go so much against our philosophy and the way we operate—if we didn't at least try this.

What are you going to do if the stations vote no?

MacNeil: Well, we'll have to think about that.

Will you go back or will you be content to stay with MacNeil-Lehrer as it is now.

Lehrer: We are now so keen on doing the one hour, and it seems so out of sync and out of character for public television to say no. If they in fact did say no, it would be disappointing. But more importantly, it would be stunning. And whether we would then continue to do the half hour or stay would depend largely on the taste it all left in our mouths. What are the real world options? I just don't believe that's going to happen.

Tell us about the show. Tell us about why you're hooked on or turned on by it? You haven't prepared a pilot yet, have you?

MacNeil: No, and we're not going to. It wouldn't serve any real purpose to prepare a pilot. We have a track record of seven years now producing a program. And we're not asking merely to be taken on trust and faith on the basis of that record. But we feel that that weighs very heavily in the scales. And the proposal is general. If you read what the typical program is that we outline in that proposal, it's made up basically of three building blocks that are described there. And it could be four, it could be two; but basically three, on average, main stories done in different ways and in different textures. And around them, a lot of shorter items which would be pacing and seasoning items to give variety and a sense of comprehensiveness.

When we began the current program, seven years ago, we saw it as a supplement or a complement to what commercial television does. Watch them and then watch us for more or different.

We've begun to notice from our audience—and the sentiment has grown over seven years—that increasingly some people think of us as an alternative, even with the half hour. Some people don't watch a network news show, they just watch what we do. Linger in the back of our minds for years has been: Should we attempt to become an alternative to commercial television news? To cut through all the rhetoric, that's where we are now. That immediately flowed from the decision to go earlier in the evening.

Have you abandoned 8 to 9?

MacNeil: That's right. It's been abandoned. The system knows that. You can see, immediately, that if you're going to go opposite commercial news, either local or national, it would be smart to consider your show a little harder in its news coverage. And also, you would want to make an effort to be comprehensive so that people won't miss something important.

Now, that's a fundamental philosophical change for us from the original concept. But it's consistent with this kind of growing tickle we've had that sooner or later it's going to be time to take on commercial television and say: "Public television can provide an alternative." We think that is very viable.

Lehrer: But what it means is that we will have to do some headlines. We're going to say to the audience: "If you watch us for an hour, there's not a necessity to watch anybody else." So we've got to cover some basic things that have happened in the last 24 hours. Our idea is this. We would say to the American public: "We're going to offer you a place to go every evening for one hour, that's going to put it in some kind of order and we're going to cover you on the plane crashes and those kinds of things to tell you what happened. We're going to flesh out two, three of the major stories of the last 24 hours or other developing stories. But you don't have to stay up all night and watch the news. You don't have to have your radio on all the time. And we're going to do it at a time that's most convenient for you to watch it." It's going to be at different times.

MacNeil: Can I throw in another bit of philosophy? At least as long as the three networks remain the biggest broadcasting delivery system in this nation—before cable really takes hold—they're not going to be able to break out of the prison of their own successful formulas in any really radical way in their early evening news programs. Even if they should get their affiliates to agree to an hour, it is still going to be very largely the same formula, expanded over 40 minutes instead of 22 minutes.

Lehrer: When they make a change on a nightly news broadcast on commercial television, they change one of two things. Radical change means you get rid of the anchor people and get new anchor people, or you jazz up the graphics. And so essentially you have three nightly news programs competing between anchor people and graphics. And the stories are the same.

MacNeil: Now, there's another part. It is our hunch and it is our gamble that more people than currently watch the *MacNeil-Lehrer Report* every night are in some way vaguely or very specifically dissatisfied with the manner in which the news is delivered on commercial television. They may still watch it because they want to go there for a comprehensive fix on their day, but they're unsatisfied with it.

Now, our hunch and our gamble is that lots of Americans feel that way. Now, it may not be 20 million people a night. But if you look at our figures and our Roper survey—the third national survey that Burns Roper has done for us—it showed that we're now getting about four million people to watch every night. We're getting 15 million people who say they have watched one program in a week, and 28 million people who say they watch one program in a month. Those two weekly and monthly figures were almost doubled from the previous survey, which had been 18 months before.

Now, our feeling is this: If you're going to be so arbitrary as to say we're only going to do one story a night, inevitably you're going to find people, however much they like the process and feel of the program, who aren't interested in what we do every night. And our audience viewing habits show from these surveys that a lot of people turn our program on and they say, "I'm not interested in that," and they come back the next night or two or three nights later. The typical *MacNeil-Lehrer* viewing pattern is the average viewer watching something like one-and-a-half programs per week.

Now, there's a contract implied in any medium of communication, in any journalism. Basically, you say to the reader of a magazine, for example: "You look at this page and if you're not interested in what's in that column, look over here; if you're not interested in that, look over here. If you're not interested in that, turn the page." In broadcasting, the contract is: "If you're not interested in this story, wait a minute or, increasingly, wait a few seconds, and we'll keep you interested."

We abandoned that concept very arbitrarily seven years ago in saying, "This is it, folks," for one thing. So by abandoning that promise of variety and comprehensiveness, we naturally limited potential for our audience at the same time that we established a clearer identity, which enhanced it in a certain way.

Now we think that by becoming more comprehensive, without destroying the spirit or the philosophy of the program, we can urge that four million toward the 15 million. And even if it only went up to six million a night by this effort—we think it will be better than that, we think it will go toward the 15 million—it would still be a tremendous audience increase for public television. And it would make our numbers not at all embarrassing when lined up with the commercial television numbers.

But as you broaden your contract, are you going to be forced into the same thing? For example, I hear you saying that you're going to start off with a five-minute summary of the world news. What are you going to do at the top of the hour?

MacNeil: Well, we don't know yet, exactly. We aren't into the final development stage, which will occur when we've got the green light, and then we will sit down with our new executive pro-

ducer, who will be a very important key to this—and we can explain why in a moment, because we're going to have to change our work habits quite a lot in this new thing—and with a full team sitting down and really thinking through all the things we will have learned from what the system wants.

Lehrer: Think about it for a minute. There are several ways of doing that. You don't have to do a five-minute news summary at the top of the program. In fact, we would hopefully let the length of the news summary be dictated by how much news there was on that given day.

But it also doesn't have to be done in one hunk. It can be spread out throughout the program. It can be done in different ways.

MacNeil: We're going to be hiring a top flight executive producer to do this. And the aim will be: to produce a sprightly and interesting news magazine. And by magazine, we don't mean *60 Minutes*, we don't mean *20/20*, we don't mean *PM*, we don't mean magazine as the connotation has it in the industry today.

Lehrer: But we will continue to do what we have done on the half-hour, which is to deal with subjects in an intelligent and serious way and acknowledge that the audience is intelligent and cares enough about these things.

The professionals in the news divisions of the commercial networks, as Robin said earlier, are caught in a trap. But they're also caught in a mission. As Cronkite says, "Look, we're an electronic headline service." And the fact is, they do that very well. To criticize them for that is a little bit of a cheap shot, because it would be like criticizing the *Washington Post* based solely on its headlines.

The problem is that they don't flesh out the stories. And the problem is they don't have the time. And they're in a competitive thing and they're afraid to do this and all that. A lot of things that we began doing seven years ago are now being done in commercial television. Well, that is a fantastic thing for us and it is certainly a proper role for public broadcasting.

Are there any existing programs that parallel what you envision?

MacNeil: No. What we intend to create will be something quite new. There won't be another program like it. Which, of course, makes it hard for people to visualize. The nearest thing to it—and it isn't really like it—is the *CBC* [Canadian Broadcasting Corp.] *Journal*. But it won't be like that, it won't have the segmentation or style or feel that one has. It will be different.

Will your style change? Will you become sprightlier? Will you have a greater reliance on graphics?

Lehrer: No. We may use graphics more than we use them now. And the graphics we use, hopefully, will be better than those we use now. Our philosophy on graphics is simply this: "If you need the graphic to help people understand what you're saying, use it. If you don't, forget it."

You'll still be New York and Washington based?

Lehrer: Right.

MacNeil: But there will be two big differences—one is that we will be able to get into an area of television journalism that we've been very limited in before, and which commercial television on a daily basis is very limited in, I think, believe it or not. And that is using documentary reportage at a length where it can breathe, to bring experience of some situation, whether it's with the rebels in Afghanistan or, as we showed recently, the situation in Guatemala, to bring it into people's homes in a way that is very difficult through just talking heads. We will be able to do much more of that.

Is that what's really going to drive up your costs?

MacNeil: That will be a major part of the costs. Because that's the very expensive part of television. The other, more important thing, is that we are going to interconnect the hell out of this country. We are going to get this country talking to itself much more than we've been able to do so far. We've had this dream

from the very beginning. We haven't been able to afford to do that. Right now, we have 70, on the average, interconnections a year—that is, bringing into the program a third or fourth city other than just New York and Washington. We're going to increase that to 450 on average.

That means that it's an average of two every night but on some nights you might want to use seven cities and another night you might want to use none, outside Washington and New York.

Lehrer: It's an incredible thing. We have this great new technology in television, in satellites and all that. And yet we've got a country where it is becoming more and more Balkanized. We've got people with this interest and that interest, the Sun Belt and Frost Belt, the West Coast and the East Coast, and then all the political manifestations of all of that. And this technology—television, you would think, would be the centerpiece of a national town hall where you go and talk about things.

The way news operates now—and our program is no different from anybody else's in this way, even though we try to do something about it—all the communication is one way. There's no direct communication. I know that sounds terribly pie in the sky and eye-watery but I think that's the reason we made this big commitment.

When I read this proposal, I felt it was patterned after National Public Radio's *All Things Considered*, because they use the satellite the same way.

MacNeil: That involves a tape recorder and a telephone and it's relatively cheap. You try that on television, with the necessary film crews that would be part of conventional television, and the costs are just astronomical. We're not talking about that.

The basic ingredient of this program will still be, apart from some film reportage or VTR reportage, debriefing news sources through dialogue. And we think that we've developed something rather new in this area and it is this. A conventional reporter in a newspaper or radio station or television station has a story assignment and in the time available to him he goes out and talks to the best news sources he can get, whether regular sources or new ones, and asks people what happened, what do they think about it, what does it mean? And then he goes and says to somebody else, do you agree that's what it means? And what do you think about it? He goes back to the office, sits down at the typewriter or the computer terminal, and writes a synthesis.

We do all of that up to the point of the synthesis. We bring in the four or five best news sources that our reporters can get—increasingly the best sources—and with careful editorial preparation we debrief them, and the viewer makes the synthesis. We firmly believe from all we've heard from our audience over seven years, that this is one of things that makes the program really attractive to people.

The viewer is not being told what to think. He's not having the narrow perspective of a reporter given to him. He is able to look over our shoulders as the news gathering process unfolds and he's almost a participant in it.

Another attractive feature in this proposal is the concept of the local window.

Lehrer: Well, what we're going to try to do is have a spot in the program every night where they could pull out and do a local thing if they want to. There are a lot of public television stations in the country that could map five, six minutes of local. For instance, in some areas, if this goes against local news, they may want to opt out three or four minutes to do some local thing and they could do that. But they're not prepared to do their own. They don't have the resources to do 30 minutes of local news every night or an hour of local news every night. [Our proposal] would give them some local public affairs identity. Woven into this vehicle, it would be a terribly helpful thing.

What about the ambition mentioned in your proposal about being the centerpiece of the public broadcasting system. Do you still have that in mind?

Lehrer: Yes, that's another major purpose of the one hour. We

would be the major vehicle for news and other public affairs programs on public television. And that would mean simply this: that things that are now either not done or are done in special events type of things, we would try to incorporate in the one hour. A particular hearing, maybe pieces of presidential news conferences might work. But more importantly, from a journalistic standpoint, we would hope to establish in the public mind that in the morning, for example, you hear that somebody has taken a shot at the vice president, there's been a revolution in Iran or something like that, or the Camp David summit is over and Begin and Sadat and Carter have come back. You will know, probably, that the networks will do a special program that night. You will know, in public television, that it will be covered in detail on the one-hour **MacNeil-Lehrer Report**.

MacNeil: On very special occasions when there's supreme news, our program would constitute in itself a special, as we've often done with the half-hour.

Lehrer: The half hour is, in effect, a 30-minute special every evening on some subject. But there might be, in the course of a year, possibly five or six major news events where most if not all of one hour would be devoted to one subject, a major news story.

If you're saying, can two people become PBS News? No. Really, no, not alone, you can't. But nobody's ever thought, after the ill-fated experiment with NPACT [National Public Affairs Center for Television] that there was going to be a PBS news. Now, maybe we're evolving toward something like that. We happen to have that identity at the moment.

Have you thought of having an editor at large—a Charles Kuralt-type?

Lehrer: I know the point you're getting to. In commercial television news, it's certainly understandable that a network news division is known by its identifiable correspondents. And viewers don't watch it just for the anchor people, but for the people who are out doing the stories, too. I understand that.

But that is not the way we're going to go. First of all, that is the single most expensive way to go. That's where all the money is tied up in the commercial network news medium. They have all these correspondents, who all make a lot of money, who all have film crews that follow them around, taking an incredible amount of time. It's just like having an extensive bureau system. If you have an extensive bureau system, you've got to use it.

MacNeil: It's like our present beat system. We have nine reporters. The strength of this program is in the reporting base. They don't appear on the air but that is why Jim and I can go on the air. Because of them we can go on the air every night and not look like bloody fools. And we are well-informed and the story has been thoroughly researched before we get there.

Lehrer: They're subject matter beats, not institutional beats.

MacNeil: That's the point. We don't put a body at the White House and a body on Capitol Hill. We don't cover buildings, we cover issues. And it's been very productive for us because we couldn't afford to have 30 correspondents when we're first starting, to cover this and this and this all over the world.

There's another philosophical difference in what we're about, and it goes back to the existing program. It is wrong to imply that all the issues of the day and all the happenings of the day around the world can be communicated solely by putting on the most vivid action picture that you can acquire. The networks have become ever more skillful, as the technologies improve, both in satellite communications and in mini-cams and everything else, at doing that. When they can't get action picture, the news judgment tends to suffer because the story is told in less detail. When they do have action pictures, especially with the new competition between them, the competition is to get more and more vivid and/or violent or moving or emotional material. That's what the competition is. It's the competition to get at that bit which makes people cry or shocks them.

Lehrer: You all know as well as I do the incredible number of sto-

ries bumped off the nightly newscast because they've got some good action footage on a story that didn't mean a damn thing. The story, in and of itself, was insignificant compared with what got bumped. But the pictures were fantastic. And it's fine if you're running a picture magazine. I mean, if you're in the business of *Life* magazine, that was the number-one emphasis. But it's not the number-one emphasis of *Time*.

You're keeping a very tight budget now, but your news program is still going to be more expensive. You're proposing about \$20 million?

MacNeil: That's right, yes.

And then the stations are going to put in the same amount as they always have?

MacNeil: Right, roughly.

And \$10 million from AT&T?

MacNeil: Yes. And CPB will make up the difference. But, the understanding is this: that whatever the contribution of public television, the stations and CPB together will contribute at least \$1 more than AT&T. That's a condition that CPB has made and it's a good condition.

Public broadcasting should be the majority underwriter so you don't have any conflict with AT&T.

Lehrer: That's right.

Do you think part of the stations' hesitancy is based on the fact that these are really tough financial times, and how can you guarantee that this underwriting from AT&T will not some day be cut off?

MacNeil: Yes, a lot of them have raised that.

Lehrer: The fact is that both CPB and AT&T have said that they're in it for the long run.

MacNeil: If the question among the stations is are we suddenly going to find ourselves, one or two years down the line, saddled with great costs to buy a program we've already committed to and attracted some audience to, the answer is, no. We do not expect to have to go to them with that. Because AT&T, which is a fairly successful corporation and run by smart people—they'd be crazy to go into this with only a one-year commitment. There's a long-term commitment. They're not only committing to underwrite the cost of the program, they're also going to commit to heavily publicize the program with unprecedented promotion. □

Law & Regulation

Sony's defense: First Amendment

In what could be landmark case, VTR distributor says public has constitutional rights to tape in privacy of own home; Universal and Disney say they won't go after individual infringers, but feel Sony is guilty as 'indirect infringer'

The question of whether videorecording of copyrighted programing without payment to the copyright holders violates the Copyright Act could turn in part on whether the policy underlying the Communications Act overrides, at least to a degree, the protections written into that law. Sony Corp. says that it does—that, indeed, the First Amendment guarantees the public's access to programing, live or on tape.

Sony, in arguments in its brief, attempts to persuade the Supreme Court to reverse an appeals court's decision holding that off-the-air recording of television programing, even if in the privacy of a home and for personal use, is an infringement of copyright under the Copyright Act of 1976 (BROADCASTING, Oct. 26, 1981).

A principal issue in the case is whether the off-air recording of television programing for later viewing at home is a "fair use" and, therefore, exempt from copyright law. The fair use doctrine is intended to encourage creativity in such areas as criticism, news reporting and scholarship.

Sony, in arguing that home recording is fair use, said that "the touchstone... is an understanding of the public's right to receive free off-the-air TV." Sony then cited two Supreme Court decisions hold-

ing that cable television systems, under the Copyright Act of 1909—which Congress replaced in 1976—were exempt from copyright payments. Universal and Disney "have no control over the segment of the population which may view the program... The privilege of receiving the broadcast electronic signals and of converting them into the sights and sound of the program inheres in all members of the public who have the means of doing so."

And in citing the First Amendment, Sony referred, among other cases, to the Supreme Court's *Red Lion* decision in 1969 affirming the constitutionality of the FCC's fairness doctrine. "The importance of free off-the-air TV to the American way of life, coupled with various pronouncements of this court over the years, suggest that the public's entitlement today to receive TV for personal use in the privacy of the home approaches, if in fact does not attain, the status of a First Amendment right," Sony said, noting that in the *Red Lion* decision, the Supreme Court said: "It is the right of the people to receive suitable access to social, political, esthetic, moral and other ideas and experiences that is crucial here. That right may not be constitutionally abridged..."

Universal and Disney, in their joint brief, noted that the court of appeals had rejected the First Amendment argument. It said that the free speech guarantee "is not a license to trammel on legally recognized rights of intellectual property." The Universal-Disney brief said the ruling "followed an unbroken line of authority holding that the First Amendment is no defense for copying of entire copyrighted works, including works broadcast on television."

As for the contention that national communications policy pre-empts statutory

copyright protection against unauthorized copying of copyrighted material, the Universal-Disney brief said Congress put that to rest when it adopted the Communications Act of 1934. That act says it does not abridge or alter "the remedies now existing at common law or by statute..."

The appeals court decision technically held that users of videotape recorders such as Sony's Betamax infringe copyright owner's rights in the programs recorded. However, Universal and Disney have said they do not intend to sue individual Betamax owners. They are defending the appeals court's holding that Sony is a "contributory" infringer. Sony contends that, even if the Supreme Court agrees that the individual Betamax owners are direct infringers, there is no legal basis for concluding it is an "indirect infringer." Sony said it did not "induce or cause any of the home recording in issue; nor did it cause any [Betamax] owner to believe it was legal."

To Universal and Disney, there is no doubt that Sony is a contributory infringer. Such an infringer "knowingly induces, causes, furthers or materially contributes to the infringing activity of another," the brief said. "This test is satisfied here."

The issue could be settled in Congress rather than the Supreme Court. Following the appeals court decision, several bills were introduced that would overturn the decision by exempting home videorecording from copyright liability without compensating copyright owners. Other bills would exempt VTR owners themselves from liability but manufacturers and distributors would pay compulsory royalty fees to copyright owners. The bills are expected to be reintroduced in the 98th Congress. □

Call letter controversy

Illinois FM objects to FCC refusal to grant WSEX call

What's wrong with WSEX?

That's the question Darrell Peters Productions Inc., licensee of WTCO(FM) Arlington Heights, Ill., has asked the FCC.

In a petition for reconsideration, WTCO noted that it had asked to change its call sign to WSEX(FM), but the FCC Broadcast Bureau refused, contending that those letters weren't available for assignment.

In its petition, WTCO noted that the commission's rejection letter referred the broadcaster to the section of its rules that requires call-sign combinations to be in "good taste." Also, according to the petition, the bureau underlined, with a red pen, the words, "if the combination is in good taste."

WTCO said that rationale was "totally at odds" with commission precedent and argued that "a statute which allows action to be withheld upon a regulatory agency's determination of what is or is not 'in good taste' is unconstitutionally vague."

Moreover, WTCO said it had undertaken a review of call letters now assigned and had determined that many of those left little to the imagination. The commission, said WTCO, "wisely has refrained from acting as a super-arbiter of taste and has permitted various stations to operate with the following call signs: KACA, KDIC, KDVL, KFAT, KFKX, KFXV, KIKZ, KINK, KISS, KJAM, KKKK, KKKX, KLYT, KOCC, KOKE, KOME, KOXE, KSYN, KYSS, WBAM, WCKK, WCLT, WCOM, WDX, WGAY, WHOP, WJIZ, WJSM, WKLT, WLAY, WLUV, WPOT, WPSR, WSPK, WSUC and WSUX. Given these assignments, the FCC hardly is in any position to state that there is anything wrong with WSEX. □

Fowler: TV dereg on its way

FCC chairman, in brown bag chat with reporters, says item will be on commission calendar by year's end

FCC officials confirmed last week that TV deregulation comparable to the deregulation of radio, now before appellate court, is due for commission action by the end of the year. The first word had come from FCC Chairman Mark Fowler Oct. 29 at a luncheon with selected reporters.

The radio order, which is currently under appeal before the U.S. Court of Appeals in Washington, eliminated nonentertainment programing guidelines, formal ascertainment requirements for new stations and renewal applicants, commercial limit guidelines and the maintenance of detailed programing logs in public files.

Although some have questioned whether the commission should await the court's ruling on the radio deregulation order before launching the TV deregula-

tion proceeding ("Closed Circuit," Oct. 4)—so the FCC could address any problem the court might have with radio deregulation first—Fowler said he didn't want to wait. According to a commission official attending the luncheon, Fowler said any problems the court raised with radio deregulation could be addressed before the commission issued the TV deregulation order.

The *Wall Street Journal* quoted Larry Harris, Broadcast Bureau chief, as expressing surprise at Fowler's remarks. "The notice isn't even something we've established as a priority for the bureau," Harris was quoted as saying. Harris last week denied having made the statement. "It's in a draft," Harris said of TV deregulation. "We can have it by the end of the year."

According to officials attending the luncheon, Fowler also fielded questions ranging from spectrum fees to his concept of what the First Amendment means and reiterated his intention to eliminate unnecessary regulations. As an example of regulations that he felt ripe for repeal, Fowler cited the commission's fraudulent billing rules. Fowler said he thought billing irregularities could be better addressed by the courts. □

Gross Telecasting granted short-term renewal for Lansing television station

FCC board reverses ALJ decision denying license renewal of WJIM-AM-FM-TV

Reversing an initial decision, the FCC Review Board has granted Gross Telecasting Inc. a two-year, short-term renewal for WJIM(TV) and full-term renewals for WJIM-

AM-FM, all in Lansing, Mich.

In an initial decision, Administrative Law Judge Byron Harrison had denied Gross renewal for all three stations (BROADCASTING, Nov. 16, 1981).

Partly in response to a petition to deny filed by the Lansing chapter of the American Civil Liberties Union, Gross's renewal applications were designated for hearing in 1974. Among Gross's alleged offenses, Harrison concluded, were the broadcast of taped weather reports without notifying the public, the use of deceptive advertising maps to obtain clients, the clipping network programing to present local news or advertising and misrepresentation of clipping both to the commission and CBS, its network.

But in a sparsely worded press release last week, the Review Board said that although it had adopted "the findings of fact in the initial decision except as modified," it had reversed "certain" of Harrison's conclusions.

"The board determined that Gross was qualified to remain a commission licensee and that a two-year, short-term renewal of its license for WJIM-TV and the full-term renewal for WJIM and WJIM(FM) would best serve the public interest, convenience and necessity," the release said.

Jerold Jacobs, the Review Board member who wrote the opinion, said that no further details would be released until the decision itself is made public this week.

Jacobs said it was unusual for the board to announce a decision more than a week before it released the decision text. Nonetheless, Jacobs said, after it arrived at its decision Friday (Oct. 29), the board told the parties affected (although Jacobs said the board didn't tell them what conclusions it had reached). Since Gross is a publicly traded company, the board decided to issue the brief statement Monday (Nov. 1) to quash any rumors that could affect Gross's stock, Jacobs said. □

Justice's hand. Colleges and universities seeking to end the National Collegiate Athletic Association's control of television rights to football games last week found they had a new ally—the Department of Justice. It filed a brief in the U.S. Court of Appeals for the 10th District in support of the district court decision declaring NCAA's restrictions on those rights to be a violation of the Sherman Antitrust Act.

NCAA has appealed the ruling of U.S. Judge Juan Burciaga, on Sept. 15, that the association's contracts with member schools prohibiting them from negotiating separate television contracts violated the antitrust law. Burciaga's decision voided \$281.5 million in contracts between NCAA and CBS, ABC, and Turner Broadcasting System. However, the appeals court stayed the ruling pending review, and the NCAA contracts remain in effect.

The University of Oklahoma and the University of Georgia initiated the suit against NCAA in an effort to win the freedom to sell television rights to their football games. NCAA, in opposing that suit and in appealing the district court's decision, maintained that the contract restrictions needed to insure the competitive balance of NCAA teams—that without the restrictions, some institutions would earn preponderant amount of the television money and emerge as superpowers that would consistently defeat their opponents, with the result that fans would lose interest in the games. ABC made similar arguments in a friend-of-the-court brief.

But Justice said NCAA has supplied little if any evidentiary support for that argument. It noted that the district court observed that the NCAA has not felt obliged to impose restrictions on the televising of college basketball games, even though the competitive need for competitive balance would appear to be as urgent as in football.

The district court's opinion was supported in a second friend of the court brief, filed by the Association of Independent Television stations. INTV is seeking to have the NCAA restrictions lifted because of what it says is the inability of most of its 84 member television stations in gaining the right to televise NCAA football games. INTV's President Herman W. Land filed an affidavit in the district court alleging that the NCAA television plan adversely affects the interests of INTV members by denying them access to unique programing.

Costs hobble profits in quarter

Earnings down 23% over all, though many companies report increased revenue; number of nagging expenditures, ranging from cable franchise costs to plant shutdowns, cut into profits

The third quarter exacted a hefty toll from the earnings of broadcast groups and networks, with the total net income reported by the top nine companies in the field down 23% from that reported in the comparable year-earlier period. At the same time, it is necessary to append the caveat that those numbers don't really talk about the health of the broadcast business, but rather about business strategies and conditions affecting other portions of those company's portfolios.

Take, for example, the firm that showed the most precipitous drop in net income—Storer Broadcasting, which reported last Tuesday a 95% earnings decline from the year earlier. Storer's net income was \$172,000, one cent per share for the third quarter, down from \$3,561,000, 23 cents per share the year earlier. And that positive net income was only achieved after applying \$8.3 million in tax credits to offset a loss before taxes of \$8.1 million.

Meanwhile, revenues were up at both of Storer's businesses: 12% at broadcast stations, 67% at cable operations, for a total revenue increase of 41% to \$94,743,000. The way those dramatically increased revenues whittle down to dramatically decreased earnings is complex. First, in operations, broadcast margins slipped as operating profit there advanced only 5%; cable profits declined 30% at the same time; corporate expenses jumped almost 35%, and Storer added over half a million dollars of losses from "other operations" it didn't carry last year. That all meant operating profit slipped 16% to \$7.3 million.

Then, in the "other income [expense]" column, interest expenses trebled to \$12.3 million, Storer reported a \$2 million franchise acquisition charge, up from \$565,000 the last quarter, and other items grew until the line totaled \$15.4 million, \$8.1 million more than Storer's operations earned. And still, broadcast operations for the company did have an up quarter, broadcast revenues did rise 12%.

CBS, as reported earlier (BROADCASTING Oct. 18), logged income that was off 68% from 1981's third quarter. The company said broadcast revenues had climbed 9% in the quarter, but that profits declined, citing new sports contracts, expanded news programing and a new radio

service. But again, the big hits at CBS came outside the traditional broadcast businesses—a \$10 million post tax bite of the bullet to kill CBS Cable, another \$5.6 million post tax charge to shut down the Terre Haute, Ind., CBS Records facility. Indeed, both the Records Group and the consumer products Columbia Group reported losses for the quarter.

Metromedia as well reported a substantial decline in net income, a 24% slide that pretty much paced the group average. The bottom line this time around was \$9,669,000, \$2.78 per share. That per share figure was only 9% below the year earlier—reflecting the 14% shrinkage of shares outstanding from a buyback of 600,000 shares. Here again, the broadcasting picture was significantly different from that painted by the net income decline. Metromedia broadcast operations reported a 20% revenue gain, and a 16% net income advance. The company as a whole showed a 17% earnings improvement, to \$123,504,000.

The culprit behind the net earnings decline was interest expense—which increased 238% in the quarter thanks to borrowings for the purchase of WCVB-TV Boston, Pittsburgh Outdoor Advertising and a stock repurchase. At the same time, the \$2 million the company's Entertainment segment logged didn't help, although that was some \$787,000 less than the segment lost last year.

Scripps-Howard was another company reporting a decline in net income, down 14% to \$3,759,000, 36 cents per share, on revenues that rose 10% to \$22,491,000. For Scripps-Howard, cable expansion produced the decline—the company said its investments in cable had, and for the foreseeable future will, eliminate investment income as a source of corporate profit.

Taft was the company in the middle—net income edged forward slightly (.4%) to \$18,072,000, \$1.79 per share, on revenues that were up 1.8% to \$149,104,000. Broadcast revenues advanced 13% for Taft, profits 7%. Profit for the entertainment group edged 1.6% lower, as revenues fell 20% that the company said, was primarily due to changes in the timing of delivery of programs to the networks—a cartoonist strike delayed deliveries out of this year's third; the actors strike last year pushed deliveries then back into the third.

ABC's net income, advancing 4% to \$35,500,000, \$1.22 per share (BROADCASTING Nov. 1), was helped along by "record" television network profits and "higher" owned television station profits, even with a radio profit decline. The quarter's results were also said to reflect higher losses at the advertiser supported cable services which has interests, and generally increased investments in new

video ventures. ABC revenues were up 10% at \$607,100,000.

LIN Broadcasting's 28% revenue gain to \$21,196,000 wound down to a 16% net income advance to \$4,760,000, 44 cents per share.

The news was even better at Cox Communications—a 24% revenue gain, to \$128,419,000, yielded a 17% net income advance to \$15,262,000 54 cents per share. Broadcast revenues rose 19%, operating income 12%; cable revenues surged 31%, and income advanced 13%. Meanwhile, Cox interest expense was up only 11%.

Finally, Capital Cities net income moved ahead 28%—quite a contrast with the generally recessionary environment—to \$22,313,000, \$1.68 per share. Revenues rose 11% to \$159,176,000. Broadcast revenues and profits both advanced 14%, and a 32% jump in cable revenues was accompanied by cable operating income moving \$300,000 into the black, in contrast with the year earlier \$430,000 loss.

Thus, against the background of the 23% group net income decline, eight of the nine companies reported advances in broadcast operating profit, with the percentage gains, as high as 16%. □

Executive salary survey places communications near top of list

Arthur Young finds compensation of Fifth Estate brass ranks behind only chemicals and petroleum industries in 1981

Communications was a good place for top executives to be in 1981 if they were looking for considerably higher than average pay and bigger pay boosts than they would get in most other businesses.

That was the message in a study conducted by Arthur Young & Co., independent accounting, tax and consulting firm, of the pay of 16,500 top executives of more than 1,600 companies in 27 major U.S. industries. The study ranked communications—including TV, radio and cable—as the third highest-paying industry for top executives, surpassed only by the traditionally top-ranked chemicals and petroleum industries.

Top communications executives, the report said, averaged \$166,874 in total compensation in 1981. Top executives in the chemicals industry averaged \$190,319, while those in the petroleum industry

Stock Index

Exchange and Company	Closing Wed. Nov 3	Closing Wed. Oct 27	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	54 5/8	48 1/2	+6 1/8	+12.62	10	1,572
N Capital Cities	113	107 1/2	+5 1/2	+ 5.11	17	1,481
N CBS	54 1/8	54 1/2	- 3/8	- 68	8	1,514
N Cox	41 3/4	40	+1 3/4	+ 4.37	19	1,182
A Gross Telecasting	33	26 5/8	+6 3/8	+23.94	9	26
O LIN	31 1/4	31 3/4	- 1/2	- 1.57	18	323
N Metromedia	271	265 1/2	+5 1/2	+ 2.07	18	914
O Mooney	4 1/4	4 1/4			4	3
N Outlet Co.	40	37 5/8	+2 3/8	+ 6.31	63	108
O Scripps-Howard	20 1/4	19 3/4	+ 1/2	+ 2.53	11	209
N Storer	31 1/8	30 1/8	+1	+ 3.31	16	510
N Taft	42 1/2	40 1/2	+2	+ 4.93	11	407
O United Television	10 1/8	9 3/8	+ 3/4	+ 8.00	14	122

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	30 7/8	28 1/4	+2 5/8	+ 9.29	21	122
A Affiliated Pubs.	29 3/4	29 5/8	+ 1/8	+ .42	10	155
O A.H. Belo	29 3/4	28	+1 3/4	+ 6.25	14	280
N American Family	14 1/2	13 1/4	+1 1/4	+ 9.43	13	196
O Associated Commun.	17 3/8	16 1/4	+1 1/8	+ 6.92	41	
N John Blair	41	42 7/8	-1 7/8	- 4.37	10	156
N Charter Co.	14 5/8	13 1/4	+1 3/8	+10.37	18	321
N Chris-Craft	54 7/8	50 1/2	+4 3/8	+ 8.66	19	119
N Cowles	46	43 3/8	+2 5/8	+ 6.05	27	183
N Dun & Bradstreet	96 1/2	92 1/4	+4 1/4	+ 4.60	20	2,614
N Fairchild Ind.	17 7/8	16 7/8	+1	+ 5.92	8	233
N Gannett Co.	55	52 1/4	+2 3/4	+ 5.26	17	2,917
N General Tire	28 5/8	26 7/8	+1 3/4	+ 6.51	10	674
O Gray Commun.	35	35			9	17
N Gulf United	25 5/8	24 1/8	+1 1/2	+ 6.21	9	709
N Harte-Hanks	37	33 3/4	+3 1/4	+ 9.62	14	362
N Insilco Corp.	17 1/4	15 5/8	+1 5/8	+10.40	8	262
N Jefferson-Pilot	32	30 3/8	+1 5/8	+ 5.34	7	686
O Josephson Intl.	16	14 7/8	+1 1/8	+ 7.56	13	62
N Knight-Ridder	41 3/4	39 3/4	+2	+ 5.03	14	1,348
N Lee Enterprises	32	30	+2	+ 6.66	11	220
N Liberty	15	14 1/8	+ 7/8	+ 6.19	9	192
N McGraw-Hill	67 7/8	64 5/8	+3 1/4	+ 5.02	16	1,689
A Media General	45 3/4	45 1/2	+ 1/4	+ .54	10	317
N Meredith	79	75 1/4	+3 3/4	+ 4.98	9	244
O Multimedia	42	40 1/2	+1 1/2	+ 3.70	16	428
A New York Times Co.	52	48 1/2	+3 1/2	+ 7.21	11	651
A Post Corp.	32	30 3/8	+1 5/8	+ 5.34	16	58
N Rollins	14	13 1/8	+ 7/8	+ 6.66	8	371
N Schering-Plough	39 3/8	37 7/8	+1 1/2	+ 3.96	13	2,094
N Signal Cos.	24 3/4	21 7/8	+2 7/8	+13.14	10	1,790
O Stauffer Commun.	43	43			10	43
A Tech Operations	16 1/8	15 3/4	+ 3/8	+ 2.38	7	15
N Times Mirror Co.	63	57 1/4	+5 3/4	+10.04	17	2,152
O Turner Bcstg.	16 1/4	15	+1 1/4	+ 8.33	27	332
A Washington Post	56 1/8	51 1/2	+4 5/8	+ 8.98	19	792
N Wometco	29 1/4	27 1/2	+1 3/4	+ 6.36	17	399

CABLE						
A Acton Corp.	8	6 5/8	+1 3/8	+20.75	73	40
N American Express	63 3/4	58 5/8	+5 1/8	+ 8.74	11	5,929
O Burnip & Sims	12 1/2	12 1/4	+ 1/4	+ 2.04	12	109
O Comcast	23 3/4	21 1/4	+2 1/2	+11.76	20	106
N General Instrument	49	48 1/4	+ 3/4	+ 1.55	15	1,517
N Heritage Commun.	12	9 1/8	+2 7/8	+31.50	21	88
O Rogers Cablesystems	7 5/8	7 1/8	+ 1/2	+ 7.01	32	168
O Tele-Communications	25 3/8	22 5/8	+2 3/4	+12.15	55	536
N Time Inc.	46	45 1/4	+ 3/4	+ 1.65	16	2,326
O Tocom	12 1/4	11	+1 1/4	+11.36	12	64
N United Cable TV	28 3/4	28 1/2	+ 1/4	+ .87	21	315
N Viacom	34 3/4	28 3/4	+6	+20.86	22	394

Exchange and Company	Closing Wed. Nov 3	Closing Wed. Oct 27	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Barris Intl.	3	3			30	17
N Coca-Cola	48	44 1/4	+3 3/4	+ 8.47	13	6,517
N Disney	71	65 5/8	+5 3/8	+ 8.19	21	2,367
N Dow Jones & Co.	60 1/2	56 1/4	+4 1/4	+ 7.55	21	1,900
O Four Star	3 1/4	3 1/2	- 1/4	- 7.14	18	2
N Getty Oil Corp.	57 5/8	57	+ 5/8	+ 1.09	5	4,663
N Gulf + Western	17 1/8	16 3/8	+ 3/4	+ 4.58	5	1,267
N MCA	77 1/4	72 1/4	+5	+ 6.92	20	1,843
N MGM/UA	6 7/8	6 3/8	+ 1/2	+ 7.84	14	342
N Orion	12 7/8	12 3/4	+ 1/8	+ .98	2	75
O Reeves Commun.	35 1/4	31 3/4	+3 1/2	+11.02	12	288
O Telepictures	12	11 1/8	+ 7/8	+ 7.86	41	66
O Video Corp. of Amer.	4 5/8	5 1/4	- 5/8	-11.90	24	8
N Warner	57	53 3/8	+3 5/8	+ 6.79		3,620
A Wrather	23	22 1/4	+ 3/4	+ 3.37	26	51

SERVICE						
O BBDO Inc.	56 1/4	55 3/4	+ 1/2	+ .89	11	163
O Compact Video	3 3/4	3 1/8	+ 5/8	+20.00	4	12
N Comsat	86 5/8	80 3/4	+5 7/8	+ 7.27	20	693
O Doyle Dane Bernbach	19	17 1/2	+1 1/2	+ 8.57	10	109
N Foote Cone & Belding	40	39	+1	+ 2.56	9	109
O Grey Advertising	73	71	+2	+ 2.81	7	42
N Interpublic Group	40	39 3/4	+ 1/4	+ .62	10	185
N JWT Group	25	20 5/8	+4 3/8	+21.21	20	131
O MCI Communications	37 7/8	32 3/4	+5 1/8	+15.64	42	3,641
A Movielab	3 1/8	3	+ 1/8	+ 4.16	5	5
O A.C. Nielsen	58 7/8	63 1/4	-4 3/8	- 6.91	17	661
O Ogilvy & Mather	40 3/4	40 3/4			11	173
O Telemation	5	5			13	5
O TPC Communications	1 7/8	1 3/4	+ 1/8	+ 7.14	1	2
O Unitel Video	6 1/2	5 3/4	+ 3/4	+13.04	11	8
N Western Union	48 3/8	48 1/2	- 1/8	- .25	14	973

ELECTRONICS/MANUFACTURING						
O AEL	15 5/8	15 1/2	+ 1/8	+ .80	6	30
N Arvin Industries	17 1/8	16 3/4	+ 3/8	+ 2.23	14	117
O C-Cor Electronics	33 1/4	28 1/2	+4 3/4	+16.66	30	100
O Cable TV Industries	5 1/2	4	+1 1/2	+37.50	10	17
A Cetec	5 1/4	5 1/8	+ 1/8	+ 2.43	13	12
O Chyron	29	27 3/4	+1 1/4	+ 4.50	22	79
A Cohu	6 1/2	6	+ 1/2	+ 8.33	11	11
N Conrac	31 3/4	31 7/8	- 1/8	- .39	16	70
N Eastman Kodak	93 7/8	90 1/4	+3 5/8	+ 4.01	13	15,253
O Elec Missile & Comm.	13 1/4	13 1/4			78	37
N General Electric	93 3/8	84 3/4	+8 5/8	+10.17	12	21,156
N Harris Corp.	39	36	+3	+ 8.33	14	1,220
O Microdyne	12	11 1/4	+ 3/4	+ 6.66	18	55
N M/A Com. Inc.	24 3/4	23 3/8	+1 3/8	+ 5.88	22	967
N 3M	78 1/2	74	+4 1/2	+ 6.08	14	9,230
N Motorola	90 1/8	82 1/2	+7 5/8	+ 9.24	18	3,245
N N. American Philips	49 1/2	46	+3 1/2	+ 7.60	8	680
N Oak Industries	14	13 3/8	+ 5/8	+ 4.67	7	228
A Orrox Corp.	13 1/8	12 1/2	+ 5/8	+ 5.00	22	29
N RCA	26 1/8	24 3/8	+1 3/4	+ 7.17	13	1,971
N Rockwell Intl.	45	40 3/4	+4 1/4	+10.42	12	3,434
A RSC Industries	4 3/4	4 5/8	+ 1/8	+ 2.70	37	15
N Scientific-Atlanta	13 7/8	16 5/8	-2 3/4	-16.54	13	324
N Sony Corp.	14 1/2	13 3/4	+ 3/4	+ 5.45	12	3,344
N Tektronix	53 1/2	50 5/8	+2 7/8	+ 5.67	13	1,003
O Telemet (Geotel Inc.)	2 7/8	2 1/2	+ 3/8	+15.00	14	9
A Texscan	20 3/8	17 1/8	+3 1/4	+18.97	30	120
N Varian Associates	53	48	+5	+10.41	23	433
N Westinghouse	39 1/2	35 3/4	+3 3/4	+10.48	8	3,389
N Zenith	14 3/8	13 3/8	+1	+ 7.47	240	272

Standard & Poor's 400 Industrial Average 157.26 150.71 + 6.55

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.

averaged \$172,550. At the bottom end of the scale, executives in the real estate industry averaged \$96,437; in the commercial banking industry, \$101,012, and in the life insurance industry, \$103,843.

Arthur Young officials said "top executives" include chief executive officers, chief operating officers and the top executive in each of such departments as finance, marketing and sales, legal, strategy planning, human resources and personnel and, where applicable, manufacturing and international operations and controllers and treasurers.

The \$166,874 paid the average key executive in communications represented a 23% increase over 1980, 10 percentage points more than the average increase for top executives in the 27 industries as a whole. The 13% increase for all 27 was a percentage point less than the increase they received in 1980, with "lower inflation and declining profits" blamed for the decline.

In communications, the report said, chief executives averaged \$317,820 in 1981, a 25% increase from 1980. Top financial officers averaged \$170,340, up 26%, and top human resources executives averaged \$103,618, up 22%. In the survey as a whole, chief executives averaged \$268,298, chief financial officers averaged \$120,085 and human resources/personnel executives, the lowest paid in the top executive group, averaged \$74,092.

Advertising agencies and consulting services were grouped with "business services" rather than communications. Top executives of this group were said to average \$125,945 in 1981 compensation, a gain of 14% from 1980. They ranked 14th among the 27 industry groups.

Edwin S. Mruk, a director of Arthur Young and co-conductor of the study, defended American executive pay levels against criticism that he said is "fashionable" but "unfair and unwarranted."

"Top executives of U.S. corporations are dealing with an uncertain economy, fluctuating interest rates and heavy competition for products and services on a worldwide basis," Mruk said. "These executives are responsible for managing billions of dollars of investor assets and have the responsibility of creating and maintaining jobs for millions of employees. When compared with the compensation earned by some entertainers and sports figures, executive salaries appear modest."

In addition, he said, in the current economy executive pay has been frozen or cut in many companies. He said more than 75% of U.S. corporations link executive pay to corporate performance.

James A. Giardina, also a director of Arthur Young and co-conductor of the study, said the findings showed that "companies are placing less emphasis on base salaries and markedly greater emphasis on variable forms of compensation."

"I believe," he said, "that the increase in base salaries will lag behind the increase in inflation and that an executive's total compensation will vary according to performance. As performance targets are established at higher levels, the compensation of the executive who merely performs at previous levels will slide relative to his high-achieving peers."

He also said the study demonstrates "that compensation increases tend to lag behind economic conditions," so that "final executive compensation figures for 1982 should reflect the economic climate of 1981."

The study, "Executive Compensation," was done for the Financial Executives Institute, an organization of some 12,000 financial executives of major corporations. Robert W. Moore, president of the institute, saw in the findings new evidence that his members represent an increasingly important element of corporate management.

"I am not surprised to see that the chief financial officer is one of the top three earners in major corporations," Moore said. "This executive's role has expanded significantly in the last several years... As their company's chief adviser on business strategy, many CEO's are now participating in board meetings while others are members of the board itself, reflecting the growing recognition of the chief financial officer's role in top management." □

Information Age

Pros and cons of electronic publishing

Newspaper conference examines various problems, prospects of text services

Newspaper publishers and executives who are contemplating a move into electronic publishing were given both encouragement and warning by speakers and panelists at an American Newspaper Publishers Association-Newspaper Advertising Bureau cable TV workshop in Chicago last week. Although most newspaper representatives who are currently involved in videotext and teletext services said their ventures have yet to turn a profit, they said that was offset by exposure to cable TV technology and the added promotion text channels provided.

"A lot of people are looking at cable in a different way than cable companies are looking at themselves," said Kathleen Criner, director of telecommunications affairs for the ANPA. She said the cable industry was uncertain about how it was going to approach the information services aspect of their business, and that this provided a natural opportunity for newspapers. Predicting that in the future each home will be equipped with a master control board to access any piece of information, Charles Kinsolving Jr., vice president, marketing and new technology, Newspaper Advertising Bureau, said that "newspapers have to decide whether or not, and how, to get into cable's waters." Cable is long past a rural phenomenon, Kinsolving asserted, with 60% of the homes in this country now passed by a cable and 34% hooked

up. Kinsolving praised it as "the ultimate mass medium" because of its high channel capacity. He also noted cable's 1981 revenues of \$3 billion—\$129 million from advertising. Newspapers, Kinsolving pointed out, possess a rich bank of data bases that remain untapped by cable systems.

Newspapers have become involved in programing cable channels, Kinsolving reported, but only in a limited way. Caught somewhere between the broadcast and print media, newspapers entering cable programing could be considered "telepublishers," Kinsolving said. Kinsolving pointed out that newspapers could draw on years of close community ties and advertising experience to program an advertiser-supported cable text channel. Newspapers, he explained, are in a prime position to program an advertiser-supported text channel because years of experience in the advertising and information business have taught newspapers what kind of information the public wants.

The call to action, however, was made less urgent by Steve Effros, executive director of the Community Antenna Television Association. He reported there currently is no evidence that the public wants more than a staple of entertainment, sports and uncut movies from cable. There is a "tremendous overexpectation" as to what the cable industry can realistically deliver in regard to interactive, addressable and informational programing Effros claimed. Saying, the only interactive cable services today are operated solely on an experimental basis and not one of them is making money, Effros said it is a case of technology exceeding the public's desire for it. Effros also told his audience that most cable companies will not be able to finance their sophisticated

proposals of two-way interactive services, and that increases the chance of AT&T moving in and taking over. As to the proposal of electronic banking that many cable companies are putting forward in their broadband city applications, Effros asked: "Would you give up your three-day float?"

But Phil Green, a cable consultant with Communications Studies and Planning Inc., Cambridge, Mass., insisted there is money to be made for newspapers seeking to set up a display or classified advertising supported text channel. Advertising revenues exist, Green explained, in crawls, audio spots, classified and display alphanumeric texts and local origination video spots. In trying to secure a channel on a local cable system that is a sort of a larger MSO, Green said that the newspaper could find itself dealing on the corporate level and therefore must be prepared to know exactly what it is selling. But as to the success to date of advertiser-supported text cable channels, Green too was hesitant: "A lot more people are losing money than making money."

According to Mel Tinney, manager, cable publishing ventures for American Television & Communications, Englewood, Colo., there are more than 80 newspapers involved in electronic publishing. "Cablepublishing," as Tinney preferred to call it, does not have to be interactive or addressable to be a success. "We're past the experimental stage and into the developmental," Tinney said; and he predicted that newspapers may have to switch to electronic publishing to survive in the future. The cash flow of newspapers could be eroded over the next 15 years by the new technologies, Tinney warned. Electronic publishing has the advantage of presenting a full color picture for each classified and display advertisement, Tinney said, an advantage current printing technologies can't match.

Most of the newspaper executives at the Chicago workshop were from small or medium markets. Barely a dozen of the 80 attendees reported they were involved, in some way or another, in electronic publishing. No more than six identified themselves as in talking stages with cable systems to investigate electronic publishing. The executives were told, however, that given the technological advances most of their newsrooms had undergone in the past 10 years, electronic publishing was but another small step. □

AT&T interests in cellular applicants revealed

Advanced Mobile Phone Service Inc., AT&T's wholly owned subsidiary, last week filed details of its agreements with 18 other telephone companies for providing cellular radio service in 13 markets.

AMPS and GTE Mobilnet already have filed copies of their agreements for providing cellular service in Atlanta, San Francisco and San Jose (BROADCASTING, Nov. 1). Under the agreements filed so far, AMPS would operate 10 systems, GTE Mobilnet would operate six, and other telephone companies would participate as investment partners. AT&T also said agreements for five other markets would be filed by Nov. 9.

Under the agreements filed last week, AMPS would have a 93% interest in the Chicago system, and Centel Corp. would have the remaining 7%. In Cleveland, GTE Mobilnet would have an 85% interest; Mid-Continent Telephone Service Inc., 10%, and AMPS, 5%. For Dallas-Fort Worth, AMPS would have a 72.56%; GTE Mobilnet, 27% and Lake Dallas Telephone Co., 44%. In Detroit, AMPS would have 90.9%; GTE Mobilnet, 5%, and Mid-Continent Telephone Service Co., 4.1%. In Houston, GTE Mobilnet would have 80.76%; AMPS 2.2%; Centel Corp., 10.5%; Lufkin-Conroe Telephone Co., 2.8%; Sugar Land Telephone Co., 2.8% and Fort Bend Telephone Co., .94%.

In Indianapolis, GTE Mobilnet would have 61%; AMPS, 37.34%; Hancock Telephone Co., 1.06% and Monrovia Telephone Co., .6%. For the Kansas City market, AMPS would have 80%, and United Telephone System Inc., 20%. In Los

Videotext affiliate. Videotex America, the videotext joint venture between Times Mirror and Infomart of Toronto, have announced the signing of an affiliation agreement with Florida Publishing Co., publisher of the *Jacksonville Journal* and the *Florida-Times Union*. The agreement allows the publisher to explore plans "for offering services to consumers in the Jacksonville area," it said. Times Mirror has signed one other local market affiliate, Phoenix Newspapers Inc. In announcing the news, James Holly, president of Videotex America, made note of the reaction to TM's imposition of monthly changes in its southern California test: "The number of trial participants who elected to continue receiving videotext on a paid basis has been very encouraging."

Angeles, AMPS would have 65%; GTE Mobilnet, 20%; Continental Telecom Inc., 10%, and Telephone and Data System Inc., 5%. In Milwaukee, AMPS would have 80%; and North-West Telephone Co., 20%. For the Minneapolis-St. Paul market, AMPS would have 69.02%; Continental Telecom Inc., 30%, and Scott Rice Telephone Co., .98%. In New York, AMPS would have 90%, and United Telephone System Inc., 10%. In Pittsburgh, AMPS would have 92.8%; Mid-Continent Telephone Service Corp., 3.6%, and North Pittsburgh Telephone Co., 3.6%. In Portland, GTE Mobilnet would have 86.17%; AMPS, 9.03%; Cascade Utilities, 2.84%; Clear Creek Mutual Telephone Co., 1.59%, and Lewis River Telephone Co., .37%. □

Book learnin' by teletext

University of Alaska will use new technology to provide instruction to rural students

The University of Alaska is using Canadian teletext technology to deliver educational services to off-campus students, some of whom are located hundreds of miles from the main campus.

The University of Alaska Instructional Telecommunications Consortium operates the state's education program, which the teletext program joins.

The university has engaged Systemhouse Ltd. of Toronto to provide the Telidon technology. The plan's first phase will cost the university \$178,000 and will be "a major step toward revolutionizing the delivery of educational services in remote areas," its organizers say.

Bill McCaughn, a spokesman for the UAITS, explained that only 10% of the 250 communities in Alaska are reachable by road. Students now use audio teleconferencing, broadcast television and 1,500 Apple II computers as part of their electronic education, said McCaughn, and the videotext systems "will significantly enhance all this by providing an additional means of accessing new or previously unavailable information." Students will be able to access up to 200 pages of data within an average of three seconds. McCaughn said students could call teachers and have questions answered while using the visual support of the material available through the data bank.

Systemhouse is an information systems consultant and software product sales company that packages Telidon technology for its clients. Systemhouse is working with Norpak, which is developing the equipment, and Genesys, which is helping develop the software package with Systemhouse.

One of the features of this teletext operation will be the use of satellites to deliver the telephone messages. Rod Bryden, chief executive officer of Systemhouse, said: "The experience gained in the use of satellite with teletext should prove invaluable in other projects."

The project is expected to be fully operational in late fall. Systemhouse's Vancouver, B.C., branch office will manage the system. The company has done projects for the Canadian defense department, communications department, British Columbia Telephone and the Canadian Broadcasting Corp. □

For the Record

As compiled by BROADCASTING, Oct. 25 through Oct. 29, 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. CII—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. SII—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

AM applications

- Monument, Colo.—Monument Broadcasting Inc. seeks 1040 khz, 5 kw-D. Address: P.O. Box 2842, Steamboat Springs, Colo. 80477. Principals: Mary J. Cadgene, Clara Moore (45% each) and James B.F. Oliphant (10%). Cadgene and Oliphant are principals in applicant for new AM at Virginia City, Nev. (see below). Filed Oct. 20.
- Vernon Hills, Ill.—Midwest Broadcast Associates seeks 1030 khz, 500 w-D. Address: Box 187, Vernon Hills, Ill. 60061. Principals: Frank Edward Kavenik (100%), who has no other broadcast interests. Filed Oct. 19.
- Virginia City, Nev.—A.M. Renaissance Inc. seeks 1160 khz, 10 kw-D. Address: P.O. Box 2842, Steamboat Springs, Colo. 80477. Principals: James B.F. Oliphant, Mary Jane Cadgene and Thomas J. Chamberlin (one-third each). Oliphant and Cadgene also are applicants for new AM at Monument, Colo. (see above). Filed Oct. 20.
- Mount Holly, N.J.—Whale Communications Inc. seeks 1460 khz, 5 kw-D. Address: 117 South 17th Street, Suite 1601, Philadelphia 19103. Principals: Bill Campbell (50%), Gary Godell and Steven E. Humphries (25% each), who have no other broadcast interests. Filed Oct. 22.
- Cortland, Ohio—Cortland Broadcasting Inc. seeks 830 khz, 1 kw-D. Address: 2914 McCleary-Jacoby, Cortland 44410. Principals: Nancy D. Hoffman and father, B. Glenn Barker (35% each) and four others. Barker and Hoffman are principals in WYKM(AM) [CP]. Rupert, W. Va. Filed Aug. 21.

FM applications

- San Manuel, Ariz.—Soho Broadcasting seeks 103.1 mhz, 3 kw, HAAT: 300 ft. Address: Box 57100 Los Angeles 90057. Principals: Benita Soho (51%) and husband, Stanley Soho (49%). They own KDAN(AM) South St. Paul, Minn.; KBWA(AM) Williams, Ariz.; and KRWT(AM) [CP] Winters, Tex., and are applicant for new FM at Williams, Ariz. (see below). Filed Oct. 21.
- Williams, Ariz.—Soho Broadcasting seeks 96.7 mhz, 3 kw, HAAT: 93 ft. Address: Box 57100, Los Angeles 90057. Principals: Benita Soho (51%) and husband, Stanley Soho (49%), who own KBWA(AM) Williams; KDAN(AM) St. Paul, Minn.; and KRWT(AM) [CP] Winters, Tex. Filed Oct. 21.
- Dermott, Ark.—Southeast Arkansas Radio Inc. seeks 103.1 mhz, 3 kw, HAAT: 114 ft. Address: 116 Arkansas Street, Dermott 71638. Principals: Lowell S. Jumper (49%), Bennie Ryburn Jr. (25%), Bennie Ryburn Sr. (23%) and Regionald Glover (3%), who own KAKA(AM) Dermott, Ark. Jumper also owns 51% each of KELC(AM) England, KCCL(AM) Paris and 49% of KFFB(FM) Fairfield Bay, all Arkansas. Filed Oct. 18.
- Hope, Ark.—Sandia '76 Inc. seeks 101.7 mhz, 3 kw,

HAAT: 295 ft. Address: Highway 29 & I-30, Hope 71801. Principals: James N. Mason and Jerry G. Westmorland Jr. (36.5% each) and four others, who own KXAR(AM) Hope. Mason and Westmorland also each own 25% of KJKK(AM) Murfreesboro, Ark. Filed Oct. 22.

■ Brawley, Calif.—Brawley Media Co. seeks 94.5 mhz, 50 kw, HAAT: 376 ft. Address: P.O. Box 160, Gilmer, Tex. 75644. Principal: J. Robby McClure (100%), who is son of J.R. McClure, whose broadcast interests includes four AM's. Filed Oct. 22.

■ Avon, Colo.—Avon Broadcasting Corp. seeks 101.3 mhz, 250 w, HAAT: 1,040 ft. Address: Suite 300 1301 Spruce Street, Boulder, Colo. 80302. Principals: Barbara K. Earnest and Catherine M. Dobson (50% common each) and their husbands, G. Lane Earnest and John Dobson (50% nonvoting preferred each). Lane Earnest and John Dobson are principal owners of KRUV(AM) [CP] Vail, Colo. John Dobson also owns 12% of WCAX-TV Burlington, Vt. Filed Oct. 21.

■ Avon, Colo.—QBC Communications seeks 103.1 mhz, 3 KW, HAAT: -689 ft. Address: 141 East Meadow Drive, Vail, Colo. 81657. Principals: Bradley Quayle, Larry Castruita, Clark Boyles and Doug Bieho (25% each), who have no other broadcast interests. Filed Oct. 21.

■ Avon, Colo.—Rocky Mountain Radio seeks 103.1 mhz, 3 kw, HAAT: -236 ft. Address: Beaver Creek Blvd., Avon 81620. Principals: Sheila R. Davis (60%), Alfred D. Connell and Robert M. Gallegos Jr. (20% each), who have no other broadcast interests. Filed Oct. 21.

■ Monte Vista, Colo.—DLB Broadcasting Corp. seeks 95.3 mhz, 3 kw, HAAT: 300 ft. Address: 403 North Wilson, Vinita, Okla. 74301. Principals: David L. Boyd is president. DLB Broadcasting also is licensee of KITO(FM) Vinita, Okla. Filed Oct. 21.

■ *Fernandina Beach, Fla.—Nassau Baptist Ministries seeks 91.7 mhz, 3 kw, HAAT: 293 ft. Address: Route 2, Box 705-A, Yulee, Fla. 32097. Principal: Noncommercial corporation; Larry Montgomery is president. Filed Oct. 18.

■ Micanopy, Fla.—Micanopy Communications Co. seeks 97.7 mhz, 3 kw, HAAT: 290 ft. Address: P.O. Box 436 Micanopy, Fla. 32667. Principals: Terri S. Pollack and Sanford B. Cohen (50% each), who have no other broadcast interests. Filed Oct. 18.

■ Gibson City, Ill.—John R. Noble seeks 106.3 mhz, 3 kw, HAAT: 282 ft. Address: P.O. Box 529, Gibson City, Ill. 60936. Principal: Noble has no other broadcast interests. Filed Oct. 22.

■ Winamac, Ind.—Thomas Arnett seeks 100.1 mhz, 3 kw, HAAT: 300 ft. Address: Rural Route 2, Box 116A, Remington, Ind. 47977. Principal: Arnett has no other broadcast interests. Filed Oct. 21.

■ Winamac, Ind.—Northstar Communications Inc. seeks 100.1 mhz, 3 kw, HAAT: 300 ft. Address: 815 East Grace Street, Rensselaer, Ind. 47978. Principals:

Thomas F. Jurek and wife, Rosemarie (100% jointly). Thomas Jurek owns two-thirds of WRIN(AM) Rensselaer, Ind. Filed Oct. 21.

■ East Las Vegas, Nev.—Great Scott Music Enterprises seeks 103.3 mhz, 100 kw, HAAT: 1,105 ft. Address: 2708 Royal Road, North Las Vegas 89030. Principals: Rosetta Logan (51%) and Marvin Logan (49%), who have no other broadcast interests. Filed Oct. 20.

■ Gardnerville-Minden, Nev.—Charles P. Pascal seeks 99.3 mhz, 3 kw, HAAT: -389 ft. Address: 1420 Industrial Parkway, Gardnerville, Nev. 89410. Principal: Pascal has no other broadcast interests. Filed Oct. 20.

■ Las Vegas, Nev.—Fremont Broadcasting Co. seeks 103.3 mhz, 100 kw, HAAT: 355 ft. Address: 1953 Boulder Highway, Henderson, Nev. 89015. Principals: Samuel and Pat Limel (45% jointly) and Ralph and Helen Calvin (22.5% each). Except Samuel Lionel, They are principals of KVOR(AM) Henderson, Nev. Filed Oct. 21.

■ Las Vegas, Nev.—Martin Intermarket Inc. seeks 103.3 mhz, 100 kw, HAAT: 1,157 ft. Address: 522 Park Street, Box 2696, Jacksonville, Fla. 32203. Principal: James E. Martin Jr. (100%), who owns 78% of St. Augustine, Fla. and 2.3% of WAWS(TV) Jacksonville, Fla. He also is applicant for new FM's at Florida City, Fla., and Irmo, Andrews and North Charleston, all South Carolina. Filed Oct. 20.

■ Las Vegas, Nev.—Summit Broadcasting Inc. seeks 103.3 mhz, 100 kw, HAAT: 1,185 ft. Address: 1029 Pacific Street, San Luis Obispo, Calif. 93401. Principal: Gerald Mason (66.77%) and Rosario Carter (33.33%), who have no other broadcast interests. Filed Oct. 21.

■ Paradise, Nev.—Gary E. Willson seeks 103.3 mhz, 100 kw, HAAT: 1,448 ft. Address: 28 Windward Road, Belvedere, Calif. 94920. Principal: Willson is Belvedere, Calif. broadcast consultant and broker and has no other broadcast interests. Filed Oct. 21.

■ Los Lunas, N.M.—Los Lunas Media Co. seeks 102.3 mhz, 630 w, HAAT: 576 ft. Address: P.O. Box 160, Gilmer, Tex. 75688. Principal: J. Robby McClure (100%), who is son of J.R. McClure, whose broadcast interests include four AM's.

■ Wichita Falls, Tex.—Barbara L. Montoya seeks 106.3 mhz, 1.05 kw, HAAT: 510 ft. Address: 4141 Pin-nacle, El Paso, Tex. 79902. Principal: Montoya has no other broadcast interests. Filed Oct. 21.

■ Wichita Falls, Tex.—Broadco Inc. seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 7953 Lawton, Okla. 73504. Principals: William Fritsch, Frederick Morton, Dennis Yelton and Linda Meyer (25% each), who are permittee of new FM at Lawton, Okla. Filed Oct. 20.

■ Wichita Falls, Tex.—Lone Star Communications Corp. seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: 9600 Golf Lakes Trail, Dallas 75231. Principals: Alva S. Maxwell and father, Stephens E. Maxwell (25%

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each) and balance divided by James E. Hickey and family. None have other broadcast interests. Filed Oct. 21.

■ **Wichita Falls, Tex.**—Wichita Communications seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: 2935 Forest Highlands Drive, Marietta, Ga. 30062. Principal: Robert T. Cheatam III (100%), who is applicant for new TV at Texarkana, Tex., and limited partner in applicant for new TV at Cape Coral, Fla. Filed Oct. 21.

■ **Asotin, Wash.**—Read Broadcasting of Asotin seeks 101.5 mhz, 25 kw, HAAT: 75 ft. Address: Box 683, Spokane, Wash. 99210. Principal: Thomas W. Read (100%), who owns WTRW(FM) East Wenatchee, Wash., and 55% of KTRQ(AM)-KTRM(FM) [CP] Ephrata, Wash.

■ **Riverton, Wyo.**—Western Radio Corp. seeks 93.1 mhz, 100 kw, HAAT: 1,441 ft. Address: P.O. Box 100 645 S. Cache, Jackson, Wyo. 83001. Principals: Maria M. Campbell and husband, Robert W. Campbell (25.5% each) 49% of stock is retained by Western Radio Corp. as unissued stock. They own KSGT(AM) Jackson, Wyo.; KMER(AM) Kemmerer, Wyo. Filed Oct. 19.

TV applications

■ **Casper, Wyo.**—Channel 20 Casper Inc. seeks ch. 20; ERP: 147 kw vis., 14.7 kw aur.; HAAT: 1,674 ft.; ant. height above ground: 100 ft. Address: 1400 Pan American Bank Building, Orlando, Fla. 32801. Principals: A. J. Stanton Jr. and Catherine L. Matatesta (50% each). Matatesta owns 5% of KTNW Riverton, Wyo. Filed Oct. 8.

AM action

■ **Babson Park, Fla.**—Webber College Inc. granted 1530 khz, 500 w-D. Address: Alternate 27 South, Babson Park, Fla. 33827. Principals: noncommercial, educational institution, G.W. Cleven is president. (BP-820611AM). Action Oct. 15.

FM action

■ **Rayville, La.**—Richland Broadcasting Co. dismissed application for 92.1 mhz, 3 kw, HAAT: 400 ft. Address: P.O. Box 990, Rayville, La. 71269. (BPH-820428AL). Action Oct. 15.

TV actions

■ **Tucson, Ariz.**—Roman Catholic Church of the Diocese of Tucson granted ch. 27, 1,191.4 kw vis., 119.4 kw aur. Address: 192 South Stone Avenue, Tucson, Ariz. 85701. Estimated construction costs: \$2,062,000; first-quarter operating cost: \$74,500. Legal counsel: Hogan & Harrison, Washington. Engineering Alvin H. Andrus, Silver Spring, Md. Principal: Applicant in noncommercial corporation. Manuel S. Moreno is Bishop of Tucson. Tucson Diocese is also applicant for new TV on ch. 18 at Tucson, which will be dismissed upon grant of this application. (BPET-820402KE). Action Oct. 14.

■ **Bartlesville, Okla.**—Lea County—V Inc. granted ch. 17; ERP: 665 kw vis., 66.5 kw aur.; HAAT: 179 ft., ant. height above ground: 296 ft. Address: 801 West Broadway, Hobbs, N.M. 88240. Consultant: Edward M. Johnson & Associates, Knoxville, Tenn. Principals: William H. Graham, Eddie M. Robinson, Dorothy Runnels and Anthony Wofford (25% each), who also are applicants for full-service TV's at Hobbs, Gallup, Carlsbad and Las Cruces, all New Mexico; Abilene and Odessa, both Texas (BROADCASTING, all July 26). (BPCT-820712KL). Action Oct. 8.

Ownership changes

Applications

■ **KHOZ-AM-FM Harrison, Ark.** (AM: 900 khz, 1 kw-D; FM: 102.9 mhz, 12.5 kw)—Seeks transfer of control of Harrison Broadcasting Corp. from Wheeler Communications Inc. (100% before; none after) to William J. Wheeler (none before; 100% after). Consideration: stock exchange. Principals: Transferree is 37.5% owner in parent of transferor and because of basic disagreements is splitting off from parent in exchange for KHOZ-AM-FM and his shares in Wheeler Communications Inc. Filed Oct. 22.

■ **KJOP(AM) Lemoore, Calif.** (1240 khz, 250 kw-D)—Seeks assignment of license from Goodwill Broadcasting Inc. to Fair Broadcasting Inc. for \$500,000. Seller: John and Ophelia Pennbroke, who have no

other broadcast interests. Buyer: Richard R. Dixor (100%), who is former manager of KQIQ(AM)-KQUZ(FM) Lemoore. Filed Oct. 22.

■ **KLRR(AM) Leadville, Colo.** (1230 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Color Radio Ltd. to Sprague Broadcasting Inc. for \$156,000. Seller has no other broadcast interests. Buyer: Stanley R. Sprague (51%) and Robert D. Hanna (49%). Hanna is Dallas media broker and principal owner of KCLW(AM) Hamilton, Tex. He is part owner of KERV-AM-FM Kerrville, Tex., and KROX(AM) Crookston, Minn. He also owns 50% of applicant that bought, subject to FCC approval, KICS(AM)-KEZH(FM) Hastings, Neb. Sprague has no other broadcast interests. Filed Oct. 22.

■ **KRDZ(FM) Wray, Colo.** (1440 khz, 5hw-D)—Seeks assignment of license from KRDZ Broadcasters Inc. to J-Bar-T Broadcasting Inc. for \$209,000. Seller is principally owned by Robert D. Zellmer, who also sold, subject to FCC approval, KRZJ-AM-FM Beloit, Kan. Buyer: Wayne D. Tisdale (80%) and Patricia A. Tisdale (20%). Wayne Tisdale also is applicant for new AM at Sisseton, S.D. Filed Oct. 26.

■ **WMLA(FM) LeRoy, Ill.** (92.7 .hz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from S.M.C. Broadcasting Corp. to W. Russell Withers Jr. for \$60,000. Seller: Stephen S. Sampson. Buyer: Withers owns WDTV(TV) Weston, W. Va.; WMIX-AM-FM Mt. Vernon, Ill.; KOKX(AM)-KIMI(FM) Keokuk, Iowa, and 56% of KEWI(AM)-KGMO(FM) Cape Girardeau, Mo.

■ **WKRS(AM) Waukegan, Ill.** (1220 khz, 1 kw-D)—Seeks assignment of license from the News-Sun Broadcasting Co. to WKRS Inc. for \$650,000 (BROADCASTING, Nov. 1). Seller is subsidiary of Keystone Printing Service Inc. which publishes daily Waukegan *The News Sun* and weekly Libertyville, Ill., *The Independent Register*. It is owned by heirs of late William Just. Buyer is controlled by Roger Kaplan, who is principal owner of co-located WXLG(FM) Waukegan, Ill.

■ **WSHO(AM) New Orleans, La.** (800 khz, 1 kw-D)—Seeks assignment of license from Swanson Broadcasting Inc. to Cascade Louisiana Inc. for \$920,000 (BROADCASTING, Nov. 1). Seller: Swanson Broadcasting owns KRMG(AM) Tulsa, Okla.; KKNB(FM) Oklahoma City; WBYU(FM) New Orleans; KFJZ(AM) Fort Worth, and KKYS(AM), San Antonio, Tex. This year it sold KWKN(AM) Wichita, Kan.; and KGCS(FM) Derby, Kan. Buyer: Subsidiary of Cascade Broadcasting Corp., which is owned by David Jack (100%). Jack owns KBIF(AM) Fresno, Calif.; KLIQ(AM) Portland, Ore.; KNTA(AM) Santa Clara, Calif.; and KUDY(AM)-KICN(FM) Spokane, Wash. Filed Oct. 21.

■ **KLLR(AM) Walker, Minn.** (1600 khz, 1 kw-D)—Seeks assignment of license from Stagg Broadcasting to Michael C. Steele for \$150,000. Seller has no other broadcast interests. Buyer: Steele is general manager of WENY-AM-TV and WLEZ(FM) Elmira, N.Y., and 2.5% owner of KWEB(AM)-KRCH(FM) Rochester, Minn., which has been sold, subject to FCC approval (BROADCASTING, Nov. 1). Steele owns 16% of applicant for new TV at Hollywood, Fla. Filed Oct. 22.

■ **KOOO(AM)-KESY(FM) Omaha, Neb.** (AM: 1420 khz, 1 kw-D; FM: 104.5 mhz, 31 kw, HAAT: 285 ft.)—Seeks assignment of license from Centennial Communications Inc., debtor-in-possession to Richard Marshall Capital Corp. for \$3 million (BROADCASTING, Nov. 1). Seller: Bruce Mayer (60%) and Marshall R. Hambric (40%), who have no other broadcast interests. Buyer: Sherry Sanders (49%), Media Financial Corp. (40%) and Ernest McRae (11%), Media Financial Corp. is principally owned by Marshall R. Hambric. Sherry Sanders is wife of Mack Sanders, owner of WJRB(AM) Madison, and WJKZ(AM) Franklin, both Tennessee; WVOK(AM)-WRKK(FM) Birmingham, both Alabama. McRae owns 40% of KBRL(TK) McCook, Neb., and 40% of KFNF(FM) Oberlin, Kan. Hambric is president of Centennial Communications. Files Oct. 8.

■ **KDCE(AM) Espanola, N.M.** (970 khz, 1 kw-D)—Seeks assignment of license from Chamisa Broadcasting Inc. to Richard L. Garcia Broadcasting Inc. for \$625,000 (BROADCASTING, Nov. 1). Seller: James Hoffman and Jon Van Wambeek (50% each), who have no other broadcast interests. Buyer: Richard L. Garcia (100%), who has no other broadcast interests. He is general manager of KDCE(AM). Filed Oct. 19.

■ **WELX(AM) Xenia, Ohio** (AM: 1110 khz, 250 w-D)—Seeks transfer of control of L&D Associates from LaRue and E. Darnelle Turner (52% before; none

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after) to Norman Livingston and others (none before; 52% after). Principals: in 1980 Turners acquired 52% of licensee. In 1981 they pledged interest when they borrowed \$25,000 from Norman Livingston and others. Turners never made payment of note and under Ohio law stock is forfeited to transferees. Transferees include Norman Livingston, Artie Sheetz, Timothy Livingston and Velma Livingston. Norman Livingston is station manager of WECX. Filed Oct. 18.

■ WBRX(AM) Berwick, Pa. (1280 khz, 1 kw-D)—Seeks assignment of license from Berwick Broadcasting Corp. to Neyhard Broadcasting Corp. for \$115,000. Seller has no other broadcast interests. Buyer: Robert and Richard Neyhard, (50% each), who currently are employed at WBRX. Filed Oct. 21.

■ WQII(AM)-WZNT(FM) San Juan, P.R. (AM: 1140 khz, 10 kw-U; FM: 93.7 mhz, 50 kw)—Seeks transfer of control of Pueblo Communications Inc. from Pubelo International Inc. (100% before/none after) to Huella Broadcasting Corp. (none before: 100% after). Consideration: \$850,000 (BROADCASTING, Nov. 1). Principals: Seller is publicly traded San Juan-based corporation that has no other broadcast interests. Harold Toppel is chairman. Manuel I. Vallecillo is president. Buyer is owned equally by Francisco M. Vazquez Santoni, Luis E. Dubon, Jr., Manuel H. Duban, Carlos A. Vazquez Santoni and Argenton Alejandro Saul Romy. Filed Oct. 15.

■ WAIM-TV Anderson, S.C. (ch. 40, 135 kw vis., 26.9 kw aural; HAAT: 380 ft.)—Seeks assignment of license from New South Television Corp. to Mark III Broadcasting Inc. for \$200,000. Seller: Frank L. Outlaw (75%) and Robert B. Nations (25%), who also own co-located WAIM-AM-FM. WAIM-TV has been dark since May 1979, when equipment failures knocked station off air. Buyer: Anthony C. Kupris, president (83%) and family. Kupis owns WMBB(TV) Panama City and is permittee of new LPTV at Tallahassee, Fla. He also is limited partner for new TV at Little Rock, Ark. Filed Oct. 22.

■ WSSC(AM) Sumter, S.C. (1340 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Mid-Carolina Communications Inc. from stockholders (100% before; none after) to Airwaves Inc. (none before; 100% after). Consideration: \$338,332. Principals: Seller is

owned by Thomas J. Rogers, Katherine Damron and James V. Dunbar Jr. (one-third each) Rogers also owns WTGR(AM)-WKZQ(FM) Myrtle Beach, S.C. Buyer is owned by Charles A. Barton and John H. Midlem Jr. (50% each). Barton owns 30% of WEZL(FM) Charleston, S.C. Midlem owns 23.75% of cable system serving Palacios, Tex., and also has interests in cable system serving Coldwater and Sturgis, both Michigan. Filed Oct. 20.

■ KTEK(AM) Alvin, Tex. (1110 khz, 500 kw-D)—Seeks transfer of control of Brazoria Broadcasting Inc. from Martin S. Botter to Doris M. Botter. Principals: Transaction is only redistribution of ownership among existing stockholders. Filed Oct. 22.

■ WUEZ(AM) Salem, Va. (1480 khz, 5 kw-D)—Seeks assignment of license from Blue Ribbon Broadcasting Inc. to George H. Buck Jr. for \$260,000. Seller: W. C. Triplett and Lester L. Williams (50% each), who have no other broadcast interests. Buyer: Buck owns WCOS-AM-FM Columbia, S.C.; WPCT(FM) Lobelville, Tenn.; WHVN(AM) Charlotte, N.C.; WCLS(AM) Columbus, Ga.; WMGY(AM) Montgomery, Ala.; WYZE(AM) Atlanta, Ga. Filed Oct. 22.

■ KSPL(AM) [formerly KAYO] Seattle, Wash. (1150 khz, 5 kw-U)—Seeks assignment of license from Obie Broadcasting Corp. to KSPL Associates for \$1,909,284. Seller: Subsidiary of Obie Communications Corp., which is owned by Brian B. Obie (56.7%), Al Emrick Jr. (16%), Dolores Mord (11.9%) and James Torrey (9%). They own KUGN-AM-FM Eugene, Ore., and 90% of KMVI(AM) Wailuku, Maui, Hawaii. They bought KSPL(AM) in 1980 for \$2.6 million and seek waiver of three-year rule on financial distress grounds. Buyer: Simpson Investments (46.1538%); Edward W. Christiansen, Charles Gray and Arthur Greenfield (15.3846% each) and Henry Sykes and Ronald Feifar (3.8462% each). Simpson Investments is owned by William Simpson Jr. and family. Simpson, Christiansen, Greenfield and Gray each own 16.67% of KENI(AM) Anchorage, Alaska. Gray owns 45% and Christiansen owns 25% of KINY-AM-TV Juneau, Alaska. KINY-TV has been sold, subject to FCC approval, for \$275,000 (BROADCASTING, Oct. 25). Filed Oct. 25.

prepare for its further consideration order finding WIOO Inc., basically qualified to remain licensee, and remand proceeding to Review Board for consideration of comparative aspects of case. Action Oct. 28.

Call letters

Applications

Call	Sought by
	New FM
KLUK	Warrensburg Broadcasters Inc., Knob Noster, Mo.
	Existing AM's
WLFW	WWLF Saint Petersburg, Fla.
WMRE	WITS Boston
WRNC	WXXQ Reidsville, N.C.
WHBT	WDHB Harriman, Tenn.
	Existing FM's
KYzt	KSAA Casa Grande, Ariz.
WPKS	WUSL Philadelphia
WLCY	WNFM Dayton, Tenn.
	Existing TV's
WFTB	WFLA-TV Tampa, Fla.
WINT-TV	WCPT-TV Crossville, Tenn.

Grants

Call	Assigned to
	New AM's
KKMC	Gonzales Broadcasters, Gonzales, Calif.
WUCO	Mid America Broadcasting Co., Marysville, Ohio
	New FM
KBYO	SCO-KIM Inc., Tallulah, La.
	Existing AM's
WEUS	WLCO Eustis, Fla.
KKCI	KLDY Liberty, Mo.
KLNK	KLUF Lufkin, Tex.
	Existing FM's
KSDO-FM	KEZL San Diego
KMGX	KIOY Hanford, Calif.
KSEC	KLMR-FM Lamar, Colo.
WSVE	WKUE Green Cove Springs, Fla.
KIPO-FM	KPOY Lihue, Hawaii
WFPS	WACI Freeport, Ill.
KKCI-FM	KKCI Liberty, Mo.
KNYN	KSNM Santa Fe, N.M.
WZOZ	WIEZ Oneonta, N.Y.
	Existing TV's
WZDQ	WIRJ-FM Humboldt, Tenn.
WMKW-TV	WBAH Memphis, Tenn.

In contest

FCC actions

■ The Engineer-in-Chief of FCC San Diego filed office on Oct. 15 ordered Times Mirror Cable Television, serving Escondido, Calif., to cease its use of channel F as result of harmful interference to communications of California Department of Forestry.

■ FCC affirmed its March 11 action eliminating annual financial report (from 324) previously required of all commercial broadcasters. Action Oct. 28.

■ While official, final action has not been taken in Carlisle, Pa., AM case, FCC has instructed its staff to

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Summary of broadcasting

FCC tabulations as of Aug. 31, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,668	0	0	4,668	138	4,806
Commercial FM	3,379	1	0	3,380	316	3,696
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	538	9,698
Commercial TV						
VHF	525	1	0	526	12	538
UHF	271	0	0	271	137	408
Educational TV						
VHF	103	1	3	107	9	116
UHF	163	0	0	163	15	178
Total TV	1,062	2	3	1,067	173	1,240
FM Translators	492	0	0	492	268	760
TV Translators						
VHF	2,750	0	0	2,750	269	3,019
UHF	1,642	0	0	1,642	403	2,045
Low power						
VHF	97	0	0	97	141	238
UHF	4	0	0	4	75	79

*Special temporary authorization

**Includes off-air licenses

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RADIO

HELP WANTED MANAGEMENT

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.

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 Manager of WAMU-FM. Responsible for overall management of major public radio station in Washington, D.C. Includes supervision of broadcast operation, personnel, budget control, fundraising, public and university relations, and planning. Requires at least five years in broadcasting, of which at least three are in a senior management position. Salary is competitive. Resume and cover letter should be sent to WAMU Search Committee, c/o Cliff Balkam, Box 281 Eagle Station, The American University, Washington, DC 20016. Deadline for applications: December 3, 1982. Proposed starting date: February, 1983.

General Manager. Radio station, Southeast. Medium market. Salary negotiable. Bonus opportunity. Our employees know of this ad. Write Box J-70.

Manager-top quality Midwest FM in one of Midwest's better markets. Must be presently employed as manager of small market station with a top sales record and 3 to 5 years' experience, or sales manager of medium market Midwest station with a verifiable top sales record and some administration. Send complete resume to Box J-83.

HELP WANTED SALES

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.

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.

Sales Manager of black-owned AM station in north-east medium market. Must be creative, innovative, committed and experienced. Profit sharing and possible stock to right person. Resume and references to Box J-64.

Wanted: account executive, radio sales, Charlotte market. Experience in news, talk, sports format desirable. Aggressive, self-motivated. Salary & commission. Send resume to S. Gilmore, WAYS, 400 Radio Road, Charlotte, NC 28216. EOE.

Development Director for Public Broadcasting station, KUOP-FM at the University of the Pacific. Minimum of two years demonstrated ability as fundraiser for Public Broadcasting or other non-profit, arts-related organization. Appropriate Bachelor's degree required. Must be able to implement, coordinate, and administer all underwriting (sales) of station programs and on-air fundraising and special events campaigns. Directs all print and on-air advertising and public relations campaigns. Publishes monthly program guide. Must keep effective underwriting and fundraising records. Works with volunteers and student interns on behalf of development projects. Salary range of \$17,000 to \$25,000. Commensurate with experience and portfolio of fundraising achievements. University benefit package. E.O.E. Review of candidates begins November 30, 1982. Applications taken until position filled. Send resume to: Richard Terry, Station Manager, KUOP-FM 3601 Pacific Ave., Stockton, CA 95211.

General Sales Manager. Mobile, Alabama's No. 1 rated and No. 1 billing radio station, WKSJ-FM, has a career opportunity for the right person. Solid, seasoned sales staff. Require the highest degree of knowledge and professionalism in all facets of sales and management. If you're interested in joining a fast growing broadcasting company and living on the beautiful Gulf Coast, send your work history to: Dick Yankus, General Manager, WKSJ-FM Radio, 3943 Airport Boulevard, Mobile, AL 36690. A Capitol Broadcasting Corporation station.

Excellent commission and unlimited earnings for experienced radio salespersons. Full or part-time. Chicago south suburban area. Please write Box J-80.

Fledgling broadcast corp. with new FM targeted to go on the air 4-1-83, located in Incline Village, Lake Tahoe, Nevada, is accepting resumes for Sales Manager. Successful applicant must have proven track record of recruiting, organizing, training and directing sales department. Exciting opportunity to join well financed, growth oriented broadcasting company. Send resume to Jim King, KLKT, Tahoe FM 100, P.O. Box 6063, Incline Village, NV 89450.

Want to sell radio? The Radio Sales Academy prepares you for a successful career and teaches you how to get the job. Placement assistance. Broadcast Marketing Group, 3100 Broadway, No. 313, Kansas City, MO 64111. 816-753-3277.

Florida Gulf Coast AM/FM combo seeking a hard working account executive. This is a permanent position. Minimum 3 years' selling experience in radio. Send details to Mike Moody, WCCF/WQLM, Box 1929, Punta Gorda, FL 33950. Equal opportunity employer.

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.

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.

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, WWSA, Box 752, Harrisonburg, VA 22801. EOE.

WRVA, a 50,000 watt station in Richmond, Virginia, is looking for experienced, bright, talented, lighthearted personality with a sense of the humorous to fill afternoon drive slot. Send resume and tape demonstrating your proposed approach to: Lou Dean, P.O. Box 1516, Richmond, VA 23212. No telephone calls. EOE.

Rocky Mountain 5 kw MOR has opening for sharp combo air-production-news pro. Excellent climate - Twin Falls, Idaho. Call Jack Hall, 208-733-3381, or send tape/resume to KTLC, Box 65, Twin Falls, ID 83301.

Fledgling broadcast corp. with new FM targeted to go on the air 4-1-83, located in Incline Village, Lake Tahoe, Nevada, is accepting resumes for experienced announcers. Format: Live adult contemporary-heavy emphasis on news, community affairs, sports. Latest broadcast and production equipment. Exciting opportunity to join well financed, growth oriented broadcasting company. Send resume, tape to Jim King, KLKT Tahoe FM 100, P.O. Box 6063, Incline Village, NV 89450.

HELP WANTED TECHNICAL

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.

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.

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 816-263-1600.

Radio Chief Engineer. Immediate opening. Excellent facilities and new equipment. 5000 watt day, 1000 watt nite. Directional. Must have first class/general license. Broadcast experience and references. Top salary and benefits. Complete information first letter. E.O.E. Write Box J-87.

Chief engineer needed for AM and FM station about 60 miles apart. Experience in all station engineering essential. AM is daytime directional. Good pay. Send resume to Community Service Broadcasting, 811 Broadway, Mt. Vernon, IL 62864. EOE, M/F.

AM/FM Chief Engineer - broadcast group requires experienced hands-on engineer for its complex AM/FM facilities in major market. Applicant must demonstrate AM/FM broadcast technical competence. For consideration of this challenging position, send resume and salary history to Box J-63.

San Juan, PR. Chief operator for a 50 KW FM and 5 KW DA leading stations. Must have first class license, broadcast experience and best references. We offer good pay and benefits. Send resume and salary history to Box J-91.

Broadcasting technician. Experienced broadcasting technician required by the New York office of a foreign broadcaster. Must be capable of maintaining and operating a wide range of audio & video equipment. Should be prepared to work irregular hours and be available for occasional travel. Send resume or letter of application to Box J-69.

HELP WANTED NEWS

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.

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.

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.

Oklahoma: native son who'd like to come home.? Our information-minded AM & FM radio station is looking for you. Position is news director, with some production. Must gather, write, and read news copy with good on-air sound. Send tape and resume with references to Dick Johnson, KWEY, Box 587 Weatherford, OK 73096. EOE.

Radio News and public affairs manager. Position open January 1, 1983. Salary range \$17,000-\$19,000. M.A. required. Experience in radio news essential, management experience desired. Teaches one course per semester. Supervises full-time producer, student staff of fifty. Applications accepted until position filled. Resume, tape, and three letters of reference directed to: William L. Utter, WMUB, Miami University, Oxford, OH 45056. (no phone calls) EOE/AA.

News person wanted! Must have experience. KBJT/AM and KQEW/FM, Fordyce, Arkansas. Position must be filed by November 30th. Call Gary Coates, 501-352-7137.

Back-up sports-sales or sports-news combo. West-Midwest award medium college market. Some experience needed. EOE. Write Box J-75.

News Director: Immediate opening. Only those with experience need apply. Ability to direct news staff essential. Send tape, resume and samples to: Manager, WDVH, P.O. Box 1068, Gainesville, FL 32602. E.O.E.

Fledgling broadcast corp. with new FM targeted to go on the air 4-1-83, located in Incline Village, Lake Tahoe, Nevada, is accepting resumes for experienced News Director. Position requires daily collecting, writing, on-air reporting and mobile news coverage. Exciting opportunity to join well financed growth oriented broadcasting company. Send resume, tape to Jim King, KLKT, Tahoe FM 100, P.O. Box 6063, Incline Village, NV 89450.

News Director. SW Fla. radio/cable TV news dept. Previous management experience required. On-air radio & TV. Send resume and tape by 11/22/82. Personnel Dept., Palmer Communications Centre, 333 8th Street So., Naples, FL 33940.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

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.

Wanted: Music Producer sought for Chicagoland Public Radio station WBEZ. Coordinate artistic and technical aspects of live and recorded performances; assist with development of new programs. Bachelor's degree in music, with technical knowledge of recording equipment, and familiarity with public broadcasting. Salary: commensurate with experience. Send resume and sample cassette to: Carole R. Nolan, General Manager, WBEZ-FM, 228 North LaSalle Street, Chicago, IL 60601.

Needed immediately - creative copywriter with good announcing skills. Will be responsible for writing plus some announcing. Minimum of (1) year experience. Send tape and resume to: Station Manager, WAPP Radio, P.O. Box 41, Chippewa Falls, WI 54729. An equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

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.

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.

23 years' experience all phases of radio. Secured 3 new stations without attorneys, done renewals, have been GM of 5 at one time, all money makers. Southeast. Box J-67.

General Manager: Dynamic, organized, disciplined professional. Results and profit-oriented. My forte is sales. Strengths: promotional creativity, and catalyst for enthusiasm. Lengthy experience. Exceptional performance record in major and medium markets. Box J-76.

Over 20 years in management. Seeking challenge in small-medium market, southeast. Successful at blending commercialism with good programing. Write Box J-48.

Major market Program Director. No. 1 ratings 12+ and 25-54. Successes with contemporary, country, and AOR. All replies confidential. Write Box J-60.

SITUATIONS WANTED SALES

Radio Sales professional. 3½ years' experience in large and medium markets. I'll bring ideas and produce results. Available now. Resume. Personal interview, John P. Walsh, 312-445-9884.

Experienced Broadcast salesman/mgr with TV/radio rep. station background seeks national selling position in New York. Have excellent reputation and intimate knowledge of the N.Y. buying community. Office space rent free. Box J-81.

SITUATIONS WANTED ANNOUNCERS

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.

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 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

Just starting out. College experience; AOR, top-40, MOR, adult contemporary, news. RRT permit. Strong production. Will relocate. Michael Selk, 212-543-9428.

Announcer seeking air shift and sports. Small-medium market. Presently, doing the same. Available immediately. Reply to Box J-82.

Hardworking, mature, radio school grad with FCC general license. Willing to relocate anywhere in U.S. Good, professional sound and production. Mike Hall, 5917 Willowynd Dr., Rocklin, CA 95677. 916-624-4758.

Professional sound, mature voice, extensive experience, good commercials, minor engineering, possible sales, dependable. Bill, 612-447-2835.

Roberta Flack knew it when she said, "I'm the one." Talent, music, fun. That's me—Ronnie Simmons on your dial. Day or night. Will relocate. 3 FCC. 927 Green Ave., Brooklyn, NY 11221.

Hungry, Hankering haggard Hal Willard here. stuck. Wish him luck and send a buck. Write Box J-61.

Black broadcaster ready for entry level job anywhere. DJ, PBP, excellent production. Jim Prentiss, 319-324-8744.

Talented announcer seeking entry level position. Dedicated, hard working, desire to succeed. Trained by experienced pro. Currently working college station small market. Available now. Mike Weaver, Star Rte. No. 1, Box 114P, Pryor, OK 74361. 918-434-6339.

Looking for more than just a jock? If you need an entertaining personality—call 203-649-7303.

Operations Manager/program director/announcer/ first phone. Highly experienced. Sales if desired. I'll have you rated number one with the greatest audience share in your market within one year. Total control situation only. Let's talk! Affordable. 512-733-5571.

Good boss wanted. If you qualify, call 201-773-3492, for T & R. Equal opportunity employee!

SITUATIONS WANTED TECHNICAL

Engineer with 15 years' experience with AM and FM, automation, construction, looking for permanent employment with stable operation. Box J-51.

SITUATIONS WANTED NEWS

High energy writer/anchor personality, adult and rock formats, newsblocks her specialty. Heavy experience, great pipes, First Class references. Large, majors only. 317-924-4811, Cheri.

Reporter/newscaster, ready for major market. If you admire KMOX, WJR, WCCO, & WGN, we have much in common. Let's talk. Ray, 612-789-3683.

Seeking career as newsmen/sportscaster in medium to large market. Experience: news and sports director in Louisiana and parttime DJ at KKKK, Houston Degree in radio/TV from Syracuse Univ. Will relocate. Michael Mostow, 10114 Brock Drive, Silver Spring, MD 20903. 301-434-9301.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

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 programer, w/production skills, excellent air sound. For T&R return mail, 919-726-8536.

Nineteen year programing vet available now. Well rounded, stable, research-oriented. Let's talk. Dave Marino, 717-564-7880.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Excellent job knowledge: I like to work and I like to win. 17 years of comprehensive experience in administration/operations/programming (Continental Network, RKO, Scripps-Howard) is available to you, now. Call Stew Robb, 804-397-2646.

Major market pro seeks small/medium market PD/air slot in Pacific Northwest, A/C, country and CHR background. Currently employed. 913-268-4905.

Entertaining PD/jock available for your station. Currently in top twenty market. Call Dwayne, 813-988-8152 or 971-0692.

TELEVISION

HELP WANTED MANAGEMENT

Commercial Manager with sales know-how and administrative ability for VHF in good Texas market. EOE. Write Box H-125.

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.

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.

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.

Controller-take-charge person with administrative ability. Position requires broadcast accounting experience with understanding of and ability to direct computer operations. Degree preferred. Competitive salaries, excellent benefits, send resume and salary history to Box J-50. EOE.

Manager of university public TV station and FM station. Will also have appropriate academic rank and teach in undergraduate program. Graduate degree desired, not required. Require management experience. Send resume, name and phone numbers of three references to: Manager Search, School of Communication, University of Idaho, Moscow, ID 83843. Closing date: December 1. AA/EOE.

General Sales Manager for outstanding network affiliate in Sunbelt medium market. Equal opportunity employer, male/female. Reply to Box J-72.

Television station, Southeast, looking for take-charge traffic manager. Thorough knowledge of computers/traffic systems, plus ability to manage people. EOE. Write Box J-49.

Television General Manager-Group-owned network affiliate in Southeast market seeking experienced broadcaster for general manager's position. Financial sales and people skills essential, as well as proven record of performance. Prefer professional broadcaster with stable background interested in long-term commitment. Send resume to Box J-62.

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.

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.

Local TV sales manager—an excellent opportunity for an aggressive sales person. Small market in the heart of the Sunbelt. Please send complete resume to Box J-88. EEO

Regional/Local TV AE wanted by a rapidly growing Sunbelt station. Must be a self-starter with superior sales and audience research skills. Sales development knowledge is a must. Minimum of 3 years of television sales experience required. Some travel. Send resume and overall sales philosophy to Box J-73. EOE.

Account Executive. Growing group broadcaster in top 20 market in SE seeks ambitious salesperson with knowledge of agencies and retail. Experience with MMP, AID, production and vendor programs desired. Write Box J-66. EOE

Account Executive, VHF network station in a middle-sized 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 broadcasting 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. Send resume to: Mark Zindler, P.O. Box 729, Lufkin, TX 75901

KYEL-TV, Yuma, Arizona—El Centro, California, is looking for an experienced local TV account executive. An opportunity to grow rapidly in a fast-growing market. Send resume to Keith Lewis, KYEL-TV, P.O. Box 592, Yuma, AZ 85364. EOE.

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 with sound technical qualifications, who is production-minded and has ability to train and supervise staff. South Texas. EOE. Write Box H-119.

Director of Engineering. Immediate opening on ground floor in southern post-production facility. On line: VGV 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.

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.

Director, Engineering Development. PBS invites applications from qualified persons to become Director of Engineering Development and chief scientist for this industry leader. Successful candidates will have a strong broadcast background and advanced degree in related scientific/technical area, as well as solid management experience. Job responsibilities include policy development; industry representation; monitoring and developing new technologies and new applications designed to aid PTV in improving and expanding services and reducing operating costs; and leading this important public institution into the technological future. Salary is open and benefits are excellent. Qualified candidates should send resume and references to: PBS, Carole Dickert-Scherr, Director of Personnel, 475 L'Enfant Plaza, SW, Washington, DC 20024. EOE/AA.

HELP WANTED NEWS

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, P.O. 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.

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, P.O. Box 6, Tulsa, OK 74101. No interviews without prior appointment. KOTV is an EOE, M/F.

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. EOE.

HELP WANTED NEWS CONTINUED

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.

Producer to generate and produce investigative news material for top-rated, large eastern station. Solid journalism and imaginative approaches to stories essential. Successful candidate will be a self-starter, responsible, creative and almost certainly with prior investigative experience. EEO. Write Box J-74.

TV staff announcer/weathercaster—responsible for on-camera commercials, live announcing shift and preparation/delivery of weekday weathercasts. Send resume and videotape to Production Manager, WSAZ-TV, Box 2115, Huntington, WV 25721. EOE.

Needed immediately—anchor/producer for 5 P.M. newscast. One year experience minimum. Send tape (including reporting sample) and resume to: News Director, WEAU-TV, P.O. Box 47, Eau Claire, WI 54602. No calls, please. An equal opportunity employer.

Anchor/reporter. Position requires journalism degree; 1 or 2 years' news experience. Network affiliate, North Carolina station. Send resume to Box J-55. EOE. M/F.

Weekend weathercaster/reporter and weekday evening weathercaster needed immediately. Send resume and tape to: KSWO-TV, P.O. Box 708, Lawton, OK 73501.

WTVH-TV is accepting, at the present time, applications for two positions in the news department. They are general assignment reporter and overnight reporter/producer. Potential candidates for the general assignment reporter's post should have at least one year's experience in broadcast journalism. Exceptional beginners with training in broadcast journalism will be considered for the reporter/producer slot. We encourage all interested to contact Jim Holland, WTVH News Director, 315-425-5555. WTVH is an equal opportunity employer.

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.

Sports Director. Top 100 station seeking energetic, knowledgeable, local sports-oriented individual who believes sports is more than gulps of network feeds. Write Box J-85.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

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.

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.

Medium market network VHF looking for bright, innovative program/operations manager. Will consider seasoned production or promotion manager. Send complete resume to Box J-84. An equal opportunity employer.

Production Manager. Top ten market. We need a take-charge, creative type to manage all local production. Producer/director experience in a top twenty market desirable. Letters & resumes only to Ms. Lou Segner, Personnel Manager, WJLA-TV, 4461 Connecticut Ave., NW, Washington, DC 20815.

Photographer/editor/field producer to join 10-person staff of a top rated PM Magazine show. If you have experience shooting and editing top quality PM Magazine style stories, send your resume to Box J-54. E.O.E.

Promotion producer—Major N.E. 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-59.

New interactive cable TV network needs entry-level producers with technical know-how and on-line talk show experience. Send 3/4" tape and resume immediately to: Brian Boyer, Executive Producer, UTV Cable Network, 3133 N. Halsted, Chicago, IL 60657.

Senior videotape editor.—Southern California. KOCE-TV (PBS), Huntington Beach, seeks experienced editor for post production with extensive experience on CMX 340 system. Knowledge of other editing systems required. Xint benefits. Salary \$30,000, plus overtime. For information, call Bob Moffett, 714-895-5623. To apply, contact Coast Community Colleges, 1370 Adams Ave. Costa Mesa, CA 92626. 714-556-5947. Applications due by 4:30 PM. Dec 3rd. EOE M/F/H.

Producer/Director for top 30 market Midwest affiliate. Minimum 5 years directing experience required with 2 years experience directing prime newscasts essential. Public affairs, promotion and commercial experience helpful. Send resumes and tapes to Jack Nott, Senior Director, KMBC-TV, 1049 Central St., Kansas City, MO 64105. An equal opportunity employer.

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.

Director of Photography. Candidate should be expert in still, 16 millimeter motion picture, and minicam EFP fields. Manage three-person department. Mail resume, sample cassette and salary requirements to Wiley Hance, WNED-TV, Box B, 184 Barton St., Buffalo, NY 14213. An Equal opportunity employer.

Midwest independent seeks producer/director capable of directing and switching live sporting events, especially basketball. Must have previous experience and be available immediately. Rush resume and video audition tape to WBLN-TV, 1328 E. Empire Street, Bloomington, IL 61701.

Midwest independent needs experienced photographer to shoot 3/4" video tape for commercial and promotional purposes. Send resume immediately to WBLN-TV, 1328 E. Empire Street, Bloomington, IL 61701.

Writer/producer. Writer/producer is needed to join aggressive PTV station. Areas of responsibility will include development of on-air marketing campaign, creative fund-raising spots, and production of pledge drives. Minimum of two years experience as copy writer, promotion producer or as producer/director/writer. Directing and editing skills a plus, but innovative and creative writing skills a must. Send resume, sample of writing and video tape to: Director of Finance, KPTS, 320 W. 21st., Wichita, KS 67203. November 19 close. EOE/AA

SITUATIONS WANTED MANAGEMENT

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.

15 years in broadcasting, production, and cable management. Strong in sales. Currently unemployed. Making lots of money, not much satisfaction. Award winning producer, nationally recognized programmer. Will relocate. Top references. Write Box J-53.

SITUATIONS WANTED SALES

General Sales Manager in radio seeks move to TV. Write Box H-94.

SITUATIONS WANTED TECHNICAL

Chief engineer, excellent credentials, fully capable of handling any size department. Cooperates well with other departments. Gets the job done. Write Box H-139.

SITUATIONS WANTED NEWS

TV meteorologist—degree meteorologist; over 2 years TV and radio experience. Write Box H-120.

Professional meteorologist who knows how to communicate. Experience in TV and radio, good appearance, enthusiastic, small to medium market. Reply Box J-36.

Experienced feature reporter/anchor. Desires position with professional, dedicated newsteam. Karla, 318-261-1355.

Small, medium market. Need a sports reporter/anchor? Experience in and around major market and sports town. An aggressive, intelligent, creative, good-looking sports fan who can write and tell the story. MS in BJ, understands importance of outworking the competition and teamwork. Just see my tape. Tom Kirkland, 11 Abbottsford Rd., Brookline, MA 02146. 617-277-1027.

Emmy winner! Reporter/anchor/woman, several yrs.: experience in major markets. desire to relocate. Top ten or medium market with equivalent pay. Achievements too numerous to list. Dependable, loyal. Reply Box J-89.

Let me help you with my on-camera, writing, and producing skills. Theater, film, broadcast experience. Professional, creative, hardworking. Will consider any size market. Ray Troha, 216-481-0437.

Award winning sportscaster looking for new challenges. Four years' experience in small markets. Seeking anchor/reporter position at station with news commitment. Call Jim, 915-944-9786, mornings.

Assignment Editor/Producer—5 years' experience producing, reporting, shooting and assigning. Degree. awards. Call Mike 712-255-3498.

Entry level—ambitious individual seeks studio or news photography position. Degreed in photography licensed and endorsed by the FCC. Willing to relocate and pay own traveling and relocation expenses. Please call or write. 215-879-0333; Hilliard Reeves, Jr., 5101 Wynnefield Avenue, Philadelphia, PA 19131.

Video editor/field producer for news or magazine. M.F.A. from U.C.L.A. with talent and experience that will impress. Ask for tape and see why. Write Box J-79, or Peter, 213-990-8615.

Black woman reporter/anchor! In top ten market. Want to relocate to same. Negotiable. Emmy award recipient. Ten years' experience in all phases of on-air work. Well educated, dependable, attractive. Reply Box J-90.

Recent college grad.—great voice and appearance, spirited; seeks TV/radio news announcer position in small/medium market. Solid news/consumer/medical reporting and writing experience. Suzanne, 313-356-2266 or 559-4074.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

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.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHER CONTINUED

Writer/producer seeking adventure in cable. Looking to write, produce, promote creative new programming for cable systems or independent producers. 3 years cable programming, production, promotion. 5 years commercial and non-commercial copywriting. Ideal person to have along when exploring new frontiers. Write Box J-78.

Producer/Director. Enthusiasm, originality, strong technical and personnel skills. Special interest in promotions. From intern to prod. mgr. in 4 years. Looking for medium market, state of the art facility. Write Box J-52.

Hard-worker with public television experience, seeks position with public television production facility. Experienced in EFP, can shoot video, film, 35mm and can edit. Will relocate anywhere. Call Steve Higginbotham, 205—674-9006.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Media Coordinator. Responsible for overall operation of audio-visual and television services which include television production, graphic arts, photography, audio-visual equipment loan and repair, software storage, circulation, and playback. Responsible for conducting ongoing needs assessment, and developing and evaluating services to meet the media requirements of academic and, within the mission of the University, extracurricular and off-campus programs. Reports directly to Dean of Library Services. Supervises staff of 12. MLS with emphasis on media or equivalent Master's Degree in communications or educational technology. Demonstrated management and planning skills. Knowledge about current media technology and computer applications for equipment and software control. Salary: \$18,400-\$25,599. Send letter of application, resume, and three letters of reference to: Search Committee, Media Coordinator, Southeastern Massachusetts University, North Dartmouth, MA 02747, by November 15, 1982. SMU is an equal opportunity/affirmative action employer. Applications from members of minority groups and women are particularly encouraged.

Director, Research and Development to head office of telecommunications firm. Responsible for market and needs assessments, development of funding proposals and development of policies for future services. Applicant must have minimum of five years' experience to include administration, research, grant proposal writing, and budget preparation. Knowledge of telecommunications and satellite technology required. Salary competitive. Send resume to Box M, PSSC, Suite 907; 1660 L St., NW, Washington, DC 20036. An equal opportunity/affirmative action employer.

HELP WANTED INSTRUCTION

Dean, School Of Journalism. The University of Montana invites applications and nominations for dean of its School of Journalism. The position will be open July 1, 1983. Desired qualifications include significant experience and demonstrated competence as a newspaper, magazine, or broadcast journalist. Administrative ability is required; a master's degree and teaching experience at the college level are desirable. The job calls for academic, professional and administrative leadership of a 68-year-old school with accredited news-editorial and radio-television sequences, offering B.A. degrees in journalism and radio-television and an M.A. in journalism. The curriculum prepares students for jobs in the news media. The school has nearly 300 undergraduate majors, eight full-time faculty members, several part-time teachers who work in the news media, and a professional technical staff of six at KUFM-FM, a National Public Radio affiliate operated by the school's Radio-Television Department. Salary range: \$38,000-\$45,000. A letter of application and complete summary of education and experience must be postmarked no later than November 30, 1982. Send to: R.A. Solberg, Associate Academic Vice President, Chairman, Search Committee, Dean of Journalism, University of Montana, Missoula, MT 59812. UM is an equal opportunity employer.

Westfield State College. Media Studies Instructor. The Department of Media Studies at Westfield State College seeks full-time instructor for introductory and upper level courses in mass communications. Areas of specialization to include broadcast operations and media research techniques. Ph.D. preferred or A.B.D. Professional/broadcast experience preferred. Tenure track position; January appointment. Rank and salary based on qualifications and experience. Send detailed resume, three (3) letters of reference, and transcripts by November 29, 1982, to: Personnel Office, Westfield State College, Westfield, MA 01086. An affirmative action/equal opportunity/handicapped/Title IX Employer.

The Department of Mass Communications at St. Cloud State University is seeking a person to fill a full-time, nine-month, tenure track position to begin with the 1983-84 academic year. The primary teaching responsibilities will be radio-TV-film and other mass communications courses as needed and will assist in related media activities where appropriate. In addition, student advising and department committee assignments will be part of the normal load. The candidate should have a doctorate in mass communications or telecommunications with teaching and mass media experience and have the interest and ability to serve as special adviser to women majors. The department is accredited by ACEJMC and offers news editorial and public relations sequences which are also accredited. The person would also assist in preparing for the accreditation of the broadcasting sequence. For more information and application forms, contact: Chair, Search Committee, Department of Mass Communications, Stewart Hall 135, St. Cloud State University, St. Cloud, MN 56301. Deadline for completed applications is January 7, 1983.

Two-year appointment, non-tenure track Instructor or Assistant Professor of Broadcasting, Broadcast Journalism. Teach basic and upper division courses in mass communication, radio, television, and videotape production for both communication arts majors, and broadcasting/journalism majors. Ph.D. preferred. Will consider doctoral candidates. Salary open. Deadline: December 15. Write: Dr. Michael G. Flanagan, Chairman, Department of Communication Arts, Saint Mary's College, Winona, MN 55987.

Communication Chairperson: The Department of Communication at Florida International University seeks applicants for the position of Chairperson. Qualifications: (1) Proven administrative ability, (2) Demonstrated scholarly or creative excellence, (3) Professional experience, (4) Ability to work with media professionals, (5) Commitment to the concept of departmental collegiality, (6) A Ph.D. in journalism/mass communication is highly desired. Persons interested in being considered for this position should send a letter of application and resume complete with names, addresses and phone numbers of references by February 3, 1983 to: David L. Martinson, Chairperson Search Committee, Department of Communication, Florida International University, Bay Vista Campus, North Miami, FL 33181. Applications are also invited for possible openings beginning August, 1983 at the assistant/associate professor level for the following areas: news-editorial, advertising, telecommunications and public relations. Florida International University is a member of the State University System of Florida and an equal opportunity/affirmative action employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723-3331.

Instant cash-highest prices for your broadcast equipment. Urgently need towers, transmitters, antennas, transmission line, studio equipment. Call Bill Kitchen, Quality Media Corporation, 404-324-1271.

\$1,000 Reward for UHF transmitters—for information which leads to our purchase of a UHF TV transmitter. Call Bill Kitchen, Quality Media Corporation, 404-324-1271.

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.

Towers. Need 1 to 3 used guyed 295'. Radio Engineering, 805—688-2333. P.O. Box 420, Santa Ynez, CA 93460.

Wanted: two 100' TV81 mini cables. Call 617-725-0810.

The Northeastern Pennsylvania Educational TV Association is soliciting bids for a retrofit exciter/modulator and pulser to drive a Townsend/Ampex 110 KW transmitter. Anyone interested in bidding please contact George B. Seymour, Dir/Eng., WVIA-TV/FM, Pittston, PA 18640 717-826-6144.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585.

Complete SMC DP-2 automation system in service and A-1 condition. 6 carousels, 5 ITC playbacks, time announce, 6 stationary cart decks, automatic logging, remote control & more. Ready to roll. 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.

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.

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.

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.

TK-27, \$2000. T.A. Bone, WPRI-TV, 25 Catamore Blvd., East Providence, RI 02914. 401-438-7200.

FOR SALE EQUIPMENT CONTINUED

VTR-RCA TR 70, DOC, full cavec SS rec amps, \$12,000. firm. Call or write Andy Yacevich, WTEN-TV, 341 Northern Blvd., Albany, NY 12204. 518-436-4822, X 214.

For Sale: Time base correctors. BVT-2000 w/ Dynamic tracking \$19,500. BVT-2000 without Dynamic tracking \$18,000. Hitachi SK-91 camera with 12 to 1 Fujinon lens, plumbs \$21,800. Call Mr. Manning. 301-654-9192.

Optimod AM Model 9000A audio processor, \$2000. Contact: WRIV Radio, Riverhead, NY 11901. 516-727-1200.

Audio console bargains! Recording tapes. Cart machines. Limiters. Write for catalog. Box 213, Dunkirk, MD 20754.

Complete SMC DP-1 automation system in excellent condition consisting of clear text logging, 20-channel switcher, 10 random select carousels, 3 Otari stereo reel-to-reel playback tape machines, 1 remote control unit, 1 Extel printer for logging, 1 dump load teletype, 1 encoder with display for logging information, 1 dual cart playback, 2 single cart playbacks, 1 time announcer, 1 network join, 1 console desk, 1 digital clock, 1 crystal oscillator battery supply for clock, 1 line fade AGC amplifier, 1 monitor panel, plenty of spare parts and complete set of operating schematics and manuals. System is in 6 racks, completely set-up and ready for demonstration. A steal at \$25,000. Phone 318-352-9596 Radio Stations KNOC-KDBH, Box 607, Natchitoches, LA 71457.

Used broadcast television equipment. Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

G.E. UHF Klystron xmt. 12 kw for 300KW ERP. In service now; available January. \$50 K F.O.B. Huntsville, AL, or \$95K installed at your site. Call or write M.D. Smith, Gen. Mgr., 205-533-3131, P.O. Box 2555, Huntsville, AL 35801.

COMEDY

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 Twining, Dallas, TX 75227.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288. Copyright, 1962.

CONSULTANTS

AM directional antenna field engineering now available at reasonable rates, specializing in new broadbanding techniques for AM stereo, rehabilitation of old systems, real world phasor design and construction, and reradiation problems. Computer aided field adjustments. Fully FCC qualified with 25 years' experience. For free information, reply to Box H-106.

MISCELLANEOUS

Easy, mellow voice will record your special spots—still only \$19 per minute, also quantity discounts. Sample tape \$5, refundable first order. Send copy to: Vox Box, P.O. Box 27439, Las Vegas, NV. 89126.

Establishing special station for training of handicapped. Seeking donations, discounts of control/production room equipment. (AM 1490 khz; 2 kw-D, 20 w-N. Also need promotional records for MOR/contemporary format. If you can help, please write Airwaves, c/o Alan McCall, 3907 Apalachee Parkway, Tallahassee, FL 32301.

RADIO Help Wanted Management

CORPORATE CPA/CONTROLLER

Major radio station group seeks person with a minimum of five years' experience as an assistant controller or controller. Prefer person with broadcast media experience and familiar with computer accounting systems. Salary range \$40,000 plus. Send resume, including salary history, to: Norman Posen, Executive Vice-President, 6777 Hollywood Boulevard, Hollywood, CA 90028. EOE M/F/H.

Help Wanted Programing, Production, Others



are searching for another great adult contemporary personality for their first station. Interested? Send tape and resume to R. Jay, P.D., WPFR Radio, 329 Cherry, Terre Haute, IN. 47807. ORBBC is an equal opportunity employer.

Help Wanted News

DALLAS URBAN CONTEMPORARY

K-104 FM, upgrading news dept. Searching nationwide for aggressive newsmen. Creativity a premium. Head with voice, please. T&R to: Drew Hayes, ND, KKDA-FM, Box 860, Grand Prairie, TX 75051. Calls OK. 214-647-1831. EOE, M/F.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms
International

300 North Zeeb Road, Dept. PR., Ann Arbor, MI 48106



ASSISTANT NEWS DIRECTOR KGO RADIO Help Direct The #1 Team In News!

ABC-KGO Newstalk Radio, Northern California's number one rated radio station, has an exceptional opportunity available for a seasoned professional to join our pacesetting management team.

The high-calibre newsmen we seek should possess a track record with the demonstrated ability to go beyond straight news coverage, implement new on-air approaches, and coordinate the activity of a non-stop creative news department that's sweeping broadcast awards.

Your management talents and one-of-a-kind radio delivery skills positions you for success with one of the most responsive audiences in the industry.

For immediate consideration, please submit your tape along with resume and salary history to:

Bruce Kamen
News Director
KGO AM/FM
277 Golden Gate Ave.
San Francisco, CA 94102

An Equal Opportunity Employer

IF YOU THINK THIS IS THE MOST EXCITING JOB IN THE WORLD ... YOU MIGHT HAVE A CHANCE AT IT.

How about this job description:

We want you to be wherever something really fascinating is happening.

We want you to tell millions of young Americans what it's like.

ABC Radio News wants someone who understands how to tell complex, important stories to young audiences better than anybody else.

We need someone who can meet ABC News' exacting standards of responsibility.

Someone who's willing to spend long hours looking into the drug scene in America's major cities and come out with a real story.

Someone who can travel long hours with major rock groups and capture the fun and the frustrations, the hot times and the hot music.

Someone who can write and communicate,

In return, we offer top money and benefits, and the chance to work with the best news organization in the business

Somebody's going to get this job. Somebody really terrific. And that somebody is going to have a shot at the best career in the world.

Send your tape and resume to Jeff Sprung, ABC News, 7 West 66th Street, New York, New York 10023.



**An Equal Opportunity Employer
M/F/H/V**

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.

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.

Situations Wanted Management

WALT HOWARD

- 10 years' experience, small & medium.
- Background as Operations Manager & morning personality. Available for PD or air talent, A/C or CHR. Call 817-691-3426.

TELEVISION

Help Wanted Management

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.

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 Programing, Production, Others

PRODUCTION MANAGER

Top Ten Market.

We Need A Take-Charge, Creative
Type To Manage All Local Production.
Producer/Director Experience
In A Top Twenty Market Desirable.

Letters And Resumes Only To:

Ms. Lou Segner
Personnel Manager

WJLA-TV

4461 Connecticut Ave., N.W.
Washington, D.C. 20815



TOP 10 PROMOTION WRITER/PRODUCER

Top 10 independent seeks a creative self-starter to write and produce exciting entertainment promos. Knowledge of exploitable aspects of movies a must. Located in desirable Sunbelt Southeastern location. All replies confidential. We are an equal opportunity employer, M/F. Send resume to Box J-71.

Help Wanted Technical



WGBH Boston, one of the nation's leading studio and remote production facilities is now offering two exceptional opportunities for qualified management engineers:

Chief Engineer

Must have a thorough understanding of television equipment, remote logistics, post-production techniques, broadcast operations, RF & transmission, and FCC rules/regulations. Ideal candidate should have a General Class License, and at least 10 years in TV and production operations with two years in supervisory capacity.

Engineering Supervisor

An expansion to our management team, he/she will supervise engineers in the installation, maintenance and operation of equipment in compliance with WGBH standards. Candidate should have at least 5 years TV production experience with knowledge in remote operations. Supervisory experience preferred.

For prompt, confidential consideration, please send resumé, specifying position of interest to: Personnel Dept. WGBH, 125 Western Ave., Boston, MA 02134.

ENGINEERING TV TECHNICIAN

Opportunity in Northeast U.S. Requires FCC General License, preferably with 2-5 years experience in studio broadcasting demonstrating strong electronics and maintenance background.

For prompt, confidential consideration, please send resume to Box J-57. An equal opportunity employer.

WDIV DETROIT

has an opening for an engineering quality control supervisor. The duties include supervision of the evening studio crew, training of technicians in studio tasks and evaluation of employee performance. This position reports to the Engineering Manager. A minimum of two years technical supervisor experience is preferred and an FCC General Class Radiotelephone License is required. Apply in writing to:

Linc Reed-Nickerson
Engineering Manager
WDIV
622 Lafayette Blvd.
Detroit, MI 48231

EOE

SPECIAL NOTICE

Effective with the November 15, 1982 issue,
ALL Broadcasting Magazine classified advertising
orders must be prepaid

Setting A New Pace For The Industry We Pioneered!

...RCA Broadcast Systems

Since we introduced nearly all the advances making commercial color television practical, RCA engineers have been involved in every major improvement in broadcast systems technology. The TK-47 color television camera represents another step forward. Taking advantage of microprocessor technology, RCA engineers automated almost 100 set-up control functions with the touch of a button. Set-up times which used to be measured in hours, now take minutes.

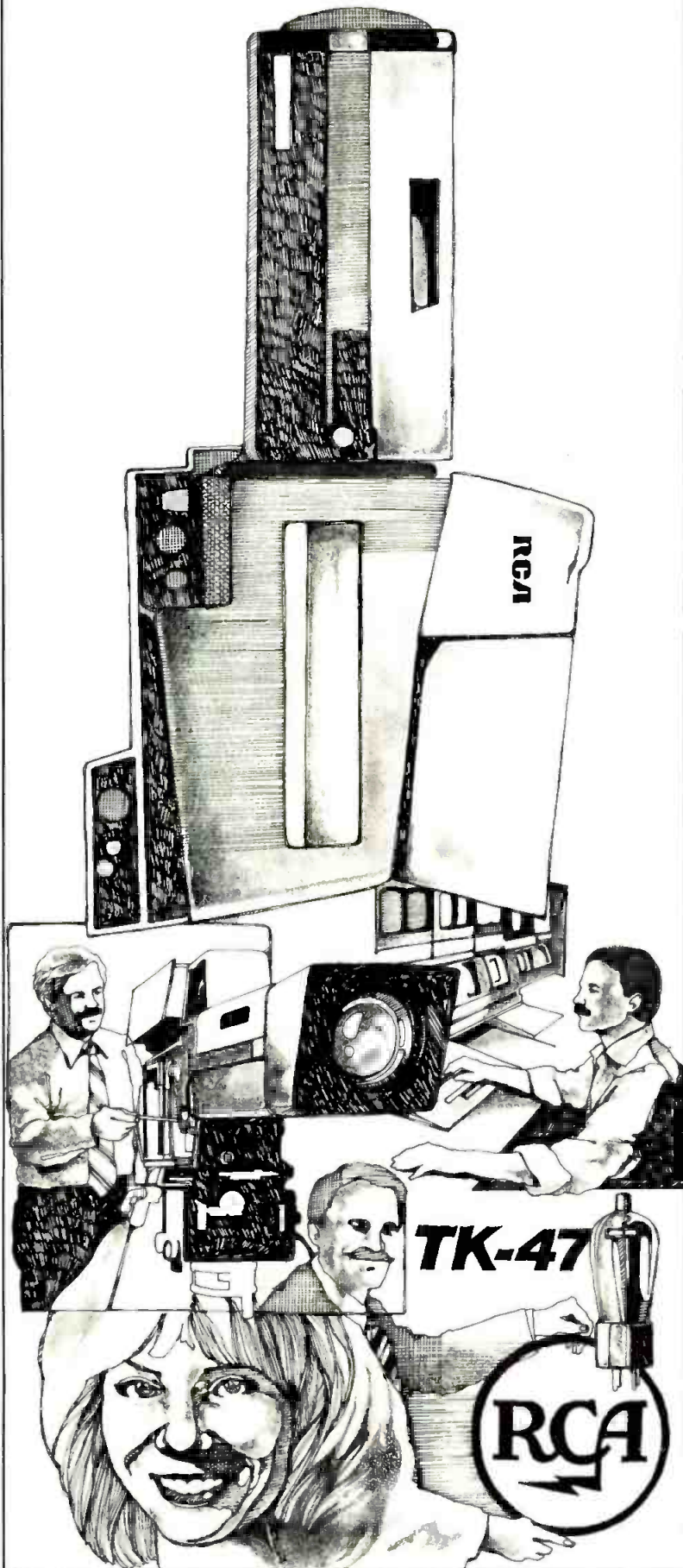
Virtually any picture you encounter on your home screen has been touched by RCA engineering. As America's largest supplier of commercial video equipment, we are involved in every step: studio cameras, portable cameras, video recorders, editing equipment, telecine equipment, transmitters and broadcast antennas. As you read this, we are moving ahead with advanced development programs in digital video equipment and the creation of a completely solid state color television camera.

Our commitment is to continue to set the pace for the industry we pioneered. If you are an engineer who is interested in furthering the development of advanced broadcast technology, we invite you to share this adventure with us. For career details, please write to: **RCA Broadcast Systems Division, Joy K. McCabe, Dept. PR-10, Front & Cooper Sts., Building 3-2, Camden, New Jersey 08102.**

Equal Opportunity Employer

**Setting The Pace In
Broadcast Engineering!**

RCA



ELECTRONIC MAINTENANCE ENGINEERS

Utilize your engineering skills at the leading edge of broadcast technology.

Join NBC, where motivation and dedication lead to career advancement in a dynamic industry.

The National Broadcasting Company now has a number of excellent opportunities for qualified electronic maintenance engineers and broadcast systems engineers at our New York headquarters.

The individuals we seek should have experience in broadcast systems technology or a background that reflects training, education and/or practical experience in a related complex electronics field. A BSEE is an added plus.

Successful candidates will become directly involved in NBC's programming efforts, providing vital technical support to news, sports, entertainment and daytime shows. You will work on the latest portable newsgathering cameras, recorders and RF equipment on state-of-the-art studio, graphics and video systems; on Grass Valley character generators, Quantel digital effects equipment, Convergence and CMX editing systems. A knowledge of digital techniques and microprocessing would be an advantage.

NBC is committed to the future of broadcasting. If your enthusiasm can match ours, and you know you can contribute to our efforts, we'd like to hear from you. We offer salaries commensurate with experience and a comprehensive benefits package. Please send resume with salary requirements to:



NBC

Staffing Dept. BSE
NBC, Suite 1678
30 Rockefeller Plaza
New York, N.Y. 10112

An equal opportunity employer, M/F.

BROADCAST SYSTEMS ENGINEERS

DIRECTOR OF ENGINEERING

LIN Broadcasting Corporation, due to its continued growth in broadcasting and deep involvement into new areas of communication technology, seeks an assistant director of engineering.

The responsibilities of the position include the corporate engineering of a group of ten radio stations, four radio common carriers and some television duties. The ideal candidate for the position will possess a BSEE or equivalent experience, have digital experience, familiarity with AM directional antennas, experience with capital budgeting and exceptional communications skills. The location for this position could be in New York, or a number of other specific locations.

For prompt consideration for this new and challenging position, send your resume with salary history/requirements, in confidence to LIN Broadcasting Corporation, Dept. 450, 1370 Ave. of the Americas, New York, NY 10019. EOE, M/F.

LIN BROADCASTING CORPORATION

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 KTWG-TV, Box 8685, Aspen, CO 81612. E.O.E.

Help Wanted Sales

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.

AUSTIN, TEXAS DIRECTOR OF ENGINEERING

Build new state of the art UHF Indy from ground up. Must have minimum 3 years in assistant or chief position. A hands-on, aggressive leader who has significant experience in high quality broadcast engineering and administration. A quality control conscious engineer experienced in testing and proof performance measurements for 5 Mwatt TV transmitter, FCC rules, microwave, up and down link operations with a broad knowledge of television studio production technology, installation and maintenance. Send resume with salary history in confidence to:

General Manager
KBVO-TV
PO, Box 2728
Austin, TX 78768-2728
An Equal Opportunity Employer

ACCOUNT EXECUTIVE

KBTB, 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; KBTB, 1089 Bannock Street., Denver, CO 80204. KBTB is an equal opportunity employer.

**Help Wanted Sales
Continued**

ATC

NUMBER ONE IN CABLE COMMUNICATIONS

PROJECT MANAGER Advertising Sales

American Television & Communications Corporation, the nation's largest cable television company, is seeking an individual to assist in the development of its expanding advertising sales program. The Project Manager-Advertising Sales will work in ATC's corporate headquarters in Denver and will report to the National Manager-Advertising Sales.

Job requirements include knowledge of media buying, selling and promotion; strong analytical abilities; excellent writing and presentation skills and experience in media sales or advertising agency work.

If you are interested in the challenges offered by this position, please submit a resume, salary history and a letter describing your interests, to:

Manager of Employment

**American Television &
Communications Corporation**
160 Inverness Drive West
Englewood, CO 80112

Equal Opportunity Employer M/F/H/V

**Help Wanted News
Continued**

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.

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

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

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.

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.

FEATURE REPORTER

We've promoted one of the most talented people in the industry. Now we're trying to replace him. Tape and resume to News Director, WKBW-TV, 7 Broadcast Pl., Buffalo, NY 14202. EOE.

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 judgement 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

An equal opportunity employer; M/F.

Situations Wanted News

WE WORK WELL TOGETHER

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Public Notice

PUBLIC NOTICE BID ANNOUNCEMENT (INVITATION TO BID)

WDPB-TV, P.O. Box 864, Seaford, DE 19973, telephone number 302-856-9541/42, by this notice, announces that it is accepting bid proposals for "turn key" construction of the following upgrade and station improvements. General description: WDPB-TV, a non-commercial television station, operates on UHF frequency channel 64, Seaford, Delaware and has been assigned to operate on UHF frequency channel 34, Dover, DE, also, (translator opns) WDPB-TV is rebuilding its Seaford, DE operation and installing a 1,000 watt translator (on-hand) in Dover, DE in order to serve a greater broadcast area with improved state-of-the-art hardware. Funding for this project is from a grant from the National Telecommunications and Information Administration, Public Telecommunications Facilities Act Program. This invitation to bid includes the purchase of a new 5,000 watt transmitter (installed) (without the television IF modulator, which is on-hand) and removal and relocation of the present WDPB-TV 1,000 watt transmitter to Dover, DE to function on Ch. 34 as a 1,000 watt translator. (The transmitter will need to be refitted for use on Ch. 34 and an on-hand RCA modulator installed for translator opns). The project also requires the purchase and installation of a fully operational and fully integrated Studio Tower Link (STL) with dual capabilities for transmitting television signals (aural and video) and telemetry for "remote" monitoring of transmitting equipment from studio site. The project also requires the installation of one additional microwave link from Seaford to Bridgeville, DE. No additional equipment is needed for this link only installation of a receiver in Seaford and path alignment between Seaford and Bridgeville, DE. The project also will require a 130' guyed tower (painted and with ladder and obstruction light package stressed for icing) fully installed and integrated into the project with integration for this equipment with a fully operational earth receive terminal in Seaford, DE. Bid procedures: Specifications are required to bid this proposal. Requests for specifications should be sent to the above listed address or call the above listed telephone number. Bids are requested no later than the close of business on November 30, 1982. The bid award date will be December 5, 1982. Specifications are divided into two projects: Seaford, DE Ch. 64, and Dover, DE Ch. 34. Please request which project you wish to bid.

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FL Metro	Fulltime	\$1500K	Cash	Bill Cate	(904) 893-6471
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SE Small	IV/Cl.C	\$1000K	29%	Ernie Pearce	(615) 373-8315
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SW Small	Fulltime	\$495K	\$125K	Bill Whitley	(204) 680-2807
NW Small	Fulltime	\$300K	Cash	Elliot Evers	(216) 366-2554
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MW Small	Fulltime	\$155K	\$40K	Peter Stromquist	(612) 831-3672

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When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted, or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (NO telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING. Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not 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.

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Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

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Fates & Fortunes

Media

Karl Brazell, Western regional VP, radio, Metromedia, Secaucus, N.J., named president, radio division, succeeding **George Duncan**, senior VP, operations, Metromedia Inc., who relinquishes radio post to devote full time to corporate responsibilities. **Victoria Callahan**, Eastern regional VP, named executive VP, radio. **James A. Stabile**, associate general counsel, Metromedia Inc. and executive VP for business affairs and administration, Metromedia Producers Corp., appointed VP, broadcast business affairs, Metromedia Inc. He remains in Los Angeles.



Murphy

Ben West, president, Blair Broadcasting of Oklahoma, Oklahoma City, joins Cimarron Broadcasting there as president and chief operating officer. Cimarron is new firm with plans to acquire broadcast properties and other communications and entertainment businesses.

David Murphy, VP and general manager, KOKH-TV Oklahoma City, elected president, Blair Broadcasting of Oklahoma, licensee of station and wholly owned subsidiary of John Blair & Co., succeeding West. He continues as general manager of KOKH-TV.

Joseph Donner, California regional manager, Acton CATV, Upland, Calif., named director of corporation operations, in charge of construction, engineering and operations of company's 48 systems. **Stephen Wilson**, marketing manager, California region, Upland, succeeds Donner.

Joseph Strauss, manager, on-air operations, NBC West Coast, Los Angeles, named director, on-air operations.

Timothy Martin, division business manager and general manager, Times Mirror Cable Television, Hartford, Conn., system, joins Field Cablevision, San Francisco, as general manager.

Jonathan Myers, from Seyfarth, Shaw, Fairweather & Geraldson, New York law firm, joins American Television & Communications, Denver, as legal counsel.

Ronald Giles, programing manager, Warner Amex Cable Communications' Pittsburgh system, named to newly created position of VP, broadcast operations.

Joseph Niedzwiecki, associate director, station relations, ABC-TV New York, named director, station relations.

James Irwin, director of radio, noncommercial WFSU-FM Tallahassee, Fla., joins National Public Radio, Washington, as director of business relations.

David Underhill, chief engineer, WCVB-TV Boston, joins Standard Communications, station group and cable MSO, Salt Lake City, as

director of operations and planning.

Drew Taubman, managing director, Freeman Gallery, East Lansing, Mich., joins noncommercial WKAR-AM-FM there as membership director.

James Brown, chairman, broadcast and film communication department, University of Alabama, Tuscaloosa, named general manager of student operated noncommercial WVUA-FM there.

Marketing



Heimann

William Heimann, director of media operations, department of media resources, Needham, Harper & Steers/Chicago, elected senior VP, NH&S/USA.

James Brandhorst, VP, director of creative services, Coca-Cola, New York, joins Kenyon & Eckhardt there as senior VP, assistant

to president. **Malcolm Bybee**, VP, director of strategic planning, and **James Heekin**, management supervisor, Kenyon & Eckhardt, New York, named senior VP's, management representatives.

Robert Spaulding, media director, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., elected senior VP and member of management committee.

Robert Zschunke, senior VP and director of marketing and media services, Hoffman, York & Compton, Milwaukee, joins Metzdorf Advertising, Houston, as VP, media services.

Judith Bloedorn, VP, associate media director, Media Communications, New York, joins John F. Murray Advertising there as VP, director of media development and local broadcast.

Anne Challis, from Wells, Rich & Green/Southwest, Dallas, joins Saunders, Lubinski & White there as production manager, responsible for production and traffic departments.

Pat Humphrey, media buyer supervisor, Ogilvy & Mather, Atlanta, named director of broadcast media. **Phyllis Pittman Parrish**, assistant media buyer, Ogilvy & Mather, Atlanta, named media buyer.

Janice Mock, business manager/broadcast production, Tracy-Locke/BBDO, Dallas, named manager, broadcast business affairs.

Sue Kurz, from Brewer Advertising, Kansas City, Mo., joins Cranford/Hunt/Johnson Associates, Little Rock, Ark., as account executive.

Madeline Nagel, senior VP, media director, Foote, Cone & Belding Advertising, New York, joins ABC-TV there as VP, marketing.

James Joyella, VP, sales, CBS Cable, New York, named VP, marketing services, CBS

Television Network Sales there.

John Boden, office manager, Los Angeles, and **Allan Keir**, office manager, Minneapolis, Blair Radio, named VP's.

Appointments, Katz Communications: **Jack Arslanian**, VP, sales manager, lancers team, Katz Independent Television Sales, Chicago, named to new post of office manager; **Jeff Avon**, account executive, lancers team, succeeds Arslanian as sales manager; **Aleyne Larner**, account executive, Chicago, named head of sabers team, and **Skip Vose**, account executive, Katz Television Continental, San Francisco, named sales manager.

Ethan Podell, assistant director of business affairs, CBS Cable, New York, joins Lexington Broadcast Services there as VP, business affairs. **Rand Stoll**, station sales representative, Syndicast Services, New York, joins Lexington Broadcast Services in same capacity.

Sandra Crystal, senior account executive, RKO Radio Networks, New York, joins Sportstec Marketing and Sales, representative for sale of time on cable and radio sporting events, Hackensack, N.J., as director of sales.

Michael Baer, former general sales manager, TM Productions, Dallas, rejoins firm in same capacity after two-year sales stint with FirstCom



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Broadcast Services, also in Dallas.

Nan Heller, account executive, RKO Radio Networks, New York, named sales manager, RKO Radioshows.

Pamela Fleming, in sales training program, Petry Television, New York, named account executive, falcons sales team there.

Donald Marion Jr., Chicago sales manager, Lotus Reps, joins CBS Radio Spot Sales, Chicago, as account executive.

Jack Maloney, general sales manager, WKHK(FM) New York, joins WNBC(AM) there in newly created position of director of sales.

Michelle Gazes, general sales manager, WFAA(AM) Dallas, joins KNBN-TV there as manager, media services.

John Long, VP and general manager, Wetacom, in-house production company of noncommercial WETA-TV Washington, joins WJLA-TV there as director of sales.

Philip Levine, local sales manager, WBBG(AM) Cleveland, named acting general sales manager, WBBG(AM)-WMJI(FM) there.

Dennis Rossman, VP and general manager, WWZZ(AM) Sarasota, Fla., joins WNDZ(AM)-WFBQ(FM) Indianapolis as general sales manager.

Gerald Heichman, from Christal Co., Chicago, joins WTMJ(AM) Milwaukee as general sales manager.

Mike Schultz, account executive, KEWT(FM) Sacramento, Calif., named sales manager.

Jeffrey Sleete, general sales manager, WLLZ(FM) Detroit, joins CBS-FM National Sales there as sales manager.

Joseph Heckel, from WUTV(TV) Buffalo, N.Y., joins WTOG(TV) Tampa-St. Petersburg, Fla., as local-regional sales manager.

Jackie Fleischer-Wood, account executive, WMZQ(FM) Washington, named local sales manager.

Michael Donaldson, from KPLX(FM) Fort Worth, joins Torbet Radio, Dallas, as account executive.

Bill Straus, local sales manager, KTAR(AM) Phoenix, and **Bill Jacob**, account executive, WHIT(FM) Detroit, join KBZT(FM) San Diego, as account executives.

Programing

Harvey Shephard, VP, programs, CBS Entertainment, New York, has been named to newly created position of senior VP, programs. Shephard, will be responsible for all aspects of programing for CBS Entertainment.



Shephard



Lustgarten

Marc Lustgarten, legal counsel, Cablevision,

Programing change. Chuck Larsen, former program director, WABC-TV New York and president of the National Association of Television Program Directors, has been appointed president of the newly-created ALMI Television Productions division of the ALMI Group, a two-year-old New York-based firm engaged in film distribution, theater operations, real estate development and oil exploration. Larsen, whose 16-year career in broadcasting has also included stints as program director at WABC-TV New York, WKYC-TV Cleveland and WLWC-TV Columbus, Ohio, has been associated with ALMI Group since he left WABC-TV last spring. As president of ALMI Television Productions, he is responsible for the acquisition and distribution of programing for network, stations, pay TV, cable and home video use and is spearheading the company's entry into production.

Woodbury, N.Y., named group VP, program services, responsible for Rainbow Programing Services, Bravo, Sportschannel, and Rainbow-Playboy joint venture.

Ted Zachary, VP, production, Viacom Productions, Los Angeles, joins MGM/UA TV there as senior VP in charge of production.

Jeff Williams, Chicago branch manager, MGM/UA, named central division manager, remaining in Chicago. **Betsy Cohn**, from Showtime, New York, joins MGM/UA there as director of pay television sales division.

Laura Reitman, director, family and late night programing, Entertainment Channel, New York, named director, creative affairs, responsible for all original programing with emphasis on new comedy programing currently under development. **Ricki Franklin**, manager of dramatic programing, Entertainment Channel, named director, dramatic program development.

Tom Tardio, assistant controller, features, Columbia Pictures Television, Los Angeles, named VP, financial analysis and administration.

Rona Elliot, executive producer, The Source, NBC Radio, New York, named program manager.

Ken Kaufman, president, Meridian Television, New York, joins Telecom Entertainment there as executive VP.

Sarah Lawson, from Curtis Brown Group Ltd., London, joins D.L. Taffner/Limited, Los Angeles, as VP, planning and development. **Frank DiGraci**, Northeast regional sales manager, D.L. Taffner/Limited, New York, named head of newly created barter sales division. **James Curtin**, sales servicing department, named account executive.

Ron Hartenbaum, director of advertiser sales, Westwood One, New York, named VP, director of advertiser sales. **Richard Kimball**, director of concert programing, Westwood One, Los Angeles, named VP, director of artist relations.

Lisa Osborne Harman, assistant marketing manager, Columbia Pictures, Los Angeles, named marketing manager.

Dennis Glore, producer-director, WNGE(TV) Nashville, and **Bob Simons**, staff producer-director, Producers Video Center, Kansas City, Mo., join Nashville Network, Nashville, in same capacity.

Larry Jackson, director of acquisitions, Samuel Goldwyn Co., Los Angeles, named VP, acquisitions.

Mark Crabtree, creative director and stockholder, Mark VII Productions, San Antonio, Tex., which had maintained own production facility, has purchased video facility from Mark VII, and becomes president, production director of First Video Productions.

James Francis, director of marketing, MT Television, Los Angeles, joins Golden West Television Distribution there as West Coast sales representative.

Timothy Davis, affiliate relations manager, Eastern region, Warner Amex Satellite Entertainment Co., New York, named sales manager, Eastern region.

Sal Lisi, director of contract services, Wometco Home Theater, Fairfield, N.J., named director of operations. **Barbara McCann**, manager of sales and telecommunications, named director of sales.

Peter Yaman, VP, first-run syndication, Viacom, New York, joins Comworld there as VP, general manager, Comworld International, in charge of domestic sales.

Bruce Casino, station sales representative, Lexington Broadcast Services, New York, named director of video sales, LBS Video there.

Steven Danielpour, from AT&T Long Lines, New York, joins Metrosports, Rockville, Md., as director of broadcast services.

David Smiley, air personality, WOKX(AM) High Point, N.C., named program director.

Coven Hardcastle, from KFYE(FM) Fresno, Calif., joins KWUN(AM) Concord, Calif., as program director.

Ann Miller, executive producer, KPXX(TV) San Francisco, named program manager.

Bobbi Gaile Roys, administrative distribution assistant, Group W Productions' Television Syndication Center, Pittsburgh, named tape distribution coordinator.

Drew Smith, sports reporter and weekend anchor-producer, WICS(TV) Springfield, Ill., named sports director.

Dave Hood, air personality, KGW(AM) Portland, Ore., joins KTVY(TV) Oklahoma City as co-host, *PM Magazine*. **Bob Barry Jr.**, from KAUZ-TV Wichita Falls, Tex., joins KTVY as sportscaster.

Bruce Kallner, from University of Florida, Gainesville, joins WCJB(TV) there as sports director, succeeding Mike Dotson (see "News and Public Affairs" below). **Doug Bell**, from University of Florida, joins WCJB as sports reporter-anchor.

Cathy Kadizis, reporter, WIBC-TV Greenville, S.C., joins WIS-TV Columbia, S.C., as producer-co-host, *Carolina Today*.

Joel Weinberg, from WCIV(TV) Charleston, S.C., joins WVIT(TV) Hartford, Conn., as weekend sports anchor.

Michael Shane Lennen, music director and air personality, WOW(AM) Omaha, joins KFAB(AM)-KGOR(FM) Omaha, as air personality.

Dave Cohen, from WIXT(TV) Syracuse, N.Y., joins WDCA-TV Washington as play-by-play an-

New video chief. Lawrence B. Hilford, veteran entertainment and communications business executive, was named last week to become president and chief executive of CBS/Fox joint venture formed early this year by CBS and 20th Century-Fox (BROADCASTING, Feb. 22, et seq.). He will succeed Stephen Roberts who has been acting president—and will remain on CBS/Fox's board of managers—while also serving as president of 20th Century-Fox Telecommunications. Hilford, who currently heads his own management consulting firm will have over-all management responsibility for creation, marketing and distribution of home video product worldwide, reporting to CBS/Fox's four-member board of managers (whose members, in addition to Roberts, are CBS Inc. President Thomas Wyman, CBS/Records Group President Walter Yetnikoff and 20th Century-Fox Chairman Alan J. Hirschfield). Hilford takes over new post Jan. 1; until then, he will be consultant to CBS/Fox. Before setting up own firm, he was senior vice president, Columbia Pictures Industries. Before that, he was executive vice president of Viacom International, responsible for all operating divisions, and previously had been with Cartridge Rental Network, Screen Gems International and CBS Enterprises. In CBS/Fox post he will be based in New York.

launcher, Washington Bullets professional basketball broadcasts.

News and Public Affairs

Asa Spaulding, VP, public affairs, WPTF-TV Raleigh-Durham, N.C., named head of operations for news and public affairs.

Sy Pearlman, from NBC News documentary unit, New York, named executive producer of new NBC News magazine series, premiering in February.

Bill Overman, from KELD-TV Sioux Falls, S.D., joins KFDX-TV Wichita Falls, Tex., as news director.

Juliet Papa, reporter, WGBB(AM) Freeport, N.Y., named assistant news director.



Herzig

Dennis Herzig, executive producer, *Eyewitness News*, KSTP-TV Minneapolis-St. Paul, named news director.

News appointments, WJBT-TV Gainesville, Fla.: **Mike Dotson**, sports director, to news director; **Eve Ackerman**, from WGGG(AM) Gainesville, to assignment editor-producer; **Lynn Setzer**, reporter.

to co-anchor; **David Collins**, from Paintin Place marketing firm, Gainesville, to political reporter and co-anchor, and **Wendy Busch**, from University of Florida, Gainesville, to reporter.

Kent Phillips, morning news anchor-reporter, KMJK(FM) Lake Oswego, Ore., named news director.

Gary Stewart, producer-editor, KOMO(AM) Seattle, named managing editor.

Sheila Douglas, assignment editor, Cable News Network, Washington, joins WJLA-TV there as daytime assignment editor.

Reg Miller, executive producer, WFLA-TV Tampa-St. Petersburg, Fla., joins WPEC-TV West Palm Beach, Fla., as managing editor-anchor.

Brad Ritter, bureau chief, WBBH-TV Fort Myers, Fla., joins WPEC as reporter-weekend anchor.

David Koester, news director, KODE-TV Joplin, Mo., joins KOTV-TV Tulsa, Okla., as assignment editor.

Gary Stewart, producer-editor, KOMO(AM) Seattle, named managing editor, succeeding Lee Somerstein, resigned.

Jack Wimer, director of media relations, U.S.

Synthetic Fuels Corp., Washington, joins Chronicle Broadcasting Co., as Washington bureau chief.

Ken Chambers, anchor-reporter, KTVV(TV) Austin, Tex., joins KWGN-TV Denver as anchor.

F. Wayne May, assistant news director, WDBN(TV) Dothan, Ala., named news director.

Anne Wilcox, reporter, WDBN, named co-anchor.

Clarence Page, director of community affairs, WBBM-TV Chicago, named general assignment reporter and planning unit editor.

Charles Thomas, from KGO-TV San Francisco, joins WCAU-TV Philadelphia as general assignment reporter.

Mike McLeskey, anchor-reporter, KOB-AM-FM Albuquerque, N.M., joins Mutual News, Washington, as anchor-correspondent.

Dan Slocum, from KARD-TV Wichita, Kan., joins KTVY(TV) Oklahoma City as weekend anchor. **Kevin Ogle**, anchor, KSWO-TV Lawton, Okla., joins KTVY as reporter.

Michael Marsh, reporter-weekend anchor, WBRZ(TV) Baton Rouge, La., joins KPIX(TV) San Francisco as reporter.

Tom Koch, anchor-reporter, WAEO-TV Rhinelander, Wis., joins KTRK-TV Houston as reporter.

Jo Ann Nader, reporter, WTVN-TV Columbus, Ohio joins WKYC-TV Cleveland in same capacity.

Gail Street, reporter-writer, WTMJ-TV Milwaukee, joins WFLD-TV Chicago as reporter, CNN Headline News.

Lloyd Crouch, weekend weather anchor, WXYZ-TV Detroit, joins WICS(TV) Springfield, Ill., as meteorologist.

Porter Versfelt III, reporter-photographer, WBBH-TV Fort Myers, Fla., joins WCKT(TV) Miami as news photographer.

Technology

Appointments, NBC, West Coast, Los Angeles: **John Dragun**, manager, systems implementation, to director, systems engineering and project implementation; **S. John Housholder**, manager, technical maintenance operations, to director, technical maintenance, and **Michael Tipton**, supervisor, video tape maintenance, technical operations, to manager, technical maintenance.

C. Dean Taylor, product line manager, coaxial cables, Times Fiber, Wallingford, Conn., and **Richard Thayer**, director of engineering, cable television division, named divisional VP's.

Jim McKenney, VP, syndication, Reeves Teletape, New York, named VP, general manager, post-production services.

John Ethier, manufacturing operations manager, Dysan Corp., Santa Clara, Calif., joins American Video Tape, Gardena, Calif., as VP, operations.

Cary Fitch, VP and national sales manager, Broadcast Systems, Austin, Tex., has formed own equipment company, Television Systems and Services there.

Ray Tomko, director of operations, musical instrument division, CBS, Los Angeles, joins Cable & Computer Technology, Anaheim, Calif., as director of operations.

Fred Guthrie, audio-visual producer, Mutual Broadcasting System, Washington, named audio-visual and creative services supervisor.

Salim A.L. Bhatia, sales manager, telephony, Siecor, Hickory, N.C., named manager, sales and marketing, Siecor optical cable.

Pam Arnest, national sales manager, Columbia Pictures Videocassette Services, Bell & Howell/Columbia Pictures Video Systems Division, Northbrook, Ill., named director, industrial sales.

Bill Powers, director of engineering, WSB-TV Atlanta, joins Sony Broadcast Products there as Southeast regional manager.

Larry Nadler, assistant chief engineer, WTOG(TV) Tampa-St. Petersburg, Fla., named chief engineer of parent Hubbard Broadcasting's F&F Productions, St. Petersburg.

Wendy Ann Friend, videotape editor, Reeves Teletape, New York, joins Modern Video, Phil-

Please send

Broadcasting

The News Magazine of the Fifth Estate

Name _____

Company _____

☐ Business Address

☐ Home Address _____

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

Philadelphia, in same capacity.

Joe Wolf, VP, general manager, post-production services, Reeves Teletape, New York, named executive VP.

Jim Somich, maintenance engineer, KMET(FM) Los Angeles, named chief engineer.

Gary Blievernicht, from Selectavision division, RCA, Indianapolis, joins noncommercial KNME-TV Albuquerque, N.M., as engineering supervisor.

Clark Ortone, engineering director, KBL5(AM)-KTYD(FM) Santa Barbara, Calif., joins KNX(AM) Los Angeles as engineering technician.

Harold Detwiler, from WAAT(TV) Wildwood, N.J., joins WNEV-TV Boston as engineering supervisor.

Robert Smith, manager of new interconnections, PBS, Washington, joins noncommercial WTVS(TV) Detroit as director of engineering.

Christopher Boden, news photographer-editor, KTVY(TV) Oklahoma City, joins WNEV-TV Boston as cameraman.

James Sherman, chief engineer, WDBO-AM-FM Orlando, Fla., joins WIOQ(FM) Philadelphia in same capacity.

Chris Holt, chief engineer and computer systems supervisor, KEZR(FM) San Jose, Calif., joins KBZT(FM) San Diego in same capacity.

Ed Stopke, chief engineer, WXVT(TV) Greenville, Miss., joins WAPT(TV) Jackson, Miss., in same capacity.

Promotion and PR

Michael Pedone, executive VP, client service, Warwick Advertising, New York, joins HBM/Stiefel Public Relations there as president and chief operating officer.



Stanville

Martha Pell Stanville, director of advertising and promotion, WCCO-TV Minneapolis, assumes additional responsibilities for parent Midwest Communications' Corporate advertising.

Kerryn King, retired senior VP, Texaco, New York, joins Manning, Salvage & Lee there in senior consulting

capacity.

Mark Kern, from WLWT(TV) Cincinnati, joins WKYC-TV Cleveland as administrator of public relations and publicity.

Stephen Ingish, public relations director, Quinlan & Tyson, Evanston, Ill., joins Zenith Data Systems, Glenview, Ill., as public relations supervisor.

Martin Iker, promotion director, KTXA(TV) Fort Worth, joins WDIV(TV) Detroit as marketing services manager.

Jan Icyda, promotion assistant, WTVT(TV) Tampa-St. Petersburg, Fla., named promotion manager. **Danny Harmon**, from WCTV(TV) Tallahassee, Fla., succeeds Icyda.

Nancy Hoddinott, from Source Radio Network, New York, joins WAAF(FM) Worcester, Mass., as promotion coordinator.

Nicholas Wakefield, assistant promotion

manager, WSBK-TV Boston, joins WNEV-TV there as news promotion manager.

Paula Sulinski, assistant director, public information department, noncommercial WTVS(TV) Detroit, named director of department.

Jan Coleman, public affairs director, WCLR(FM) Skokie, Ill., and **Hope Daniels**, director of public affairs, WAIT(AM)-WLOO(FM) Chicago, join Public Interest Affiliates, Highland Park, Ill., syndicator of radio public affairs programming, as on-air personalities. They will retain station positions.

Leslie Gregory, publicist, Comworld Productions, joins *Hour Magazine*, Group W Productions, Los Angeles, in same capacity.

Norma Nathan, columnist, *Boston Herald American*, joins WNEV-TV Boston as air personality.

Jesse Weatherby, account executive, Storer Broadcasting, Los Angeles, joins Worldvision Enterprises there as account executive.

Allied Fields

Mark Tauber, partner, Pierson, Ball & Dowd, Washington law firm, joins Piper & Marbury Washington office as partner and head of communications unit.

Peter A. Casciato, associate, Ginsburg, Feldman, Weil & Bress, Washington, and one-time attorney with Broadcast Bureau and Office of General Counsel, FCC, has opened own practice in San Francisco with emphasis on communications and entertainment law.

Phillip DeLuca, director of finance and administration, National Captioning Institute, Washington, named executive director.

David Flores, district manager, A. C. Nielsen, San Antonio, Tex., elected VP, Nielsen's Marketing Research Group USA, Northbrook, Ill.

Polly Kelleher, production, publications manager, Atomic Industrial Forum, Washington, joins public affairs department, National Association of Broadcasters, as director, special projects.

Elected officers, North Carolina Association of Broadcasters, Raleigh: **Tom Campbell**, WGAH(AM) Elizabeth, president; **Lee Morris**, WSOA-AM-FM Charlotte, president-elect; **Vassie Balkcum**, WGBR(AM)-WEQR(FM) Goldsboro, vice president, radio; **George Diab**, WWAY(TV) Wilmington, vice president, television, and **Jack Starnes**, WQRB(AM)-WBAG-FM Burlington, secretary-treasurer.

Edwin Feulner, president, Heritage Foundation, Washington-based public policy research organization, has been appointed by President Reagan to chairmanship of U.S. Advisory Commission on Public Diplomacy. Commission is independent body created by Congress to conduct overview of U.S. Information Agency.

Jane Mago, attorney, Office of General Counsel, FCC, Washington, named legal assistant to Commissioner Anne Jones.

Retired opera singer **Beverly Sills** elected to board of directors of Warner Communications Inc.

Vivien Wong, director of marketing services, Interactive Market Systems, New York, named VP, director of marketing services. IMS is computer services firm serving media.

Stepping down. M.S. Kellner, managing director of Station Representatives Association, plans to retire next June 30, at end of SRA's current fiscal year, after more than 16 years in post. He will continue in job until then, when he will become consultant to SRA. It will be Kellner's second retirement. He took early retirement from Katz Agency in 1966, joining SRA as managing director in March 1967.

Steve Meacham, VP, research, Audience Research and Development, Dallas, has formed own media research company, Creative Audience Research, San Francisco.

Olivia Vacalis, account executive, WALA-TV Mobile, Ala., joins Arbitron, Southeastern television station sales, Atlanta, as client service representative.

Jane Edmondson, head of public relations and promotion, National Captioning Institute Falls Church, Va., named director of advertising and promotion.

Elected officers, Radio Broadcasters of Chicago: **John Gehron**, WLS-AM-FM, president; **Harvey Wittenberg**, WAIT(AM)-WLOO(FM), vice president; **Chet Redpath**, WCLR(FM) Skokie, Ill., secretary, and **Athena Sofios**, WOJO(FM) Evanston, Ill., treasurer.

Elected officers, Iowa Cable Television Association, Des Moines: **Terry Rich**, Heritage Communications, president; **Paul Collison**, Cable Communications of Iowa, vice president, and **Neil Webster**, owner of Guttenberg, Iowa, cable system, secretary-treasurer.

Elected officers, Wisconsin UPI Broadcast Advisory Board: **Rosalind Rouse**, WGEE(AM)-WXXX(FM) Green Bay, president; **Max Showalter**, KFIZ(AM) Fond du Lac, first vice president, and **Bryan Brosamle**, WMTV(TV) Madison, second vice president.

Deaths

Waverly Lewis Root, 79, journalist, author and co-founder with H.V. Kaltenborn and others, of Long-defunct Association of Radio News Analysts, died of pulmonary edema Oct. 30 at his home in Paris. Survivors include his wife, Colette, and daughter.

Robert F. Hodous, 68, general manager, WHIZ-AM-FM-TV Zanesville, Ohio, died of cancer Oct. 27 at Good Samaritan hospital, Zanesville. He is survived by his wife, Nancy, son and daughter.

Jules L. Mayeux, 60, general manager of Louisiana Television Broadcasting Corp. licensee of WBRZ(TV) Baton Rouge, died of cancer Oct. 24, at Baton Rouge General hospital. Survivors include his wife, Rose Marie, son and four daughters.

W. Dick Stambaugh, 41, co-owner of Opus Productions, Dallas, Tex., radio program syndicator, died of cancer Oct. 31 at his winter home in St. Petersburg Beach, Fla. He is survived by his wife, Carole, son and daughter.

Paul Busija, 29, district affiliate marketing manager, Showtime, Chicago, died Oct. 15 from injuries suffered in automobile accident there.

James Broderick, 55, actor in former ABC television series, *Family*, died of cancer Nov. 1 at Yale-New Haven (Conn.) hospital. He is survived by his wife, Patricia, son and two daughters.

ANA's Ryan: Helping advertisers through interesting times

May you live in interesting times, goes an ancient Chinese curse. Thomas T. Ryan believes that these times of communications innovations will change advertising and marketing as greatly as did the introduction of television. He sees this, however, as a challenge, not a curse.

"Change can be uncomfortable," he says, "but it can be most exciting. How we continue to mass market products in this environment is our challenge."

For the past year, Gillette's advertising vice president has been able to help industry colleagues plan for communications change as chairman of the board of the Association of National Advertisers. At his suggestion, the organization has been studying ways to improve audience measurement systems for the predicted advent of audience fragmentation. He's proud that the nearly 400-member group has "made stick the nonnegotiable" premise that talent shouldn't be paid extra for network commercials carried on cable. And he's been active in formulating ANA's response to the Federal Trade Commission's request for suggested changes in the way the government polices claims made in commercials.

Ryan didn't get into advertising by accident. Active in college dramatics, although majoring in English, he considered becoming a theater producer, but rejected that route as too chancy. After serving in the South Pacific (as a technical sergeant) during World War II, he elected to try advertising for a career. He started with McCann-Erickson for \$35 a week and a promise that he could serve a two- to three-year apprenticeship in all phases of the business.

He worked in the advertising and promotion department on accounts like National Biscuit and Esso, moved into regular account work for such clients as *Look* magazine and B.F. Goodrich, squeezed in some night courses at the New York University School of Business and "15 years and one day after I joined McCann-Erickson—enough time to be vested in the retirement program"—moved on to Cunningham & Walsh.

He recalls McCann-Erickson as a "great training ground" and an exciting place to be "as it was being built into a great agency." And his Cunningham & Walsh debut might have made him wonder if he ever should have switched. "I came there to work on the Texaco account, but Texaco left right after I got there."

Nevertheless, he directed such accounts as Sinclair oil and Sunshine biscuits, and grew to recognize that the advertising busi-



Thomas Theodore Ryan—board chairman, Association of National Advertisers; vice-president, advertising services, Gillette North America, Boston; b. Bronxville, N.Y., July 1, 1920; AB, Brown University, 1942; U.S. Army Air Force 1942-45; McCann-Erickson, various positions, 1946-61; Cunningham & Walsh, 1961-68 (a director and senior vice-president in charge of account management division); present position since 1968; m. Mary O'Brien, July 7, 1951; (separated); children—Thomas T. Jr., 28, Didi, 27.

ness was changing—increasingly clients were taking back some of the responsibilities they'd "abdicated" to agencies, such as marketing. As he saw advertising moving to tighter, in-house client management, he wanted to move with it, and he joined Gillette in 1968 as director of advertising services. He established a division with responsibility for furnishing media, commercial production and consumer promotion services to the company's safety razor, personal care and Paper Mate divisions, and was named vice president.

Meanwhile, he was active in the ANA, serving as vice chairman before his election to the top spot last November, and as a director and member of the steering committee of the National Advertising Review Board.

Ryan is convinced of the need to anticipate change. Current audience measurement systems were designed for and work adequately in a network-dominated marketplace, he feels, but he sees diaries and meters as inadequate to measure what he predicts will be a much more individualistic viewer who will "do his own [communications] thing."

To develop adequate measurement systems, Ryan continues, "we'll all have to spend money." He says he takes the "unpopular view that advertisers [as well as the media and ad agencies] should help fund measurement research—after all, it's our money that's being invested, too."

Ryan doesn't see networks fading away: "They're smart and resourceful in laying out their own options." He thinks they will

continue to be the prime means of reaching the mass audience, but there may be market development in cable and broadcast television, akin to the present fragmentation of radio and specialized magazine audiences, "to smaller, more homogeneous groups of individuals."

A changing communications industry makes it necessary to re-examine the whole talent contract structure based on three dominant networks, Ryan believes. So the ANA has set up a study group to try to establish a new way to compensate talent. Ryan says his organization, with the agreement of the Screen Actors Guild and the American Federation of Television and Radio Actors, is studying what he calls this very difficult question in hopes that it can come up with a solution fair to everybody.

On the subject of prior substantiation of advertising claims, Ryan says he and the ANA aren't worried. "Most responsible agencies have very strict in-house procedures for gathering supporting evidence. We think that everybody ought to be very careful about what's said. The more believable commercials are, the more effective they are. The greater the public's trust [in commercials], the better off we all are."

Ryan lives in Wellesley, Mass., a suburb north of Boston, is a golfer and sports fan (framed on the wall of his spacious corner office at Gillette's Boston headquarters are a 1976 Broadmoor scorecard commemorating a hole in one and his ticket stubs from the 1980 U.S. Olympic hockey team's victories). His long-time interest in education was capped by his service as chairman of the board of trustees of Oldfields School, Glencoe, Md., from which his daughter was graduated. (His son is on the sales staff of WXYZ(AM) Detroit).

But trying to make sure that the ANA speaks "with one voice, with one set of interests," plus his regular job, keep him too busy for much recreation these days.

And the future won't be much more placid, Ryan thinks. Advertisers must in his view "look at the new technology, deal with it and use it in a positive way. We all have to experiment, and see what happens. We will be surprised, and we shouldn't be afraid of some failure" in trying different formats for commercials, more intensive selling and appealing to the person on the other end of an interactive television keypad.

"Some failure," Ryan believes, "is inevitable. It will happen in the learning process. It happened to Gillette in syndication. We bought some shows which weren't hits, learned, and eventually wound up with *Solid Gold* and *Entertainment Tonight*."

In Brief

Allbritton Communications Co., Washington, signed "letter of understanding" last week to acquire **KATV(TV) Little Rock, Ark.**, and **KTUL-TV Tulsa, Okla.**, from **Leake TV Inc.** for price in excess of \$80 million. Addition of two ABC affiliates will increase number of VHF stations owned by Allbritton to five, maximum allowed by FCC. James C. Leake, principal owner of Leake TV, retains 80% interest in **WSTE(TV) Fajardo, P.R.** Commenting on deal, Allbritton Chairman Joe L. Allbritton said: "KATV, in the capital city of Arkansas, and KTUL-TV, in Oklahoma's principal city of commerce, represent important sun-belt markets whose potential for growth still lies ahead." Allbritton acquired most valuable broadcast property—**WJLA-TV Washington**—in one of better deals of 1970's. He purchased station along with co-located AM-FM combination and *The Washington Star* for \$28.5 million and spun off radio stations and now-defunct *Star* for \$36 million. Allbritton also owns **WCIV-TV Charleston, S.C.**; **WSET-TV Lynchburg, Va.**, newspapers and control of **Riggs National Bank, Washington**.

NBC, CBS and ABC officials said Friday they were trying to block plan of **Canadian Satellite Communications Inc. (Cancom)** to pick up U.S. network TV programing without payment or permission and sell it via satellite to Canadian subscription TV operators. Cancom, which currently offers package of four Canadian TV and eight radio signals, wants to create U.S. program package by picking up, off air, signals of Detroit affiliates of ABC, CBS, NBC and PBS. It reportedly expects to sell package to Canadian STV operators for \$2.80 per subscriber per month. NBC, CBS and ABC authorities said they have told Canadian Radio-Television and Telecommunications Commission, which is considering Cancom's application and has set hearing Nov. 23, that Cancom obviously doesn't plan to pay for or seek permission to use U.S. programing and that its proposed service would therefore be inequitable, unfair, illegal and contrary to Inter-American Radiocommunications convention of

1937. CRTTC should not approve it, networks argue, unless Cancom is required to get appropriate authorizations from copyright owners and broadcasters.

FCC last week authorized **Metromedia Inc.** to buy five major radio common carriers for about \$148.5 million. Acquisition will make Metromedia, which previously had no RCC interest, largest radio paging company in nation, serving about 175,000 pagers. Companies Metromedia has been authorized to buy include **Beep Communication Systems Inc.**, New York, \$5 million; **Radiofone Corp.**, Englewood Cliffs, N.J., \$55 million; **Zip-Call Inc.**, Boston, \$29.5 million; **Rogers Radio Communication Service Inc.**, Chicago, \$21.5 million, and **ICS Communications** and its wholly owned subsidiary, **Chalfont Communications**, Anaheim, Calif., \$32.5 million. Metromedia has entered into agreement to buy **Radio Broadcasting Co.** Philadelphia-based RCC serving about 25,000 pagers (**BROADCASTING**, Oct. 4). That agreement is expected to be submitted for FCC approval shortly.

Warner Communications Chairman Steven J. Ross, was accused last week of setting up secret fund within his company containing \$170,000 obtained in bribes from organized crime. Accusation, made in New York Federal District Court by prosecutor Nathaniel H. Akerman, implicated Ross for first time in three-year-old investigation of organized crime's control of now-defunct **Westchester Premier Theater**. Defendant in case, **Solomon Weiss**, resigned as assistant treasurer of Warner last year after indictment for fraud and racketeering connection with theater. Although court documents indicate investigation of Ross is under way, spokesman for company said no charges have been filed against executive.

Hubbard Broadcasting Inc. has gone to Supreme Court in continuing effort to acquire **Class I-A status** on clear channel 7.



Celebrants. The 50th anniversary of the BBC External Services is being celebrated in the U.S. by the Museum of Broadcasting in New York, which last Monday (Nov. 1) launched a two-week salute to that organization by mounting a luncheon seminar on the subject of international broadcasting and following up with an evening reception that attracted a number of broadcast notables from both sides of the Atlantic. **Left:** Douglas Muggeridge, managing director of the External Services, in conversation with former Secretary of State Henry Kissinger (with them: Robert M. Batscha, president of the Museum of Broadcasting). **Right:** (l to r) Batscha; Kenneth Y. Tomlinson, director designate of the Voice of America; Edward N. Ney, chairman of Young & Rubicam (and member of the oversight committee for the VOA); Frank Shakespeare, president of RKO General and chairman of Radio Free Europe; Betty Zimmerman, director of Radio Canada International; Peter Fraenkel, controller, BBC European Services, and Muggeridge. The day's most spirited speaker was Shakespeare, who made an impassioned appeal for media support of international broadcasting operations and who engaged reporters from CBS and the *New York Times* in debate over alleged media bias in covering activities of RFE and Radio Liberty and similar organizations.



15 years ago yesterday. More than 200 government, education and broadcast notables—many of them principal architects of the Public Broadcasting Act of 1967—jammed the East Room of the White House as President Lyndon Johnson signed that legislation into law. Among those on hand for the Nov. 7, 1967, ceremony (l-r): President Johnson, Representatives William L. Springer (R-Ill.), Torbet H. Macdonald (D-Mass.) and Harley O. Staggers (D-W.Va.), all of the House Commerce Committee; Senators Norris Cotton (R-N.H.) and John O'Pastore (D-R.I.), both of the Senate Commerce Committee; Alan Pifer, president of the Carnegie Corp.; Dr. James B. Killian Jr., who was chairman of the Carnegie Commission on ETV and John W. Gardner, secretary of the Department of Health, Education and Welfare.

z for its KOB(AM) Albuquerque, N.M. Dominant station now on channel is ABC's WABC(AM) New York, and Hubbard has been tling ABC over channel for many years. At issue in latest ase is decision by U.S. Court of Appeals for Eighth Circuit at it lacks jurisdiction to review FCC decision. Commission d rejected Hubbard's petition for rulemaking to reassign ass I-A status on channel to Albuquerque and to assign II-A econdary) status to New York. Eighth Circuit said case was ie of those reserved by statute for review by U.S. Court of ppeals in Washington. Hubbard said Supreme Court should minate confusion Hubbard contends Eighth Circuit Court is caused regarding jurisdiction of various courts of appeal.

FRV-TV Green Bay, Wis. and its satellite station, **WJMN-TV icanaba, Mich.** will switch primary affiliation from NBC-TV ABC-TV, effective in early 1983. WLUK-TV Green Bay is curnt ABC-TV affiliate. NBC-TV affiliation plans in market are resolved.

ecting petition to deny from National Black Media Coalition, **FCC** last week approved transfer of **WSM Inc.**, licensee of SM-AM-FM Nashville, from NLT Corp. to American General **orp.** Transfer is part of overall **\$1.5-billion merger of NLT into merican General** (BROADCASTING, July 12), and no value has en specifically assigned to stations.

levision Information Office won new lease on life. National ssociation of Broadcasters' **ad-hoc committee** studying incorporation of TIO into association's public relations operation, ed last week to recommend to board that NAB continue to ve its full economic support to semi-autonomous TIO.

CC has approved **AT&T's \$5-billion capitalization plan** for **merican Bell Inc.** separate subsidiary that will offer new istomer premises equipment. Nonetheless, FCC said AT&T ould have to offer better arguments for why it shouldn't reim-

burse ratepayers for \$500 million supplied by Western Electric.

A.C. Nielsen began extensive review last week to uncover where TV viewers who no longer show up in network ratings are going for entertainment. Initiated at request of NBC-TV after reports of continued ratings slide (BROADCASTING, Nov. 1), review will take especially close look at Friday and Saturday nights, where decline has been steepest, and will attempt to determine, according to Nielsen spokesman, what share of missing audience is going to each of alternative services, such as independent stations, cable and pay TV.

AFTRA bankruptcy. In unusual move for labor union, American Federation of Television and Radio Artists and its locals in New York, Los Angeles and San Diego filed for bankruptcy under Chapter 11 last Monday (Nov. 1) in U.S. Southern District Court of New York.

AFTRA took step immediately after district court in San Diego ruled that union must post bond for \$10 million covering damages that had been awarded to Tuesday Productions, San Diego, earlier this year in antitrust suit (BROADCASTING, July 19).

AFTRA said it filed for bankruptcy under Chapter 11 to be protected from Tuesday Productions, radio production house, while it carries its appeal to Ninth Circuit Court, and if necessary, to U.S. Supreme Court. Chapter 11 permits AFTRA to continue operation and protect union's assets pending its appeals. Before filing for bankruptcy, AFTRA said it could not meet \$10-million bond and had offered \$2.5-million bond, which was rejected by Justice Judith N. Keep of U.S. District Court in San Diego.

AFTRA's petition for bankruptcy is the latest chapter in a four-year legal battle with Tuesday, which sued union and its three locals in September 1978 charging union had violated group boycott provisions of Sherman Antitrust Act.

Worth winning

The popular view among "experts" on Capitol Hill is that the cable copyright bill that was passed by the House (BROADCASTING, Oct. 4) has little chance of passage by the Senate during this session of Congress. The experts will surely be proved right if broadcasters, cable operators and the programming community abandon their campaign for action.

Not that the action will be easily attained. Senators are being given all kinds of reasons to put the bill aside in the hope it will somehow go away. Some cable operators are intervening with their senators to prevent the adoption of a bill containing the "must-carry" provisions that were in H.R. 5949. The cable operators with limited channel capacity don't want to add broadcast signals at the loss of other services. For entirely different reasons, a few broadcasters hate the bill. Their stations fall below the minimum standards that the must-carry provisions set for required cable carriage.

Then there are the sports interests, which want copyright protection on a much larger scale than that provided in the pending legislation.

It is in the interest of the parties to the compromise that led to action in the House to keep the pressure on in the Senate. Inaction in the Senate would leave broadcasters without the must-carry protection and syndicated exclusivity that the bill provides. It would expose cable to a revival of legislation saddling it with total copyright liability—the preference of the Reagan administration. The National Association of Broadcasters, National Cable Television Association and Motion Picture Association of America, which arrived at the compromise only after arduous negotiations, must continue to cooperate in the presentation of their case, despite the disaffection of a few members.

As to the forecasts of the experts in the Senate, the record shows that almost until the moment that the House passed H.R. 5949, by a vote of 347 to 53, the experts on that side of Capitol Hill were saying it would never happen.

With enough work, this can be done.

Turning point?

Almost everybody says it's too early to read meanings into the declines in prime time network television audiences that have been apparent in the ratings for the first few weeks of the new season. As noted in this magazine a week ago, speculation abounds, often tied in one way or another to the National Football League players' strike, but no clear explanation has emerged. The mystery is compounded by the additional finding that the viewers leaving the networks apparently have gone nowhere else on their dials, neither to cable nor to broadcast. Perish the thought, but is it possible that people have begun to turn off their television sets?

The latest ratings, reported in this issue on page 76, are not at all consoling to the networks. They are for the season's first week in which there were no World Series or baseball playoffs to distort normal programming and viewing patterns. Yet they show the networks with their worst week in combined ratings and shares. This is normal?

It may indeed be too early to find meanings, but when will it be too late? Already under way are the November sweeps, which severely disrupt "normal" schedules until December, when holiday specials provide still further dislocations.

Perhaps, as some suggest, Nielsen has inadvertently changed its methodology in a way to skew its figures lower. That's worth

the examination it is being given. Perhaps more detailed data, or soon for October, will provide new clues. Meanwhile, network affiliates, advertisers and agencies must be concerned about the present trend and intensify their efforts to discover its cause. Barring some mechanical explanation, a logical place for the effort to start would be in, yes, say it aloud, the programs.

Contender

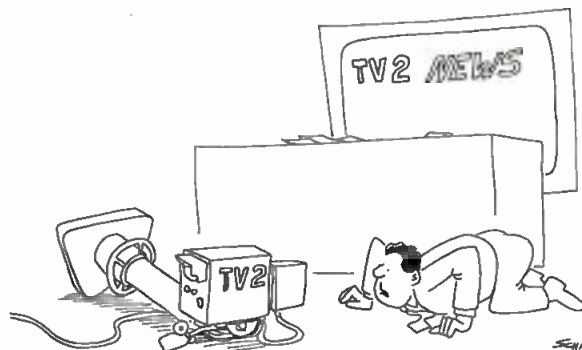
If Larry Grossman, president of the Public Broadcasting Service persuades stations to clear a nightly, hour-long *MacNeil/Lehrer Report* at 7-8 p.m., things may never be the same again in the evening television news business. It is made clear in the uncommonly candid interview with Robin MacNeil and Jim Lehrer beginning on page 85 of this issue, that the intention is to enter direct competition with commercial networks and their stations. The budget of \$20 million, half of it from AT&T, for the first year is big enough to be taken seriously.

MacNeil and Lehrer are careful to explain that to them direct competition means something else than imitation. The three commercial networks, they say, are locked into a half-hour format that provides room for little more than a headline service, a point that Walter Cronkite and others in the commercial service have themselves made. The expanded *MacNeil/Lehrer Report* would go considerably deeper.

A 7-8 p.m. news program on PBS would also be in competition in most time zones, with the half-hour prime time access programming that commercial network affiliates so highly prize for its revenue production. Granted the PBS lineup suffers from a UHF handicap in many markets, the possibility is there for at least some alteration of prevailing audience habits in both the evening news periods and the access periods.

In its present half-hour format, *The MacNeil/Lehrer Report* plays variously against commercial news and commercial access programming. It has not succeeded, however, in attracting enough audience to worry the commercial broadcasters.

An expanded version of the *Report* with an ample budget could change things, especially if AT&T, as promised to MacNeil and Lehrer, threw its full weight behind a campaign to promote audience. The AT&T presence on so large a scale would also raise questions about the commercialization of noncommercial broadcasting. But if PBS can bring this off within present restrictions or underwriter credits (which are liberal enough) and without losing the distinctions that separate it from the commercial system, the longer *MacNeil/Lehrer Report* just might make a difference in television.



Drawn for BROADCASTING by Jack Schmid

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