

Broadcasting Dec 6



TELEVISION DOMESTIC DISTRIBUTION

**Have A First Class,
First Run Holiday!**

ENTERTAINMENT TONIGHT
SOLID GOLD
MADAME'S PLACE
TAKING ADVANTAGE
New For Fall '83

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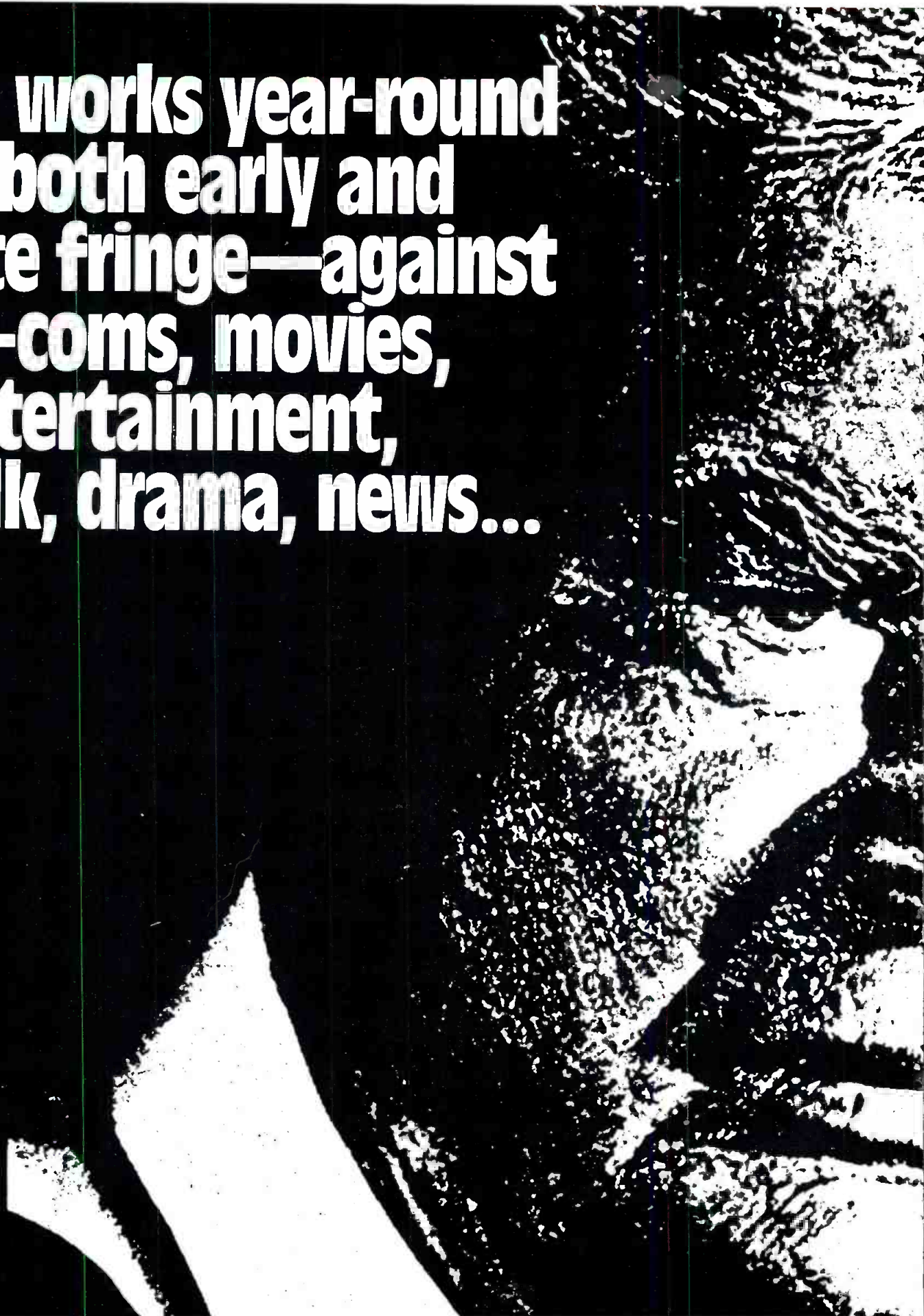
30112119435184 SCK DEC/84
A U L LIBRARY
US AIR FORCE
SERIAL ACW SECTION

52d Year 1982

CBS, HBO, Columbia form
new media coalition
Battle in Boston

A BUDDY YOU CAN COUNT

He works year-round
in both early and
late fringe—against
sit-coms, movies,
entertainment,
talk, drama, news...



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%



WORLDVISION
ENTERPRISES INC.

**The World's Leading Distributor
for Independent Television Producers**

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo,
Sydney, Toronto, Rio de Janeiro, Munich, Mexico City, Rome

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When you're looking for insurance to cover slumping ratings and disappearing young adults, it's time to reach for House Calls! Here's what you get:

- summer rated 2nd among all shows on all 3 networks!

- One of the **highest ratios of young adults** in all of television!
- A sitcom that **held 90% of the M*A*S*H audience** as well as or better than any show that ever followed M*A*S*H!
- The only sitcom **available January 1983!**

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

MCA TV

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Broadcasting Dec 6

CBS, HBO and Columbia join forces □ Hill hears pros and cons on cable copyright □ Television competition—playing in Boston □ NBC affiliates join financial interest act

EIGHT □ HBO, CBS and large alliance. Outline of motion picture production for **PAGE 35.**

Hearings on Capitol Hill lists for legislation in wake of banal's mandated rate **PAGE 35.**

EMBER □ Network wins steps. **PAGE 39.**

FCC OVERSIGHT □ At Hill hearing to review commission activity, principal broadcast issue is proposed rulemaking to repeal financial-interest and syndication rules for TV networks. Wirth is critical of FCC's approach to TV deregulation issue. **PAGE 40.**

MINORITIES TAX BREAK EXTENDED □ FCC approves use of certificates as incentives for cable ownership. **PAGE 41.**

PICKING UP THE NFL PIECES □ Nielsen ratings indicate post-strike games are pulling good numbers. Regular-season billings at networks estimated to be off \$97 million. Affiliates still assessing impact. **PAGE 42.**

JUSTICE DEFENDS HILL BAN □ In filing at Supreme Court, agency disputes district judge's contention that Congress violated First Amendment by forbidding editorials on public stations. **PAGE 42.**

SQUARING OFF IN BOSTON □ Two new TV owners and one determined oldtimer are in middle of accelerated struggle for supremacy in sixth largest market. **PAGE 52.**

PBS PLANS FOR '83 □ Stations' vote to expand

MacNeil/Lehrer Report is not overwhelming mandate. Public broadcasters also review 47 other program proposals, mostly for next fall. **PAGE 56.**

CUT OF SPECTRUM FOR MOBSAT □ NASA makes offer it hopes FCC won't refuse: mobile phone service via satellite to underserved portions of America. **PAGE 60.**

HOLD THAT COPYRIGHT HIKE □ Turner joins NCTA and New York cable commission in appeals court, arguing tribunal-ordered Jan. 1 increase in rates would double superstation payments to producers. **PAGE 66.**

JUDGE BARS DOOR □ Broadcasters denied camera and mike access to Miami trial, crushing media hopes for precedent-setting entry into federal court. **PAGE 69.**

UNESCO FEARS LESSEN □ U.S. and western allies negotiate changes in draft document that in original form would restrict flow of information. **PAGE 69.**

TWO DOWN, ONE TO GO □ NBC-TV affiliates board lines up beside CBS-TV board in support of networks' drive for repeal of syndication and financial interest rules. ABC-TV closed-circuits its case to stations prior to affiliates board meeting this week. **PAGE 71.**

FRENCH TELETEXT CONNECTION □ Several firms in France and arms of government there establish company with New York-based subsidiary. **PAGE 74.**

COUNSEL FOR JUDGMENT DAY □ More and more major communications companies are learning that a call to consultant Paul Bortz is a prudent preliminary to an important business decision. **PAGE 95.**

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

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ARE YOU GOING TO BROADCAST THE KIND OF AM STEREO THAT NO ONE LISTENS TO?

Motorola's AM Stereo system has one attribute you can't afford to overlook. It's designed to deliver superb quality sound to the most modestly priced receivers.

And after all is said and done, your ratings may be entirely dependent on how many people can listen to you on AM Stereo radios. AM Stereo is a lot more than a promotional opportunity — it's a chance to pull ahead of your competition, if you jump on the right bandwagon.

Motorola is really rolling on AM Stereo. FCC type acceptance has been granted. Call Chris Payne at (202) 862-1549 or Dick Harasek at (312) 576-3591.



MOTOROLA

AM Stereo. A system designed to be heard.

Station trading

Capital Cities Communications is on way to becoming third broadcasting company to own full complement of seven AM's, seven FM's and seven TV's. It has room for one more TV, and word is that it's negotiating to buy WXNE-TV Boston (ch. 25) from CBN Continental Broadcasting Network. "I have no deal at this time," said Capcities chairman, Thomas S. Murphy, but gave stiff "no comment" to possible deal in works. Broker's estimate of price is \$20 million or over. This is not first time Capcities has tried to get piece of Boston market; it reportedly underbid Gannett by 10% for Field's WLVI-TV Boston, which Gannett has agreed to buy for \$47 million (BROADCASTING, Nov. 22). Other full portfolios are held by Roy H. Park and Metromedia, although latter has agreement to sell WMET(FM) Chicago to make room for purchase of Field's WFLD-TV there (BROADCASTING, Aug. 16.).

Also said to be unsuccessful in obtaining Boston outlet is Viacom, which pulled out of bidding war for WLVI-TV. Instead, it's believed to be negotiating for KSLA-TV Shreveport, La.-Texarkana, Tex.

No move for FCC

Final act in FCC's relocation drama is near, and commission will stay put after all. General Services Administration is said to be in final stages of negotiating five-year lease with Charles E. Smith Co., landlord of commission's current Washington headquarters at 1919 M Street, N.W.

Consolidation

There was talk at National Association of Broadcasters large-market committee meeting last week of combining NAB's annual programing conference with Radio Advertising Bureau's annual managing sales conference, starting in 1984. Richard Harris of Group W, member of committee and also of RAB board, was deputized to sound out RAB officials—who told questioners that they'd heard nothing officially yet but would be glad to evaluate any such proposal.

Union, if it happened, would bring together what many radio executives consider best two conferences in radio. In survey by The Research Group, West Coast-based qualitative research firm, 60.9% of radio management executives polled reportedly rated RAB's managing sales conference—which is set for third annual session Jan. 29-Feb. 1—as excellent or good. NAB's programing conference was said to have received comparable rating from 53.5%, taking

second place, with NAB's annual convention coming in third with excellent or good rating by 46.1% and National Radio Broadcasters Association's convention following with 38.7%.

Closer birds

FCC domestic satellite branch is putting final touches on its plan to reduce spacing between C-band satellites in geostationary orbital arc, now set at four degrees. Branch's goal is to reduce spacing to two degrees, but, in accord with most comments filed in proceeding, it will recommend that spacing be narrowed gradually so that thousands of earth stations now in place will not suddenly be made obsolete. Plan will permit FCC to grant most pending applications for new C-band satellites.

Longer cumes

Station members of Arbitron Radio Advisory Council are hoping for promising report, which could lead to bigger audience numbers for all of radio, at meeting this week in Palm Springs, Calif. Arbitron Radio officials are due to present first full analysis of pilot tests they've been running on methods of tracking listening, among same people, over several weeks. As one member noted, four-week cumes, for example, would give radio "significantly higher numbers" than present one-week cumes. Don't look for those bigger numbers right away, however. Even with most favorable report, full-scale test would be next step, with radio industry asked to help finance it.

Council, which is headed by George Green of KABC(AM) Los Angeles, also has other things on its mind (and agenda). One, as always, is how to bring Arbitron Radio's costs down. Council is on record that new pricing formula adopted last summer (BROADCASTING, Aug. 2) "is not a price reduction," but "merely a redistribution of Arbitron charges." Council has asked Arbitron to submit alternatives for reducing station costs by 5%, 10%, 15%, 20% and 25%.

Doubts about lottery

Although FCC rejected first lottery mechanism provided by Congress on grounds that it was "unworkable" (BROADCASTING, Feb. 15) and has launched rulemaking to implement Congress's second stab at enabling legislation, indications are latest effort isn't headed for rosy future either. Chief issue appears to be minority preference. In comments at FCC, American Legal

Foundation said preference was unconstitutional (BROADCASTING, Nov. 15). And FCC Chairman Mark Fowler has confided to friends that he shares that concern. Although Fowler told BROADCASTING he can "live with" that preference—and that he supported minority ownership—he said he still had "serious questions in my own mind about the constitutionality of the lottery's minority preference."

First blood

ABC Radio Networks have bought two-year rights to games of new United States Football League for reported \$1.25 million.

No end to tensions

U.S. officials concerned with international telecommunications policy-making are resigned to continuing battle with East bloc and Third World countries over free flow of information across borders. U.S. and its allies won significant if little noted victory at recently concluded International Telecommunication Union's plenipotentiary conference in Nairobi, Kenya. They succeeded in preserving essential language of resolution that had been adopted at 1973 plenipotentiary conference endorsing unrestricted transmission of news. East bloc countries had pushed amendment to apply resolution to "truthful" news, qualification that free-flow countries saw as giving governments free rein to interfere with news they viewed as untruthful. U.S. also saw proposed modification as interrelated with proposal offered by Czechoslovakia that U.S. viewed as legitimizing jamming. That was ultimately withdrawn under heavy U.S. pressure (BROADCASTING, Nov. 15).

But U.S. officials warn of dangers they see ahead at World Administrative Radio Conference on shortwave broadcasting, to be held in two sessions, in January 1984 and fall of 1986. U.S. will confront question of whether plan acceptable to it can be developed. Jamming issue, for instance, is expected to be revived at conference. And rigid plan denying U.S. shortwave frequencies it now uses is possibility worrying U.S. planners.

Heavy traffic

CBS has tentative agreement to lease full-time television channel on Intelsat satellite to transmit news and sports between Europe and U.S. Deal was made with Comsat and British Telecom International, Intelsat representatives for United States and England, respectively.

Cable sports expansion

Warner Amex Cable announced plans last week for its second cable sports channel—this one to be in Pittsburgh, with the Pittsburgh Pirates baseball team as a stellar attraction. To be called Home Sports Network-Pittsburgh, it will offer sports programming eight hours a day—7-11 p.m., with replays from midnight to 4 a.m.—365 days a year through Warner Cable Corp. of Pittsburgh and other cable systems in that region on a subscription basis, with Warner's Qube subscribers having the option of pay per view. Rates have not been set.

Warner Amex said it has a five-year deal for exclusive live pay cable coverage of 60 Pirates games in each of the first two years, and 80 to 100 games in each of the subsequent three years. HSN-P will open next April 12 with the Pirates' home game against the World Series Champion St. Louis Cardinals. Other professional events and intercollegiate sports will also be featured on HSN-P, whose systems were said to serve more than 500,000 cable subscribers in 30 Pennsylvania, Ohio and West Virginia counties.

Officials said that as part of the deal, Warner Amex will buy 100,000 reserved-seat tickets to Pirates home games each season for distribution to underprivileged children, charities and the like. Tickets will also be used as new-subscriber incentives in all participating systems and as prizes for contest winners in all programs. Warner Amex will also sponsor at least two of the Pirates' home-attendance promotion days each season.

The contract was said to have "a unique feature in which it is designed to increase parking and concession revenues to the stadium along with rent and tax revenues to the city." Warner Amex's purchase of 100,000 tickets a season, for example, was said to represent \$200,000 in rent and amusement tax revenue to the city over the five years of the contract.

The announcement came less than a month after Warner Amex announced plans for a regional sports channel in Houston to cover Houston Astros baseball, Houston Rockets basketball and college events, starting Jan. 4 (BROADCASTING, Nov.22).

Rate quandary

If cable operators have to charge all access users equal fees, marginally profitable services will drop out and the subscriber price on the remaining services will drop. That is the conclusion of a forthcoming Rand Corp. analysis of the cost involved in mandatory leased access. Stan Besen, co-author of the report, told a Massachusetts Institute of Technology audience last week that he couldn't tell whether the consumer would be better off under a system in which operators had to charge all channel users the same rate. The study will be released in January by the Markle Foundation. The study

concluded that in the vast majority of cases, cable operators provide no channels for leased access. A quarter of the operators of more than 30 channels make one channel available for lease, the study found. Only one in a hundred cable operators make more than one channel available for leased access, the report said.



Teletext. The Courier-Journal and Louisville Times have launched a teletext trial, involving 150 cable homes in Louisville (Times Mirror Cable) and Jefferson county (Storer Cable Communications), both Kentucky. The ad-supported service, a 100-page "magazine" including news, sports and weather, is being transmitted in the vertical blanking interval of the channels the newspapers lease on each cable system for their full-frame news and classified-ad service. Test will employ French teletext technology. Fifty color television sets equipped with teletext decoders supplied by the French will be rotated among the 150 test homes.

Spot inserter

A cable system carrying four advertiser-supported cable networks is given approximately 150,000 30-second spots each year by those networks to sell to local advertisers. Capitalizing on all that ad time is not without its complications, however. The cable system must hire a sales staff or make some arrangement for selling the time (perhaps a deal with a rep firm); it must make provisions for producing the commercials, and it must invest in playback equipment to insert the commercials into the network feeds.

The Adams-Russell Video Information Systems division, Newton, Mass., has de-

veloped the ARVIS-7000 to address the last of these requirements. The system, which is now being debugged at Adams-Russell's cable system in Maynard, Mass., is designed to insert commercials automatically into four satellite networks without human oversight for more than a week at a time.

The system comprises two subsystems, the remote station and the base station. The remote station, located at the cable head-end, contains the playback equipment: four Sony three-quarter-inch videocassette recorders. The computer that controls the VCR's listens for the audible or nonaudible cue tones in the network feeds that signal local advertising holes and selects from one of the VCR's the appropriate commercial or commercials to fill it. The remote station's computer is pre-programmed to play the right commercial at the right time by an operator at the base station, a central console that can control any number of remote stations in a multiheadend cable system. Although the remote stations can be programmed to run continuously for more than a week, the base station operator can make changes and corrections in the program at any time over a telephone hookup. The base station, which is also equipped with VCR's, is also used to edit and compile the videocassettes containing the commercials.

The ARVIS-7000 has a number of features. In addition to the three-quarter-inch VCR's, the remote station contains four half-inch VCR's that automatically videotape spots as they are cablecast, tagging them with an overlay showing time, channel and sponsor code. And while the remote station is gathering proof that the commercials aired, the base station automatically prepares the bills. The base station also aids the sales department by providing on command a list of the remaining avails for up to three months.

According to Roger Strawbridge, the ARVIS-7000 project director for Adams-Russell, the system has been in operation in Maynard since July and it should be ready for delivery to other MSO's—several have already expressed interest—in the first quarter of 1983. The system is not inexpensive. Each remote station costs \$108,000 and each base station \$41,000. But when a cable operator considers the total inventory of avails contained in four 24-hour-a-day networks and perhaps a \$5 charge per spot, Strawbridge said, "the amortization is extremely short."

On hold

Inner City Broadcasting Corp., a group radio broadcaster based in New York, is delaying the start of Apollo Entertainment Television, a proposed national cable network, until 1984. In its original form, Apollo was to have been an advertiser-supported network featuring 10 hours of black music (including performances taped at the Apollo Theater in New York, now owned by Inner City) interspersed with life-style interviews. However, with the poor economy, coupled with the

SCREENING CONSUMERS. THEY'RE NOT WATCHING US, THEY'RE PROBABLY NOT WATCHING TV.

The research numbers are in on the women and men tuned into us. And they confirm what we've known all along. That if the hard-to-reach, active, light TV viewers are not tuned into Daytime and Arts, they probably are not tuned into any other TV program either. That's important to cable systems that want to broaden their appeal. And important to advertisers who want to reach new markets.



Innovative television programming for women, providing helpful information on health, cooking, parenting, interpersonal relationships and timely news.



Nighttime television providing quality cultural programming for the discriminating male and female viewer.

THE DAYTIME WOMAN

- Loyal—44% of daytime viewers report that it's now the only thing they watch during those hours. And 37% of our viewers report that if it were not for Daytime, they wouldn't be watching TV.
80% tune in at least twice a week with the average viewing time each day about 90 minutes.
- Goal directed and affluent—52% of those who hold jobs consider themselves career people. Among Daytime's working women, the percentage of viewers who are professional or managerial is almost twice the national average. And they earn more and spend more—far exceeding the U.S. averages for credit card and checking account ownership.
- Well informed—80% see themselves as information seekers with approximately 60% calling themselves innovative, self-improvers who are brand loyal consumers.

THE ARTS INFLUENTIAL

- Loyal—89% watch at least once a week.
- Influential and involved—Arts viewers are more apt to participate in government and community. Over 50% report attendance at public meetings with almost a third of Arts viewers running for office themselves. And 65% rank themselves as opinion leaders—the people others turn to.
- An informed consumer—94% see themselves as people who go out of their way to seek more information before making major purchases.
- Well educated and affluent—44% report household incomes in excess of \$30,000. The percentage of college graduates is almost three times the national average. 82% of Arts viewers are in A and B counties.

*Source: Hearst/ABC Viewer Profile Study, November 1982
For more information, call Hearst/ABC Ad Sales Department (212) 661-4500

Hearst/ABC

A joint venture of the Hearst Corporation and the American Broadcasting Companies, Inc.

recent lack of success of some ad-supported cable networks, Apollo will probably emerge as a pay service. "We've decided to pause and re-evaluate," said Percy Sutton, chairman of Inner City. "We think we see pay-channels in the future." If the network had started on schedule last month, said Sutton, "we'd lose \$8 million to \$10 million or more a year. And now we don't have that kind of red ink." He also noted that by 1984, more if not most of the major U.S. cities will be wired, which constitute key markets for the Apollo network.

Buying guide

Advertising agencies and clients interested in tapping the resources of cable television and other new media now have access to a handbook, titled "Cable: An Advertiser's Guide to the New Electronic Media" by Ronald B. Kaatz, senior vice president and director of media resources and research, J. Walter Thompson USA, Chicago.

The 209-page book is overwhelmingly about cable, focusing on the planning, buying, selling and developing of advertising for the medium. It offers a glossary of new media terms and explores such topics as developing local advertising, understanding and creating the infomercial, a satellite network buying checklist, qualitative and quantitative research and the local impact of cable in sources of additional information.

"The key to the successful use of the 'new media,' " writes Kaatz, "is the same as for the 'old' media; offer a good product or ser-

vice, identify your audience, speak to that audience in ways that are honest and meaningful and don't be afraid of trying a new idea."

The book, which is published by Crain Books, sells for \$14.96 in a soft cover addition.

Pasadena proposal

One of the Los Angeles area's largest uncabled urban communities, a 42,000-home section of Pasadena, has set a Jan. 7 deadline for submission of cable construction proposals. The Pasadena city council is requiring at least a 52-channel system, with 16 or more access channels, interactive capability, home security service availability, with community center and public building access. The city is also asking that the operator help set up a nonprofit corporation to oversee public access to the system. Among those companies expected to bid are Falcon Communications, Group W Cable, Tribune Cable Communications and United Cable Television Corp.

Viewer profiles

A national study of product usage, purchase habits and other characteristics of viewers of four cable networks—Entertainment and Sports Programming Network, Cable News Network, WTBS(TV) Atlanta and MTV: Music Television—is nearing completion by Nielsen HomeVideo Index. Nielsen said a separate national sample was drawn for each

network, with each home then getting appropriately tailored questionnaires. Some 4,700 questionnaires were returned, for a return rate of 91%. Reports for individual networks will be based on about 700 questionnaires each. The survey was conducted in late August and early September.

Improvement plan

The state of Nevada's Public Service Commission has accepted a proposal by Group W Cable to improve its cable service to the Sun Valley area north of Reno. The company had been the target of complaints by local residents and a Reno newspaper critical of its picture quality and customer service. The commission said under the terms of the agreement, Group W must waive the connection fee for persons who disconnected their cable because of the allegedly poor quality and now want to reinstate it.

Go East

To stimulate interest in her cable television series, *Looking East* producer-host Yus-Sai Kan is offering an all-inclusive trip for two to the Orient to the person who sends in the best two suggestions for segment topics. The one-hour program, carried on Sunday at 9:30 p.m. on Manhattan Cable's public access channel C, covers a wide range of topics and interviews with guests from the Orient or American specialists.



1983 GAVEL AWARDS

Share with us what you have done to foster greater public understanding about the law, the courts and the judicial system.

Deadline for the 26th Annual Gavel Awards program is February 1, 1983.

The competition is open to books, newspapers, newspaper magazine supplements, magazines, wire services/news syndicates, radio television, films and theatre.

Materials published, broadcast, or produced during the period of January 1, 1982 through December 31, 1982 are eligible for consideration.

For complete information and official entry forms, please contact: Marcia L. Kladder, Gavel Awards Competition, American Bar Association, 7th Floor, 33 West Monroe Street, Chicago, Illinois 60603 (312/621-9200).



ALREADY CLEARED IN
7 OF THE TOP 10 MARKETS!

SUPER-FAST CLEARANCES FOR LARRY KING

Group-owned stations clear King for live satellite-beamed telecasts!

As soon as it was announced that Larry King, radio's hottest late-night talk show host, was coming to television in an innovative, free-wheeling 90-minute talk show—the clearances started pouring in—fast!

And most of the big-market, group-owned stations are clearing King for satellite telecasting on Sundays, following the late news.

Already cleared by:

GROUP W

Philadelphia, Boston,
Pittsburgh, Baltimore,
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STORER

Atlanta, San Diego,
Milwaukee, Toledo

POST-NEWSWEEK

Detroit, Hartford-New
Haven, Miami, Jacksonville

METROMEDIA

Los Angeles

CHRONICLE

San Francisco

FISHER

Seattle, Portland

GANNETT

Phoenix, Fort Wayne

SCRIPPS-HOWARD

Cleveland

Plus leading stations in
Washington, Sacramento,
Houston, Denver, Colum-
bus, Orlando, and more!



THE

LARRY KING

A Post-Newsweek Video Production

SHOW

An advertiser-supported series

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A radio advertising commentary from Harold Levine, Levine, Huntley, Schmidt & Beaver Inc.

People Express takes off with help from radio

People Express, a new airline operating out of New York (Newark, N.J., airport), is being hailed as an outstanding marketing and advertising success, and spot radio deserves much of the credit. Much attention is being given these days to declining audiences for network TV and increasing audiences for cable TV, but little attention is being given to the enormous impact, flexibility and reach of spot radio.

About two years ago, Don Burr, Hap Pareti and Gerry Gitner, all former executives of Texas International, visited our agency and gave us details of their plans for establishing a new airline serving five markets: New York; Columbus, Ohio; Buffalo, N.Y.; Norfolk, Va., and Jacksonville, Fla. Money was being raised, plans were being finalized and they wanted an advertising agency to be involved in every facet of their business from the very beginning. Don Burr said, "We have no intention of having a large staff of advertising and marketing people. As a matter of fact, in the first year, we won't have an advertising director or marketing director. You will work directly with us." We liked the aggressive entrepreneurial spirit and committed our energies to making People Express a success in the highly competitive airline business.

The People Express concept was simply to provide frequent transportation to selected markets at the lowest possible fare. No free food, no free baggage handling, no advance ticketing. Make your reservation, get on the plane and arrive at your destination without the annoyance of bland food, the frustration of lost luggage and high fares. People Express would fly from New York to Buffalo for \$35 or New York to Jacksonville for \$69. This was about 50% of what other airlines were charging at the time.

It would have been easy to build a campaign by comparing prices with the competition, but that would have created a no-win price war, and People Express, being the new guy in town, would surely have been the loser. A strong creative position had to be established focusing on value rather than price to encourage travelers to try People Express.

Most airlines direct their advertising to the frequent traveler—the businessman. However, \$23 and \$35 fares to places like Columbus and Buffalo, offered new opportunities for market expansion. This provided People Express with the opportunity to attract people away from cars and buses and on to airplanes. The first ad broke on April 28, 1981—two days before the inaugural flight—and the message was simple: "Introducing flying that costs less than driving." That first newspaper ad had a response of more than 11,000 phone calls, resulting in over 4,000 reservations.

Having made that initial impact, the problem



Harold Levine, chairman of Levine, Huntley, Schmidt & Beaver Inc., New York, founded the agency in 1972, together with the late Chet Huntley. Earlier he had been president of Mervin & Jesse Levine Inc. Prior to entering the agency business, Levine served on both the client side as advertising manager of Griffon Cutlery and on the academic side as an instructor in advertising at Long Island University in New York.

was how to maintain that momentum in each of the markets on a limited ad budget. With a first-year budget that could not exceed \$2 million, we turned to spot radio.

The creative task we set for ourselves in our spot radio campaign was twofold. First, we had to sell the concept of the airline and build confidence through a strong sense of honesty and integrity. Second, the commercial had to work on filling seats on a daily and weekly basis. We developed a 60-second spot with 50 seconds poking fun at the doubletalk of other airlines and stating that People Express doesn't have to use fast talk and gimmicks, because People Express offers low prices and the convenience of frequency. The last 10 seconds were left flexible to be changed at any time to adjust to specific needs, flight loads and the opening of additional flights to new markets.

We recommended a media strategy that would ensure high, effective frequency levels. Stated simply, the strategy was to run at least one spot every hour on the selected dayparts over the course of only two or three days. The rationale was that there is a consistency in the way people listen to radio during the week, and running spots in this manner leads the listener to believe that the commercial runs more frequently. The target market was identified as males, 18-49, better educated and higher income. The secondary targets included women as well as college students. The schedule called for 200 gross rating points a week which would

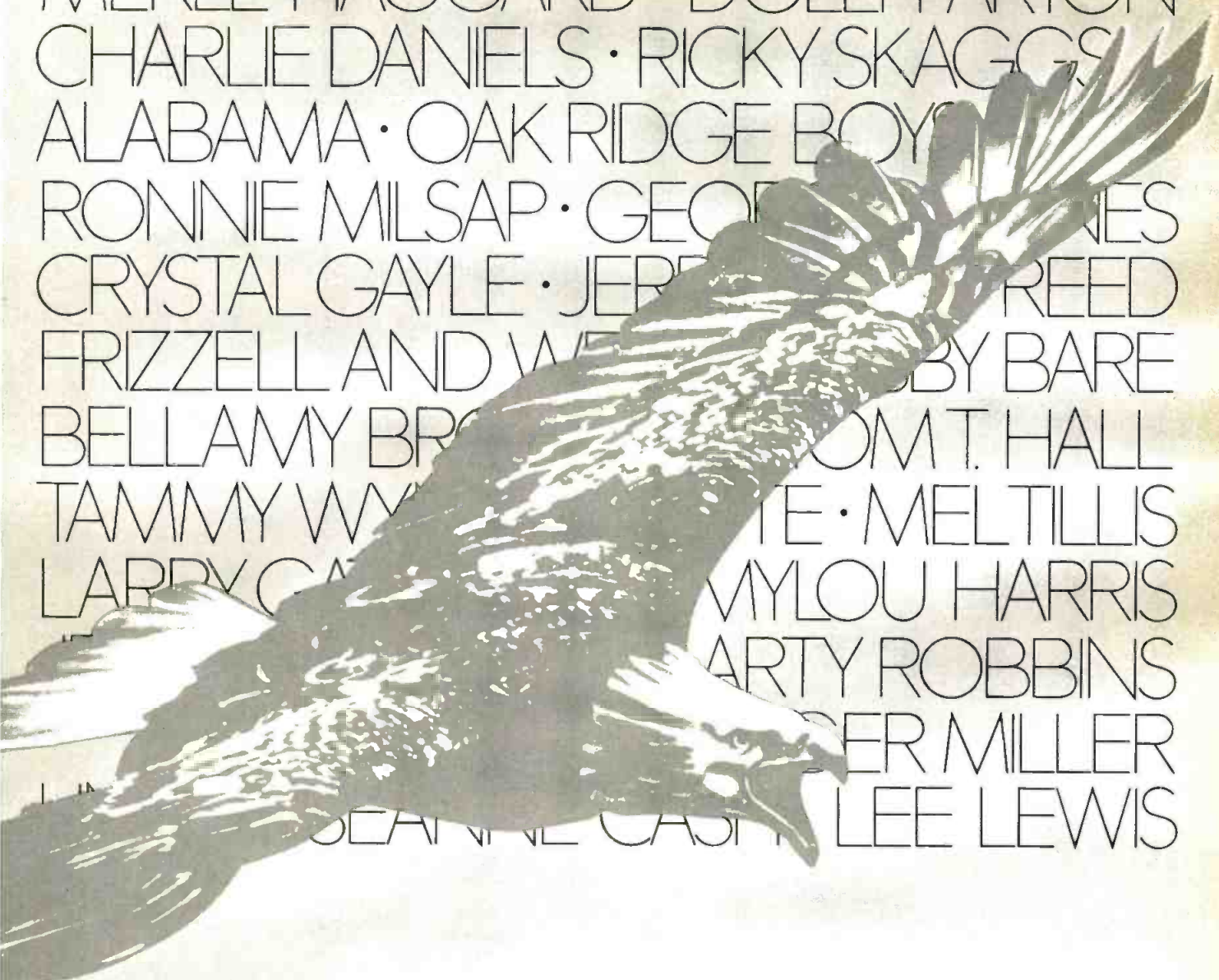
generate a weekly reach of 70 with a 3.0 frequency. As a result of this media strategy, the frequency or noise level appeared to be higher than most other airlines that were advertising at the same time, and spending more money.

Result: People Express has expanded its routes to 15 markets and is carrying over a 60% passenger load. This is considered remarkable for an airline which has been in business less than two years. In February 1982, People Express carried a heavier passenger load out of Newark, N.J., than all other competitive airlines. Their growth has been phenomenal. A recent report documenting third-quarter 1980 passenger load versus third-quarter 1981 showed over a 250% increase. The New York to Baltimore route went from 5,282 passengers to 34,015 passengers. Spot radio has provided the client with the opportunity to reach its target market with daily copy changes as necessary.

In addition to the People Express campaign, our agency has effectively used the creative opportunities of radio for the introduction of Kronenbourg beer and its expansion from market to market. Kronenbourg, Europe's largest selling bottle of beer, decided in 1981 to distribute the beer in the U.S. with an introductory ad campaign in the New York market. As a result of the success of that introduction, Kronenbourg is presently distributed in over 20 states. This past summer, a special radio campaign for Kronenbourg targeted at college-age youth, was responsible for the successful introduction of the beer in Boston. Plans for 1983 call for the use of spot radio in at least a half a dozen new markets across the country. Beer distributors have reacted favorably to the use of radio in their markets and many have offered to participate in a newly established cooperative advertising plan designed primarily for radio advertising.

We believe that spot radio provides our clients with the opportunity to reach their target markets and at the same time offers flexibility of daily copy changes as necessary. The creative use of radio allows an advertiser to develop a unique image and personality and, at the same time, effectively sell its product. Too often it is felt that when one is building a personality for an advertiser, one can not stimulate sales. This is not true when it comes to radio advertising. When you blend creative market planning with creative communication for a worthwhile product or service, you can achieve the ultimate in sales success.

I, therefore, strongly urge advertisers to take a good hard look at radio, particularly during our present recessionary economy. With the television viewer dividing his or her time between network programming, cable TV, video games and computer printouts, we may be ready to return to "the golden age of radio." Using it properly will help provide a competitive edge and make your advertising dollars go further.



MERLE HAGGARD • DOLLY PARTON
CHARLIE DANIELS • RICKY SKAGGS
ALABAMA • OAK RIDGE BOYS
RONNIE MILSAP • GEORGE STRANDBERG
CRYSTAL GAYLE • JERRY REED
FRIZZELL AND THE DIRT • BOB DYLAN
BELLAMY BROS. • TOM T. HALL
TAMMY WYATT • MEL TILLIS
LARRY COUNTRYMAN • MYLOU HARRIS
ARTY ROBBINS
BOB MILLER
LEE LEWIS

YOUR RATINGS SOAR WITH COUNTRY'S BRIGHTEST STARS.

SILVER EAGLE CROSS COUNTRY CONCERTS.

Join over 400 country stations that are already on the road to greater ratings and profits with the Silver Eagle Cross Country Music Show. Whether it's Alabama, The Country Music Association Entertainer of the Year, or Sylvia, the beautiful new chart-topper—the Silver Eagle is there. Recorded live-in-concert around the country, Silver Eagle carries more award-winning country stars to attract more country listeners. Silver Eagle, 90 minutes of country history wherever it's hot and happening. Weekly on the ABC Entertainment Network. Soon to be broadcast by satellite. To join the Silver Eagle Cross Country Music Show, call Maria La Porta (212) 887-5341.

ADD OUR STARS TO YOUR STARS.

***ABC Entertainment Radio Network**



Exclusive radio broadcasters of the 1984 Summer Olympics

Business Briefly

TV ONLY

Golden Grain Inc. □ Campaign for Rice-a-Roni begins Jan. 31 in 42 spot markets, supplementing ABC network. Eleven-week flight will air in day, fringe, news and access times. Target: women, 18-49. Agency: Vantage Advertising, San Leandro, Calif.

Home Savings and Loan Association □ Campaign begins Dec. 27 in eight California markets and three additional markets for varying 9-to-11 week flights. Spots will run in day, early fringe, fringe, news and prime access times. Target: total adults. Agency: Benton & Bowles, Los Angeles.

Tastykake □ Campaign for cakes and pies begins in January in 10 markets. Spots will run 8 to 13 weeks in all dayparts. Target: women, 25-54. Agency: Weightman Advertising, Philadelphia.

Jim Dandy Co. □ Campaign for pet food products begins Dec. 27 in about 22 markets. Spots will run for about seven weeks in day, fringe, prime access and weekend times. Target: women, 25-49. Agency: Liller Neal Inc., Atlanta.

Allen Products □ Campaign for Alpo canned dog food begins Jan. 3 in eight test markets and 15 to 16 spot markets. Campaign will run for six weeks in day, early fringe, late fringe and prime times. Target: women, 25-54. Agency: Weightman Advertising, Philadelphia.

Brook Foods □ Varying flights are scheduled for two Brook Food products. Campaign for chili hot beans begins this week for one week in three markets; Dec. 13 for three weeks in one market, and Dec. 27 for three weeks in one market. Ketchup begins Dec. 13 in



Comeback on television. For first time in seven years, Arpege by Lanvin perfume has returned to television advertising. Scannon Ltd., division of Mennen Co., is investing almost \$1 million for spot TV campaign in selected markets, including New York, Philadelphia, Dallas, Miami and Tampa, Fla. Main emphasis of campaign will be between Dec. 6 and 19, with additional exposure scheduled for Mother's Day and Valentine's Day. SSC&B New York created campaign to reach users in 25- to 35-age group, rather than previous 40 and older audience. It has replaced original theme, "Promise her anything, but give her Arpege," with "Arpege by Lanvin. The exquisite promise" plus secondday theme, "Never wear Arpege, unless you mean it."

three markets for two weeks; Dec. 20 in 12 markets for two weeks, and Dec. 27 in five markets for two weeks. Both products will air in day, fringe and weekend times. Target for chili: women, 18-49; for ketchup: women, 25-54. Agency: Hutchins/Y&R, Rochester, New York.

Union Carbide □ Campaign for Fun Time sandwich bags begins in January in about 100 markets. Spots will run for short first quarter flight in early fringe and weekend times. Target: total children. Agency: Leo Burnett Co., Chicago.

Southeast Toyota □ Campaign for automobiles will begin last week in December for one-week flight in about 36 markets. Spots will run in prime, prime access, late fringe and weekend times. Target: adults, 25-54. Agency: Steve Walker & Associates, Fort Lauderdale, Fla.

Kraco Enterprises □ Campaign for car stereos is currently running in about 19 markets. Flight will air through Dec. 12 in prime access, news and late fringe times. Target: men, 18-49. Agency: Helfgott, Towne and Silverstein, New York.

Taco Bell □ Campaign for Mexican-style franchise restaurants begins in January in San Francisco and Sacramento, Calif. Spots will run in all dayparts. Target: adults, 18-34. Agency: Dailey & Associates, San Francisco.

California Citrus Mutual □ Campaign for fresh oranges begins in January in about six test markets. Spots will run in day, news, fringe, late fringe and prime times. Target: women, 25-54. Agency: Cunningham, Root & Craig Advertising, Los Angeles.

Venture Stores □ Campaign for Venture (division of May department stores, St. Louis) begins Dec. 13 in seven markets. Spots will run in all dayparts. Target: women, 18-34. Agency: Grey-North, Chicago.

Rep Report

KTSP-TV (formerly KOOL-TV) Phoenix: To Harrington, Righter & Parsons from Seltel.

□

WFSL-TV Lansing, Mich.: To Adam Young Inc. (no previous rep).

□

WCRJ-AM-FM Jacksonville, Fla.: To Katz Radio from Selcom.

□

WKTZ-AM-FM Jacksonville, Fla. To Christal Co. from Katz Radio.

□

CJOR(AM) Vancouver, B.C.; CKSB(AM) Ottawa; CKIK-FM Calgary, Alberta: (U.S. rep) To Canadian Standard Broadcast Sales (no previous rep).

□

XZOL(AM) Ciudad Juarez/El Paso, Tex.: To PW Radio from Jack Masla.



THE BECK-ROSS COMMUNICATIONS STATIONS
Dynamic...Vibrant...In Touch.

WBLI-FM
LONG ISLAND, N.Y.

WHCN-FM
HARTFORD, CT.

WKTZ-FM
JACKSONVILLE, FLA.

WKMF-AM
FLINT, MICHIGAN

WGMZ-FM
FLINT, MICHIGAN

WKTZ-AM
JACKSONVILLE, FLA.

SKEW YOURSELF A FAVOR

Take aim at children's programming 17 ways with the DFS Program Exchange.

The DFS Program Exchange lets you improve your children's programming ratings, at no extra cost, with this special package of hit shows. The following top flight programs are offered on a 100% trade basis.

1. Bullwinkle
2. Rocky & His Friends
3. Underdog
4. Tennessee Tuxedo
5. Uncle Waldo

6. Dudley Do-Right
7. Young Samson
8. Space Kidettes
9. Korg
10. Inch High, Private Eye
11. Wheelie & The Chopper Bunch

12. Roman Holidays
13. Devlin
14. Jonny Quest
15. The Jetsons
16. Sport Billy
17. King Leonardo

To get higher children's programming ratings, get our package of proven winners on your station. For further information, please contact either Sue Radden, Wally Chateaufort or Tim Strosahl at DFS Program Exchange, 405 Lexington Avenue, New York, New York 10174, or call (212) 661-0800.



Bullwinkle, Rocky & His Friends



Underdog



Dudley Do-Right



Space Kidettes



Jonny Quest



The Jetsons



Tennessee Tuxedo, Uncle Waldo



Sport Billy



THE INVADERS

THE
DORIS
DAY
SHOW



ONE STEP

BEYOND

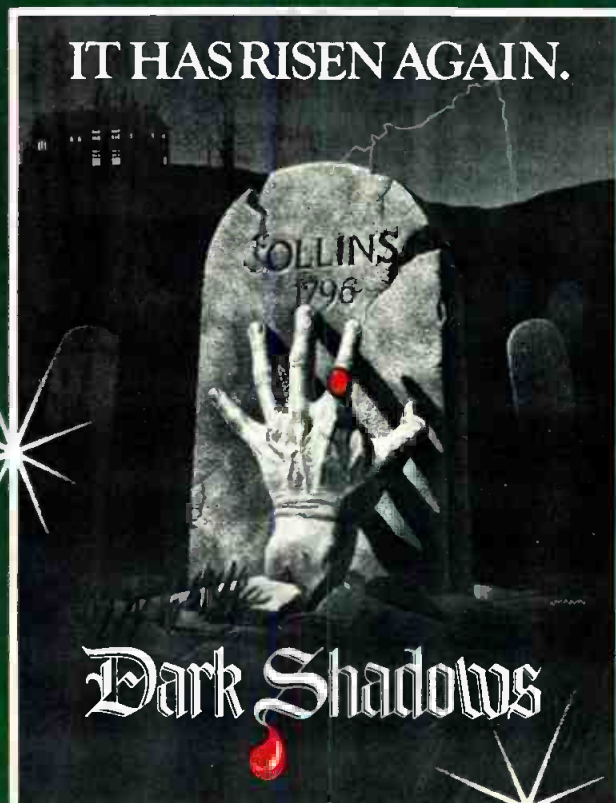
The startling adventure
into the world of
psychic phenomena.

EVERGREEN

PROGRAMS INC.

A DIVISION OF WORLDVISION ENTERPRISES INC.
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A Taft Company

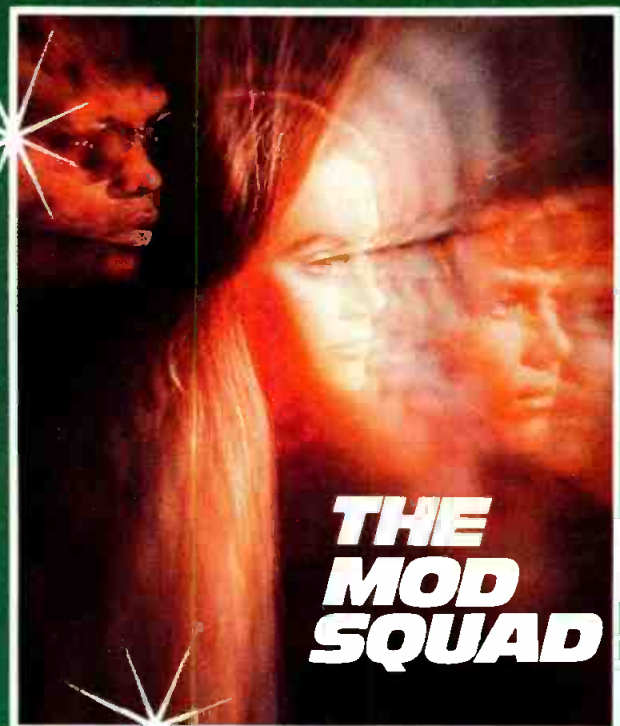
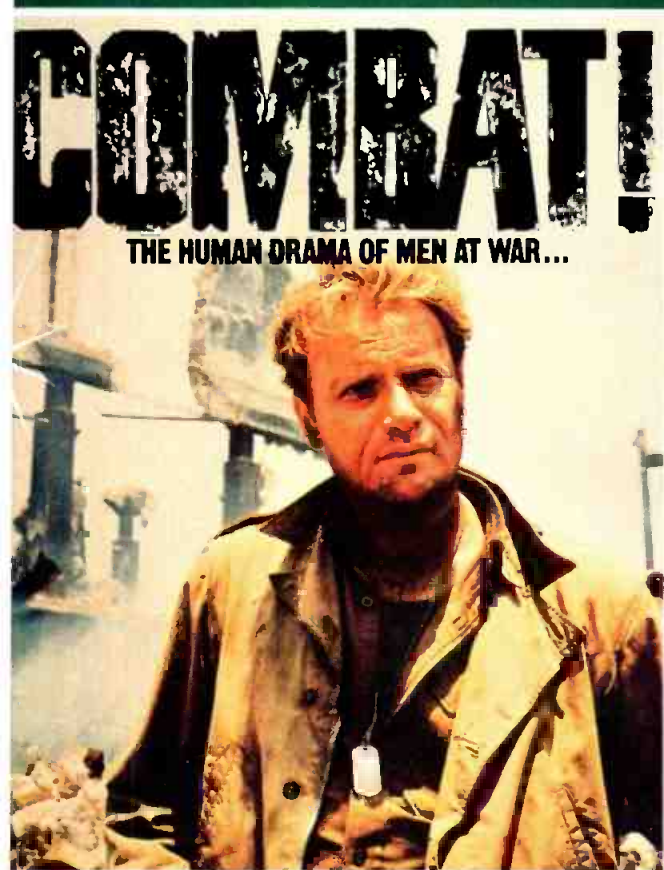
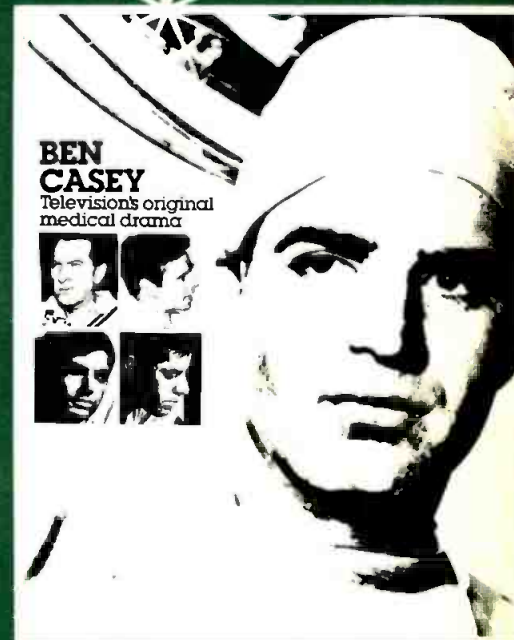
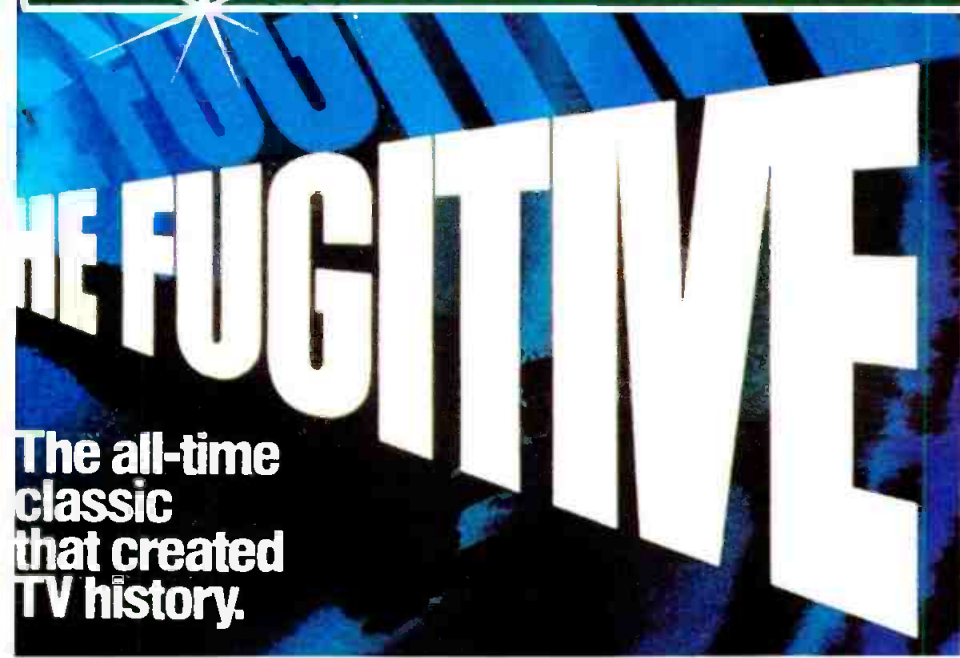
IT HAS RISEN AGAIN.



Dark Shadows

EVERGREENS

from
Worldvision



Monticello Drug Co. □ Campaign for 666 Cold Preparation (cold tablets) begins Jan. 10 in about 30 markets. Flight, which airs on black format stations only, will run about 12 weeks in morning, afternoon and evening drive times. Target: adults, 35-plus. Agency: Tucker Wayne and Co., Atlanta.

Oregon-Washington-California Pear Bureau □ Campaign for fresh winter pears begins in early December in 55 markets. Flight will run through Dec. 21 in all dayparts. Target: women, 18-plus. Agency: David W. Evans Inc., Portland, Ore.

Oshman's Sporting Goods □ Campaign for various products will begin Dec. 9 and run through Dec. 17 in seven Midwest markets and some California markets, and in seven additional California markets running Dec. 17-19. Spots will air in all dayparts. Target: men, 25-54. Agency: The Bloom Companies, Houston.

Bear Creek Corp. □ Campaign for Harry & David Inc.'s food and gift products begins this week in about 14 markets. Flight will run for one week during 6 a.m.-7 p.m. times. Target: adults, 35-plus. Agency: Semloh Inc.,

High spending roll-out. Coca-Cola Co., Atlanta, which spent more than \$1 million to produce television commercial introducing its new Diet Coke, is adding markets each month for its TV campaign in expectation of achieving national distribution and TV coverage by April or May of 1983. Campaign kicked off in mid-September in New York and Hartford, Conn., and markets are being added to conform to product distribution. TV commercial, in 60- and 30-second versions, was shot at Radio City Music Hall during celebration for Coca-Cola bottlers and their wives and showed Rockettes in action. Portion showing nine celebrities drinking Diet Coke was shot in Hollywood and melded into spot. Among performers appearing in commercial are Bob Hope, Joe Namath, Carol Channing, Telly Savalas, Ben Vereen, Glenn Ford, Susan Anton, Sally Kellerman and Robert Vaughn. SSC&B Inc., New York, is agency for Diet Coke.

Medford, Ore.

Stokely-Van Camp □ Campaign for specialty products begins Jan. 10 in nine markets. Two-week flight will air during 5 a.m.-3 p.m. times. Target: women, 25-49. Agency: Handley & Miller Inc., Indianapolis.

AdVantage

Weather news. The Weather Channel reports advertiser list has grown to 19 national advertisers in past six months. Most recent additions include: American Motors Corp., Prudential-Bache Securities (which sponsors channel's agricultural commodity weather report and daily analysis on commodity market conditions and prices) and United Airlines (which will sponsor city by city forecasts, Hawaiian briefings and vacation weather reports). Other advertisers are: American Cyanamid, American Express, American Fur, American Gas Association, Chevrolet, Eastman Kodak, Goodyear Tire, Heil/Whirlpool, Hyatt hotels, London Fog, Pillsbury, Quaker Oats, RCA, Scott Paper, Stokely Van-Camp and Union Carbide. Weather Channel's subscriber base is presently more than 6.5 million, according to John O. Wynne, president, Landmark Broadcasting and Video Enterprises, division of Landmark Communications (Weather Channel parent) and base includes 625 affiliate cable systems. Additionally, 17 of top 20 MSOs have affiliations with Weather Channel.

□

Crunch is on. Action for Children's Television (ACT) filed separate complaints with Federal Communications Commission and Federal Trade Commission last Thursday (Dec. 2) against Quaker Oats Co.'s commercial for Cap'n Crunch breakfast cereal. According to ACT, nationally broadcast ad, which will run through December, "fools children into believing they can only win an Atari video game system from Cap'n Crunch by buying box of the cereal." ACT also said commercial commits itself by saying one of 75,000 Atari video systems can be won if specially marked box of cereal containing wallet and Crunch money bills says "winner." According to Peggy Charren, ACT president, commercial does not clarify fact money bills can also be obtained by writing to Quaker Oats and "if the message is so hidden that you haven't told your audience, it is a lottery." (FCC regulations prohibit television stations from broadcasting any lottery other than state lotteries and FTC has said numerous times that except for state lotteries, lotteries are unfair and deceptive trade practices.) Advertising agency for Quaker Oats is Adcom Inc., Chicago.

□

Radio's targeted strength. McGavren Guild Radio has completed final two in series of six studies which conclude that heavy radio listeners are more likely than heavy television viewers and heavy newspaper readers to buy products in selected categories. Latest studies cover books, and compact/console stereos and stereo record and tape playing equipment. Others dealt with movie attendance, theater and concert attendance, audio cassettes and records. Copies of studies are available at \$10 each from McGavren Guild at 154 East 46th Street, New York 10017.

The Hottest Network In Rad

Albany, NY
Albuquerque, NM
Altoona, PA

Atlantic City, NJ
Baltimore, MD
Battle Creek, MI
Beaufort, NC
Cape Cod, MA
Chambersburg, PA

Charlotte, NC
Cincinnati, OH
Cleveland, OH
Columbia, SC
Dallas, TX
Davenport, IA

Duluth, MN
Durham, NC
Eastland, TX
Eau Claire, WI
El Paso, TX
Eugene, OR
Fargo, ND

Forest City, NC
Fort Pierce, FL
Fresno, CA
Grand Junction, CO
Grand Rapids, MI
Greenville, SC
Harrisburg, PA

Hartford, CT
Hazelton, PA
Hobbs, NM
Houston, TX
Hutchinson, KS
Indianapolis, IN
Jackson, MS

Jamestown, NY
Kansas City, MO
La Crosse, WI
Lansing, MI
Little Rock, AK
Louisville, KY
Miami, FL

Milwaukee, WI
Minneapolis, MN
Minot, ND
Missoula, MT
Mystic, CT
Nashville, TN
New Bedford, MA

New Orleans, LA
New York, NY
Norfolk, VA
North Platte, NE
Oklahoma City, OK
Omaha, NE
Orlando, FL

Owensboro, KY
Palm Springs, CA
Pittsburgh, PA
Porterville, CA
Portland, ME
Portland, OR
Preston, ID

Princeton, NJ
Providence, RI
Redding, CA
Roanoke, VA
Rochester, NY
Sacramento, CA
Saginaw, MI

Salt Lake City, UT
San Diego, CA
Santa Barbara, CA
Sauk Rapids, MN
Somerset, KY
Spokane, WA
Syracuse, NY

Tampa, FL
Terre Haute, IN
Thousand Oaks, CA
Toledo, OH
Topeka, KS
Traverse City, MI
Tulsa, OK

Valdosta, GA
Venice, FL
Vero Beach, FL
Washington, DC
Wenatchee, WA
West Palm Beach, FL
Wichita, KS

Williamsport, PA
Wilmington, DE
Winston Salem, NC
Worcester, MA
York, PA
Youngstown, OH
Yuma, AZ

Zanesville, OH

WQBK AM
KOB AM
WVAM AM
WPRR FM
WMID AM
WFBK AM
WBCK AM
WBMA AM
WOCB AM
WCBG AM
WSOC AM
WLW AM
WJW AM
WIS AM
WFAA AM
WOC AM
WEBC AM
WDNC AM
KVMX FM
WEAQ AM
KTSM AM
KPNW AM
WDAY AM
WAGY AM
WIRA AM
KMJ AM
KEXO AM
WOOD AM
WFBC AM
WKBO AM
WTIC AM
WAZL AM
KHOB AM
KPRC AM
KWBW AM
WIFE AM
WSLI AM
WJTN AM
KCMO AM
WCLX AM
WJIM AM
KARN AM
WAVG AM
WIOD AM
WTMJ AM
KSTP AM
KKOA AM
KGRZ AM
WFAN FM
WSIX AM
WBSM AM
WGSO AM
WVNI AM
WNIS AM
KODY AM
WKY AM
KFAB AM
WDBO AM
WOMI AM
KCHV AM
WTKN AM
KTIP AM
WGAN AM
KXL AM
KACH AM
WHWH AM
WHJJ AM
KQMS AM
WFIR AM
WBBF AM
KFBK AM
WSGW AM
KALL AM
KSDO AM
KTMS AM
WHMH FM
WSFC AM
KHQ AM
WSYR AM
WFLA AM
WTHI AM
KGOE AM
WOHO AM
WREN AM
WTCM AM
KELI AM
WVLD AM
WAMR AM
WTTB AM
WRC AM
KTRW FM
WJNO AM
KWKN AM
WRAC AM
WDEL AM
WSJS AM
WTAG AM
WSBA AM
WFMJ AM
KBLU AM
WHIZ AM

HOW HOT IS IT?

SO HOT IT HASN'T STOPPED RINGING.

In less than a year over 100 stations have hooked up with a pretty hot number. Talknet. The unique call-in programming service featuring Bruce Williams and Sally Jessy Raphael weeknights, and Bernard Meltzer and Dr. Harvey Ruben weekends. So distinctive you have to hear it to believe it.

We've talked up shares just about everywhere we're heard. Big markets (33 of the top 50!). Small markets. Plus markets in between. And better numbers at night can lead to better numbers in the morning. All told, you might just call us one of the biggest radio success stories around. Just ask the folks to the left.

So if you're not yet on board, give Meddy Woodyard a collect call at (212) 664-4745. And share the wealth.

Talknet
FROM NBC RADIO



This week

Dec. 5-10—Sixth videodisk design/production workshop sponsored by *University of Nebraska-Lincoln's KUN-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. 7—*Southern California chapter of Women in Cable* meeting. Marina Marriott hotel, Marina del Rey, Calif.

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. 8—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Paul Klein, president, Playboy Cable Network. Copacabana, New York.

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.

Also in December

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

Dec. 14—*Southern California Cable Club* luncheon meeting. Speaker: Greg Liptak, Times Mirror Cable, on "Cooperation in the Cable Industry." Century Plaza, Los Angeles.

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

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

Dec. 16—*Advertising Research Foundation* conference, "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. 6-8—*Arbitron Television Advisory Council* meeting. Doral, Miami Beach, Fla.

Jan. 7—Deadline for entries in *George Polk Awards* for discernment of news story, coverage and resourcefulness in gathering information and skill in relating story. Sponsored by *Long Island University, Brooklyn, N.Y.*

Jan. 7—Deadline for entries in *Alpha Epsilon Rho's* 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 *The Radio Foundation*. Barbizon Plaza hotel, New York.

Jan. 9-11—*California Broadcasters Association* mid-winter meeting. Palm Springs Spa hotel, Palm Springs, Calif.

Jan. 11—Deadline for entries in *George Foster Peabody Awards* for public service in radio and TV, sponsored by *Henry W. Grady School of Journalism and Mass Communications, University of Georgia, Athens*.

Jan. 11-12—*Edison Electric Institute*, association of investor-owned electric utilities, seminar on potential for electric utility diversification into cable television. New Orleans. Information: Dorothy Hovey, (202) 828-7460.

■ Indicates new or revised listing

AMERICA'S NEW RESEARCH LEADER

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The **LEADER** in Quality and Performance

The **LEADER** in Custom Research Projects

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THE

GREAT

SOUNDS

• GLENN MILLER •

• THE MILLS BROTHERS •

• BING CROSBY •

• PEGGY LEE •

• NAT KING COLE •

• DORIS DAY •

• TOMMY DORSEY •

• THE FOUR ACES •

• ELLA FITZGERALD •

• TONY BENNETT •

• AND ALL THE GREATS •



The United Stations

AMERICA'S TARGET RADIO NETWORKS



The Great Sounds. An exciting new weekly four hour radio program from The United Stations. Featuring the hits of the 30's and 40's and the non-rock hits of the 50's and 60's.

The Great Sounds is designed to develop a loyal audience, and keep it, because it will encourage long listening spans and lessen dial punching. This will not only benefit the radio station, but also the advertiser by encouraging your audience to tune in on a specific day at a specific time.

Each week **The Great Sounds** will spotlight a "Special Feature Artist" throughout the entire four hour program. Benny Goodman, Teresa Brewer, Mel Torme, and Johnny Mathis are just a few of the great stars we'll be featuring as in-person guests. In addition, several

other stars will appear on the show, all talking about their music and the fascinating stories behind the songs. Each show will also highlight a special year with a review of the events and the unforgettably great sounds of that year.

The Great Sounds wouldn't be complete without Frank Sinatra. Each week a "Spotlight on Sinatra" will pay tribute to perhaps the greatest sound of all.

The Great Sounds is hosted by Dick Shepard who anchored WNEW's legendary "Milkman's Matinee" in the mid 50's, as well as the NBC Radio Network program, "Monitor".

For more information and a demonstration cassette of **The Great Sounds** call The United Stations in New York at (212) 869-7444.

New York • Detroit • Washington, D.C. • Los Angeles

Major Meetings

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

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

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

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

Feb. 17-19—14th annual Country Radio Seminar sponsored by *Organization of Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

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. Astro Hall, 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 13-July 15—Regional Administrative Radio Conference for planning of broadcasting-satellite service in Region 2. sponsored by *International Telecommunication Union*. Geneva.

June 23-27, 1983—*Broadcasters Promotion Association/Broadcast Designers' Association* annual seminar. Fairmont hotel, New Orleans. Future seminars: June 10-15, Caesars Palace, Las Vegas; June

5-9, 1985, Hyatt Regency, Chicago, and June 10-15, 1986, Loew's Anatole, Dallas.

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

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

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

Sept. 25-28—*Broadcast Financial Management Association* 23rd annual conference. Hyatt, Orlando, Fla. Future meetings: May 20-23, 1984, New York; May 12-15, 1985, Chicago; May 18-21, 1986, Los Angeles.

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

Oct. 2-5 1983—*Association of National Advertisers* annual meeting. Homestead, Hot Springs, Va. Future meeting: Nov. 11-14, 1984, Camelback Inn, Scottsdale, Ariz.

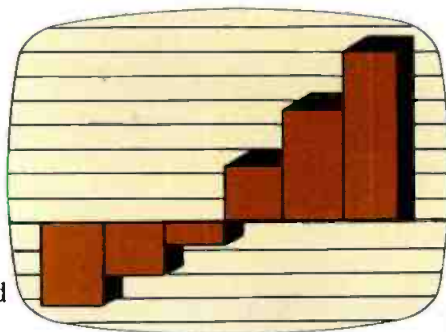
Oct. 29-Nov. 3—*Society of Motion Picture and Television Engineers* 125th technical conference and equipment exhibit. Los Angeles Convention Center.

Nov. 14-16—*Television Bureau of Advertising* 29th annual meeting. Riviera hotel, Las Vegas.

FEASIBILITY STUDIES

When you're considering an investment like the start-up of a new broadcast station, cable system or satellite-distributed service, you need the best information you can get.

At Frazier, Gross & Kadlec, we've spent more than 35 years helping radio, television and cable system investors determine the costs of new builds and project revenues, expenses and profits. Now potential investors in STV, satellite networking, cellular



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(202) 966-2280.

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Broadcast and Cable Management Consultants

Jan. 12—*International Radio and Television Society* newsmaker luncheon. "Radio Networking in the 1980's." Waldorf-Astoria, New York.

Jan. 12—*New York Women in Communications* luncheon with Diane Sawyer, co-anchor, CBS Morning News. Essex House, New York.

Jan. 13—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Bill Scott, president and chief operating officer. Satellite News Channels. Copacabana, New York.

Jan. 15—Deadline for entries in *Texas Medical Association's* annual Anson Jones Award competition honoring outstanding coverage of health topics by Texas news media. Information: Jon Hornaday or Mark Meyer, (512) 477-6704.

Jan. 15—Deadline for entries in *American Women in Radio and Television's* Commendation Awards for programs that portray women in positive light, enhance their image and professionalism and contribute to society's image of women by presenting them in realistic situations. Information: Joan Berlin, AWRIT, 1321 Connecticut Avenue, N.W., Washington, D.C., 20036.

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

Jan. 16-19—*Pacific Telecommunications Council's* 15th annual conference. Sheraton-Waikiki hotel, Honolulu.

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

Jan. 19—*New England Cable Television Association* winter conference. Sheraton-Tara hotel, Nashua, N.H.

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

Jan. 21—*Broadcasters Promotion Association* board of directors meeting. MGM Grand, Reno.

Jan. 21-23—*Colorado Broadcasters Association* 34th annual winter conference. Four Seasons, Colorado Springs.

Jan. 24-26—*LPTV West*, conference and exhibition on

Computerized news retrieval explained in plain, simple language

How news directors nationwide use the **NEXIS**® computer-assisted news retrieval service to get elusive but vital facts competing stations may not have. And how **NEXIS** gives their news departments a distinctive character some say boosts ratings measurably.

A new era of instantaneous research was ushered in when the first **NEXIS** terminal was installed in April 1980. Since then news departments of leading networks have relied on **NEXIS** as the research tool they turn to most often.

But just what is a computer-assisted news retrieval service? How does it work? And how can you decide whether it will be valuable in your newsroom?

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A computer-assisted news retrieval service is essentially an electronic library, full of vast amounts of ready-to-use information from many sources, such as newspapers, magazines, and wire services. Each source is called a database. But instead of flipping through pages of facts in a research room, you simply touch a button on a keyboard—and the specific facts you want are delivered to a video screen at your desk, or anywhere in your newsroom.

It's as simple as that. But all news retrieval services are not created equal. Some offer you a limited number of databases. Some don't even give you the complete stories you may request—giving you instead short abstracts. Still others use computer mumbo-jumbo and require extensive training before you can use them.

The **NEXIS** Advantage

The **NEXIS** computer-assisted news retrieval service, provided by Mead Data Central, is different. First and most important, it gives you instant access to the current and back files of leading newspapers, magazines, and newslet-

ters, as well as all the world's major wire services, including the UPI States Wires. **NEXIS** includes sources such as The Washington Post, Business Week, Latin America Weekly Report, Congressional Quarterly Weekly Report, The Economist, Japan Economic Journal, the BBC Summary of World Broadcasts. All the information of a full library of more than 50 current and historical information sources is at your fingertips.

Second, **NEXIS** gives you the option of obtaining the full text of its stories. You get every line of every story in **NEXIS**—so you decide what information is most meaningful to the stories that come out of your newsroom.

And **NEXIS** is so simple you'll be able to use it minutes after sitting at the terminal for the first time. No computer jargon, just plain English. Ask **NEXIS** what you want to know, and you get it—in seconds—on your video screen or as hard copy.

Cuts research time from hours or days to minutes

NEXIS is the quickest way to get vital background material to give your newscasts a distinctive character that will make your listeners sit up and take notice.

Case in point: When John Paul II was shot, the name of his would-be assassin at first meant nothing. Until one news director searched for it in **NEXIS**. His search revealed that the assailant was not only an escaped murderer but had also penned a death threat to the Pope.

Did your first report of this incident contain that extraordinary fact? Was your coverage as thorough and interesting as it might have been? With **NEXIS**, overlooked but essential facts like these are available at a touch. You can accomplish in minutes what normally would take you or a researcher hours or even days to find. And

NEXIS is ready to go to work for you day and night, seven days a week.

Of course, **NEXIS**

can't write your stories for you, but it can do the following—

1. Cut your research time for all your newscasts dramatically.
2. Help you meet tight deadlines by delivering background information instantly—right to your desk.
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These are only the highlights of what **NEXIS** can do for you. For more specific information about how **NEXIS** can help give your newscasts a distinctive character, and measurably improve your ratings, take a moment to fill in and mail the coupon below. Do it now. All we need is your name and address, and we'll send you the complete story.



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

Introducing The Dual Beam TVRO Modification

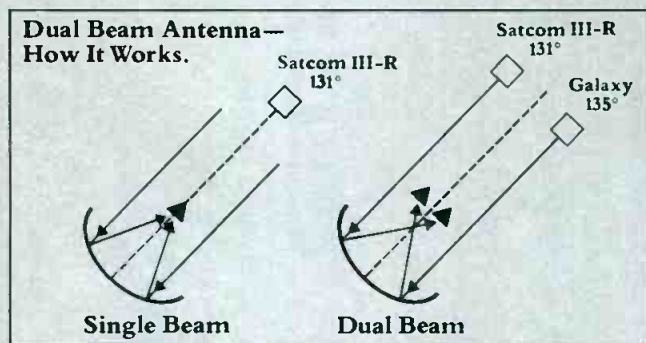
Engineers have long known that a single parabolic dish with two feedhorns can receive signals simultaneously from adjacent satellites. Ten years ago, Hughes Aircraft Company built such an antenna. And as the years went by, the Hughes engineers continued to test and experiment with what came to be called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



Satcom III-R
(131° W)

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., a wholly owned subsidiary
of Hughes Aircraft Company, P.O. Box 92424,

PRODUCTIVITY COUNTDOWN

19
DAYS TO LAUNCH

Broadcasting Industry Council to Improve American Productivity



Mutual's Rubenstein (l.), BICIAP's LeBrecht

The news this week. Allbritton Communications, Washington, and Landmark Communications, Norfolk, Va., became the 18th and the 19th major broadcast organizations to make pledges of \$10,000 to help defray costs of the five-year campaign of the Broadcasting Industry Council to Improve American Productivity. The on-air phase of drive gets under way Christmas Day and initially will provide orientation on the decline in American productivity that is hobbling recovery of the nation's economy (BROADCASTING, Oct. 25 et seq.)

Allbritton's chairman, Joe L. Allbritton, expressed his endorsement of the industry effort, saying: "The improvement of productivity in America is one of the great challenges now and in the future. And broadcasting, as the powerful societal medium that it has become, is an entirely logical participant in that effort over the next few years."

Don LeBrecht, BICIAP executive director, also reported that, as of last Thursday (Dec. 2), promises to participate in the airing of the

council's commercials has been received by more than 2,000 broadcasters.

One of the more notable was from Mutual Broadcasting System, which said it would use network time to air radio spots, produced by Trout & Ries, New York, for BICIAP.

In a ceremony at the network's Arlington, Va., headquarters, a check symbolizing the \$500,000 value of the air-time donation, was presented by Martin Rubenstein, MBS president and chief executive officer.

"The BICIAP is making an important step

toward educating the public about the seriousness of our current economic problem," Rubenstein noted. "We at Mutual believe that the media have an obligation to our nation. As such, we are anxious to use our greatest resort—our network air time—to mobilize our fellow citizens in service to an important cause. We encourage our peers and our colleagues to join us in the long-term effort to build a foundation of public support for programs that will re-establish America's economic strength and pre-eminence in the world."

low-power television sponsored by *National Institute for Low-Power Television*. Disneyland hotel, Anaheim, Calif. Information: (203) 852-0500.

Jan. 25—Deadline for entries in *Sigma Delta Chi* Distinguished Service Awards for outstanding achievements in journalism. Information: Sigma Delta Chi, 840 North Lake Shore Drive, Suite 801W, Chicago, Ill., 60611.

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

Jan. 26—Deadline for entries in 15th annual Robert F. Kennedy Journalism Awards for outstanding coverage of problems of disadvantaged, sponsored by *Robert F. Kennedy Journalism Awards Committee*.

Jan. 29-Feb. 1—*Radio Advertising Bureau's* managing 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 presented to radio and TV stations for excellence in presenting religious values. Forms available from Martin Neeb, Box 71, Tacoma, Wash., 98447.

February 1983

■ **Feb. 1**—*Broadcast Pioneers* annual Mike Awards dinner. Hotel Pierre, New York.

Feb. 1—Deadline for entries in *Action for Children's Television* awards for TV and radio public service announcements encouraging good health habits for children and adolescents. Information: Judith Rubenstein,

ACT, 46 Austin Street, Newtonville, Mass., 02160. (617) 527-7870.

Feb. 1—Deadline for entries in 26th annual Gavel Awards sponsored by *American Bar Association*. Information: ABA Standing Committee on Gavel Awards, 33 West Monroe Street, seventh floor, Chicago, Ill., 60603, (312) 621-9200.

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

Feb. 2-6—*International Radio and Television Society* faculty/industry seminar. Harrison Conference Center, Glen Cove, N.Y.

Feb. 2-7—*International Radio and Television Society* "College Conference." Harrison Conference Center, Glen Cove, N.Y.

Feb. 4-5—*Society of Motion Picture and Television Engineers* 17th annual television conference. St. Francis hotel, San Francisco.

■ **Feb. 5**—Deadline for entries in Mark of Excellence contest sponsored by *Society of Professional Journalists*, *Sigma Delta Chi*, recognizing student reporters, editors, broadcasters, cartoonists and photographers. Information: 840 North Lake Shore Drive, Suite 801W, Chicago, Ill., 60611.

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

■ **Feb. 8-9**—*Arizona Cable Television Association's* annual meeting. Phoenix Hilton hotel, Phoenix.

Feb. 10—*International Radio and Television Society* newsmaker luncheon. Speakers: Anthony Thomopoulos, ABC; B. Donald Grant, CBS, and Brandon Tartikoff, NBC. Waldorf-Astoria, New York.

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

Minutes. Plaza hotel, New York.

Feb. 15-17—*Western Educational Society for Telecommunications* annual conference. Civic Auditorium, San Francisco. Presentation of 'Best of WEST Awards' at Golden Gateway Holiday Inn, San Francisco.

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.

Feb. 17-19—14th annual Country Radio Seminar, sponsored by *Organization of Country Radio Broadcasters*. Information: (615) 327-4488. Opryland hotel, Nashville.

Feb. 17-20—*Howard University's School of Communications* 12th annual communications conference. Theme: "Communications and Culture: Shaping the World." Howard University campus, Washington. Information: (202) 636-7491.

Feb. 20—Deadline for entries in *International Reading Association's* annual Broadcast Media Awards for outstanding TV and radio programing related to reading, literacy or promotion of lifetime reading habits. Information: IRA, 800 Barksdale Road, Newark, Del., 19711, (302) 731-1600.

Feb. 22-24—*Washington Journalism Center's* conference for journalists. Topic: "The Sports Business." Watergate hotel, Washington.

Feb. 28—Deadline for entries in Morgan O'Leary Award for Excellence in Political Reporting given by *University of Michigan* department of communication. Information: U.M., department of communication, 2020 Frieze Building, Ann Arbor, Mich., 48109.

Feb. 28-March 18—First session of World Administrative Radio Conference for Mobile Services, sponsored by *International Telecommunication Union*. Geneva

New Series "E" transmitters from Harris . . .

Improved efficiency, superior performance over any previous UHF-TV transmitters!

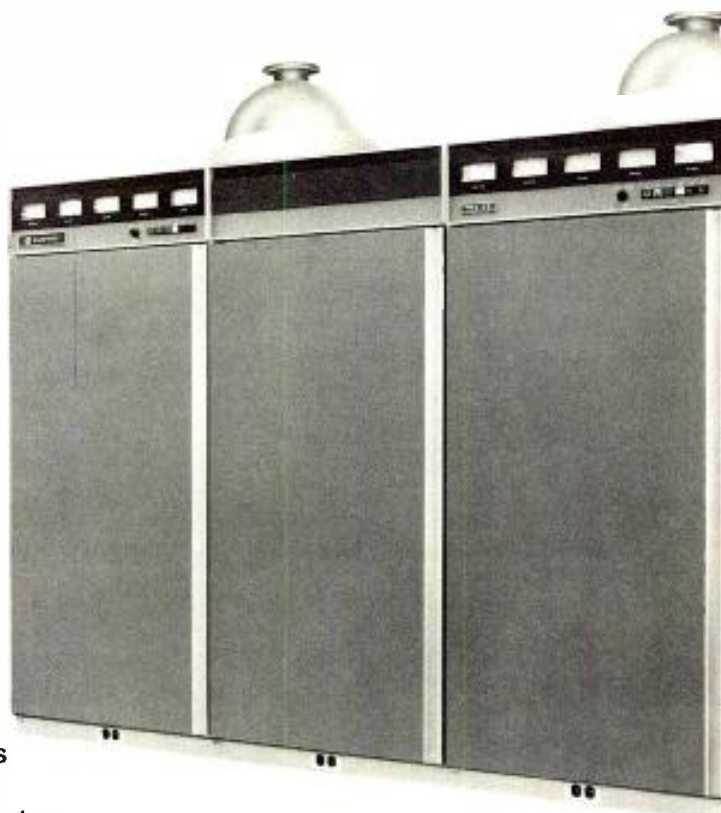
The "E" is for efficiency in the new Harris Series "E" UHF-TV transmitter line...efficiency that can save you thousands of dollars annually in power costs (typically \$10,000 per year for a 55 kW transmitter).

These features are standard in each of the new "E" models:

- Variable visual coupler for higher klystron efficiency.
- "H" type 5-cavity high efficiency klystrons.
- Mod Anode Pulser to reduce input power requirements.
- 100% waveguide diplexer to minimize high power RF losses.

The new VIDEO* SAW filter eliminates conventional receiver equalizers, and offers the best performance in the industry with absolutely no costly and time-consuming periodic realignment.

A new and unique Quadrature Corrector compensates for several types of klystron non-linearities to supply the quality of transmitter performance required by modern receivers and subscription television decoders.



Save with Series "E"...today's best value in UHF-TV transmitters. Available in 30 kW, 55 kW, 110 kW and 220 kW models.

Contact Harris Corporation, P.O. Box 4290, Quincy, Illinois 62305-4290. 217/222-8200.

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AVAILABLE 1983



Warner Bros. Television Distribution
A Warner Communications Company

Stay Tuned

A professional's guide to the intermedia week (Dec. 6-12)

Network television □ NBC: *Christmas in Rockefeller Center-The 50th Anniversary*, Monday, 7:30-8 p.m.; *To Bigotry, No Sanction*, Sunday, 10-10:30 a.m.; ABC: *Good Morning America*; CBS: *Rosie: The Rosemary Clooney Story*, Tuesday, 9-11 p.m.; *Cry for the Strangers*, Saturday, 9-11 p.m.; PBS: Membership week (check local times on all listings): *The Great Performances 10th Anniversary Celebration*, Monday; *Snow Queen: An Ice Ballet*, Tuesday; *Gold From the Deep, Tex Beneke and his orchestra*, both Wednesday; *The Rise and Fall of the Third Reich*, Thursday; *Mary Pickford Special*, Friday; *The Nutcracker*, Saturday, 7:30 p.m.

Radio □ ABC FM: *Video Games—The Good, the Bad and the Rip-off* (five-part report), Monday-Friday, 7:38 a.m., 10:38 a.m., 5:38 p.m., 10:38 p.m.; NBC Source: *Kenny Loggins Live from University of Texas*, Sunday, 10 p.m., *Stray Cats concert*, Sunday, (check local listings).

Cable □ WTBS: *Solar Challenger* (solar powered airplane), Tuesday, 9:05-10:05 p.m.; *Jacques Cousteau's St. Lawrence Stairway to the Sea**, Tuesday and Wednesday, 8:05-9:05 p.m. (both nights); *Ray Charles at Constitution Hall*, Wednesday, 9:05-10:05 p.m.; *The World's Most Important People: The Nobel Prizes*, Friday, 8:05-10:05 p.m.; Home Theater Network: *Oliver!*, Tues, 7-8:45 p.m.; *Summer Solstice*, Wednesday, 7-8 p.m.; *The Manhattan Transfer Live in concert*, Saturday, 10-11 p.m.; Cinemax: *A Clockwork Orange*, Saturday, 10 p.m.-12:30 a.m.; HBO: *Henry Fonda: The Man and his Movies*, Tuesday, 7:30-8:30 p.m.; *Yesteryear...1927*, Wednesday, 7:30-8:30 p.m.; *National Geographic: Windriders of the Sahara*, Thursday, 5-6 p.m.; *On Golden Pond**, Sunday, 8-10 p.m.; The Entertainment Channel: *Yes, Minister**, (comedy series), Friday, 8:30-9 p.m.; *The Woman in White**, (five-part mystery through January), Sunday, 10-11 p.m.; WGN: *Solid Gold Christmas Special*, Friday, 7-8 p.m.; ACSN Learning Channel: *Robotics: The Past is Prologue*, Tuesday, 11 a.m.-4 p.m.

*indicates a debut episode

WTTW/Channel 11
Chicago

KCSM/Channel 60
San Mateo/San Francisco

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New York, NY 10016
(212) 565-5575

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BUREAUS

New York: 630 Third Avenue, 10017.
Phone: 212-599-2830.

Kathy Haley, *bureau news manager*.
Rocco Famighetti, *senior editor*.
Anthony Herrling, *associate editor*.
Stephen McClellan, *assistant editor*.

Vincent M. Ditingo, *senior editor: radio*.

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Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.

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Tim Thometz, *Western sales manager*.
Sandra Klausner, *editorial-advertising assistant*.



Founded 1931. *Broadcasting-Telecasting** introduced
in 1946. *Television** acquired in 1961. *Cablecasting**
introduced in 1972 □ *Reg. U.S. Patent Office. □
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Pow-wow pageantry.

Representatives from Indian tribes across the United States and Canada gathered this summer in Mendon, Michigan, for a real Indian pow-wow. It was a colorful festival of Indian arts and culture, complete with authentic foods and costumes. They even held classes in the Chippewa, Ottawa and Potawatomi languages. And WKZO-TV was there to capture the event and broadcast it for everyone to enjoy.

The planning committee was grateful to the station for its interest and enthusiasm. In a letter to WKZO-TV, they said it was "the best pow-wow we've ever had . . . thanks to you."

Helping celebrate and preserve each individual heritage that makes up our audience is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

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

Frankenstein, Jaws and couldn't overpower us

The competition hit us with everything. Still we ended up #1 for 3 years straight.

They came at us with Hollywood's blockbuster action movies, comic film masterpieces, top romantic stars, TV megaspecials, sports spectacles, you name it. And so it went, week after week.

Still we averaged a solid #1 in our time slot, with a 34 share.

Women found us irresistible.

We won them over from the start. For three years running, Trapper has scored #1 with women in our time period.

And, just to prove it wasn't some fickle fling, the ladies made

us their #1 primetime series of all summer reruns.*

Year 3 was our strongest yet.

Overall, we averaged a *19.4 rating, 34 share and ranked #13* among all network series.

And once more in our time slot, Trapper John was an even bigger #1 with the women.



And now, Year 4.

This season brought a 4th year of Trapper John's audience power to CBS stations across America. Stories full of the unexpected, alive with the comedy of real life. Irreverently entertaining. The charismatic appeal of Pernell Roberts and Gregory Harrison—well, it jumps right through the tube. Our guest personalities, spicy. And our supporting cast? They've built a following all their own.

Now, all this can be yours, because starting fall 1984, Trapper John will be available to your station. Call Fox now for complete information.

Available to your station in Fall '84.

Source: NTL 9/79-4/80, 10/80-4/81, 10/81-4/82
*NTL 9 weeks ending 8/23/81

Trapper John

#1 in our time slot.



7



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An overnights success.

The overnights are overwhelming. "At The Movies" is a proven hit on weekends. This advertiser-sponsored format stars Gene Siskel and Roger Ebert in a full half-hour of movie

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Broadcasting Dec 6

Vol. 103 □ No. 23

TOP OF THE WEEK

CBS, Time Inc. (HBO) and Coca-Cola (Columbia) join forces to prime pump in movie production

Joint ventures have pay TV as one of principal objectives with pay-per-view among the major attractions; investors ante \$300 million-\$400 million

A new triple entente was forged last week, uniting three of America's major entertainment and leisure product giants—CBS, Time Inc. (through its Home Box Office subsidiary) and Coca-Cola (through Columbia Pictures)—in an effort to establish a new major motion picture production company. The thread of common interest binding these new partners is a mutual desire to increase the world's supply of theatrical motion pictures, and, they hope, to participate in the profits that successful films will generate in the various media: theatrical distribution and pay and broadcast television. A further interest mentioned in the announcement of their alliance is the desire to explore production for "the pay-per-view market."

The news adds a new dimension to the emerging shape of the pay television universe (BROADCASTING, Nov. 22) under three principal groupings: this expansion of existing pacts between HBO and Columbia with CBS now along for the ride; the partnership of Warner Bros., MCA and Paramount (along with American Express) in The Movie Channel; and the presumption that 20th Century-Fox, ABC and the Spotlight partners will forge some agreement with Viacom's Showtime in the ensuing weeks.

Sources inside the companies indicate that the new partners are expected to invest \$300 million to \$400 million in the project. The deal itself was worked out over the last three months during a series of meetings among CBS Inc. President Tom Wyman, Time Inc. President J. Richard Munro and Coca-Cola's Chairman Roberto C. Goizueta. Also playing important roles in the negotiations: Columbia Pictures President Francis T. Vincent Jr. and HBO President James Heyworth.

About all that's being said officially is that the three firms will be "equal partners" in the deal. But indications are that they intend to put up half the amount themselves in the form of

equity in the venture, and raise the other half through bank financing; the announcement said a line of credit has been negotiated with unnamed commercial banks. It's further understood the three partners wouldn't put up all that equity at once; the expected initial investments are said to be in the range of \$20 million from each company.

The financial community, by and large, was looking favorably on the deal. Donaldson Lufkin & Jenrette's Dennis Liebowitz thinks it "sounds logical and productive from everybody's standpoint." And Rich MacDonald of First Boston suggests it "makes [CBS president] Wyman look awfully smart... There are synergies among the three companies he can exploit."

Wertheim & Co.'s David Londoner, moreover, thinks this is a particularly good time to be starting a venture of this nature—"the [film] industry is near the bottom of its cycle... it's the right time to set something up," he said.

That's not to say the proposal is getting universal accolades. Susan Watson of E.F. Hutton said she has "trouble" understanding some of the details, particularly the word that Columbia and, more important, CBS, would each continue its existing theatrical film operations. The CBS effort, after a disastrous start, has now been swung under the aegis of the CBS/Broadcast Group in a much reduced scope. Those analysts who view the CBS link-up with Columbia and HBO most favorably assume that CBS Theatrical Films will slowly fade into the dust as existing commitments, including a distribution pact with Warner Bros., expire. (CBS

sources, however, insist that its independent movie division will not slacken pace. They argue that the industry needs all the product it can get, and that because no single studio can produce more than 15 or 20 pictures a year, it makes sense to maintain the CBS-only venture.)

Wertheim's Londoner, however, says it's better for CBS to be involved in the new venture, in which it can share financial risks and benefit from HBO's pre-buy of pay television rights to the film product, and Columbia's management and distribution expertise, than to try to go it alone.

Some other weighty matters that the partners haven't yet announced are where the operation will be based and who will constitute the management the partners say "will be separate from the managements of the three companies and will report to a committee representing the owners."

Of the details that the partners have finalized, one of the most important is HBO's pre-buy arrangement for the pictures produced or acquired by the new company. At the same time, HBO and Columbia separately announced an extension and expansion of an agreement that gives HBO a lock on Columbia film product in return for upfront investment. Under the past agreement, which dates to November 1981, HBO advanced Columbia minimum license fees based on a film's production costs, which were then credited against fees based on eventual box office performance. Under the new pact announced last week, HBO additionally will make a direct investment in the product costs of each Columbia film commencing principal photography or acquired by Columbia between Jan. 1, 1983 and June 30, 1986.

HBO President James Heyworth and Co-

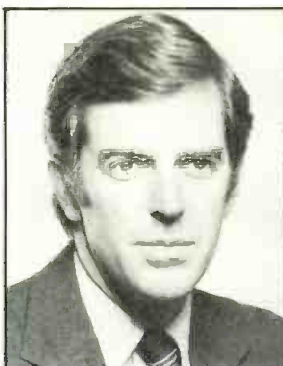




CBS's Thomas Wyman



Time's Dick Munro



HBO's Jim Heyworth



Coke's Roberto Golzueta



Columbia's Francis Vincent

lumbia President Francis T. Vincent Jr., announcing the new deal, said it "confirmed the validity" of the original act and "represents a major new commitment to filmed entertainment." HBO also gets limited exclusivity to a "substantial number" of Columbia films in return for increased license fees; licenses are both for HBO and Cinemax.

Insofar as the product produced and acquired by the new joint venture studio is concerned, HBO has "an arrangement comparable to the new Columbia-HBO arrangement," which was simultaneously announced.

The advantages to HBO presented in this new alliance are manifold—even aside from continuing the exclusivity provisions of its current arrangements with Columbia, which provide a significant marketing tool. HBO faces a future where its principal program suppliers are forging their own proprietary relationships with pay cable services, and where one of the producers' underlying motivations has been to push up the price HBO pays for their product. Increasing the supply of any commodity, even films, has to have a softening effect on prices. And this new relationship with Columbia and CBS is expected to lead to HBO's own entry into pay-per-view distribution. Such an eventuality has certainly been high on the priority list of Columbia's chairman—as Vincent told analysts two weeks ago (BROADCASTING, Nov. 29). At the time, it was widely assumed that his statement that Columbia would soon join with "other major entertainment companies" in a pay-per-view venture was indirect confirmation that Columbia was looking to buy into HBO's rival, Showtime, owned by Viacom. (Industry sources indicated that Columbia had shopped a venture of this sort around under the name "Nova Project" looking for partners.)

At the same time, this new arrangement casts doubts on just what the future holds for USA Network. That advertiser-supported cable network, owned equally by HBO parent Time Inc., and movie studios MCA (Universal) and Paramount had previously been touted as an eventual avenue for pay-per-view for those partners. With those two movie companies now also owning chunks of the third HBO rival, The Movie Channel, and HBO set up with Columbia and CBS, some changes in plans would surely seem indicated. However, HBO's official word last week was that "the USA Network pay-per-view venture... will proceed independently."

Presumably, this deal will have no effect on the other studio pact CBS has forged—the home video and production center arrange-

ments it has with 20th Century-Fox. That was the package into which CBS had at one time hoped to roll the ill-starred CBS Cable, and its losses, a burden from which Fox shrunk.

Columbia was seen by many as the principal beneficiary of last week's deal. While the announcement said the "new entity" (as yet unnamed) "will also control the distribution of all its feature films," Columbia will be providing "support services" on a fee basis—the presumption on Wall Street being that Columbia will in effect distribute the product. Thus, the studio is getting others to share the cost for what can be a lucrative business, the distribution of an independent producer's films.

CBS's accrued benefits are less directly applicable to its present businesses. Although CBS President Wyman, in explaining the move to employees, spoke of the importance of theatrical films to the mass entertainment market, including network television, contrary to early reports this arrangement does not give CBS a lock on films produced by the venture for broadcast use. The phrase "right of first refusal" is being used in some quarters, but CBS now says product from the company would "be available to all networks."

And one analyst suggests that from a business standpoint it would make more sense for CBS to let the films be sold to "another network at a higher price" than to make a transaction that would simply amount to internal transfer payments.

Still, Wyman has made it clear during his tenure with CBS that he sees participation in film production and profits as an essential element in CBS's future. His words to those inside the company were that this deal will put CBS "in a strong position to compete effectively in the increasingly interrelated entertainment marketplace."

As Dennis Leibowitz analyzes the situation "CBS sees the way the world is evolving, and they've been left out to this point." Here they see the chance to "be tied in now with the biggest pay network [HBO]."

Given the open ended nature of the broadcast licensing part of the deal, some were wondering last week just what HBO and Columbia needed from CBS to bring it into the package. The answer seems to boil down to cash. In the judicious phrasing of one analyst, "this doesn't necessarily deny the question, 'Do people use CBS to draw money from?'"

Just how CBS affiliates will react to this new alliance with what some station owners see as their greatest foe—pay cable, (not to mention the pay-per-view hopes of the partners), was

uncertain last week. Calls went out late Tuesday night to give them the word, but as of Thursday, CBS affiliate board chairman Guy Main of WCIA-TV Champaign, Ill., said stations still seemed to be taking a wait-and-see position. "Sure, affiliates are always concerned about any pay TV competition for audience or product," Main said, and he's sure they "will be looking carefully" at the deal over the next several weeks. □

CBS takes November

**It wins sweeps with 18.7/30;
ABC is second, NBC is third**

Victory in the November Nielsen and Arbitron sweeps went decisively to CBS-TV, which finished the critical 28-day period with an average 18.7 rating and 30 share when results of both services are combined. It finished 7% ahead of second-ranked ABC (17.4/28) and 26% ahead of NBC (14.9/24). CBS, the only network to have scored ratings as high this November as those of a year ago, also predicted its affiliates will finish with the "best November book since the early 1970's."

Those results are based on the three networks' performances in metered homes during the sweep period. The figures could change after results from the more than 200 markets measured are available, sometime in the next few weeks.

CBS attributed its victory in part to less reliance on feature films, which have suffered lower ratings due to prior screenings on pay TV, and greater reliance on made-for-TV movies, of which CBS's *The Blue and the Gray* has been this season's highest ratings getter. In addition, CBS substantially increased its lead over ABC and NBC in ratings for the early evening news and, based on incomplete results, appears to have closed the gap considerably between itself and first-ranked ABC in daytime ratings.

Although CBS finished the sweeps with a combined rating as high as that it scored in the 1981 November sweeps (18.7), ABC's combined average of 17.4 was 9% below its average of last year (19.1). NBC's combined average also fell this year by 7%, from 16 in 1981 to 14.9.

Taken separately, final sweep averages from Nielsen for all programs were: CBS (18.9/30),

ABC (17.4/28) and NBC (14.8/23). According to Arbitron, it was CBS (18.8/30), ABC (17.4/28) and NBC (14.8/24).

Season-to-date ratings for made-for-TV movies show CBS with an average 19.4 rating for 23 hours, compared with a 15.4 rating for eight hours in 1981. ABC, which aired no made-for-TV movies in 1981, has averaged an 18.2 rating for four hours of made-for-TV this season.

Of the top 20 prime time programs aired during the sweeps, CBS had four of the top five, seven of the top 10 and 11 of the top 20 while ABC had none of the top five, two of the top 10 and seven of the top 20. NBC had one of the top five and two of the top 20. CBS's *60 Minutes* was the top ranked program (28.3/36), followed by *The Blue and the Gray* (25.9/39), NBC's *TV's Censored Bloopers* (25.3/36), *Dallas* (23.9/39) and *M*A*S*H* (23.9/34).

In the early evening news CBS averaged 15% ahead of ABC and 21% ahead of NBC. Last November, it finished 6% ahead of both the other networks. The combined average for the *CBS Evening News* this year was 14.1/24 compared with 13.6/24 in 1981. For ABC's *World News Tonight*, it was 11.7/20 this year and 12.8/23 last year and for the *NBC Nightly News*, it was 11.7/20 this year and 12.8/22 last year. In late-night ratings, where CBS predicts the greatest impact from pay cable, CBS increased its lead over ABC, but slipped in its lead over NBC.

Complete ratings for daytime sweeps programming are not yet available, but based on the most recent four weeks, CBS has apparently gained while NBC and ABC have declined. ABC averaged a 7.1 rating this year, compared with an 8.6 last year, while CBS averaged a 6.5 this year and a 6.3 last year. NBC averaged a 3.7 this year and a 3.9 last year. ABC's lead over CBS's daytime programming was reduced from 27% during the 1981 sweeps to 8% for the most recent four weeks.

The three-network rating and share for the November sweep period declined to 51/82 from 53.8/85 in 1981. The number of homes using television declined only slightly, from 63.2 million in 1981 to 62.9 million in 1982. CBS attributes most of the decline in network viewing to new cable homes in rural markets, where the introduction of distant independent stations has a greater impact than in larger cities, where populations are already served by local independents. Because many rural markets are expected to have been wired by the end of the next year or so, CBS expects the decline in network viewing to average 2% this year and next, and after that, to level off to a smaller annual decline. By 1990, CBS predicts the three-network share will have declined to 70%. Sweep ratings for local markets are only available in those metered on a regular basis, that is, New York, Los Angeles, Chicago, Philadelphia, Detroit and San Francisco. Of those, Philadelphia was the scene of the greatest upset, where the CBS owned and operated WCAU-TV topped ABC-affiliated WPVI-TV in prime time for the first time in a decade. In the midst of a market-wide decline for all three network-affiliated stations, WCAU-TV averaged a 17.9/28 against WPVI-TV's 17.6/27 and KWTX-TV's 12.7/20. In 1981, WPVI-TV was first with a 22/33 against WCAU-TV's 18.8/28 and KWTX's 13/20. □

Broadcasters-cablecasters come together over copyright

Both NAB and NCTA, in testimony in Senate, want compromise legislation passed and seek stay of CRT's payment increase

The Senate began grappling with the cable copyright bill, H.R. 5949, last week. At a joint hearing held by the Commerce and Judiciary Committees, 21 witnesses took vastly differing positions on the bill.

The contents of H.R. 5949, however, were not the only issues. A new wrinkle was added to the compromise among broadcasting, cable and motion picture interests that led to the House bill, which was adopted in October.

Both the cable and broadcasting associations asked the Senate committees not only to approve the bill but also add an amendment to stay a recent Copyright Royalty Tribunal rate adjustment ruling (BROADCASTING, Nov. 29). Motion picture interests are militantly opposed to a stay.

The ruling increases rates cable systems must pay for carrying new distant signals and places additional fees on signals currently carried. It becomes effective Jan. 1, 1983. The ruling has created alarm in the cable community.

Although the ruling pleased broadcasters, the National Association of Broadcasters joined the National Cable Television Association last week in supporting the amendment to the copyright bill.

According to NAB president Edward Fritts, the NAB has accepted the amendment out of the "spirit of compromise."

Fritts noted that the CRT rate adjustment won't yield the dollars broadcasters anticipated, because cable systems are planning to drop distant signals rather than pay the new rates.

He said the NAB is only asking to change the time frame and that it will make its case before the CRT again when it revisits the issue.

The amendment calls for a stay of the CRT ruling until the conclusion of a new CRT proceeding, to begin no later than June 1, 1983.

A provision in H.R. 5949 instructs the CRT revisit the rates anyway, because the bill reimposes the FCC's syndicated exclusivity rules.

NAB and the Motion Picture Association of America asked for a rate adjustment in light of the FCC's repeal of its distant signal and syndicated exclusivity rules.

Although NAB and NCTA are united in this effort, the MPAA remains "unalterably opposed to the amendment." The MPAA did not testify before the committees but has made its position known to the members.

Fritz Attaway, MPAA vice president and counsel noted that MPAA stands firmly behind H.R. 5949 as passed by the House but will not support any amendments. Attaway charged that the amendment would essentially rescind the CRT decision and is more than just a stay.

Despite the dissention Commerce Committee Chairman Robert Packwood (R-Ore.) indicated that a "good faith effort" will be made to get the bill out.

Packwood originally planned to hold a markup today (Dec. 6) but after the hearing last week, more than six Senators asked him to delay it until Wednesday. The Judiciary Com-



Kastenmeier



Packwood



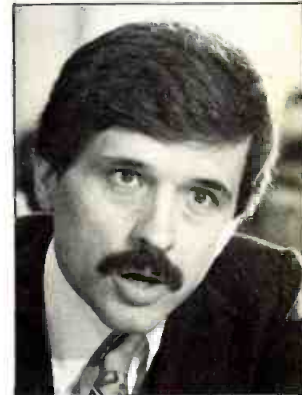
Wunder



Turner



Fritts



Wheeler

Voted out. Senator Bob Packwood (R-Ore.), known to the communications industry as chairman of the Senate Commerce Committee, last week lost one of his other key jobs—the chairmanship of the Republican senatorial campaign committee. Packwood, who has been at odds with the White House and President Reagan personally on a number of issues, was defeated in his bid for re-election by Senator Richard G. Lugar (R-Ind.) by a vote of 29-25 in a secret ballot on Thursday. Lugar was nominated by Senator Paul Laxalt (R-Nev.), Reagan's closest friend in the Senate and the person the President named "general chairman" of the party. Some observers expressed the view that Packwood's removal from the chairmanship of the committee that raises money and disburses it to Republican senatorial candidates would reduce his influence in the Senate. His aides, however, don't see it that way. They say that with the committee having raised \$48 million, every Republican candidate received the legal maximum; Packwood had no reason to favor some candidates over others. What some aides regard as of greater importance is that since he is free of campaign committee responsibilities, Packwood will be able to devote more time to Commerce Committee business. In the last seven months of the campaign, Packwood is said to have devoted two hours daily to campaign committee work.

mittee was slated for markup on Wednesday but now will probably postpone that until Commerce acts.

The case for the measure was made by its author, Congressman Robert Kastenmeier (D-Wis.), chairman of the House Judiciary Subcommittee on Courts, Civil Liberties, and the Administration of Justice.

Kastenmeier made a pitch for the bill crafted through the compromise of primarily the NCTA, NAB, MPAA, public broadcasters and religious broadcasters.

He told the committees that not every interest group is satisfied with the measure and that their concerns "may have to be addressed in the future." However, he argued, "the legislation before you represents an almost unprecedented effort to accommodate a broad range of special needs and the public interest within the context of rapidly changing economic and technological environment."

NCTA President Thomas Wheeler urged the senators to support the measure but not without considering the impact of the CRT decision.

Wheeler noted that NCTA has given its word that it will stick with the bill. "We are here today to grit our teeth and live up to that commitment to support H.R. 5040," he said.

But he urged them to adopt the proposed amendment. "The reason for adopting the amendment, we believe, is obviously—to stop consumers' screens from going blank 28 days from now; to allow subsequent adjustments mandated by this bill to have effect; and to permit an orderly preparation for whatever impact the CRT's final decision may have," Wheeler stated.

The NCTA president, however, asked the committees to add no other amendments. "Any other such amendment would be the straw which broke the already burdened camel's back and the cable industry would have no choice but to oppose the entire bill," Wheeler said.

Fritts told the committees the bill would bring "stability and sound public policy to the interrelationships of the broadcasting, cable television and program production industries, which for the unresolved and troublesome issues."

Wheeler was not alone in making his case. Ted Turner, Turner Broadcasting, said if the CRT decision stands, "it puts me out of business." While he noted that TBS had supported the measure, it now was going to withdraw its support, unless the amendment is adopted.

Turner argued that while the CRT ruling is

"damaging to cable it is catastrophic to Turner Broadcasting."

Stephen Effros, executive director of the Community Antenna Television Association, joined Turner. He said that CATA was removing its support for the bill unless the amendment is passed.

The senators expressed an interest in the NCTA and NAB proposal. Packwood asked Wheeler if the CRT wasn't formed at the request of the NCTA in the first place, and that now the industry is disturbed because "your creature" has reached a decision the NCTA doesn't like.

Wheeler said he was not sure the CRT is "our creature." Effros argued that cable "assumed the CRT would follow the mandate of the law."

Wheeler charged that the CRT ignored the standards in the law that lay out the declining marginal value of distant signals. Senator Charles McC. Mathias (R-Md.) also expressed an interest in the CRT rate adjustment.

Another issue that surfaced during the hearing is a proposal by professional sports interests to secure an amendment to the bill that would go beyond the FCC's current sports blackout rules.

Sports interests are asking for an amendment

to prohibit the retransmission of a television broadcast of any professional sports event over a cable system located within the local market of a team in the same league.

Senator Arlen Specter (R-Penn.) asked why sports shouldn't get some type of protection. Using the example of Pittsburgh, Turner maintained that Pittsburgh's problems are not related to cable. "Regulation of cable is not the answer," he said. Turner espoused the concept of revenue sharing instead. Senators James Exon (D-Neb.) and Robert Kasten (R-Wis.) were also concerned about the sports issue.

"Such an amendment would grant a legislative monopoly to each team in a professional sports league over the television exhibition of all similar professional sports in its geographic market," Turner said.

Baseball Commissioner Bowie Kuhn, however, argued differently. Kuhn maintained that the bill's compulsory licensing results in "unwarranted expiration of our very valuable property rights."

He said that the compulsory license will force professional baseball teams to "sell each of our telecasts to the average cable system for the grand sum of \$3—or less than the typical cost of a single ticket to the bleachers."

Kuhn charged that "this huge subsidy is provided—not to some struggling, philanthropic 'mom and pop' operation—but to the likes of Time, Warner Brothers, American Express, General Electric, Westinghouse and the other corporate giants that dominate the cable industry."

He also claimed that current statutory and regulatory arrangements "not only deprive the professional sports club of their basic entrepreneurial rights; they also permit cable to expropriate the club's telecast in a way which maximizes cable's profits, but is squarely contrary to the best interests of the clubs themselves."

In addition, he argued, that the cable industry is capable of bargaining in the marketplace for sports programming without a compulsory license.

Representatives from other sports backed up

Copyright alternative. An alternative to H.R. 5949 was presented during the joint hearing on the cable copyright bill last week (see story, above). Richard Leghorn, a Hyannis, Mass.-based cable operator, told the congressional committees to reject the current measure (a position contrary to the National Cable Television Association) and consider another route.

Leghorn, in testimony before the Senate Commerce and Judiciary Committees, criticized the measure for inadequately addressing consumer interests and for interfering with the First and Fifth Amendments.

He suggested the Senate:

Eliminate the compulsory cable copyright license in Section 111 of the 1976 act.

Retain in copyright law provisions to prevent deletion or substitution of video programs or commercials without the consent of the broadcaster or channel programmer.

Reject all signal carriage rules.

Adopt "reception consent" in communications law to establish a single free marketplace for all ad-supported television.

Leghorn predicted the measure would make "Swiss cheese" of cable programming, thus creating a burden for the consumer. He noted that the measure reimposes the FCC's syndicated exclusivity rules, which would cut off viewer's programming in a "haphazard fashion."

He maintained the bill ignored the Fifth Amendment. The "must-carry" rules in H.R. 5949 "impose on cable operators the burden of becoming a public carrier, whether or not they would like to function as such a carrier," he said, adding: "These provisions would clearly seem to be 'taking' without due process within the meaning of the Fifth Amendment."

Leghorn, however, said most of the damage will be to the First Amendment. "For government to intervene—as proposed in this bill—between video publishers and viewers in behalf of the economic interests in certain entertainment industries threatens First Amendment values in an alarming way," he said.

Kuhn's arguments.

David Sten, executive vice president, business and legal affairs, National Basketball Association; Gilbert Stein, executive vice president and general counsel, National Hockey League, and Steven Ehrhart, counsel to the commissioner and director of administration, United States Football League, testified.

Several groups also testified against the bill's must-carry provisions. Antonio Guernica, executive vice president of the National Association of Spanish Broadcasters, asked the committees to provide Spanish language stations with some form of must-carry protection. In a proposed amendment, the NASB also called for must-carry protection for low-power TV operators, direct broadcast satellite service and multipoint distribution service or "any other radio communication service intended for direct reception by members of the public."

Richard Hutcheson, president of the America Low-Power Television Association, told the committees that his members fear H.R. 5949 will harm the young industry.

He said the measure forbids the FCC to require "the carriage of any broadcasting station...which operates pursuant to any authorization by the commission as a low-power broadcasting facility..."

The practical impact of that provision, he said, is that "it will shut LPTV stations out of cable systems in many of the markets served by both. As a consequence, the provision could deal a serious blow to the economic viability of LPTV as it begins broadcasting in many communities."

The development of the DBS industry, according to Stanley Hubbard, president of the St. Paul-based Hubbard station group and of United States Satellite Broadcasting Co., a DBS applicant, is threatened by H.R. 5949.

"H.R. 5949 provides that CATV's shall not be required by the Federal Communications Commission to carry the signals of any new

television services which will be placed in the table of allocations after Nov. 1, 1981," Hubbard stated. "Yet, the newest television delivery system for the benefit of the American people is the DBS service which will not come on line until some time after 1985."

He asked that DBS be given equal treatment with terrestrial stations and suggested that an amendment could accomplish that.

Thomas Thompson, chairman of the executive committee of the Subscription Television Association, also criticized the bill for making "it increasingly difficult to finance and operate the many UHF TV stations which are now 'silent' across the country and otherwise deny viewers the benefit of pay-TV services tailored to the viewing needs to their local communities."

Roderick MacLeod, president of Commonwealth Cablevision, Westfield, Mass., also criticized the CRT's rate adjustment. He also objected to the bill's provision for syndicated exclusivity.

Charles Dolan, chairman of Cablevision Systems, like MacLeod, opposed the measure. Dolan argued that the only way "we are able to give cable homes syndicated properties is through distant signals." He pointed out that through the syndicated exclusivity provisions of H.R. 5949, the broadcasters would "once again deny cable the opportunity to obtain these programs by the only means remaining—the compulsory license provisions of the distant signal rules."

Broadcaster John Serrao, general manager of new KTRV(TV) Nampa, Idaho, joined the cable operators in protesting the CRT rate adjustment. KTRV, an independent station, has filed to intervene in the NCTA's appeal of the ruling (BROADCASTING, Nov. 29).

KTRV, he noted, would be adversely affected, because it is a new TV station.

Bernard Wunder, assistant secretary for communications and information, Department

of Commerce, presented the administration's view.

He stated objections to H.R. 5949 because it is "intensely regulatory."

"In short, although both the administration and the FCC have consistently been urging greater reliance on marketplace forces in the cable field, H.R. 5949 would force us all to move in the opposite direction," Wunder said. The administration favors full copyright liability for cable.

Representatives from the National Religious Broadcasters and public broadcasting stated their support and urged the committee to adopt the measure. Both groups receive protection under the bill's must-carry criteria.

Henry Cauthen, president and general manager of the South Carolina Educational Television Commission, discussed the bill's benefits to public broadcasters. He stressed the importance of must-carry protection because cable carriage improves public broadcasting signals which are predominantly UHF, and increased viewership is essential to public broadcasters who rely on public funding.

One broadcaster wanted to use the copyright bill law to fight his ongoing battle with Canada. Peter R. Martin, vice president, WCAX-TV Burlington, Vt., a CBS affiliate carried by numerous Canadian cable systems, suggested the CRT stop paying royalties to copyright owners in countries that don't reciprocate. "Canada does not now and never has provided any compensation for the use its thriving cable industry makes of American television signals—not to stations, not to copyright owners, not to anyone." The Canadian failure to pay for the U.S. signals, Martin said, is aggravated by the country's tax laws that penalize Canadian businesses that advertise on American rather than Canadian broadcast stations. Stopping the copyright payments, he said, "would...send a clear and unequivocal message to our Canadian neighbors." □

Derick leaves Group W Cable

President's resignation for 'philosophical differences' is translated as clash of his entrepreneurial style with company bottom-line emphasis

In a time of economic uncertainty for the cable industry, and for the second consecutive week, a top-10 cable operator has undergone a major shakeup.

Two weeks ago, it was announced that Gustave Hauser would soon relinquish his post as chairman and chief executive officer of Warner Amex Cable (BROADCASTING, Nov. 29). Last week it was Group W Cable's turn. The company announced late Thursday that its president and chief operating officer, Christopher Derick, was out—effective immediately. Derick, who assumed his role at Group W Cable only last January, was replaced by Burton B. Staniar, senior vice president of marketing and programming at the company, which he joined in October 1980.

Officially, Derick resigned. But statements

made by Daniel Ritchie to the press last week, and even Group W Cable's short release on the matter left no doubt that Derick had little choice. The release attributed the resignation to "philosophical differences."

Ritchie himself was quoted in the general



Derick

press as saying that Derick's management style simply didn't mesh with that of the company, even though "he's done a fine job." Ritchie told New York reporters that Derick's style was too

"entrepreneurial" and caused problems with an operation like Group W Cable.

The reaction on Wall Street was that Derick's departure was not exceptionally significant, and certainly not on a level with the announced departure of Hauser from Warner Amex or Monroe Rifkin's departure earlier this year from ATC (BROADCASTING, March 15).

Burt Staniar, Group W Cable's new president and chief operating officer, told BROADCASTING that "the key objective for Group W Cable and possibly the industry is to realize that we aren't in the hardware business but in the customer service business." He added that, "we have to learn what Procter & Gamble and McDonald's and other successful consumer-oriented companies have learned—the customer may not always be right but the customer is king. That concept has to dominate our thinking," then "growth and profits will follow."

To that end, Staniar reports that the company is gathering all of its general managers and sales and marketing managers for a meeting next month in Florida.

As to the company's new direction, Staniar said that much of it is training-related and capital-related. "That's half the battle. The other half is an attitude—you have to change the corporate culture to customer service." □

FCC takes the stand: House hears state of commission's affairs

Issues debated at oversight hearing include deregulation of TV, financial interest and syndication rules, comparative renewal, FM drop-ins, spectrum fees and telephone service

The FCC's proposed rulemaking to repeal its financial interest and syndication rules for television networks was the highlight of discussion on broadcast issues at an FCC oversight hearing held last week by the House Telecommunications Subcommittee.

During the hearing, subcommittee member Henry Waxman (D-Calif.) announced he would introduce, later that day, a bill (H.R. 7347) that would codify those rules. Waxman's district embraces much of the Hollywood production community, arch foe of repeal of the rules.

Despite discussion on the financial interest and syndication rules plus other broadcast issues, including the FCC's comparative renewal process, FM drop-ins, spectrum fees and television deregulation, the major thrust of the hearing was on common carrier issues. Subcommittee members grilled FCC Chairman Mark Fowler on the commission's proposal for telephone access charges and its Computer II implementation.

Fowler was joined by the six other FCC commissioners.

Waxman placed himself in strong opposition to repeal of the rules restricting network program equities. "I don't believe the rules are defective. Too often in Washington we fix what isn't broken and ignore what really needs fixing. The public interest would be better served if we leave these regulations alone," Waxman said.

Before the rules' adoption, Waxman said, the networks held a financial interest in 93% of all the programs they aired. "Since adoption, however, the number of independent television stations has doubled, the number of syndication program suppliers increased by almost

51%, the number of prime time suppliers increased by 26%, and there have been significant successes in the first-run syndication market," he said.

Waxman argued that small independent companies are thriving because of the rules and that "there is more diversity."

He asked Fowler what the FCC intends to do. Fowler said the commission is sensitive to the concerns being raised by the proposed rulemaking and so it established a longer period for comments to be filed. He noted that the FCC is still accepting comments on the issue.

Representative Marc Marks (R-Pa.) also expressed concern about repeal of the financial interest and syndication rules. He asked Fowler to explain how the question of repeal came up. Fowler replied that any FCC rules that are restrictive are "the kind we want to look at."

Representative Timothy Wirth (D-Colo.), chairman of the Telecommunications Subcommittee, asked the FCC chairman whether the commission also intends to repeal the prime time access rule, and Fowler said no. Fowler told the subcommittee, however, that a study authorized by Congress and conducted by a special staff of the FCC showed that the financial interest and syndication rules "have outlived their usefulness." But Wirth cited a previous statement made by Fowler during an earlier cable copyright hearing when he said that network television programming still dominates.

Fowler pointed out that he made that remark in reference to the concept of localism and not in connection with the financial interest and syndication rules.

Wirth also questioned the FCC's motives in a proposed rulemaking that would allow television network ownership of cable television systems and suggested that it might affect diversity. Fowler disagreed, saying the combination of networks and cable systems might "not necessarily be a bad thing." He noted that networks have proved to be a successful method for supplying relatively inexpensive mass programming.

The FCC's rulemaking on FM drop-ins was also discussed. Wirth asked when the commission would take action on that. "The problem has been attracting and keeping engineers," Fowler said, explaining that the Defense De-

partment and private industry have been recruiting FCC engineers. He predicted the FCC will take action early next year.

As to the FCC's plans to examine deregulating the television industry, Wirth said, "I am concerned about the commission pushing ahead when there is no legislative mandate." He was critical of the FCC's plans to look at TV deregulation when it has an "outstanding rulemaking on the comparative renewal process." Wirth said he thought the FCC should review the comparative renewal process before deregulating the industry. He asked how the commission could arrive at criteria to assess the comparative renewal process if it eliminates what evidence is made available through ascertainment and log requirements through TV deregulation. Fowler, however, argued that the commission will be able to use information gathered annually in the past.

Representative Al Swift (D-Wash.) also expressed an interest in the FCC's comparative renewal process. He said the commission "desperately needs to devise a more workable system."

Representative Jim Collins (R-Tex.) talked about the proposal for a spectrum fee as a quid pro quo for broadcast deregulation. "The last thing Americans need is more taxes," Collins complained, and he asked Fowler why he espoused the proposal. The chairman said he made the suggestion only to get dialogue moving on radio and TV deregulation; he stressed that Congress should deregulate radio and television. He also said the proposal is not tied to spectrum fees.

Representative John Dingell (D-Mich.), chairman of the parent Commerce Committee, suggested the FCC examine its policy on converting spectrum previously reserved for Instructional Fixed Television Services to commercial use. When Dingell asked Fowler how it served the public interest to divert spectrum reserved for educational use to commercial purposes, Fowler replied that if the spectrum is not used, the commission can sometimes put it to good use for society in other ways.

FCC Commissioner James Quello reported on the status of the advertising experiment now under way at nine public television stations (BROADCASTING, July 19). Quello noted that initial reports indicated the public is accepting



Counting house. House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) posed a question to the FCC during the agency's oversight hearing on Capitol Hill last week. Representing the

FCC were (l-r): Commissioners Stephen Sharp, Mimi Dawson, Henry Rivera, Chairman Mark Fowler, Common Carrier Bureau Chief Gary Epstein, Commissioners James Quello, Joseph Fogarty and Anne Jones.

advertising. Some stations have requested that the experiment be extended, Quello said, because the majority of the stations began the experiment six months after the planned start date. He suggested that Congress make that decision.

Representative Cardiss Collins (D-Ill.) requested that the FCC, during its proposed rule-making on deregulating FM subsidiary communications authorization channels for commercial purposes, protect the reading services for the blind aired on those SCA channels. Fowler said the commission was sensitive to that issue. He noted the FCC is currently investigating the possibility of developing a second SCA channel that would double the overall capacity and protect the reading services for the blind. □

FCC extends tax break plan for minorities to cable

Commission unanimously OK's use of tax certificates as new ownership incentive

Taking an additional step to encourage minority ownership of telecommunications properties, the FCC voted unanimously last week to extend its tax certificate policy to cable systems.

Acting on other recommendations from the Advisory Committee on Alternative Financing for Minority Opportunities in Telecommunications (BROADCASTING, May 31), the commission approved a change in policy that will make it easier for limited partnerships to benefit from tax certificates. It also agreed to pass along recommendations to Congress that the tax laws be changed to permit the use of tax certificates for nonbroadcast facilities and to increase the amount of used equipment that can be written off when buying an existing facility.

In still other action, the commission signed a memorandum of understanding with the Department of Commerce's Minority Business Development Agency, agreeing to participate in a plan to provide management assistance to minority telecommunications entrepreneurs.

The commission's actions drew praise from some of the commissioners. Chairman Mark Fowler said they were a "big step" toward fulfilling the goal of "full and fair" entry into telecommunications.

"By focusing on capital formation, they identify the chief problem and provide the start of a solution," Fowler said. "No set of actions...can bring about sudden equality of opportunity to the telecommunications marketplace. But by aiding entry for the minority entrepreneur, we aim our efforts in the right direction."

Commissioner Henry Rivera, who chaired the advisory committee, hailed the occasion a "great day," but stressed that more action should be taken. As one possibility, Rivera suggested that, somewhere down the pike, another committee review the effect this round of recommendations was having, perhaps presenting additional suggestions.

He also said the FCC should consider giving its blessing to a committee that could explore the possibility of putting together a pool of money for minority entrepreneurs, one that could complement the National Association of Broadcasters' Broadcast Capital Fund which has raised money for direct loans and loan guarantees to minority broadcast entrepreneurs.

The largest steps the commission took revolved around tax certificates. Under existing policy, tax certificates are issued for broadcast station sales only since the relevant section of the Internal Revenue Code limits their use to "radio broadcasting stations."

Although the FCC's Office of General Counsel said that clause would permit the commission to start issuing the certificates for cable, a so-called "ancillary" service, it also said the law would have to be amended to permit the use of the certificates for common carrier facilities.

And although the commission's current policy restricts tax certificates and distress sales to situations where minorities own more than 50% of an entity, the commission also agreed to change its policy to permit limited partnerships in which a minority general partner has more than a 20% interest to benefit from those breaks as well.

For entities that are at least 51% controlled by minorities, the commission also agreed to make tax certificates available to the entity's other shareholders who sell their interests to the minority.

In related action, the commission delegated authority to the Mass Media Bureau to process and grant distress sale petitions on its own.

To encourage seller financing, the commission launched a rulemaking aimed at beefing up the protection that could be offered station sellers who finance the sales of their stations on their own.

The legislative proposal recommending that the ceiling be raised on the amount of used equipment that can be written off when a used facility is bought is aimed at making acquisitions of existing facilities easier. The current ceiling on used equipment is \$125,000, which permits a maximum investment tax credit of \$125,000. Under the legislative proposal, the ceiling would be raised to \$5 million, enough for a maximum credit of \$500,000.

After the meeting, Rivera said House Small Business Committee Chairman Parren Mitchell (D-Md.), who apparently will get to take one of the first cracks at the proposals, "seems receptive to the ideas."

Nonetheless, the chances of the commission doing any serious lobbying for Congress to act on those proposals seems slight.

Several—by some accounts, a majority—of the commissioners had balked at the concept of endorsing the nonbroadcast use of tax certificates, wondering whether—and how—they could rationalize the use of a device grounded in a diversity-of-information argument for nonbroadcast-related facilities ("Closed Circuit," Nov. 22).

After the meeting, Commissioner James Quello told BROADCASTING that he voted for the legislative proposal only after it had been rewritten to make clear that the commission wasn't recommending it, but was only passing

it along.

In a concurring statement, Commissioner Mimi Weyforth Dawson agreed, adding that she didn't think the commission should support such legislation in the first place. "Where the nexus to communications policy exists, I support making efforts to foster minority ownership," Dawson said. "In my view, however, the commission's authority to influence national social goals is limited quite properly to issues of communications policy. I fear that we will lessen the commission's ability to effect legislation that is properly within its area of expertise if we engage in efforts to further goals which bear no relationship to the commission's special mandate." □

CBS/Broadcast Group modifies structure

Malara named president, CBS-TV; Isacson named to head of new CBG Cable/CBG Enterprises

The CBS/Broadcast Group combined the administration of its cable system, developmental and international operations into a new unit last Friday and, at the same time, announced a series of executive promotions.

Anthony C. Malara, vice president and general manager of the CBS-TV network for the past year, was named president of the network.

Paul Isacson, vice president in charge of network sales, was named to head the new unit, called CBG Cable/CBG Enterprises.

This unit will be responsible for management of CBS's cable systems, which at present consist of the Blackhawk system serving communities near Dallas-Fort Worth; CBS/Broadcast International, the overseas marketing and sales unit, which is headed by John Eger as vice president; the Broadcast Group's new ventures activities, headed by vice president D. Thomas Miller, and its developmental work, headed by vice president Herman Keld. These executives, who formerly reported to Thomas F. Leahy, executive vice president of the Broadcast Group, will now report to Isacson, whose new title is senior vice president, CBG Cable/CBG Enterprises. Isacson will report to Leahy.

In the network presidency, Malara will continue to report to James Rosenfield, executive vice president of the Broadcast Group.

Jerry Dominus, who spent more than 15 years in executive posts in sales before being named vice president in charge of personnel for the Broadcast Group last year, will succeed Isacson as vice president, network sales.

James Blessington, the Broadcast Group's vice president, educational and community services, succeeds Dominus in the group personnel vice presidency.

In an unrelated change, Roger Colloff, vice president and director of public affairs broadcasts for CBS News, moves into the CBS Television Stations Division as vice president, division services—traditionally regarded as a training ground for prospective managers of CBS O&O stations.

In another change, the CBS-TV network production facilities and engineering depart-

ment is being transferred to the Broadcast Group, to put it "in a better position to serve all the broadcast divisions during this period of rapid expansion of communications technologies, and also to apply its expertise to a variety of CBG efforts in new areas."

Gene F. Jankowski, president of the Broadcast Group, said all the changes were made "with an eye to the '80's and beyond," when "over-the-air broadcasting will continue to play the leading role but new opportunities will also appear around it. We are adjusting our structure so that it will best represent CBS's interests in regard to both developments."

Lesser freedoms for public broadcasting?

Justice Department says court decision to declare ban on editorials is unconstitutional

The Department of Justice has resumed the legal battle over whether a congressionally mandated ban on editorializing by public broadcasting stations is permissible under the Constitution. A U.S. district judge in Los Angeles on Aug. 5 held that it was not, that it violated the First Amendment (BROADCASTING, Aug. 16). Justice, in a jurisdictional statement filed with the Supreme Court last week, said the district court had erred—that it had applied an unduly strict test in determining whether the ban satisfied First Amendment standards.

Justice, in requesting the high court to review the case, said the lower court's decision raises a "substantial" question. It said the ban on editorializing, adopted originally as part of the Public Broadcasting Act of 1967, was designed to "serve the vital function of insulating government-funded public broadcasting stations from political influence" and to prevent "the use of public funds to propagate controversial private views." Justice also noted that the Congress amended the law in 1981 to restrict it to stations that accept grants from the federally funded Corporation for Public Broadcasting.

The case was initially brought in 1979 against the FCC by the Center for Law in the Public Interest on behalf of the League of Women Voters of California, the Pacifica Foun-

dation and Representative Henry Waxman (D-Calif.). But when the commission and the Carter administration's Justice Department said they would not defend the law, Judge Malcolm M. Lucas dismissed the case because the "concrete basis" on which a constitutional decision would rest was not present. The case was resumed in the district court after Congress narrowed the scope of the ban and the Reagan administration's Justice Department said it would defend it.

Lucas granted the plaintiffs summary judgment. He said the law could survive scrutiny under the First Amendment only if "it serves a compelling government interest and is narrowly tailored to that end." Then, noting that such laws are "presumptively unconstitutional," he said it was not supported by a compelling government interest. He said the government had failed to prove that federally funded public stations would be transformed into "propaganda organs" if allowed to editorialize or that they would be influenced to take particular editorial positions in order to curry favor with the government.

Justice, which filed a notice of appeal with the Supreme Court in September, is, as a practical matter, fighting the case alone, even though the FCC is listed on the department's brief as the appellant. The FCC did not ask Justice to appeal the case, and did not participate in the preparation of the brief. Commission officials see the fight as one between Justice and those who challenged the constitutionality of the law.

Justice, in arguing that the lower court had applied a test that was unduly strict, said the Supreme Court has never held or suggested that restrictions on expression imposed as conditions to the receipt of federal funds must be supported by a compelling government interest.

Justice said that is the test to be used in determining the constitutionality of the editorializing ban. On the one hand, it said, the law is of critical importance for two reasons: The other safeguards relied on by the district court, including the fairness doctrine, are "insufficient to shield publicly funded broadcasters from political pressures." And it prevents the use of federal funds to promote controversial private views "and thus obviates potential First Amendment problems." On the other side of the balance, Justice said, the restriction is not severe. □

Football returns with high numbers

Although football enthusiasm at the stadium has not returned to pre-strike levels, home viewing numbers, according to Nielsen, show post-strike football to be as attractive as the September contests.

The Thanksgiving Day contest between the New York Giants and Detroit scored a 20.2 rating and 53 share. NBC's carriage of Cleveland and Dallas brought it 18.5/47. The following Sunday (Nov. 28), NBC's doubleheader scored an overall 9.9/23 and 17.4/33 respectively. An NBC spokesman attributed the relatively low score for the first Sunday game to the fact that "we were not in New York," and that CBS provided regional coverage of the New York Jets and an NFC contest between Chicago and Minnesota at the same time. CBS scored an overall 18.1/40 for its coverage during the early-game time slot. For the comparable Sunday a year ago, CBS carried a doubleheader that scored 21.2/48 and 17.6/32. NBC carried the single game, achieving a 14.1/31.

Regular season billings, based on estimates of what the networks were charging for spots during substitute programming and what they are getting for spots during games, may be off by a total of about \$97 million for all three networks. But expenses associated with the production and rights monies for this season and substitute programming will be much lower. An estimated \$414 million was allocated for rights payments and would have been paid had there been no strike.

On the affiliate level, no one really knows the full impact of the strike, but its duration—a full eight weeks—insured that most affiliates were hurt by it.

Guy Main, executive vice president of WCIA-TV Champaign, Ill., chairman of the CBS Television Affiliates Association, told BROADCASTING, "I'm sure all [the affiliates] have been affected by the loss of spot revenue and the amount of availabilities in and around the games. I doubt that any station could save that or make it [all] up." His guess was that stations may have lost two-thirds of their availabilities during strike-related time periods.

As to the return of NFL football, Bob Rice, president and general manager of WRAU-TV Peoria, Ill., and chairman of the ABC Television Affiliates Association, said: "It's a mixed bag but predominantly a positive one. We don't like the overruns but are willing to put up with them for NFL."

Lost revenues to the 28 radio stations carrying the local rights to NFL games has been estimated at \$7.2 million by Katz Radio, although David Halberstam, manager of Katz's sports radio division, said those losses may be mitigated by decisions by a number of advertisers to double up on the spots they'd originally purchased in the games. A "surprising" number of advertisers have chosen that option, he said.

At Mutual, revenues from this year's truncated football season are down about 12% from those of last year's season, which totaled over \$4 million. Before the strike, Mutual had expected this year's football revenues to total "a little over" those of last year, according to one insider. □

First aid on First Amendment. A nationwide hotline to provide round-the-clock, cost-free legal assistance to journalists and news organizations has been established by the Washington-based Reporters Committee for Freedom of the Press. The "First Amendment/Freedom of Information Hotline" will function 24 hours daily, seven days a week to answer questions regarding a spectrum of issues—government censorship of news, subpoenas for confidential sources, restrictions on press access to courts, threats of libel and invasion-of-privacy suits, prior restraint on publication and discrimination against broadcast news media, among them. The hotline also will offer help on the use of the federal Freedom of Information Act and 49 state FOI acts and sunshine laws. The announcement of the service was made by Charles Glover, president of Cox Enterprises, Inc., of Atlanta, and Donald Graham, publisher of the *Washington Post*, co-chairmen of the The Reporters Committee fund raising campaign. Those seeking help will get it from The Reporters Committee's staff of three lawyer-journalists, a nationwide network of more than 100 volunteer private law firms and law school professors and the lawyer/director of FOI Service Center, Tonda Rush. The lawyer/director of Student Press Law Center and the Washington representative of Women in Communications also will provide assistance. The hotline number will be (202) 466-6313 beginning on Dec. 15. The current number is (202) 466-6312.



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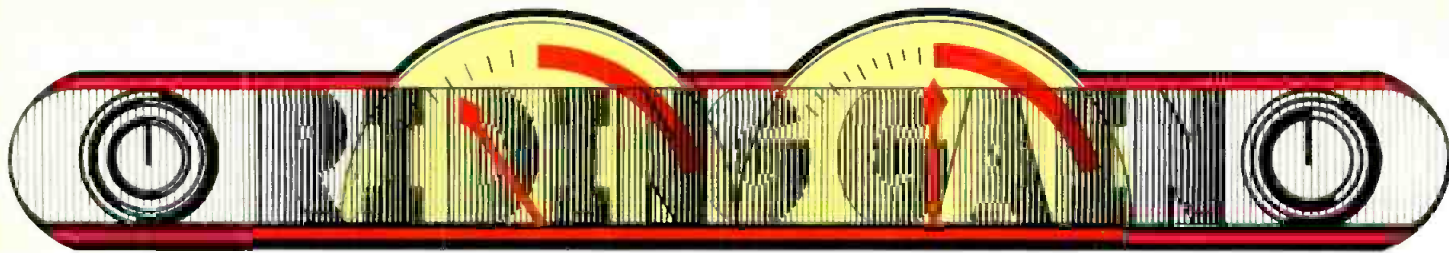




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Stereo in Vegas

AM stereo manufacturers, with the exception of Leonard Kahn, have been busy culling station prospects in the Las Vegas market in time for the upcoming Consumer Electronics and National Association of Broadcasters shows to be held there, in January and April respectively. Harris has lined up KORK(AM) and Magnavox has tapped KMJJ(AM). Both stations have a middle-of-the-road format. In both cases it's expected that the systems will be installed in mid- or late-December and will be operational at least through the NAB show. At that time, the stations are expected to decide whether or not to retain the systems, switch to another or drop stereo altogether. KORK has the studio equipment needed to transmit in stereo and Magnavox and Continental Electronics are providing the necessary audio equipment to KMJJ.

If Motorola comes out on top in a test conducted by Delco of three AM stereo systems, the results of which are due to be released this week, the company plans to set up its own 10 watt radio station to demonstrate its system at the CES and NAB shows. Temporary authority would be required and easily obtained from the FCC, according to Chris Payne, Motorola's AM stereo broadcast manager. With that setup, said Payne, the company could control the programing and have a "better ability to demonstrate" just what the system is capable of doing. Kahn will not have a separate booth at CES, but is currently negotiating to have several receiver manufacturers demonstrate his system.

Ski stuff

The Connecticut Radio Network and the Maxwell House Division of General Foods have teamed up to bring ski reports to more than 100 radio stations throughout the country. Coverage began last Tuesday (Nov. 30). Called *The Maxwell House Ski Watch*, with the GF division as sponsor, the broadcasts are produced by CRN. There will be three feeds each day—in the morning, afternoon and evening—with reports customized for the Eastern, central, mountain and Pacific regions. The voice of the *Maxwell House Ski Watch* is John Birchard, who has been anchor for the *New England Ski Watch*, CRN's regional offering, for the past five years.

"Our independent ski reports and areas will be calling our computer center 24 hours a day," says Barry Berman, partner in CRN with Dick Kalt. "The area reports are edited on computer and station scripts are then prepared."

Among the stations signed for the reports are WABC(AM) New York, CKLW(AM) Windsor,

Ont. (Detroit), KSFO(AM) San Francisco, and WIOQ(FM) Philadelphia.

State nets go satellite

The Capitol Broadcasting Co., Raleigh, N.C.-based station group owner, will begin satellite distribution of its North Carolina News Network and Virginia News Network in late spring or early summer of next year.

Capitol has secured transponder 2 aboard Westar III and will supply its radio affiliates with satellite dishes to insure downlink capability. So far Capitol has cleared 110 markets in Virginia and North Carolina for satellite reception. Also to be distributed over the bird will be the Capitol Sports Network, which broadcast football and basketball games played by Duke University and the University of Virginia; Capitol, in addition, will begin broadcasting North Carolina State University football and basketball



United sound. The United Stations, the New York-based producer and syndicator of *Dick Clark's Rock, Roll and Remember* and the *Weekly Country Music Countdown*, plans to add a third weekly program to its repertoire in January, this one featuring the music of the 1930's and 40's and the non rock hits of the 50's and 60's. To be hosted by former WNEW(AM) New York announcer Dick Shepard (left), *The Great Sounds* will focus on the music and events of a particular year and will include interviews with a number of artists. Each four-hour show will also feature a guest artist whose work will be highlighted and a special segment on the music of Frank Sinatra. Mel Torme (center) is to be guest artist on the premiere program. Produced by company vice president and partner Ed Salamon (right), *The Great Sounds* will be bartered to stations. Shepard, who has been commercial spokesman for Pepsi, Cadillac and a number of other major radio advertisers, hosted WNEW's *The Milkman's Matinee* as well as the NBC Radio Network's weekend program, *Monitor*.



games in the fall of 1983.

"State and regional networks will not be able to survive long range due to the high cost of telephone lines," explained Jim Goodman, Capitol Broadcasting president. Goodman also said that he will no longer have to worry about telephone company rate hikes, and predicted that "you're going to see a lot" of state and regional networks moving over to satellite distribution in the future. A spokesman for Capitol said it believed it was the only state or regional network that was offering free satellite dishes for downlinks to its affiliates. Capitol will have two uplink facilities, one in Raleigh and one in Richmond, Va.

Soap bars none

No Soap Radio, the 12-year old New York-based production house specializing in radio commercials, has announced it plans to change its name as of Jan. 1 to No Soap Productions, to signify its growing role in audio for TV as well as radio spots. The winner of more than 100 Clio awards, No Soap specializes in what company president and creative director, Dan Aron, calls "audio environmental design" and includes among its services casting, directing, copy consulting, sound effects producing and musical arranging. It expanded into audio production for TV about two years ago and had participated in TV campaigns for Exxon Corporate, Mercedes Benz, Kodak, Burger King, AT&T, Coors and Busch.

Fundraiser

The third annual "Operation" conducted by fine arts station WFMT(FM) Chicago to benefit the Lyric Opera of Chicago raised \$155,514, exceeding last year's \$142,000. The WFMT/Lyric Opera of Chicago event lasted 19 1/4 hours, starting at 6 a.m. on Nov. 20 and ending at 1:20 a.m. on Nov. 21.

Throughout the Operation, listeners were urged to phone in their pledges in exchange for premiums that included opera posters, records, T-shirts and tote bags. The programing included anecdotes and reminiscences by Lyric staff members and the playing of tapes of some of the outstanding performances from past Lyric seasons. WFMT donated its facilities as well as the production staff. One of the hosts was Ray Nordstrand, president of the station.

Beautiful to soft

The latest defector from the ranks of beautiful music format stations is KOST(FM) Los Angeles, which has switched to "soft hits." The Cox-owned station follows the lead of KNOB(FM) Long Beach, Calif., which dropped beautiful music in favor of middle-of-the-road music earlier this year. KOST's vice president and general manager, Don Dalton, said the change was necessary because too many Los Angeles area stations were trying to appeal to the older listener. "What we're doing is joining six or seven FM stations [programing] in the 18-44 demographic range," he said, "and we feel we stand a much better chance in doing so. This format went on the air in Atlanta and in five months

Radio strikes back

National Public Radio announced that Lucasfilm Ltd. will assist NPR in promotion of its 10-part radio adaptation of The Empire Strikes Back. Lucasfilm Ltd. will provide information about the new radio drama series via print advertising and theater posters coinciding with the movie's current re-release. The series, to debut on NPR stations Feb. 14, 1983, is jointly produced by NPR and KUSC(FM) Los Angeles in cooperation with Lucasfilm. It will feature original film cast members Mark Hamill, Billy Dee Williams and Anthony Daniels.

went from a 3% share of the market to a 7% share. So we have high hopes for it."

Eight-month status

CNN Radio has signed its 49th affiliate. After eight months in operation, the service now reaches a potential audience of more than 11 million homes. While affiliates have a choice of using all or some of the CNN programing, currently 34 of the 49 affiliates broadcast the service on a 24-hour basis. Programing is offered in half-hour blocks comprised of four segments—national and international news; a "metro page" segment containing crime stories, disasters and the like; sports and headline recaps; and fashion, entertainment, weather and medical news.

Hit list

Attorney Ira Lisook and veteran radio promotion director Jack Ainslie have formed All Hit Radio, based in Maiden, Mass., to syndicate a new format by the same name. According to Ainslie, executive producer of AHR, and former promotion director at WXKS-AM-FM Medford, Mass., the format will consist of a base library of 1,200 popular and rock hits from the past 27 years plus a continuously updated supplement of current hits. In addition to the songs, the format will feature 30 news, sports and lifestyle vignettes a month, ranging from interviews with performers to live actualities of the assassination of President Kennedy and the moon landing. According to Ainslie, AHR has 13 stations lined up, and has had inquiries from as far away as Japan and Australia. The format is available in either automated or live assist form.

Time for jobs

Wowo Fort Wayne, Ind., through its new owner, Price Communications, is offering \$10,000 worth of advertising time free to any business moving to Fort Wayne or Allen county that adds at least 20 fulltime jobs to

the local economy. Bill Latz, vice president and general manager of the station, said the same offer is open to any existing business that adds at least 50 fulltime jobs through local expansion. He said the company is prepared to make 50 such awards to promote creation of at least 1,000 new jobs in the area. The city's department of economic development will determine which companies qualify.

Deja Vu

Original jingles conceived by Bill Drake in the 1960's as part of his "Boss Radio" programming concept are being reprocessed and re-released by Tuesday Productions, San Diego, in association with Drake-Chenault, Canoga Park, Calif. Tuesday officials said 25 jingles, originally featured on RKO Radio stations, are in the package, with standard logos, stagers, legal ID's, full logos and intros in a variety of tempos.

Of courses

New York Univesity, which started offering courses in radio in 1939, has reestablished a radio major, leading to a bachelor of fine arts degree. It will be offered through the department of undergraduate film and television of the Tisch School of the Arts. For information: Charles Milne, chairman, Film, Television and Radio, NYU, South Building, New York 10012.

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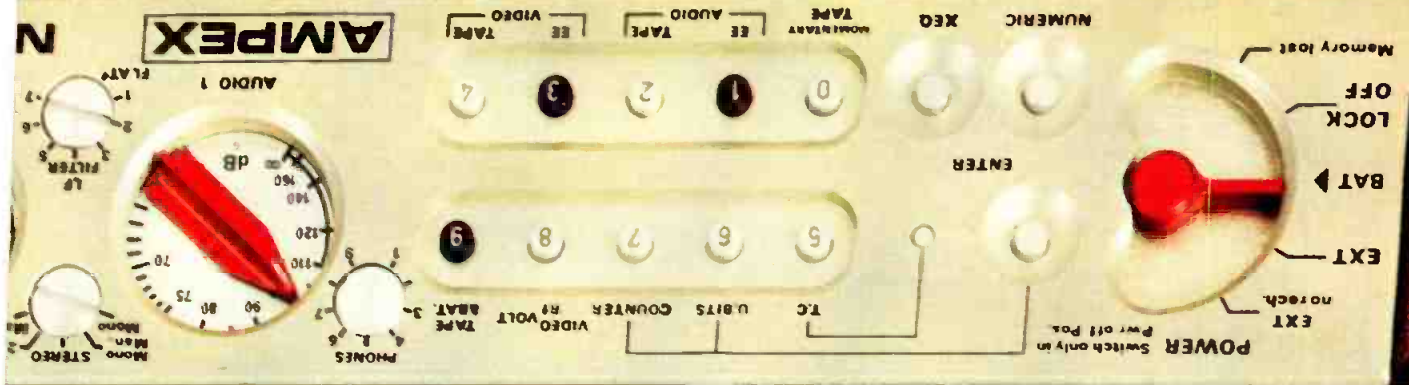
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Boston: TV battleground

With two new owners and a determined old-timer among players, the stations are in an all-out battle for supremacy

There's a war going on in Boston. The nation's sixth largest television market witnessed wild upheavals in 1982. The locally owned WCVB-TV was sold to Metromedia (for \$220 million, a record at the time). RKO General lost its license for WNAC-TV, and the facility passed to a group of local challengers. The Boston competition right now is said to be the stiffest in the country, and the aggressiveness of all three major players, WCVB-TV, WNEV-TV (formerly WNAC-TV) and Group W's WBZ-TV indicates the action will only escalate.

"We want to be the station that survives," says WNEV-TV president and general manager, Win Baker, who, along with several of his competitors, sees the keys to the future of broadcast TV in less reliance on networks and syndicated reruns for programming and a strong regional identity as an entertainment and information source.

Events began heating up in Boston last July when New England Television Corp. took over the operations of RKO's channel 7 and appointed Baker to develop WNEV-TV into not only the number-one station in Boston but also the source of that city's most popular local programming. Channel 7, which had been regularly scoring only half the rating points captured by each of its competitors in the 6 p.m. and 11 p.m. news, had a long way to go just to catch up, and Baker, in what he calls a "statement" to the market that his station is serious, stunned local viewers by hiring away popular WCVB-TV anchor Tom Ellis at a salary reportedly triple

what he had been earning. Hired as Ellis's co-anchor, and also at a salary said to be over \$600,000 annually, was Robin Young, former correspondent for NBC News.

Shortly after the Ellis-Young recruitment, William Applegate, news director at KPIX-TV San Francisco, joined WNEV-TV as vice president for news, and, in a statement Baker says was meant to energize a long demoralized staff, declared "war" on the other two VHF stations in the market.

The *Boston Globe* and *Boston Herald-American*, which had followed RKO's 13-year fight to retain its license for WNAC-TV, gave extensive coverage to the developing battle, often ripping into WNEV-TV management for the elimination of familiar channel 7 employees and for what were perceived as overly aggressive efforts to improve the station's image. In spite of all the coverage and an expensive promotional campaign, the first two months with WNEV-TV's new anchor team brought virtually no change in the station's ratings for the 6 p.m. and 11 p.m. news.

What the October and November Nielsens did bring, however, were significant improvements in WBZ-TV's showing at both 6 p.m. and 11 p.m. and recognition in the local press that the station that two years ago had been edged out of the number-one spot after a reign of 34 years, had effected some changes that were beginning to bear fruit. The war, or the game as some in the market prefer to call it, intensified.

WCVB-TV, which as a locally owned station had worked eight years to gain the number-one spot and in doing so had earned the reputation as one of the nation's best locally programmed stations, has shown no signs of complacency, despite press predictions shortly after its sale to

Metromedia that group ownership would end the station's commitment to quality local programming. Plans for WCVB-TV in 1983 include bigger than ever budgets for local entertainment and public affairs programming, a commitment for \$2 million in new equipment and plans to expand the news department.

Metromedia has "not only not cut back, but they've added to" WCVB-TV's program operation, said former WCVB-TV president and general manager, Bob Bennett, who now heads Metromedia's TV station and production divisions and, still based at WCVB-TV, plans to develop the station's production unit into an East Coast wing for Metromedia's syndicated programming division. As has WCVB-TV for many years, Metromedia will develop national programming from locally produced projects, said Bennett, and will do so with greater resources than were available to the old WCVB-TV, including a new studio with seating for live audiences of up to 150 people.

Plans in the works at WCVB-TV, which frequently scores wins or near wins in the prime time ratings with locally produced public affairs specials, include *Off Center Cinema*, two 30-minute collections of amateur movies, gathered from around the country and hosted before a live audience by local rock radio personality Charles Laquidara and specials on Boston drivers and the weather.

In addition to new microwave equipment, a second satellite earth station and new enlarged studios, WCVB-TV's news department will expand its staff in 1983, according to news director Phil Balboni, and will add from 30 minutes to an hour of extra news in the afternoon, at 5 p.m. or 5:30 p.m. In October, the station expanded its early-morning news from an hour to 90 minutes, starting at 5:30 a.m.

"We're the only market in the country with two stations battling for dominance in news at six in the morning," Bennett said. WBZ-TV also produces an early-morning newscast.

Bennett, WCVB-TV general manager James Coppersmith, Balboni and program director Cliff Curley clearly regard competition from WBZ-TV as a greater threat right now than that from WNEV-TV. They, along with other local broadcasters and the local press, believe it will take several years for WNEV-TV to have a real impact on viewership and that WNEV-TV's efforts to do so sooner have backfired by promising too much too soon.

WBZ-TV, on the other hand, revamped its news format over a year ago, adding new anchors at 6 p.m. and 11 p.m. and sharpening a 5:30 p.m. softer news lead-in. The station vastly increased its visibility over the past year, primarily through a public service campaign, "You Gotta Have Arts!" that has attracted national publicity and considerable local acclaim. Conceived by station public relations manager Terri Park, the campaign promotes the arts in Boston through increased news coverage and special programming, public service announcements and the sponsorship of local events. It



WNEV's Baker, Ellis, Young and Applegate

also established a permanent local fund for the arts with the goal of raising \$1 million, the interest from which is to be distributed by a local board of advisers to arts projects.

The station also made some "smart" syndicated programming purchases, according to competitor Curley, and launched a new promotional campaign. The result: WBZ-TV virtually tied WCVB-TV in overall sign-on-to-sign-off ratings by Nielsen and Arbitron in October and, according to Nielsen, tied WCVB-TV at 6 p.m. and narrowed the gap at 11 p.m. from three rating points in October 1981 to one a year later.

WCVB-TV staffers attribute the October ratings to a stronger showing by NBC (the WBZ-TV affiliation) this fall and a weaker showing by ABC (WCVB-TV's), which until two weeks ago, suffered from the loss of NFL football on Monday nights. At WBZ-TV, however, management is convinced its two years of effort at turning the station around are beginning to pay off. "We have seen the enemy and it's not us," said station general manager, Sy Yanoff, who believes the stability in WBZ-TV's on-air news operation over the past year has benefitted from changes at both WNEV-TV and WCVB-TV.

In 1983, WBZ-TV plans to expand its 5:30 p.m. news to an hour, beginning at 5 p.m., and expand its local morning program, *People Are Talking*—the number-one show in its time period—from a half-hour to an hour. The station has also expanded its special projects staff, according to program director Dick Kurlander, so there will be more resources devoted to locally produced prime time specials.

The battle plan for WNEV-TV's first year of operations is extremely ambitious by its own account and those of other broadcasters in the market. Under a mandate from its 12-member



WBZ anchors Liz Walker, Jack Williams, GM Yanoff and news director Jeff Rosser



local board of directors, the station is ploughing back all of its cash flow into improving its programming and local image, according to Baker.

Steps one and two of the plan involved revamping the station's newscasts and developing a program, launched last Monday (BROADCASTING, Nov. 29), offering local information and news from 4 p.m. to 6 p.m. weekdays.

Once either one of those projects starts to improve the station's ratings, WNEV-TV will move on to additional projects, according to Baker, which include an early-morning newscast and a major public affairs campaign that could involve in the neighborhood of \$10 million in donated air time.

The station plans to invest \$8 million in its first two years on new equipment, including half-inch video technology, and it has enlarged its staff by about 100, with 40% of the newcomers minorities. Baker and Applegate were accused in the local press of ruthlessly cleaning house of old WNAV-TV staffers, but the actual staff turnover is estimated at 5% by Baker and between 5% and 8% by outsiders.

That all those changes brought little improvement in the October ratings book for WNEV-TV appears to have been hardly surprising to either Baker or Applegate. "We might see some growth by May 1983 in the news," said Baker, who with Applegate points out that growth in news ratings is a long, steady process and the audience captured by WNEV-TV during the October rating period was much younger than that captured by the old WNAV-TV, and more desirable to advertisers.

Although the Ellis-Young team went on the air Sept. 13, and WNEV-TV's newscasts have been sharpened by much more live, remote reporting and snappier graphics, the revamping of the news format itself is still under way, according to Applegate, and won't be unveiled

until about mid-December. Included in his plans are a news presentation much more like that of the national networks than employed by most local stations, and a heavy emphasis on political and investigative reporting.

Baker's goal is to program "every minute" of time not filled by CBS with locally produced material.

The competition in Boston doesn't stop with its three network affiliates. There are three independent stations, two of them strong in the ratings and a third, the CBN Continental Broadcasting Network's WXNE-TV, beginning to make headway. Together, the three attract about 20% of TV viewing in the market, with Storer Broadcasting's WSBK-TV in the lead and WLVI-TV, recently sold by Field Communications to Gannett Broadcasting Group, not far behind.

WSBK-TV, which carries the Boston Bruins and Red Sox and experiments with locally produced programming, is said to be carving out a key audience among young, upscale viewers with its selection of movies and syndicated programming and its carriage of unedited versions of feature films such as "The Deerhunter" and "The Boys in the Band." "We want to bridge the gap between pay cable and the networks," said program director Judy Jurisich. The station is carried to 2.5 million cable homes and, as a distant signal, has been the second-ranked station in Albany-Schenectady-Troy, N.Y.

At WLVI-TV, the niche has been that of "the movie channel," according to vice president, general manager Gerald Walsh, who believes WSBK-TV's position as the sports channel may be threatened by the advent of cable in Boston.

Broadcasters in Boston estimate they produce three, four, even five times as much local programming as any other TV market in the country. "This is the most exciting TV market in the history of the world," said Bennett, whose stewardship of WCVB-TV is largely credited for having set the standard for high quality local programming in the market.

For Bennett, local programming is the key to a station's image. Without an image that stands out, tomorrow's TV station, he believes, will be lost in the shuffle. Stations that don't survive will "sell off their time to programmers who want to go into pay TV," said Bennett, while those that do "will get bigger and bigger" until the broadcasting business resembles that of daily newspapers. Regional networks, in which one station might supply smaller stations in an area such as New England with all of their programming, WCVB-TV, he maintains, could become such a regional network.

So could WNEV-TV, according to Baker, who



WCVB anchors Chet Curtis and Natalie Jacobson



WCVB's Bennett, Coppersmith and Balboni

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believes his station's locally produced 4 to 6 p.m. block, entitled *Look*, could easily be expanded to become a regional rather than local show. WBZ-TV's Kurlander believes stations will continue to use a mix of programming, including network, syndicated and locally produced, with the emphasis on local continuing to expand.

Meanwhile, the war in Boston goes on. According to Cablevision Systems Inc., the operator building a cable system in Boston, the first several hundred of the city's 274,000 homes will be able to receive cable by next month. According to WBZ-TV's Yanoff, "the excitement has just begun." □

'MacNeil/Lehrer' clears hurdle in expansion quest

Preliminary vote of PBS stations supports lengthening show from half-hour; final vote comes in January; stations also set guidelines for on-air promos

The proposal to expand the *MacNeil/Lehrer Report* from a half-hour to an hour is gaining support. Results of an early preference vote taken last week show that 68% of the public broadcasting stations polled—106 out of 148 that responded—favor the proposal.

That is not an "overwhelming" mandate from the stations, according to PBS President Lawrence Grossman. But, he noted, it indicates a strong interest. Grossman said the program has gotten over the "first hurdle."

The vote was nonbinding and a final, official tally will be taken in January. Usually 170 stations participate in that vote and therefore, Grossman said, more support will be needed.

In addition to the MacNeil/Lehrer proposal, the public broadcasters voted on 47 other programs. They are selecting shows primarily for the 1983 fall schedule. All those programs were viewed and discussed earlier during the PBS annual program fair last month (BROADCASTING, Nov. 15).

Robert MacNeil, co-anchor of the program with Jim Lehrer, said they view the vote as a "positive response" and are now waiting for the final go-ahead. They will continue to plan for a July debut.

Also at PBS last week, the service's executive committee met and adopted guidelines for on-air announcements promoting program-related goods and services.

Grossman said the guidelines are intended to expand opportunities for station revenues, without venturing into commercial operation. Basically the guidelines pertain to books, video or audio transcripts, and music soundtracks directly related to programs or series.

Among those guidelines:

- PBS clearance is required for all announcements promoting the sale of program-related goods and services on PBS programs.

- The goods and services must be directly or specifically related to the program or series of programs; they must be extensions of the program or series content and enhance viewer participation in and the effectiveness or education-

Can't see the forest. "It's not that there aren't enough good ideas out there, but that we don't know how to hear them when they are right in front of our noses." Brandon Stoddard, president of ABC Motion Pictures, made that assessment before a luncheon audience of Academy of Television Arts and Sciences members last Wednesday (Dec. 1) at the Century Plaza hotel in Los Angeles.

"We are in a business based on the development of new ideas," Stoddard declared. "Many of these ideas—probably most of the best ideas—are really hard to hear. They are hard to hear because most of us don't know how to listen."

Stoddard suggested that television program quality could be improved dramatically if key network programming executives and producers would listen more carefully and thoughtfully.

"The basic reason that people who should listen the most—primarily network executives and producers—listen the least is fear. The kind of fear that makes them genuinely afraid to open up to a new idea," Stoddard said. Executives are frightened, he contended, because no one had his or her head "more directly under the ax" if a program fails than the network executives.

Stoddard cited *Family*, *Hill Street Blues*, *Roots*, *E.T.* and *Shogun* as examples of productions that might not have come to fruition without careful listening by programming executives.

Among tips Stoddard offered for better listening were paying attention to content, not delivery; being optimistic about hearing a good idea; keeping emotions in check, and concentrating on what is being said.

al value of the program or program series rather than merely bearing some general relationship to the subject matter of the program.

- Children's programming is excluded from announcements promoting the sale of program-related goods.

Programming involving issues of public importance will also be subject to some limitations. Only printed audio and video transcripts may be offered in connection with those programs and PBS will determine what those programs are.

Underwriter participation in the promotion of program-related goods is also closely regulated. No announcement may be longer than 20 seconds in each program segment. And only one item is permitted per program except in the case of printed transcripts or audio or videocassettes where two items are allowed. □

Houston rocket

The new TV station in town, inde KTXH, is off and running beating all the other outlets on its first broadcast day

Programming a mix of popular movies, westerns and vintage TV shows (and backing it up with a barrage of publicity) a brand new TV station went on the air in Houston last month—and scored an immediate beat on the competition. That's the report from Milton Grant, who last worked his magic at WDCA-TV Washington before that station was sold for \$15 million to Taft Broadcasting in 1979, and who now has his own show at KTXH(TV) Houston—the seventh station and third UHF independent in that major Texas market.

Grant makes his case on the basis of Arbitron and Nielsen coincidental ratings taken the first two days KTXH was on the air (Sunday, Nov. 7 and Monday, Nov. 8) and the following Saturday (Nov. 13). For 12 hours on the first day—from 9 a.m. to 9 p.m.—KTXH was said to be number one in the market, topping both network and independent competition.

Calling itself "20 Vision," KTXH's theme is "The Great Entertainer," and Grant said that he has compiled a library of more than 1,500 titles for broadcast. Grant said he invented his pro-

gramming formula after experimenting with it at WDCA-TV Washington and at KTXH's sister station in Dallas, KTXA(TV), a subscription TV service in the evening with 26,000 subscribers. According to KXTA's promotion director, John Boles, the station took the lead immediately with its premiere program: a slate of cartoons beginning at 9 a.m. and scoring a five rating and a 20 share. Except for one slip at 11 a.m., it maintained its lead throughout the day until 9 p.m., after it finished airing the first half of "The Deer Hunter," which scored a 16 rating/28 share for its first hour, and a 16/29 the second hour, even beating ABC's first network broadcast of "Kramer vs. Kramer," which played opposite it. In between the morning block of cartoons and the evening "Deer Hunter," KTXH filled the broadcast day with continuous movies, including "Frankenstein," "Mr. Roberts" and "Robin Hood," all of them defeating the competition.

With an advertising budget reported to be in the neighborhood of a quarter million dollars through the end of the year, KTXH has been making itself known on billboards, posters, on the radio and a lot of newspapers. Over 800 people, including advertising representatives flown in from New York, Los Angeles and Chicago attended a Monday night celebration party that at one point all Houston got to see when KTXH studio cameras were trained on party goers for 20 minutes. The mayor of Houston proclaimed Nov. 7 "Channel 20 Day."

Not only did KTXH score big its first day, it also beat out the other independents its first Saturday on the air, Nov. 13, when it programmed an eight-hour block of old western TV programs, Boles said. The other independents are KHTV(TV), owned by Gaylord Broadcasting, and KRIV-TV owned by Metromedia. "Going from zero to these kind of numbers is significant," Grant said, explaining that what he wanted was to launch a "full-grown TV station." Another coup, Grant said, is KTXH's carriage on 90% of the local cable TV systems and a schedule in *TV Guide* appearing in time for its first week on the air. Says Grant of cable: "It's the best thing for us, it gives us parity with VHF instantly."

But Houston area television executives were cautious in their appraisal of Grant's claims. Telephone coincidentals, they pointed out, are not necessarily reflected in the monthly books

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based on diaries published by Arbitron and Nielsen; and advertisers, they added, will not buy air time on the basis of coincidentals. They also noted that KTXH's campaign blitz, coupled with its unedited showing of "The Deer Hunter" (always an audience attraction, general managers agreed) and plain old viewer curiosity could have helped contribute to KTXH's instant success. In any case, judgment will have to wait until the November ratings books are published on Dec. 18, they said.

Qube: five years old

Warner Amex's interactive cable system, born in Columbus, Ohio, five years ago, is now available to 170,000 subscribers in seven cities and is still growing

Five years ago last Wednesday, some 2,500 homes in Columbus, Ohio, helped usher in a new age in telecommunications—"interacting" with their television sets—thanks to the Qube cable system developed by Warner Amex Cable Communications (at the time, Warner Cable Communications).

Qube technology, several generations later, is now available to 170,000 cable subscribers in Columbus, Cincinnati, Pittsburgh, Dallas, Houston and suburbs of both St. Louis and Chicago, with construction scheduled to begin soon in Milwaukee. Indeed, most observers credit Qube with having helped Warner Amex win those franchises. And the interactive capability of Qube, with its potential for consumer marketing applications, was certainly one of the attractions Warner Cable held for American Express when it purchased 50% of the company (along with half of a co-owned programming concern) to form Warner Amex Cable Communications in September 1979.

In the first days of Qube in Columbus, Warner Amex began laying claim to a long series of "firsts" for the cable industry: a first "infomercial" on Qube's opening day—with Bradford Travel Service touting Mexican vacation opportunities and giving subscribers a chance to make reservations or request further

information by "touching in," as Qube calls it, on their Qube terminals.

That December also saw an interactive game show: a children's program called *Flippo's Magic Circus*. The next month, during a Columbus blizzard, the city's mayor was able to "dialogue" with Qube subscribers during special "snow emergency" programming. Over the years, Qube has served as the vehicle for "town meetings" and various polling experiments. Perhaps more significantly, Qube helped pioneer cable-delivered pay-per-view programming: the June 1980 Leonard-Duran fight was seen by 7,500 Qube homes, the Holmes-Cooney bout last June by 15,000, not to mention the variety of other pay-per-view products that Qube offers. □

Programing network for LPTV formed

JPD Entertainment joins with Osmond Studios and trade association in new venture

The JPD Television Network, designed to serve low-power television stations, has been formed as a joint venture involving JPD Entertainment, Osmond Studios and the National Institute for Low-Power Television.

Representatives of the three entities made the announcement at a news conference in Los Angeles last Monday (Nov. 29). Although no launch date was announced, an affiliates' meeting is planned for June 1983, at Osmond Studios in Orem, Utah.

According to JPD Entertainment President James Patrick Devaney, the network's production will be carried out at the Utah studios, with executive offices maintained in Los Angeles. Devaney said an initial production budget of \$45 million has been set for the network's first three years, with 21 hours of prime time programming to be offered each week. Material will be distributed by satellite.

JPD Entertainment, a Los Angeles-based entertainment programming/producer/distributor, has applied for 20 LPTV licenses of its own. Devaney estimates that the FCC will

Ratings Roundup

ABC-TV broke CBS-TV's winning streak in the ninth week of the 1982-83 prime time season. Finishing only a 10th of a point ahead of CBS for the week ending Nov. 28, ABC averaged a 17.6 rating and 28 share against CBS's 17.5/28 and NBC-TV's 15.2/24.4.

Season-to-date averages left CBS still well out in front (18.3/29) with ABC second (16.7/27) and NBC third (15.7/25). CBS also continued to lead in the November sweeps, averaging 18.8 against ABC's 17.3 and NBC's 14.7 in Nielsen figures and 19 against ABC's 17.2 and NBC's 14.6, according to Arbitron.

The three-network rating and share slipped to 50.3/80.8 from the previous week's 51.3/81.

ABC won Monday, Tuesday, Wednesday and Saturday, although the return of *Monday Night Football* after the eight-week players strike scored only a 19.3/32 against CBS's *M*A*S*H* (20.5/29), *Newhart* (20.6/30) and *Cagney and Lacey* (17.9/29) and NBC's *Monday Night Movie*, "A Day for Thanks" (18.3/29). Monday averages were ABC (19.8/29.5), CBS (18.2/27.3) and NBC (17.8/26.4).

The First 20

1.	60 Minutes	CBS	27.1/41
2.	Three's Company	ABC	22.5/34
3.	Jeffersons	CBS	22.5/33
4.	One Day at a Time	CBS	22.3/33
5.	Dallas	CBS	21.5/34
6.	Love Boat	ABC	20.9/33
7.	NBC Sunday Night Movie	NBC	20.7/32
8.	Newhart	CBS	20.6/30
9.	Laverne and Shirley	ABC	20.5/32
10.	WBC Heavyweight Championship Fight	ABC	20.5/33
11.	M*A*S*H	CBS	20.5/29
12.	Archie Bunker's Place	CBS	20.3/30
13.	Hill Street Blues	NBC	20.3/37
14.	Happy Days	ABC	20.2/32
15.	Monday Night Football	ABC	19.3/32
16.	9 to 5	ABC	19.3/30
17.	Dynasty	ABC	19.1/32
18.	Falcon Crest	CBS	19/31
19.	Trapper John, M.D.	CBS	19/31
20.	Fall Guy	ABC	18.8/30

The Final Five

65.	20/20	ABC	11.5/21
66.	Remington Steele	NBC	11.3/19
67.	Gavilan	NBC	11.1/17
68.	Devlin Connection	NBC	10.1/18
69.	Cheers	NBC	10/18



Big five. Warner Amex's Columbus Ohio, Qube system celebrated its fifth anniversary Dec. 1. Joining President and General Manager John Schmuhi and Program Director John Petrie in celebration are employees (standing, l-r): Frank Forth, Mark Gettinger, Schmuhi, Petrie, Mark Basford and Jerry Hoffman. Kneeling, l-r: David Vaughn, Pat Arthur, Rich Arnold and Jim Jaeger.

eventually license 3,000 low-power stations and contends such outlets will "need a bona-fide network to compete in today's broadcast environment, particularly in major markets where existing program services already saturate."

The principals did not indicate how start-up capital will be generated to build the network, although they foresee advertising income and ancillary sale of network programs to foreign and home video markets. JPD Network will present a variety of programming material that will include overseas production, according to Devaney. It also plans to produce programs for local as well as network broadcast.

The National Institute for Low-Power Television, a partner in the venture, is sponsoring an LPTV conference in Anaheim, Calif., Jan. 24-26. □

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RCA

NASA eyes mobile telephone service for rural America

It petitions for FCC rulemaking to use satellites to bring cellular radio-type communications to nation's thinly populated areas

Cellular radio may revolutionize mobile telephony, but it and similar land-based mobile telecommunications technologies aren't going to be able to meet all demand for mobile communications, according to the National Aeronautics and Space Administration. To meet that unsatisfied demand—and to “augment” terrestrial mobile telephone and private mobile communications systems—the FCC should launch a rulemaking aimed at allocating spectrum for satellite-interconnected mobile radio, NASA said in a petition for rulemaking last week.

In its petition, NASA said such satellite-interconnected systems would be necessary to provide a truly ubiquitous mobile communications service. It noted that “vast areas” of the country are too thinly populated to support terrestrial mobile systems of their own. And even in more heavily populated areas, such systems run into coverage problems because rough terrain, buildings and other obstructions can interrupt the line of sight between base stations and mobile units. “In order to insure the universal availability of mobile communications services, the United States must consider exploiting its large untapped reservoir of satellite technology,” NASA said. “Inherently, satellites are capable of providing ubiquitous coverage throughout the United States, and are capable of achieving line-of-sight coverage of areas shadowed from earth-bound stations.

“While the commission has allocated substantial portions of the spectrum to meet the demand for fixed and broadcast satellite services, it has thus far failed to make any allocation for commercial land-mobile satellite ser-

vices—despite the fact that the 1979 World Administrative Radio Conference (WARC) made specific allowance for the provision of mobile satellite services in the 806-890 mhz band,” NASA said. “In the meantime, other countries are moving forward to develop mobile satellite services. Unless the commission acts promptly to provide spectrum for such services, the United States’s leadership role in satellite communications and in mobile communications equipment will be jeopardized.”

In particular, NASA requested that the rulemaking propose to allocate 821-825 mhz and 866-870 mhz (currently allocated to mobile reserve) for the mobile satellite (mobsat) service on a primary basis. It also asked that 845-851 mhz and 890-896 mhz, which also are currently allocated for mobile reserve, be kept in reserve until 1990, to give the proposed service room to grow if experimental use discovers the market for the service NASA believes exists.

It also requested the allocation of from 35 mhz to 80 mhz in each direction at S-band or K-band for feeder-link access to and from the mobsat. Somewhere down the pike, it suggested, the commission ought also to consider allocating up to 20 mhz of L-band spectrum for the service.

To test the concept, NASA and the Canadian government are planning—and seeking commission authority—to launch mobsat MSAT-X, some time in 1987, using the 821-825 and 866-870 mhz bands. Under the plan, the satellite would use a 10-meter UHF antenna to produce six spot beams, two to cover the continental United States and the remaining four to cover Canada (one shared with Alaska).

According to the NASA filing, one of the attractive characteristics of a mobsat system is that it—in much the same way cellular radio does (BROADCASTING, June 7)—can be set up to reuse frequencies. That, the petition notes, can be accomplished with overlapping spot beams.

Using mobsat technology, when a mobile telephone user places a call, his mobile transmitter could first seek a terrestrial mobile base

station. If successful, the call would be connected terrestrially. But if the mobile transmitter were outside the range of a terrestrial base station, it would request an open mobsat channel in the spot beam where the unit is located. The mobsat would then accept the call and relay it to a base station, which could be connected to telephone company facilities.

To receive calls, a subscriber’s mobile telephone number could be stored in an on-line database that would be accessible by the terrestrial network. The data base could be kept up to date on the subscriber’s location, perhaps automatically through a separate data channel.

In a separate letter to each of the FCC commissioners, James Beggs, NASA administrator, noted that the space agency’s research over the past five years had demonstrated that terrestrial mobile services wouldn’t be economically feasible “in vast areas of the nation, containing up to 60 million persons, due to the essentially rural character of such areas”; that satellite “augmentation” of terrestrial mobile services is “both technically and economically feasible” and that mobsat can be compatible with terrestrial cellular and noncellular services.

“In addition to the need of rural America for access to mobile communications services generally, there exist particular requirements for ubiquitous mobile communications which can only be met through use of satellite technology,” Beggs said. “These include national, security, law enforcement, emergency medical, interstate transportation, and other industries [such as power and petroleum] with widely dispersed and extensive rural activities.”

Beggs noted that NASA had made a similar request for spectrum for mobsat service in the commission’s cellular proceeding. Although the commission rejected that request, it didn’t reject the request on the proposal’s merits but because “of a stated perception on its part that the proposed regrouping [of channels] would have delayed the implementation of terrestrial cellular services.”

This proposal, according to Beggs, however, didn’t propose to regroup the channels “and thus cannot even potentially delay the implementation of terrestrial services.”

In its petition, NASA also said the rulemaking should address what sort of entity should own a mobsat system. “In order to stimulate discussion of this issue, NASA offers as a possible model for such arrangements the initial Comsat structure, within which Comsat served as a ‘carrier’s carrier’ and its carrier customers were permitted to hold ownership interests in Comsat,” NASA said. “Under a comparable structure, providers of terrestrial cellular services [both RCC and wireline carriers], and SMRS providers would be able to purchase services from the mobile satellite system for resale to their subscribers. They would also be eligible to participate in the ownership of the system,” NASA said. □

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Modulation Associates, Mountain View, Calif., believes it has developed the technology that will enable many state and regional radio networks to distribute programming via satellite—something they are now unable to afford. The key is MA's new R-SAT satellite receiver designed to downlink SCPC (single channel per carrier) audio signals. Because of its "optimized design," said marketing vice president, Terry Sheffield, R-SAT will allow networks to cut their uplink power



from 80 watts to 10 watts, simultaneously reducing the monthly cost of satellite time (on a Westar satellite) from \$12,000 to \$2,000 and the cost of the uplink hardware itself from \$250,000 to \$70,000. The saving in satellite charges alone, MA said, "is equivalent to a free earth station a month and will save most state networks their entire investment in earth terminals in just three to five years." The first to adopt the R-SAT plan, Sheffield said, is the 80-station Louisiana Network, based in Baton Rouge. The initial run of 15 R-SAT receivers is now in production, Sheffield said, and will be delivered to Louisiana next January and February. The R-SAT receivers cost \$3,800 each.

TV stereo

Looking ahead to the day when stereo television sound is a reality, the Television Business Division of General Electric Co. last week asked the FCC to amend its rules to permit it to market a "remote sound device." The device, which would initially be attached to television sets and later built into them, is essentially a low-power FM trans-

Re-up

Broadcast engineers whose certification by the Society of Broadcast Engineers expired last January have until the end of December to reapply for certification, according to the Indianapolis-based organization. For applications, write: Mary Brush, certification secretary, SBE, Box 50844, Indianapolis 46250.

mitter that, using a local "dead spot" in the FM band, would broadcast the stereo audio of a television program to a remote stereo "headset receiver." "Its useful range," GE said, "would be limited to the room in which the television receiver is located, or an adjacent room." The FCC may be able to authorize the new product under its wireless microphone rules, GE suggested. But if that proves unfeasible, it said, it could be authorized by "simple revision" of those rules. In addition to the benefits normally associated with headset listening, GE said, its remote system would permit "mobility not possible with wired systems" and eliminate "safety hazards" created by headset cords.

Home dish outlook

Will the advent of the direct broadcast satellite service, now expected in 1986, put an end to the backyard earth station business? Not according to Donald Berg, a vice president at Channel Master, an Ellenville, N.Y., company that has made a big push into the home earth station market. In fact, he said at a seminar for Channel Master dealers, news about DBS should benefit the business. "The publicity on the new DBS service will make consumers aware that something can be done about their sub-standard television pictures caused by either their remote location or deteriorating cable system

equipment." Berg believes DBS and the home earth station business will live side-by-side. Most people interested in satellite television will receive DBS services, but many upscale buyers will opt for home earth stations. For less than \$5,000, he pointed out, they can buy and install an earth station that can deliver between 70 and 100 channels of television. This compares favorably with the \$400 a year DBS subscribers will have to pay for three to five channels, he said. Regardless of what the future holds, Berg said, the present home earth station market is booming. About 50,000 backyard systems are now in place, he estimated, and another 3,000 to 4,000 are being sold each month.

October update

The October report of the Electronic Industries Association's Consumer Electronics Group on sales of home video products to retailers was a mixed bag: Sales of projection television systems were down; sales of conventional television sets were flat, and sales of videocassette recorders and cameras were up. Only 14,384 projection TV's were sold last October, down 18% from the 17,548 that were sold in October 1981. In the first 10 months of 1982, 87,012 units were sold as compared to 99,806 over same period of 1981, a decrease of 12.8%. Sales of television sets last October compared to October 1981 increased 4.7% to 1,604,612 and sales for the first 10 months of 1982 were 13,753,360, just 6% greater than total for same period of 1981. Meanwhile, big gains were posted in sales of VCR's and cameras. For the month, VCR sales jumped 45.5% over October 1981, from 142,738 to 207,750 and, for 10 months, they were up 43.3% from 1,026,467 to 1,470,529. With 23,451 units sold in October 1982, camera sales were up 48.3% over October 1981. And sales for 10 months were even more impressive, increasing 65.6% over the same period of 1981 from 138,340 to 229,091.

Pseudo stereo

AM broadcasters tired of waiting for real stereo can opt for an imitation. Orban Associates Inc., San Francisco, says its stereo synthesizer can process monophonic audio "to create a dramatic, compelling spatial effect." The latest version of the Orban syn-



thesizer, the 245F, has a few features its predecessor did not, including balanced input, RF filtering on the audio inputs and outputs, AC line filtering and an optional output transformer. The additions didn't increase the cost, still \$400.



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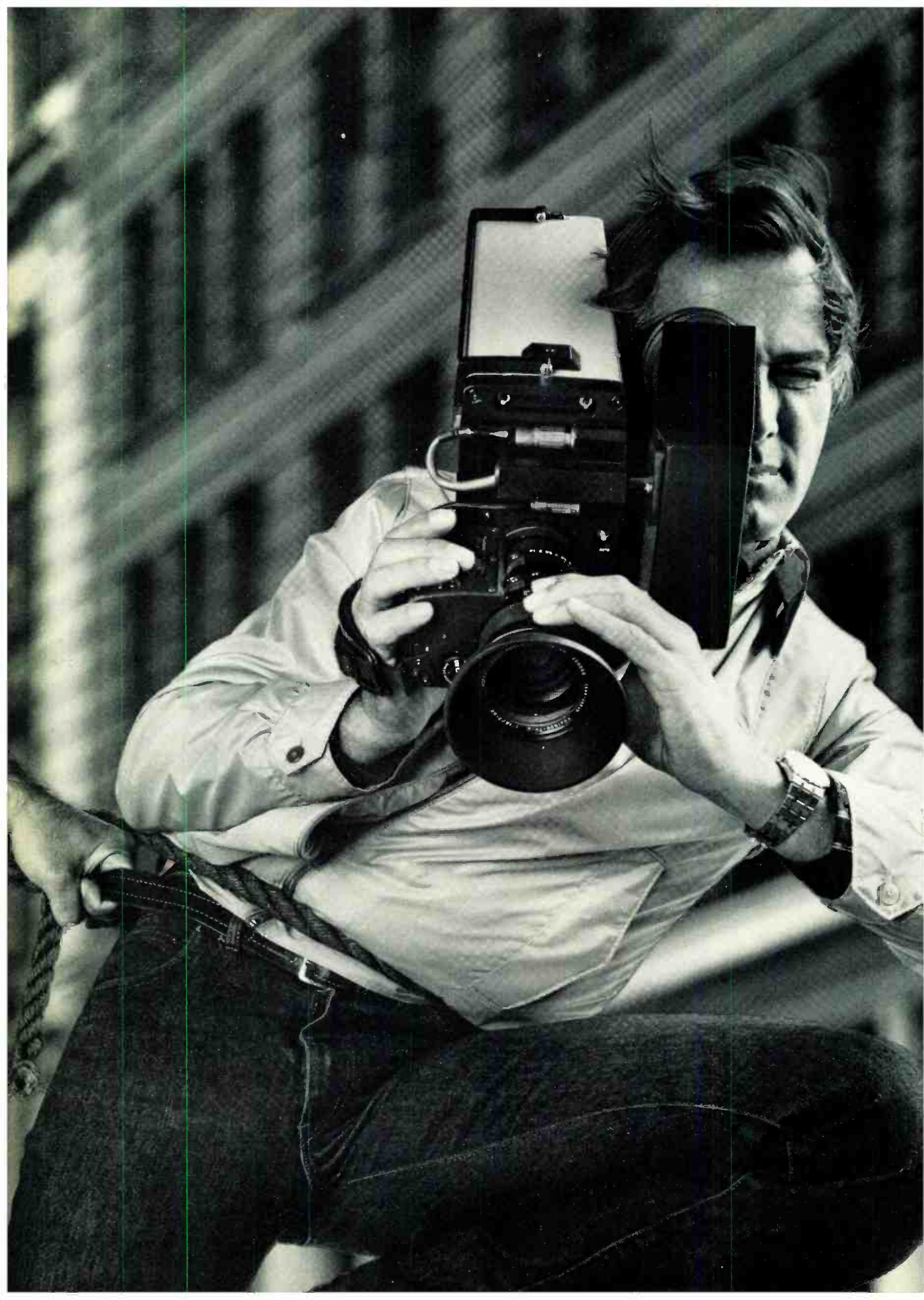
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The basic TC-90 body weighs only 7.9 pounds, less lens, viewfinder, and battery. To realize just how light that is, the Ikegami HL-79 body weighs 13 pounds; the Philips LDK-14S is 11.9; and the Hitachi FP-22 weighs in at 11.7.

When you average the weights of the six cameras closest to the Harris TC-90, you'll find ours is 25 percent lighter.

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Inside that awesomely strong housing are, among other components, 14 LSI chips. They not only substantially reduce weight, but greatly reduce power consumption. You can keep on shooting with the TC-90 long after a conventional camera's batteries would run down. More than two hours on a fully charged 4-ampere/hour battery.

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HARRIS

More from Turner on fourth network

He also says he'll open bidding war over 1984 TV rights to baseball

Ted Turner dropped into New York last week, hosting another luncheon for that city's advertising community in what has been developing into a regular series of road shows for advertiser and agency brass by the Turner Broadcasting System. Turner used the occasion to tout the research on WTBS(TV) Atlanta and CNN that he announced at the Western Cable Show (BROADCASTING, Nov. 22) and to provide some updates on other TBS activities, including his "fourth network" concept.

He did not, however, have much concrete news on the last score, aside from confirmation that Paramount Pictures has given him a definite "no" and an assertion that Columbia Pictures and Norman Lear's Embassy Communications are "leaders" among those talking with his organization.

Turner said spring of 1984 is the earliest the

project could get under way and reiterated a \$40-million minimum estimate of start-up costs, saying it would take \$100 million "to do it right." Asked later if Columbia and Embassy want some guarantees against their production costs for developing programming, Turner said: "We might guarantee a certain amount." One concern underlying the generally lukewarm response Turner's fourth network has received from Hollywood has been that the initial concept presumed the producers footing the bill to develop their product, albeit in return for the lion's share of any profit.

TBS executives separately indicated that Columbia says it is willing to pay for program development, although the studio wants a minimum audience guarantee to participate. And it is said that Turner is likely to wait until February before making a decision either to abandon the project or continue to explore its development.

Turner also reiterated his intention to force a bidding war with the broadcast networks over the rights to televise the 1984 baseball season. Turner said his bid will be \$126 million, or gross revenues plus \$25 million. It's a price guaranteed to lose him money, he acknowl-

edged, but he said he is willing to make the bid to try to gain the franchise which he would use as the "sport around which the fourth network would be built. And in any event, the broadcast networks will pay plenty for the [World Series]" he said, adding "it will be a Pyrrhic victory for the networks if they get it."

The Turner research studies, conducted by Opinion Research Corp. and Burke Marketing Research, examined WTBS and CNN in relation to other cable and over-the-air networks, an CNN Headline News relative to Satellite News Channels. The studies purport to show, among other things, that cable subscribers find WTBS and CNN more "valuable" than HBO, and that subscribers would rather see HBO droppe from their cable systems before either the networks' affiliates or WTBS.

The advertisers and agency representative who packed the luncheon didn't escape without some criticism from their host. When a show's hands demonstrated more support among his audience for broadcast network news than he might have liked, Turner jokingly chided his guests by saying: "You're just trying to justify your inefficient, stupid buys" of network newstime.

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12/6/82

Amway officials balk at Canadian move

Government wants top executives of Mutual parent to appear in court, but Amway says it will only get a fair trial in U.S.

Four top executives of Amway Corp., which owns Mutual Broadcasting System, are in confrontation with the Canadian government. The executives last week failed to appear in court in Ottawa to answer charges of criminal fraud. As a result, the prosecutor said he would ask the U.S. to extradite the four.

Amway, one of the largest companies selling products through home sales, is accused in Canada of defrauding it of \$23 million by misrepresenting the value of Amway products, a charge the company has denied (BROADCASTING, Nov. 22). Amway contends Canada has accepted the system by which Amway declares the value of its products.

The four executives include the two owners of the company, Chairman Jay Van Andel and President Richard DeVos. The other two are Vice Presidents Dale Discher and William H. Hilday Jr.

The four, in a statement at Amway headquarters in Ada, Mich., on Monday, said that the company would not be represented in the Canadian court because they would not get a fair trial as a result of the heavy media coverage of the case.

Amway also said the "fundamental constitu-

tional rights" of the four men had been violated by Canadian officials investigating the case. They said the matter could only be resolved by a U.S. court. The extradition request will be heard by a U.S. court if the State Department

concludes the case is covered by the U.S.-Canadian extradition treaty. Meanwhile, Canadian authorities have issued arrest warrants for the four Amway executives. □

Changing Hands

PROPOSED

WRCC(FM) Cape Coral, Fla. □ Sold by Radio Cape Coral Inc. to TransFlorida Broadcasting Inc. for \$1.55 million. **Seller** is group of more than 50 stockholders headed by Robert M. Taylor, president and 19.7% owner. None have other broadcast interests. **Buyer** is owned by Henry D. Vara Jr. (30%) and Francis J. Dimento, Cara E. Cameron, Frank A. Cashman, James J. Sullivan Jr., Irwin Chafitz, Carmine A. Vara and Theodore Cutter (10% each). Excluding Cashman and Cameron, they also own WJXD(FM) Fort Pierce, Fla. WRCC is on 103.9 mhz with 3 kw and antenna 300 feet above average terrain.

KBIL(FM) San Angelo, Tex. □ Sold by San Angelo Broadcasters Inc. to Baron Radio Corp. for \$1.5 million. **Seller** is owned by Bill Jamar Jr. (51%) and wife, Jane Ellen (49%), who also sold, subject to FCC approval, KBWIX(AM)-KOE(FM) Brownwood, Tex., for \$1.4 million (BROADCASTING, Nov. 22). They are part owners of KSNY-AM-FM Snyder, Tex., and also sold this year KKIK(AM) Waco, Tex., for \$600,000 (BROADCASTING, Aug. 23) and KVKM(AM)-KGEE(FM) Monahans, Tex., for \$730,000 (BROADCASTING, March 16). **Buyer** is owned by Roger W. Pipkin III, who is Houston businessman and investor and has no other broadcast interests. KBIL is on 92.9 mhz with 100 kw and antenna 729 feet above average terrain.

WEXY(AM) Oakland Park (Fort Lauderdale), Fla. □ Sold by Celebrities Inc. to Number 1 TV Corp. for \$1.5 million. **Seller** is owned by James S. Beattie, who also owns WVCF(AM) Ocoee, Fla. **Buyer** is newly formed, publicly held Naples, Fla.-based radio and TV syndicator headed by Mary J. Arthur, president. It has no other broadcast interests. WEXY is 1 kw daytime on 1520 khz. **Broker: Walker Media & Management.**

WTMP(AM) Tampa, Fla. □ Sold by Gulf South Communications Inc. to Westerville Broadcasting of Florida Inc. for \$1,083,420. **Seller** is principally owned by R.M. McLeod, who has no other broadcast interests. **Buyer** is principally owned by Paul C. Major and Rand Smith. Major is account executive with WTVN-TV Columbus, Ohio, and 15% owner of applicant for new AM at Santee, Calif. Smith is Columbus, Ohio, attorney. WTMP is 5 kw daytime on 1150 khz.

KUKI(AM)-KIAH(FM) Ukiah, Calif. □ Sold by Redwood Empire Broadcasting to Stereo Broadcasting Corp. for \$771,450. **Seller** is owned by Theodore S. Storck (70%) and Donald McFarlane (30%). Storck owns KRQB(FM) Red Bluff, Calif., and was granted FCC ap-

proval to buy KTRF(AM)-KOSN(FM) Thief River Falls, Minn., for \$700,000 (BROADCASTING, Nov. 29). McFarlane has no other broadcasting interests. They bought KUKI-KIAH in 1980 for \$600,000 (BROADCASTING, Feb. 18, 1980). **Buyer** is principally owned by Colene Ingraham and family, who also are principal owners of KIQY(FM) Lebanon, Ore. KUKI is on 1400 khz with 1 kw day, 250 w night. KIAH is on 103.3 mhz with 1.9 kw and antenna 1,840 feet above average terrain. **Broker: William A. Exline.**

KBIU(FM) Lake Charles, La. □ Sold by Stream Broadcasting Inc. to Dixie Broadcasters Inc. for \$684,200. **Seller** is owned by Harold H. Stream III, who owns KOYL(AM)-KUFO(FM) Odessa, Tex., and is applicant for new TV at Knoxville, Tenn. **Buyer** is principally owned by Albert D. Johnson, who is president and principal owner of KLOU(AM) Lake Charles. KBIU is on 103.7 mhz with 100 kw and antenna 470 feet above average terrain.

KQDJ(AM) and KQDJ-FM (CP) Jamestown, N.D. □ Sold by Great West Broadcasting Inc. to

Sorenson Broadcasting Corp. for \$500,000. **Seller** is principally owned by Roger G. Greeley, president, David B. Aamodt and Robert H. Ferguson, who have no other broadcast interests. **Buyer** is owned by Dean Sorenson and Jerry Simmons, who are Pierre, S.D.-based owners of five AM's and six FM's and sold, subject to FCC approval, KOBH-AM-FM Hot Springs, S.D., for \$550,000 (BROADCASTING, Nov. 29). KQDJ is on 1400 khz with 1 kw day and 250 w night. KQDJ-FM is on 95.5 mhz with 40 kw and antenna 338 feet above average terrain.

WDIC(AM) Clincho, Va. □ Sold By Dickenson County Broadcasting Corp. to Salvation Broadcast Network Inc. for \$425,000. **Seller** is owned by group of local stockholders who have no other broadcast interests. **Buyer** is owned by David Salyers, president, and seven others. Salyers is vice president and general manager of WWMO(FM) Reidsville, N.C. WDIC is 5 kw daytime on 1430 khz.

WQOK(AM) Myrtle Beach, S.C. □ Sold by Rawley Communications Corp. to PhDian Communications Inc. for \$318,750. **Seller** is owned by David Rawley Jr. and Family, who own co-located WJYR(FM); daily High Point, N.C., *Enterprise*; daily Thomasville, N.C., *Times*, and weekly Archdale, S.C., *Archdale-Trinity News*. They bought WQOK-WJYR last year for \$700,000 (BROADCASTING, Feb. 9, 1981). **Buyer** is headed by Daniel F. Gibbons, former vice president of news at Durham Life Broadcasting, Raleigh, N.C. He has no other broadcast interests. WQOK is on 1450 khz with

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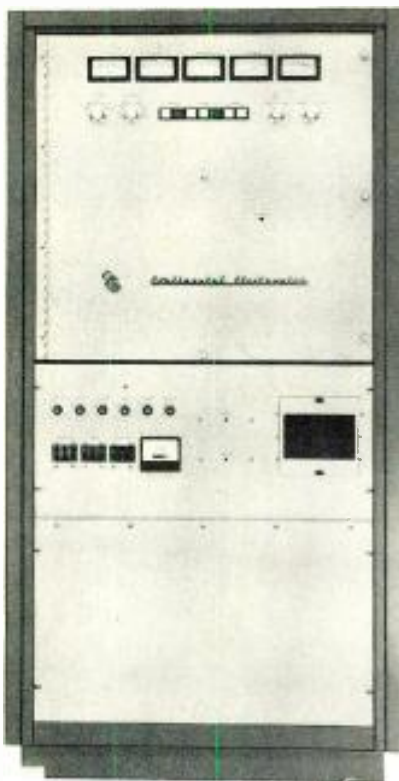
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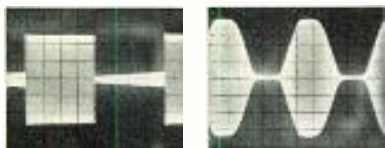
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Left: Photo shows excellent dynamic response of Continental's 5 kW AM transmitter at 20Hz modulation. Right: photo of modulation wave form shows effect of Instantaneous Peak Limiter

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Other proposed station sales include: KSSN(FM) Little Rock, Ark. (BROADCASTING, Nov. 29); KACY(AM) Port Hueneme and KACY-FM Oxnard, both California (BROADCASTING, Nov. 29); WZST(AM) Leesburg, Fla.; WJDW(AM) Corydon, Ind.; WGRY(AM) Grayling and WWRM(FM) Gaylord, both Michigan; KBEQ(FM) Kansas City, Mo. (BROADCASTING, Nov. 29); WIAK(FM) (CP) Clinton Park, N.Y.; KTGO(AM) Tioga, N.D.; KMYO(FM) Broken Arrow, Okla. (BROADCASTING, Nov. 8); WSBA-TV York, Pa. (BROADCASTING, Nov. 29); WCBD-TV Charleston, S.C. (BROADCASTING, Nov. 29); KOBH-AM-FM Hot Springs, S.D. (BROADCASTING, Nov. 29); KRJH(AM) Hallettsville, Tex.; KNFM(FM) Midland, Tex. (BROADCASTING, Nov. 29) See "For the Record," page 76.

APPROVED

KLAK(AM)-KPPL(FM) Lakewood, Colo. □

Sold by Western Sun Inc. to Outer Banks Cablevision Inc. for \$7 million. **Seller** is subsidiary of Des Moines Register and Tribune Co., publisher of *Des Moines (Iowa) Register* and group owner of three AM's, three FM's and three TV's. Company is owned by members of Cowles family. Dick Gilbert is president of broadcast group. Company also owns 11.83% of voting stock of Cowles Media Co., Minneapolis-based newspaper publisher and owner of cable system in Buffalo, N.Y., and WDRB-TV Louisville, Ky., and KTVH(TV) Hutchinson (Wichita), Kan., last of which was sold, subject to FCC approval, for \$12 million (BROADCASTING, Aug. 9). **Buyer** is subsidiary of Malrite Communications Group, Cleveland-based owner of five AM's, five FM's and four TV's, which has also bought, subject to FCC approval, WXIX-TV Cincinnati for about \$45 million from Metromedia (BROADCASTING, Aug. 30). Milton Maltz is chairman. KLAK is on 1600 khz with 5 kw full time. KPPL is on 107.5 mhz with 100 kw and antenna 670 feet above average terrain.

KOLT(AM) Scottsbluff, Neb. □ Sold by The Hilliard Co. to Clara Petersen and others for \$1,867,500. **Seller** is owned by Russell G. Hilliard and family. Hilliard owns 50% of KCMP(AM)-KCNQ(FM) (CP) Brush, Colo. **Buyer** is principally owned by Clara Petersen and husband, James Petersen, Viri Davis, Gary Drown, Melvin Sauer and Judy Wilson. Except Clara Petersen, they are employees of KOLT, and excluding James Petersen and Drown, own KPNY(FM) Alliance, Neb. KOLT is on 1320 khz with 5 kw and 1 kw night.

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

Sold by Security Broadcasting of Little Rock Inc. to KEZQ Limited Partnership for \$1.5 million. **Seller** is owned by Edmond Muniz (50%) and D. Brennan Bridgeman and Michael O'Keefe Jr. (25% each). Muniz owns WNNR(AM) New Orleans and WAIL(FM) Slidell, La. Bridgeman owns two-thirds of KALO(AM)-KZZB(FM) Beaumont, Tex. **Buyer** is owned by general partner Robert Understein and group of eight limited partners including Washington communications attorneys Jason Shrinsky, Bruce Eisen and James Weitzman. They are principals in WXKS-AM-FM Medford, Mass.,

and WUSQ(AM)-WVAI(FM) Winchester, Va. Understein also is former principal in WVAI(FM) Arlington, Va., which was sold to Doubleday Broadcasting last year for \$8 million (BROADCASTING Dec. 8, 1981). KIEL is 1 kw daytime on 1500 khz. KEZQ is on 100.3 mhz with 10 kw and antenna 300 feet above average terrain

WKYG(AM)-WQAW(FM) Parkersburg, W.Va.

Sold by Community Broadcasting Service to Jacor Inc. for \$1.4 million. **Seller** is owned by Smoot Fahlgren, Bill Farson and Jim Swearinger, who have no other broadcast interests. Stations were bought 10 years ago for \$425,000 (BROADCASTING, Oct. 9, 1972). Fahlgren also heads Fahlgren & Ferris, Parkersburg-based advertising agency. **Buyer**, principally owned by Terry Jacobs, owns WTSJ(AM) Cincinnati; WTOW(AM) Towson, Md. WVOI(AM) Toledo, Ohio, and WURD(FM) Georgetown, Ohio, last of which it bought last year for \$490,000 (BROADCASTING Aug. 24, 1981). WKYG is on 1230 khz with 1 kw day and 250 w night. WQAW is on 103.1 mhz with 731 w and antenna 550 feet above average terrain

KKUA(AM)-KQMQ(FM) Honolulu □ Sold by

Aloha Broadcasting Co. to Kadota Hawaii Inc. for \$1.35 million. **Seller** is subsidiary of Beatrice Beverage Co., publicly traded Chicago based diversified food company with additional interests in home products, chemicals apparel and allied products. James Dutt is chairman and Donald Eckrich is president. Beatrice Foods acquired KKUA(AM)-KQMQ(FM) along with KJOI(FM) Los Angeles from North West Industries as part of \$600-million merger of Northwest's beverage subsidiaries, which were licensees of stations (BROADCASTING Aug. 16). **Buyer** is subsidiary of Kadota Wire less Inc., which is owned by J. Patrick Lannan Jr. (37.9%), his cousin, John J. Lannan Jr. (29.4%), Helmut E. Dalderis (17.4%) and James Bennan (15.2%), who are former owners of KFIG(FM) Fresno, Calif., which they sold four years ago for \$1.5 million (BROADCASTING, June 16, 1979). KKUA is on 690 khz with 10 kw full time. KQMQ is on 93.1 mhz with 100 kw and antenna 126 feet above average terrain

WPON(AM) Pontiac, Mich. □ Sold by Michigar

Cablevision and Radio Inc. to Foreign Programs Inc. for \$1,065,000. **Seller** is subsidiary of Wisconsin Cablevision and Radio Co. Fond-du-lac, Wis.-based 20,000-subscriber MSO principally owned by Donald Jones, who also is principal owner of KFIZ(AM) Fond-du-lac. **Buyer** is owned by Polish American Congress (21.2%) and 25 others. Algis Zaporackas is president and 5.3% owner. He is design engineer at Ford Motor Co., Detroit. Buying group has no other broadcast interests. WPON is on 1460 khz with 1 kw day and 500 w night.

KICS(AM)-KEZH(FM) Hastings, Neb. □ Sold by

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

Judge strikes blow in TV trial coverage

Federal court trial of judge won't be open to broadcast media after all, presiding judge rules

The first direct effort to open a federal court to broadcast coverage suffered a setback last week. A federal judge presiding over the trial in Miami said court rules and judicial conference resolutions bar it. The decision was particularly disappointing to the media seeking access because the defendant in the case had himself asked for such coverage (BROADCASTING, Nov. 29).

At issue is the trial of Judge Alcee L. Hastings, who is accused of accepting a bribe from an undercover FBI agent who posed as a criminal defendant in a trial before the judge. Hastings said radio and television coverage of his trial is essential to his constitutional right to a fair trial.

The media groups, in supporting Hastings's notion, said that barring electronic coverage would violate the First Amendment. They noted that the Supreme Court has held that the press and the public have a First Amendment right of access to criminal trials. Singling out the broadcast media for exclusion without a finding would have an adverse impact on the trial and would violate the constitutional guarantee of a free press.

However, Judge Edward Gignoux, a federal judge from Maine assigned to the Hastings trial by Chief Justice Warren E. Burger, was not moved. He said Rule 53 of the Federal Rules of Criminal Procedure and Rule 20 of the General Rules of the Southern District of Florida bar broadcast coverage of federal courts, as do two resolutions of the Judicial Conference.

Gignoux was not unsympathetic but said he felt bound by the rules and resolutions. He invited the media to enter the forums where they had been adopted and seek their repeal.

However, the media groups—Post-Newsweek Stations Inc., Wometco Enterprises Inc., Outlet Broadcasting Co., the Radio-Television News Directors Association and the National Association of Broadcasters—are not taking that advice, at least not yet. Their counsel, Robert (Sandy) D'Alenbert, of the Miami firm of Steel, Hector & Davis, on Wednesday filed in appeal of the ruling with the U.S. Court of Appeals for the 11th Circuit, in Atlanta. Ironically, Hastings is barred by a procedural quirk from appealing until the end of his trial. However, he may join the media group in a friend-of-the-court brief.

D'Alenbert is no stranger to the cameras-in-the-courtroom issue. He represented Post-Newsweek in its successful effort to persuade the Florida supreme court in 1977 to open the state's courts to broadcast coverage. Under the rules, judges in Florida may bar such coverage

Cutbacks identified. CBS News President Van Gordon Sauter last week gave his staff the official word on where the budget axe was falling: cutting 25 employees and shuttering the news operation's Bonn and Hong Kong bureaus. Those reductions were something less than the worst case scenarios that had been bandied about—it had been thought CBS News might even close three bureaus, including Bangkok.

In fact, the 1983 CBS News budget will show growth over the year earlier, but as previously noted, that growth will be insufficient to accommodate inflation and the expanded coverage CBS News has embarked upon with its overnight and early morning programs. Consequently, continuing operations faced budget restrictions this year, although Sauter indicated that CBS documentary programs would fill the same number of prime time hours.

With the closing of CBS's Bonn bureau, correspondent Doug Sefton will be transferred to London; correspondent Paul Byers's post in Hong Kong will go unfilled when he gets his routine reassignment. Of the 25 employees being laid off, 17 were permanent staff positions.

only on a finding that it will have "a substantial effect upon an individual which would be qualitatively different from the effect upon members of the public in general and such effect will be qualitatively different from coverage by other types of media."

Florida is one of 40 states that permits some form of broadcast coverage of their courts. Some of the lawyers involved in the media groups' effort to open the Hastings trial to microphones and cameras had hopes of success in the federal court, regardless of the rules and resolutions. Considering Hastings's own demand for such coverage, said Steve Nevas, First Amendment lawyer for the NAB, "we had an ideal set of facts." □

Concerns ease over UNESCO press issue

Draft document speaks favorably of free flow of information

The U.S. and its western allies were breathing easier in Paris last week after another battle at a UNESCO meeting over the issue of free press. For a time, it seemed developing countries and backers in the Eastern bloc would succeed in writing a New World Information and Communication Order into the organization's plans for

information and communication for the next five years. But after some hard negotiating, the U.S. officials said the final text would be satisfactory—indeed, an improvement over past documents dealing with the issue.

Martin Jacobs, spokesman for the State Department's division on UNESCO, last week said that the changes made in the text "move us away from damage-limitation to a more positive stress on our own values of a free press."

In the past, he said, the tone of UNESCO documents has been negative in discussing the independent media. That tone largely was removed from the document approved by a drafting committee and that was expected to be adopted by the plenary meeting of the 153 member countries at the windup session on Friday. The free flow of information concept is described as a means of enhancing nations' cultural attributes. What's more, the media are charged with "turning a searchlight on the activities of government," Jacobs noted.

Language describing the press as a watchdog of government activities was inserted in the text, while passages saying the press has an obligation to contribute to the "solution" of such issues as disarmament and world peace were watered down. Western delegates said such language could be used as justification for limiting the activities of correspondents who governments felt were not sufficiently "responsible." □

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Stock Index

Exchange and Company	Closing Wed. Dec 1	Closing Tue. Nov 23	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	54 1/4	46 7/8	+7 3/8	+15.73	10	1,561
N Capital Cities	128	117	+11	+ 9.40	20	1,678
N CBS	63	57 3/8	+5 5/8	+ 9.80	10	1,762
N Cox	41 7/8	40 3/4	+1 1/8	+ 2.76	19	1,186
A Gross Telecasting	32 5/8	32	+ 5/8	+ 1.95	9	26
O LIN	33 1/4	31 1/2	+1 3/4	+ 5.55	19	344
N Metromedia	279 1/2	261 1/2	+18	+ 6.88	19	942
O Mooney	4 1/4	4 1/4			4	3
N Outlet Co.	46 7/8	42 5/8	+4 1/4	+ 9.97	74	126
O Scripps-Howard	20 1/2	20 1/4	+ 1/4	+ 1.23	11	212
N Storer	31 5/8	29 3/4	+1 7/8	+ 6.30	16	518
N Taft	41 5/8	40 1/8	+1 1/2	+ 3.73	11	399
O United Television	11	10	+1	+10.00	15	132

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell	26 7/8	26 7/8			19	107
A Affiliated Pubs.	38 3/4	41	-2 1/4	- 5.48	14	201
O A.H. Belo	29 1/4	29 1/2	- 1/4	- .84	14	275
N American Family	15 1/4	14 1/4	+1	+ 7.01	14	206
O Associated Commun.	19 1/4	17 3/4	+1 1/2	+ 8.45		46
N John Blair	44 1/8	39 3/4	+4 3/8	+11.00	10	168
N Charter Co.	13 1/4	13 1/8	+ 1/8	+ .95	16	290
N Chris-Craft	58 5/8	54	+4 5/8	+ 8.56	21	127
N Cowles	49	46	+3	+ 6.52	29	194
N Dun & Bradstreet	97	93 1/2	+3 1/2	+ 3.74	21	2,627
N Fairchild Ind.	16 1/4	15 3/8	+ 7/8	+ 5.69	8	212
N Gannett Co.	63 3/4	58	+5 3/4	+ 9.91	19	3,382
N General Tire	27 3/8	26 3/4	+ 5/8	+ 2.33	10	645
O Gray Commun.	43 1/2	38 1/2	+5	+12.98	11	21
N Gulf United	25 3/8	25 5/8	- 1/4	- .97	9	702
N Harte-Hanks	39 3/4	38	+1 3/4	+ 4.60	15	389
N Insilco Corp.	22 1/2	20 5/8	+1 7/8	+ 9.09	11	342
N Jefferson-Pilot	31 3/4	31	+ 3/4	+ 2.41	7	681
O Josephson Intl.	15 1/2	14 5/8	+ 7/8	+ 5.98	13	60
N Knight-Ridder	45 1/2	46	- 1/2	- 1.08	15	1,469
N Lee Enterprises	36 3/4	35 1/4	+1 1/2	+ 4.25	13	252
N Liberty	14 1/8	14 1/2	- 3/8	- 2.58	8	181
N McGraw-Hill	75 1/4	68 3/8	+6 7/8	+10.05	18	1,872
A Media General	45 3/8	44 3/4	+ 5/8	+ 1.39	10	315
N Meredith	83 1/4	80 5/8	+2 5/8	+ 3.25	10	257
O Multimedia	45	44 1/2	+ 1/2	+ 1.12	17	458
A New York Times Co.	55 7/8	50 1/2	+5 3/8	+10.64	12	700
A Post Corp.	33 1/8	32	+1 1/8	+ 3.51	17	60
N Rollins	13 7/8	14	- 1/8	- .89	8	367
N Schering-Plough	41	36 7/8	+4 1/8	+11.18	13	2,180
N Signal Cos.	24 1/4	22 3/8	+1 7/8	+ 8.37	10	1,754
O Stauffer Commun.*	43	43			10	43
A Tech Operations	16 1/8	16 3/4	- 5/8	- 3.73	7	15
N Times Mirror Co.	62	61	+1	+ 1.63	16	2,117
O Turner Bcstg.	18 1/4	16 1/2	+1 3/4	+10.60	30	372
A Washington Post	59	60 3/8	-1 3/8	- 2.27	20	833
N Wometco	30	27 1/4	+2 3/4	+10.09	17	409

CABLE

A Acton Corp.	7 3/8	7 5/8	- 1/4	- 3.27	67	37
N American Express	68 3/4	65 1/8	+3 5/8	+ 5.56	12	6,394
O Burnup & Sims	10 5/8	10 1/2	+ 1/8	+ 1.19	11	93
O Comcast	25 1/4	24	+1 1/4	+ 5.20	22	113
N General Instrument	55 3/4	48	+7 3/4	+16.14	17	1,726
N Heritage Commun.	11 1/2	11 3/8	+ 1/8	+ 1.09	20	84
O Rogers Cable Systems	7	6 5/8	+ 3/8	+ 5.66	29	154
O Tele-Communications	27 1/2	27 7/8	- 3/8	- 1.34	60	581
N Time Inc.	47 3/8	46 1/4	+1 1/8	+ 2.43	17	2,396
O Tocom	12 1/4	11 1/2	+ 3/4	+ 6.52	12	64
N United Cable TV	27	25 1/2	+1 1/2	+ 5.88	20	295
N Viacom	32 3/4	29 5/8	+3 1/8	+10.54	21	372

Exchange and Company	Closing Wed. Dec 1	Closing Tue. Nov 23	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMMING						
O Barris Intl.	3 5/8	3 5/8			36	2
N Coca-Cola	51	46 1/2	+4 1/2	+ 9.67	13	6,921
N Disney	67 1/2	62 1/4	+5 1/4	+ 8.43	20	2,250
N Dow Jones & Co.	67 1/2	62 1/8	+5 3/8	+ 8.65	24	2,119
O Four Star	4 1/2	4	+ 1/2	+12.50	25	
N Getty Oil Corp.	47	44 3/4	+2 1/4	+ 5.02	5	3,800
N Gulf + Western	18	17 5/8	+ 3/8	+ 2.12	6	1,330
N MCA	69 3/8	66 3/4	+2 5/8	+ 3.93	18	1,650
N MGM/UA	7 1/8	6 5/8	+ 1/2	+ 7.54	14	350
N Orion	16	14 1/2	+1 1/2	+10.34	3	90
O Reeves Commun.	41 3/4	38 1/2	+3 1/4	+ 8.44	15	340
O Telepictures	12 1/2	12	+ 1/2	+ 4.16	43	60
O Video Corp. of Amer.	5 3/8	4 5/8	+ 3/4	+16.21	28	
N Warner	56 3/8	55 1/8	+1 1/4	+ 2.26		3,580
A Wrather	23 1/8	22 3/4	+ 3/8	+ 1.64	26	50

SERVICE

O BBDO Inc.	62 1/4	60 3/4	+1 1/2	+ 2.46	12	18
O Compact Video	5 5/8	5 1/8	+ 1/2	+ 9.75	5	11
N Comsat	88 5/8	85	+3 5/8	+ 4.26	20	700
O Doyle Dane Bernbach	17 1/4	16 1/4	+1	+ 6.15	9	90
N Foote Cone & Belding	40 5/8	40 7/8	- 1/4	- .61	9	11
O Grey Advertising	73	73			7	40
N Interpublic Group	47	42 1/8	+4 7/8	+11.57	11	210
N JWT Group	25 1/8	24 1/2	+ 5/8	+ 2.55	20	130
O MCI Communications	40 1/8	35 1/4	+4 7/8	+13.82	45	3,850
A Movielab	3 3/4	3	+ 3/4	+25.00	6	
O A.C. Nielsen	68 7/8	62 3/8	+6 1/2	+10.42	19	770
O Ogilvy & Mather	46 3/4	45	+1 3/4	+ 3.88	13	190
O Telemation	4 3/4	5	- 1/4	- 5.00	13	
O TPC Communications	2 1/8	2 1/8			2	
O Unitel Video	7 1/2	7 3/4	- 1/4	- 3.22	13	10
N Western Union	45 1/4	42 1/4	+3	+ 7.10	13	910

ELECTRONICS/MANUFACTURING

O AEL	16 1/4	16 1/2	- 1/4	- 1.51	7	31
N Arvin Industries	16 1/2	16	+ 1/2	+ 3.12	14	110
O C-Cor Electronics	33	30 1/4	+2 3/4	+ 9.09	29	90
O Cable TV Industries	7	6 3/4	+ 1/4	+ 3.70	13	21
A Cetec	6 1/4	6 1/8	+ 1/8	+ 2.04	15	14
O Chyron	32	28 1/2	+3 1/2	+12.28	25	80
A Cohu	6 3/8	6 1/8	+ 1/4	+ 4.08	10	11
N Conrac	35 3/8	34 1/4	+1 1/8	+ 3.28	18	70
N Eastman Kodak	92 1/8	88 1/2	+3 5/8	+ 4.09	13	14,960
O Elec Missile & Comm.	15 1/4	13 1/2	+1 3/4	+12.96	90	40
N General Electric	91 3/4	87 7/8	+3 7/8	+ 4.40	12	20,780
N Harris Corp.	36 1/2	36 7/8	- 3/8	- 1.01	13	1,140
O Microdyne	12 1/4	11 5/8	+ 5/8	+ 5.37	18	50
N M/A Com. Inc.	23 1/2	21 7/8	+1 5/8	+ 7.42	21	910
N 3M	73	68 1/8	+4 7/8	+ 7.15	13	8,580
N Motorola	90	81 7/8	+8 1/8	+ 9.92	18	3,240
N N. American Philips	44 3/4	42	+2 3/4	+ 6.54	7	614
N Oak Industries	15 3/4	14	+1 3/4	+12.50	7	250
A Orrox Corp.	11 3/4	11	+ 3/4	+ 6.81	20	20
N RCA	24 3/4	24 5/8	+ 1/8	+ .50	12	1,860
N Rockwell Intl.	42 1/8	40 1/4	+1 7/8	+ 4.65	11	3,214
A RSC Industries	4 7/8	4 7/8			38	15
N Scientific-Atlanta	15 1/4	13 3/4	+1 1/2	+10.90	15	350
N Sony Corp.	16 3/8	16 1/8	+ 1/4	+ 1.55	14	3,770
N Tektronix	55 1/4	49 5/8	+5 5/8	+11.33	13	1,030
O Telemet (Geotel Inc.)	3	3			15	
A Texscan	19 7/8	17 3/4	+2 1/8	+11.97	29	110
N Varian Associates	60 1/2	57 1/4	+3 1/4	+ 5.67	26	490
N Westinghouse	38 1/4	36 1/2	+1 3/4	+ 4.79	7	3,280
N Zenith	13 7/8	12 1/2	+1 3/8	+11.00	231	260

Standard & Poor's 400

Industrial Average	155.58	149.17	+ 6.41
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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.

NBC affiliates line up behind push to repeal syndication and financial interest

They join CBS stations in support; ABC makes case to its affiliates through closed circuit

The NBC-TV affiliates board voted last week to support the networks' drive for repeal of the FCC's syndication and financial interest rules. With the CBS-TV affiliates board already behind the drive (BROADCASTING, Nov. 22), the NBC board's action made it two out of three affiliate bodies for repeal. And ABC, seeking to make it three out of three, put on a major presentation to its affiliates, telling them that "simply put, this is the most important single issue that you and we have faced in the last 10 years."

The NBC-TV board, like the CBS-TV board, made clear that there should be no misreading of one thing: It wants the prime time access rule retained. But it went further than the CBS-TV board in another respect, saying it would put its position on record with the FCC—a step that the CBS board was not committed to take.

Fred Paxton of WPSD-TV Paducah, Ky., chairman of the NBC affiliates, said the vote was taken Tuesday in a conference call linking nine of the board's 11 members. Paxton said all nine favored repeal, based on "overwhelming support of the NBC affiliate body." The only real opposition in the board's poll of other NBC affiliates, Paxton said, came from those that have program interests, "and I can't fault them for that." Among affiliates with no such interests, he said, there was no opposition to repeal.

"We felt that the networks are handicapped [by the rules] in trying to attract better programs, and we didn't want them to be," Paxton said. "We also wanted to make it clear that we want to retain PTAR, which is entirely separate from the syndication and financial interest issue."

ABC made its pitch to its own affiliates last Monday, the day before the NBC board acted. In a closed-circuit presentation, Everett H. Erlick, senior vice president and general counsel of ABC Inc., ran through a litany of reasons for letting networks return to domestic syndication and the acquisition of interests in independently-produced programs. He told the affiliates that repeal was vital to the networks, in the best interests of affiliates and in no way endangering to PTAR, the rule that TV stations probably admire above all others.

Frederick S. Pierce, ABC Inc. executive vice president, ABC Television President John C. Severino and ABC-TV Network President James E. Duffy also appeared on the closed circuit, endorsing Erlick's presentation and

stressing its importance.

Their appeal was another engagement in the networks' battle against independent program producers, syndicators and others fighting the proposed repeal of the rules. It came six days before the ABC-TV affiliates board was to open its fall meeting with ABC officials yesterday (Dec. 5) in Acapulco, and, in fact, interrupted a solicitation of affiliate views that the board was conducting in preparation for that meeting ("Closed Circuit" Nov. 29).

With graphs, charts and tables, Erlick asserted that the networks need and deserve repeal, that the affiliates would benefit from it and that opponents' arguments against it are wrong. First he sought to answer the contention that the prime time access rule would be jeopardized.

"We have previously stated repeatedly that in our judgment there is no connection between the two rules," Erlick said. "Your own counsel, Wade Hargrove, has given you the same opinion. We have also told you that reconsideration of PTAR by the FCC is unlikely and that we have no intention of requesting any change in that rule. In my judgment, it will be changed *when and if*—and when and *only if*—the network and the affiliates mutually agree on a different utilization of access time."

Erlick said networks need additional revenues from syndication because they face "de-

clining audience shares and stabilized audience levels," while at the same time they face "spiraling program costs" and declining profits.

Competition for programming is intensifying, he said, projecting that cable would account for 12% of this year's estimated \$4.53 billion in program purchases and that cable's share would rise to 34% (of an estimated \$6.854-billion total) in 1985 and to 56% (of a \$12.4 billion total) in 1990. The networks, he stressed, "need to encourage new sources of programming and develop more diverse and more original programming."

The networks "should be free to bargain for syndication rights and interests," Erlick continued, because they "take virtually all risks of production," while "producers risk very little," and because network competitors are not restricted in negotiating for such rights. Moreover, he added, production companies' "claims of significant deficit financing are contrary to their statements to stockholders."

Like NBC and CBS officials in similar presentations to their own affiliates, Erlick stressed that an FCC staff study had found that the rules had failed to achieve their stated objectives, had not fostered competition, had in fact increased concentration in program supply and had provided "no benefit to viewers."

He dismissed arguments that the networks would hold back or "warehouse" syndicated

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programs, saying that to do so would be contrary to their own self-interest and that, in any case, "as only one of several profit participants, a network could not warehouse to the detriment of fellow profit participants." During the 20 years that the networks engaged in syndication, he added, "there were no complaints of warehousing—this was not a reason for the rules."

As for arguments that the networks would "dominate syndication," Erlick said they never did. In 1967, before the rules were adopted, the three networks' syndication arms had 8% of the market, he said, and there were "seven different Hollywood companies [that] had a larger share of the syndication market than any of the networks."

This year, he continued, out of 325 syndicated programs on the market, the top 10 accounted for 25% of the syndication audience, the top 20 accounted for 45%, the top 50 for 64%, and the top 100 for 84%. On the syndicator side, he said, the top five companies accounted for 40.9% of the syndication audience and the top 10 accounted for 59.9%.

As for charges that networks would choose programs in which they had syndication interests over those in which they didn't, Erlick said this "would not make sense," and was never the case in pre-rules days. He also dismissed arguments that as syndicators the networks would play favorites with their affiliates over independents:

"Do not expect favoritism," he said, "but do

expect network participation to expand the syndication choices, increase competition and strengthen the bargaining position of stations." Increases in the availability of product and number of syndicators, he added, "should result in lessening of syndication prices."

Affiliated interests lie with strong, competitive networks," Erlick said. "Repeal is essential for networks and affiliates to continue to be competitive in the future [and] should lead to better and more diverse programs [that] build local audiences and attract advertising dollars for affiliates."

Erlick cited the CBS-TV affiliates board's description of the rules as "unnecessary and counterproductive" and "needlessly" inhibiting "the network's competitive capabilities."

He also quoted George Koehler, president of Gateway Communications, who is a former chairman of the ABC-TV affiliates, as saying: "It's my opinion that the stations with which I've been associated were and would be much better off if the networks were involved in the production of programming, not only for the reasons advanced in your presentation but because—selfishly—we've been able to buy better programs under the 'open shop' system. We've suffered under the present circumstances because syndicators—selfishly—have shut out our smallest station in the toughest competitive situation."

Erlick left no doubt about the importance that ABC attaches to the issue: "We need your support," he said, "and we need it now." □

Disagreement over minority grant

Fowler and Sharp dissent to commission decision rejecting consideration of minority makeup in community in course of comparative proceedings

Should a minority's preference in a comparative proceeding be weighted according to the minority population in the intended community of license? That seemed to be the burning issue the FCC addressed last week. And although the majority appeared to reject that notion, its action drew strong dissents from both Chairman Mark Fowler and Commissioner Stephen Sharp.

The issue was raised in determining who should receive a grant for a new FM station in Hart, Mich.: Waters Broadcasting Corp., which is wholly owned by Nancy Waters, a black woman, or West Michigan Broadcasting Co., a nonminority firm. Although an administrative law judge granted Waters's application, the Review Board reversed that decision (BROADCASTING, Jan. 18). Last week, the FCC released its rationale for reversing the Review Board.

In its decision, the Review Board gave West Michigan a substantial enhancement for local residence and past civic participation, but gave Waters only "very slight" enhancement since she lived 30 miles from Hart, and her residence and civic activities were felt to be unconnected to the community of license.

The Review Board argued that Waters was entitled to substantial enhancement for 100% minority and female ownership, but also gave West Michigan some credit for its 24% female ownership.

The Review Board said the final choice had to be made between the "historical preference for local ownership, accompanied by civic participation and the more recent merit for minority ownership."

Although the board said its choice was "close," it concluded that West Michigan would provide the best service because of its "superior local residence and civic participation."

In reversing the Review Board, the commission majority said the board hadn't given Waters enough credit for local residence and past participation in civic activities and that the board had erred in holding that West Michigan's enhancement for local residence and civic activities was to be preferred over Waters's enhancement for minority and female ownership.

"Weighing all the relevant comparative factors, we find that Waters's substantial enhancement for minority and female ownership, together with the moderate enhancement credit awarded for Mrs. Waters's residence and civic activities, mandate the conclusion that the grant of Waters's application will better serve the public interest, convenience and necessity," the commission said.

In his dissenting statement, Fowler said that the majority had erred in giving too much weight to Waters's minority status since the community she intended to serve had few blacks. "This aspect of the majority's decision is by far the most troubling, both precedentially and perhaps constitutionally," Fowler said. "The majority goes to considerable lengths to discredit the contention that enhancement credit for the integration of minority owners into

management should not be a static absolute but rather should be proportionate to the minority population to be served by the station," Fowler said.

"I am most emphatically not saying that in factual circumstances such as these no enhancement credit for integration of minority ownership into management should be given. What I am saying is that it is entirely consistent with court and commission precedent to weigh the degree of enhancement commensurate with the extent to which minorities are represented in the community of license," Fowler said.

Sharp sided with Fowler in a separate dissent. "The commission has abandoned a logical, defensible rationale for discriminating in favor of minority groups—the nexus between minority ownership and service to the minority community—and has, instead, diluted the justification to the point that the commission appears to have made minority group membership decisive in and of itself," Sharp said. "Such blatant discrimination without adequate justification undermines the basis for the preference."

Commissioner Joseph Fogarty, issued a statement saying Fowler was off base. "That Chairman Fowler has a different policy view of the relative importance of minority ownership in the commission's hierarchy of comparative criteria does not make our interpretation and decision here any the less sound or firm as a matter of administrative law," Fogarty said.

In yet another statement, Commissioner Henry Rivera said Fowler's and Sharp's arguments would "convert our broadcast licensing system from one intended to foster a multiplicity of voices to one which encourages minority broadcast ownership opportunities only in minority communities. Such isolation of voices is reminiscent of the long-discredited notion of 'separate but equal.' We have come too far as a nation to revert to this view." □

C-SPAN poll shows favorable nod for TV in Senate

A survey released last week indicated that a majority of the Senate, 54, are either in favor or leaning in favor of allowing TV cameras in the Senate.

C-SPAN's survey was released only days after Senate Majority Leader Howard Baker (R-Tenn.), who introduced the measure, stated on CBS-TV's *Face the Nation* that he will bring up the proposal during the lame-duck session.

The survey, conducted by the Cable Satellite Public Affairs Network last month, showed, however, that support for the measure had dropped since a September 1981 poll, which indicated 58 senators in favor or leaning toward the measure.

During the past year, the C-SPAN survey showed that 28 senators have shifted their position. Twenty-nine remain undecided (in last year's poll 23 were undecided) and 17 are either against or leaning against, according to the November survey.

Of the 54, 35 are Republicans and 19 are Democrats. Five senators are leaning against

he measure: Lloyd Bentsen (D-Tex.), David Boren (D-Okla.), Harry F. Boyd (I-Va.), Christopher Dodd (D-Conn.) and Wendell Ford (D-Ky.).

Senators opposed include Quentin Burdick (D-N.D.), Walter Huddleston (D-Ky.), Daniel Inouye (D-Hawaii), J. Bennett Johnston (D-La.), Paul Laxalt (R-Nev.), Russell Long (D-La.), Sam Nunn (D-Ga.), Clairborne Pell (D-R.I.), William Proxmire (D-Wis.), Robert Stafford (R-Vt.), John Stennis (D-Miss.) and John Tower (R-Tex.).

Bentsen, Dodd, Laxalt and Nunn were either undecided or leaning favorably in the last survey.

Also Barry Goldwater (R-Ariz.) changed from being against the measure to favoring the proposal and Dale Bumpers (D-Ark.) also shifted from against to leaning favorably.

Senators who were undecided and are now "leaning favorably" are Joseph Biden (D-Del.), Jeremiah Denton (R-Ala.), Slade Gorton (R-Wash.), John Melcher (D-Mont.), Howard Metzenbaum (D-Ohio) and Don Nickles (R-Okla.).

Turner wants CRT increases overturned

It asks appeals court for stay of ruling, saying new rates will cause double payment to producers for superstation fare

Turner Broadcasting System last week joined the National Cable Television Association in asking the U.S. Court of Appeals in Washington to stay a recent ruling by the Copyright Royalty Tribunal increasing the rates cable systems must pay to carry distant signals (BROADCASTING, Oct. 25, Nov. 22). The New York State Commission on Cable Television also petitioned for a stay.

The rates go into effect Jan. 1, and have aroused the concern not only of cable systems but common carriers that relay the signals, superstations and some independent broadcasters as well.

NCTA is also appealing the decision, but meanwhile it is asking the court to delay the effective date until July 1, 1983, or stay it, pending NCTA's appeal of the order itself.

In its motion for a stay, TBS (owner of superstation WTBS-TV Atlanta), argued that it will experience "dramatic and irreparable harm, aside from what can be expressed in mere monetary terms, and that [its] losses will directly translate into losses of a more fundamental and more precious nature for millions of its viewers who will lose access to WTBS's signal on Jan. 1, 1983."

They said that WTBS receives no compensation from cable systems that retransmit its signal. "Instead, just as any commercial broadcaster, WTBS sells advertisers air time in which commercials can be purchased to reach the viewing audience." Their rates are higher and therefore, WTBS pays more for its programming, said Turner.

"Evidence before the CRT established that WTBS is paying 100% to 1,400% more for its programming than it had prior to its superstation

status."

"If rates are raised to reflect what the CRT says is the 'marketplace' value of the distant signals, then the increased prices WTBS now pays for its syndicated programs, many of which are subject to long-term contracts, will represent double compensation to program producers," the motion said.

The New York State Commission on Cable Television, which oversees development of the cable industry in the state, argued that if the ruling is permitted, it will cause "enormous cost increases to cable systems in this state."

They argued that the costs of the rates will either be passed on to the consumer or the services will have to be dropped.

The commission noted that because of its statutory responsibilities it was seeking the court's permission to intervene. "Because the potential damage to our citizens is enormous and irreparable, there being no other broadband alternative available, and the damage to copyright holders minimal or nonexistent, we seek a stay of the enforcement of the order pending judicial review," the commission said.



New bureau opens doors. The FCC's consolidation of its Cable Television and Broadcast Bureaus into the new Mass Media Bureau became official last Tuesday (Nov. 30). Laurence Harris (l), former chief of the Broadcast Bureau, is chief of the Mass Media Bureau. Sharing the bureau's workload with Harris are (l-r): William Johnson, deputy chief; Henry (Jeff) Baumann, deputy chief; William Hassinger, engineering assistant, and Molly Pauker, legal assistant.

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Viva la teletext

French companies form U.S. arm to market text technology

With hopes of capturing a large share of the videotext and teletext market in the U.S., several French firms that have developed products and services for the two electronic information media have banded together with elements of the French government in a new sales and promotion company ("Closed Circuit," Oct. 18).

The new company has been dubbed VS-Videographie Systeme, but the operative arm will be a New York-based subsidiary, Videographic Systems of America (VSA).

The French parent is owned by Thomson-CSF, a major broadcast equipment manufacturer (51%); Cap Gemini Sogeti and Steria, software suppliers (26%). *Les Echos*, a French business newspaper (5%), and CCS and Unitel, manufacturers of videotext/teletext equipment (1% each). The remaining 16% of the company is held by arms of the French government's telecommunications and broadcasting organizations, which developed much of the technology.

Bernard E. Joseph, chief executive officer, GFI, a French software and data processing



Joseph

firm, has been named chairman and CEO of the French parent. He will divide his time between Paris and the yet-to-be opened New York office. One of his first jobs, he said last Wednesday, will be to hire a CEO for VSA.

According to Joseph, VSA will pull under its roof three existing firms that have been promoting the French technology in the U.S.: Alphatel, Antiope & Telematics (the successor to Antiope Videotext Systems) and Videodial. Intelmatique, which has been marketing French videotext technology worldwide, will remain independent, but will no longer operate in the U.S., Joseph said.

VSA's predecessors in the U.S. were successful in promoting the idea of videotext and teletext and getting experiments under way using the French technology, Joseph said. The job of VSA will be to turn the introductory successes into real profit. "We now have to get more product-minded and business-minded," he said.

According to industry sources, the formation of the new company was precipitated by the need of the French videotext/teletext industry to make a concerted effort in the U.S. in face of mounting competition and by the French government's call for private industry to play a larger role in promoting the French technology. The government developed the technology and is primarily responsible for inroad it has heretofore made in the U.S. market.

With CBS and NBC gearing up to launch nationwide teletext services early next year, Joseph's most immediate concern is to capture some of the business that will be generated by those launches. Not only will the networks be in the market for teletext hardware and software, but so will those affiliates that choose to insert local information and advertising in the networks' national teletext "magazines."

One business VSA does not expect to get into, said Joseph, is the sale of the decoders needed to receive the teletext services in the home. None of the French manufacturers are prepared to compete with major U.S. manufacturers to produce the low-cost boxes, he said. Because of unspecified "problems" in developing the decoders, he said, it's not expected that U.S. manufacturers will be able to supply decoders in large quantities until 1984.

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Study predicts text service revenues to top \$400 million by next decade

CSPI projections find videotext getting the largest share of ad revenues, followed by teletext and similar cable offerings

Based on projected television-household penetration figures of 10% and 20%, respectively, advertising revenues derived from the videotext medium in the U.S. in 1990 will total \$200 million while teletext services should yield about \$60 million by that time. In addition, two-way "cabletext," a videotext service transmitted via cable television, will generate an additional \$150 million, bringing the total advertising revenues from electronic publishing in 1990 to about \$410 million.

That's how Communications Studies and Planning International Inc., New York, sees the electronic publishing market shaping up in the next decade. Those conclusions were announced at a press conference held last week by CSPI to highlight the most recent in a series

of reports issued by the research firm in connection with its multiclient program known as nContext. The program is underwritten by

about 25 leading communications and *Fortune* 500 companies (including American Express, AT&T, Capital Cities, Continental Tele-

phone, Cox Cable, GTE, RCA, IBM and Time Inc.) which in return receive periodic reports and studies from CSPI on videotext, teletext and related fields.

The report is premised on the belief, among others, that electronic publishing will require financing from a number of sources, including user fees, supplier financing and advertising revenues.

James Pierson, an independent economist who worked on the CSPI study, said that there is "no evidence in the U.S. regarding the attractiveness of electronic publishing," largely because trials have been limited. But he suggested that advertisers would view the medium as technically disadvantageous, although one capable of reaching a "highly selective" audience. With that advantage, Pierson said some advertisers would be willing to pay high costs-per-thousand to reach those audiences.

For electronic publishers to make money, said Michael Tyler, president of CSPI, they, like publishers on the print side, must have a "steady build-up of advertising revenues over a [sustained period]."

In the United Kingdom, where there are currently about 700,000 teletext users, Tyler said that advertisers have been paying C-P-M's between \$1 and \$2. He also said that character-generated text channels on cable in the U.S. were also yielding C-P-M's in that range. Using 1980 comparative figures, he said the network prime time television C-P-M figure was \$3.18, while a four-color full-page ad in *Golf* magazine would cost the advertiser \$5.35 per thousand readers and a direct mail campaign using black and white flyers and third-class mail would cost \$125 per thousand house-



Capital idea. Continental Telecom reports all is well in its videotext test in the Washington suburb of Manassas, Va., with "localism" being the key word coming out of the test. Project manager John McQueen said that is the most oft-heard comment from periodic telephone interviews and focus groups: that users like the parts of the service dealing with local information and want more. Two local newspapers are providing classified ads and local news, and an agreement with a local radio station is in the works. Pictured above is one of ConTelVision's lighter features, a tourmobile map of downtown Washington.

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On the basis of projected household usage patterns of the electronic publishing media and frames available for sale, the study concludes that by 1990 advertising revenues per household, per-year for teletext will total \$7.03; the comparable figure for videotext will be \$49.47, and for cabletext about \$62.

If the CSPI projections are on target, advertising revenues in the field of electronic publishing will constitute a tiny fragment of overall advertising expenditures. But in addition to the select electronic publishing audience, CSPI sees some advertisers attracted to the medium for its direct-sales potential and for the ability to measure results electronically, and therefore accurately.

The report, "The Advertising Value of Electronic Publishing Systems," is available from CSPI for \$3,000. □

Source goes worldwide

Data service can be accessed via phone by ITT subscribers

Source Telecomputing Corp. is taking its electronic data services abroad, offering a 24-hour news and information service to ITT World Communications' 1.5 million overseas subscribers.

ITT's telephone and teletext equipment will be used to access the service. ITT subscribers will be able to call from anywhere in the world to ITT in New York and be transferred to The Source's headquarters in McLean, Va. The user dials a code number and selects the categories desired. The information the Source has gathered in those categories is sent back through telex lines and can appear on the user's computer screen or on a computer printout.

The Source package is drawn from the database it collects each day. World news and weather, sports, congressional and world business information, finance, market and commodities reports, special reports, stock quotations and airline schedules are included. The service is updated continuously; in the case of news from UPI, hourly. In addition to hard news, book and movie reviews and record listings, theater guides and horoscopes are included.

The marketing brochures for the service are now being developed and the Source hopes to be on line in two to four weeks. It is waiting for delivery of a conversion box ITT needs to transfer calls from New York to McLean.

The Source's main service, its two-way videotext product, has 24,000 subscribers. Sourceable, its teletext service, is being tested on Cox systems in Omaha and San Diego. □

For the Record

As compiled by BROADCASTING, Nov. 22 through Nov. 26, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New stations

AM applications

■ Hartselle, Ala.—Hughey Broadcasting Co. seeks 1310 khz, 1 kw-D. Address: Old Mount Nebo Road, Bay Springs, Miss. 39422. Principal: Mitchell J. Hughey (100%), who owns WHII(AM)-WXIY(FM) Bay Springs, Miss. Filed Nov. 5.

■ Moody, Ala.—Cooke Broadcasting seeks 760 khz, 1 kw-D. Address: 1308 Marlboro Ave., Chattanooga, Tenn. 37412. Principal: H. Raymond Cooke (100%), who is news department employee at WRCB-TV Chattanooga, Tenn. Filed Nov. 12.

■ Claremont, N.C.—Claremont Radio seeks 1170 khz, 5 kw-D, 1 kw-N. Address: 400 Alleghany Street, Blacksburg, Va. 24060. Principals: Edward W. Baker (100%), who is one-third partner of Moneta Associates, applicant for 13 LPTV stations, all Virginia. Baker's parents, Vernon and Virginia Baker, are principal owners of WGIC(AM)-WBZI(FM) Xenia, Ohio, and WKGM(AM) Smithfield, Va. Filed Oct. 28.

FM applications

■ La Grange, Ind.—Dawn Marie Price seeks 105.5 mhz, 3 kw, HAAT: 300 ft. Address: 12645 Bramell Street, Detroit 48223. Principal: Price has no other broadcast interests. Filed Nov. 17.

■ Honolulu—KHVH Inc. seeks 98.5 mhz, 100 kw, HAAT: -279 ft. Address: 1060 Bishop Street, Honolulu 96813. Principals: Lawrence S. Berger (90%) and Marcus Loew (10%). Berger owns 51% of KUAM-AM-FM-TV Agana, Guam; 50% of KYOI Saipan, and one-third of WVUV(AM) Pago Pago, American Samoa. Loew also is minority stockholder in Agana and Pago Pago stations. Filed Oct. 28.

■ Webb City, Mo.—Don and Gail Stubblefield seek 94.3 mhz, 3 kw, HAAT: 299 ft. Address: Route 5, Box 136A, Joplin, Mo. 64801. Principals: Don Stubblefield and wife, Gail (50% each), who also are applicants for new AM at

Webb City, Mo. Filed Nov. 10.

■ Belzoni, Miss.—Humphreys County Broadcasting Inc. seeks 107.1 mhz, 3 kw, HAAT: 300 ft. Address: Route 3 Brooklyn Road, Belzoni 39038. Principals: Herb Guthrie and family, who own WELZ(AM) Belzoni. Filed Nov. 17.

■ Batavia, N.Y.—Genesee Community College seeks 90.7 mhz, 534 w, HAAT: 128 ft. Address: 1 College Road Batavia 14020. Estimated construction costs: \$40,000. Principal: Noncommercial educational institution which has no other broadcasts interests. Filed Nov. 17.

■ East Hampton, N.Y.—East Hampton Broadcasting Inc. seeks 96.7 mhz, 3 kw, HAAT: 195 ft. Address: 34 Pantig Road, East Hampton, N.Y. 11937. Principals: Leonard I Ackerman (90%) and Barbara Brannan (10%), who have no other broadcast interests. Filed Oct. 28.

■ Bismarck, N.D.—Capital City Communications Inc. seeks 243C, 100 kw, HAAT: 1,000 ft. Address: 410 East Thayer Ave., Bismarck 58501. Principals: Kim Rudrud (80%) and Ronald Mitchell (20%). Rudrud is Los Angeles media buyer. Mitchell is sales manager at KQWB(FM) Moorehead, Minn. Filed Nov. 17.

■ Bismarck, N.D.—Central Dakota Enterprises Inc. seek 96.5 mhz, 100 kw, HAAT: 247 ft. Address: P.O. Box 516 Mandan, N.D. 58554. Principal: Nonstock corporation Harley Miller, president. CDE is licensee of KNDR(FM) Mandan, N.D. Filed Nov. 16.

■ Bismarck, N.D.—Delta Radio Inc. seeks 96.5 mhz, 100 kw, HAAT: 583 ft. Address: 3970 Overland Ave., Culver City, Calif. 90230. Principals: Irwin A. Molasky, president (24%), and four others, who also are applicants for new AM's at Wichita, Kan.; Austin, Tex.; and Madison, Wis. Filed Nov. 17.

■ Bismarck, N.D.—North Plains Communications Co. seeks 96.5 mhz, 100 kw, HAAT: 430 ft. Address: 1875 Eye Street, N.W., Washington, D.C. 20006. Principal: Michael Glazer (100%), who is Washington attorney. Filed Nov. 17.

■ Mandan, N.D.—Capital Communications seeks 96.5 mhz, 100 kw, HAAT: 330 ft. Address: 1179 Jefferson Ave., Bismarck, N.D. 58501. Principals: Jim Odney (80%) and Gary Krahm (20%), who each own 8.75% of KLXX(AM) Mandan, N.D. Filed Nov. 16.

■ Muskogee, Okla.—Trail of Tears Communications Inc. seeks 97.1 mhz, 100 kw, HAAT: 1,272 ft. Address: 330 North Fourth Street, Muskogee 74401. Principal: Linda L. Parrish (100%), who owns 50% of KMUS(AM) Muskogee and 50% of permittee for new LPTV at Ardmore, Okla. Filed Nov. 10.

■ Muncy, Pa.—John A. Kennedy Jr. seeks 103.9 mhz, 912 kw, HAAT: 500 ft. Address: 1336 Sherman Street, Williamsport, Pa. 17701. Principal: Kennedy has no other broadcast interests. Filed Nov. 10.

■ Ravenal, S.C.—Camac Broadcasting Co. seeks 101.7 mhz, 3 kw, HAAT: 300 ft. Address: Box 466, Key West, Fla.

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13040. Principals: John Magliola (55%) and Milton A. Caron (45%). Magliola owns 55% of WHS(FM) Key West, Fla. Filed Nov. 15.

■ Sisseton, S.D.—Lake Region News Inc. seeks 102.9 mhz, 100 kw, HAAT: 527 ft. Address: 117 East Oak Street, Sisseton 57262. Principals: John A. Adams, Larry F. Ingalls and Charles L. Card (one-third each), who also are applicant or new AM at Sisseton. Filed Oct. 26.

■ Bountiful, Utah—Bountiful Wireless Corp. seeks 99.5 mhz, 25 kw, HAAT: 3,813 ft. Address: 218 East 56th Place, Tulsa, Okla. 74105. Principals: Edwin F. Guth III and Kenneth R. King (45% each) and Debra Guth and Joan King (5% each). Edwin Guth is employed at WMJC(AM) Birmingham, Ala., and Kenneth King is employed at KOKI(AM) Tulsa, Okla. Filed Nov. 17.

■ Layton, Utah—Mountain Radio Media Inc. seeks 99.5 mhz, 100 kw, HAAT: 1,035 ft. Address: 238 Douglas Street, Salt Lake City 84102. Principal: Wand Houston and children, Judith Houston and John C. Houston (one-third each). Filed Nov. 17.

■ Woods Cross, Utah—Red Dog Broadcasting Inc. seeks 99.5 mhz, 25 kw, HAAT: 3,700 ft. Address: 1351 East Skyline Drive, Bountiful, Utah 84010. Principals: Clifton W. Glasgow (51%) and wife, Susan Glasgow (49%). Clifton Glasgow is operations manager at KFAM(AM) Bountiful, Utah, and has no other broadcast interests. Filed Nov. 17.

TV applications

■ Oroville, Calif.—TV Tech Systems Inc. seeks ch. 28; ERP: 446 kw vis., 44.6 kw aur.; HAAT: 1,619 ft.; ant. height above ground: 164 ft. Address: 11196 Pleasant Valley Road, Penn Valley, Calif. 95946. Legal counsel: Michael Couzens, Washington. Principals: TV Tech Systems Inc. (95%) and The Television Center Inc. (5%). TV Tech Systems Inc. is principally owned by John F. Craven Jr. and Thomas V. Daigle. Filed Oct. 26.

■ Chicago, Ill.—Telecasting Inc. seeks ch. 26; ERP: 500 kw vis., 50 kw aur.; HAAT: 1,555 ft.; ant. height above ground: 1,552 ft. Address: 2800 Lake Shore Drive, No. 1002, Chicago 60657. Legal counsel: Hogan & Hartson, Washington. Principals: Edward H. Sarbey and Peter L. Stich (50% each), who have no other broadcast interests. Filed Nov. 1.

■ Davenport, Iowa—EIAN Inc. seeks ch. 18; ERP: 1,190 kw vis., 119 kw aur.; HAAT: 988 ft.; ant. height above ground: 940 ft. Address: 6600 North Lincoln Ave., Lincolnwood, Ill. 60465. Legal counsel: Gammon & Grange, Washington. Principals: Alvin Eicoff, William C. Andrews (one-third each) and Steven, Arthur and Manny Guterman (11.1% each), who are part owners of KAME-TV Reno, Nev. Filed Nov. 1.

■ Davenport, Iowa—Channel 18 Inc. seeks ch. 18; ERP: 1,335 kw vis., 200 kw aur.; HAAT: 962 ft.; ant. height above ground: 913 ft. Address: 1600-A South Washington, Lansing, Mich. 48910. Principals: Diane M. Gagliano (50%) and David Claybourne and Brian W. Brady (25% each), who have no other broadcast interests. Filed Nov. 9.

■ Davenport, Iowa—Davenport Communications seeks ch. 18; ERP: 1,175 kw vis., 117 kw aur.; HAAT: 1,045 ft.; ant. height above ground: 978 ft. Address: 2300 Financial Center, Des Moines, Iowa 50309. Legal counsel: Wilner & Scheiner, Washington. Principals: The Davenport Broadcasting Co. (15%), George Gimpel, Allan Greenblatt and Lee Hanna (28.33% each). Davenport Broadcasting Co. is owned by Joseph S. Canty (60%) and Jay Ojeda (40%). Canty is account executive with Katz Broadcasting, New York. Ojeda is former executive producer at WMAQ-TV Chicago. Gimpel and Greenblatt are limited partners in applicant for new TV at Madison, Wis. Hanna is former vice president and general manager at WMAQ-TV, and also principal in Madison TV applicant. Filed Nov. 9.

■ Davenport, Iowa—The Independence Broadcasting Corp. seeks ch. 18; ERP: 3,261 kw vis., 326 kw aur.; HAAT: 1,110 ft.; ant. height above ground: 1,032 ft. Address: 111 Third Street, Des Moines, Iowa 50309. Principals: William J. Trout, president (19%), and five others. They are permittee of KBCR-TV Des Moines (ch. 17), and applicant for new LPTV on ch. 22 at Waterloo, Iowa. Filed Nov. 9.

■ Goldsboro, N.C.—Group H Broadcasting seeks ch. 17; ERP: 3,302 kw vis., 330 kw aur.; HAAT: 1,165 ft.; ant. height above ground: 1,157 ft. Address: P.O. Box 604, Hardeeville, S.C. 29927. Principal: Randall G. Harvey (100%), who has no other broadcast interests. Filed Oct. 28.

■ Merrimack, N.H.—Golden Triangle TV 60 Corp. seeks ch. 60; ERP: 4,529 kw vis., 452 kw aur.; HAAT: 831 ft.; ant. height above average terrain: 80 ft. Address: 39 Indian Rock Road, Nashua, N.H. 03060. Principals: Celina T. Mead, S. Joseph Hoffman, Neal P. Cortell and Mead's brother, Stephen A. Tamposi (24% each). Mead, Cortell and Hoffman were principals in applicant for new TV at Manchester, N.H., but application was dismissed last summer in settle-

ment agreement with competing applicant. Children of Mead and Tamposi are part owners of WOTW(AM) Nashua, N.H. Filed Nov. 9.

■ Fajardo, P.R.—Eastern Broadcasters seeks ch. 34; ERP: 97.7 kw vis., 9.7 kw aur.; HAAT: 799 ft.; ant. height above average terrain: 135 ft. Address: Miramontes El Garden Court, Guaynabo, P.R. 00657. Legal counsel: Baroff, Koerner, Olender & Hochberg, Washington. Principals: Ana J. Plaza (66.77%) and Hector Nicolau (33.33%). Plaza's husband, Glenn Tryon, is vice president and general manager of WQII(AM)-WZNT(FM) San Juan, P.R. Filed Nov. 16.

FM action

■ *Booneville, Miss.—Mississippi Authority for Educational Television granted 89.5 mhz, 85 kw, HAAT: 657 ft. Address: P.O. 1101, 3825 Ridgewood Rd., Jackson, Miss. 39205. Estimated construction cost: \$169,800; first-year operating cost: \$50,767. Format: Cultural/educational. (BRED-801106AG). Action Nov. 15.

Ownership changes

Applications

■ KSSN(FM) Little Rock, Ark. (95.7 mhz, 100 kw, HAAT: 1,000 ft.)—Seeks transfer of control of First Com Corp. from Paul Rothfuss and Jim Long (50% before; none after) to Kerby Confer and Jerome Atchley (50% before; 100% after). Consideration: \$2,425 million. (BROADCASTING, Nov. 29). Principals: Sellers each own 25% of stock and are transferring interests to other shareholders, who also each own 25%. Long is principal in KQAM(AM)-KEYN(FM) Wichita, Kan. Rothfuss and Confer also are principals in WIZX(AM)-WIGL(FM) Orangeburg, S.C.; WJDX(AM)-WMSI(FM) Jackson, Miss.; WSSL(FM) Grey Court, S.C., and WGVJ(AM) Greenville, S.C. Filed Nov. 18.

■ KACY(AM) Port Hueneme and KACY-FM Oxnard, Calif. (AM: 1520 khz, 50 kw-D, 1 kw-N; FM 104.7 mhz, 2.85 kw, HAAT: 1,580 ft.)—Seeks assignment of license from The Channel Islands Radio Inc. to Sunbeam Radio Partners

for \$2.59 million. (BROADCASTING, Nov. 29). Seller is principally owned by Franz Alliana and wife, Marcia, who also own WBAB(FM) Babylon and WGBB(AM) Freeport, both New York. Alliana bought KACY-AM-FM in 1979 for 1.69 million (BROADCASTING, July 30, 1979). Edmund Ansin and Harold Frank. Ansin owns WCKT-TV Miami. Frank is vice president and general manager of WINZ-AM—FM. Filed Nov. 18.

■ WZST(AM) Leesburg, Fla. (1410 khz, 5 kw-D) Seeks transfer of control of WZST Radio Inc. from WYOU Radio Inc. (100% before; none after) to Harold A. Reuben (none before; 100% after). Consideration: stock exchange. Principals: Seller is owned by estate of T.B. Lanford (75%) and Harold A. Reuben (25%). WYOU Radio Inc. will transfer stock of WZST Radio Inc. to Reuben in exchange for redemption of Reuben's 25% interest in WYOU Radio Inc.

■ WJDW(AM) Corydon, Ind. (1550 khz, 250 w-D)—Seeks assignment of license from Dennis R. Hill to Lifestyles Inc. for \$15,000. Seller: Hiller also owns 24.5% of applicant for new FM at Vincennes, Ind., and 24.5% of applicant for new LPTV at St. Matthews, Ky. Buyer: Jon D. Walsh (50%). Hill will keep 50% interest. Walsh has same broadcast interests as Hill. Filed Nov. 14.

■ WGRY(AM) Grayling and WWRM(FM) Gaylord, Mich. (AM: 1590 khz, 1 kw-D; FM: 106.7 mhz, 100 kw, ant. 570 ft.)—Seeks transfer of control of Alpine Broadcasting Co. from C. Glen Catt and four others to Alpine Broadcasting Co. Consideration: \$288,750. Principals: Alpine Broadcasting also owns WHSB(FM) Alpena, Mich. Buyer is owned by John D. DeGroot (90%) and William D. Burns (10%). DeGroot is president and about 45% owner of Alpine. Burns is vice president. Filed Nov. 10.

■ KBEQ(FM) Kansas City, Mo. (104.3 mhz, 50 kw, HAAT: 1,150 ft.)—Seeks assignment of license from Mariner Communications Inc. to KBEQ Inc. for 5.25 million. (BROADCASTING, Nov. 29). Seller is licensee of WLW(AM) Cincinnati; WSKS(FM) Hamilton, Ohio; and WITS(AM) Boston. Buyer: Subsidiary of Capital Broadcasting Inc., Raleigh, N.C.-based group owner of four AM's, five FM's and one TV, and which sold, subject to FCC approval, KMAC(AM) San Antonio for \$1 million (BROADCASTING, July 26). Capital Broadcasting is principally owned by James F. Goodmon and brother, Ray Goodmon, and estate of A.J. Fletcher.

■ WIAK(FM)[CP] Clinton Park, N.Y. (96.7 mhz)—Seeks

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assignment of construction permit from Broadcast Management of Albany Ltd. to Charles S. Fitch for \$22,156. Seller: Group of 31 stockholders controlled by general partner Capitol Management Inc., which is owned by general partners Joel M. Thrope, Thomas H. Green and Samuel A. Frankel. They also are stockholders of Broadcast Management Corp., licensee of five AM's and two FM's. Buyer: Fitch is engineer at KYW(TV) Philadelphia and has no other broadcast interests. Filed Oct. 27.

■ **KTGO(AM)** Tioga, N.D. (1090 khz, 1 kw-D)—Seeks transfer of control of Tioga Broadcasting Corp. from Pius and Rose Hornstein (100% before; none after) to David and Barbara Guttormson (none before; 100% after). Consideration: \$175,000. Principals: Sellers have no other broadcast interests, and buyers have no other interests. Filed Nov. 12.

■ **KMYO(FM)** Broken Arrow, Okla. (92.1 mhz, 3 kw, HAAT: 245 ft.)—Seeks assignment of license from Broadcast Investors Inc. to Tulsa Marketing Corp. for \$650,000. (BROADCASTING, Nov. 8). Seller: George Beck, president (19.8%) and others, none of whom have other broadcast interests. Buyer: Philip Jonsson (100%), who is chairman and president of KLRA(AM) Little Rock, Ark., and KELI(AM) Tulsa, Okla. Filed Nov. 16.

■ **WSBA-TV** York, Pa. (CBS, ch. 43, 1860 kw vis., 186 kw aur.; HAAT: 530 ft.)—Seeks assignment of license from Susquehanna Broadcasting Co. to Mohawk Broadcasting Ltd. for \$2 million. (BROADCASTING, Nov. 29). Seller: York, Pa.-based group owner of six AM's, seven FM's and one TV principally owned by Louis J. Appell, president, and family. Earlier deal to sell WSBA-TV for \$2.45 million fell through (BROADCASTING, June 21). Buyer: Cary W. Jones, Kapuna Inc. (general partners, 13.5% each); Calypso Corp., Laidlaw, Adams & Peck Inc. and The Clarion Group (3% each) and Robert L. Dudley (2%). Kapuna Inc. is owned by John A. Serrao. Calypso Corp. is owned by Curtis Bertsch. Laidlaw, Adams & Peck is nationwide investment and brokerage firm. The Clarion Group is general partnership of John V. Celms, Kenneth M. Socha and Thomas J. Beener. Cary W. Jones is president and part owner of KTRV(TV) Nampa, Idaho. Filed Nov. 2.

■ **WCBD-TV** Charleston, S.C. (ABC, ch. 2, 100 kw vis., 10 kw aur., HAAT: 790 ft.)—Seeks transfer of control of State Telecasting Inc. from The State Record Co. (100% before; none after) to Media General Telecommunications Inc. (none before; 100% after). Consideration: \$8 million. (BROADCASTING, Nov. 29). Principals: Seller also owns KCBF-TV Lubbock, Tex., and KSWB-TV Roswell, N.M. Ben Morris is chairman and W. Frank Harden is president. Buyer is publicly traded Richmond, Va.-based newspaper publisher. It was granted FCC approval to buy WJKS-TV Jacksonville, Fla., for \$18 million and sell WFLA-TV Tampa and cable system serving Fredericksburg, Va., and won franchise for Fairfax county, Va., last July (BROADCASTING, Aug. 2). Filed Nov. 8.

■ **KOBH-AM-FM** Hot Springs, S.D. (AM: 580 khz, 500 w-D; FM: 96.7 mhz, 1.4 kw, HAAT: 440 ft.)—Seeks assignment of license from Sorenson Broadcasting Corp. to Battle Mountain Broadcasting Inc. for \$550,000. (BROADCASTING, Nov. 29). Seller: Dean Sorenson and Jerry Simmons (50% each) who are Pierre, S.D.-based group owners of five AM's and four FM's. Buyer: Mary M. Harrington (51%) and Richard F. Dunne (49%). Harrington is Aberdeen, S.D., legal secretary. Dunne is sales manager at KQAA(FM) Aberdeen.

■ **KRJH(AM)** Hallettsville, Tex. (1520 khz, 250 w-D)—Seeks assignment of license from Ritchey Communications Co. to Tom E. Donnelly for \$53,263. Seller: Robert F. Ritchey, president and 40% owner of assignor, also is 25% owner in group that bought, subject to FCC approval, KPEP(FM) Gatesville, Tex., for \$150,000 (BROADCASTING, Nov. 22). Buyer: Donnelly currently owns 49% of KRJH(AM). Filed Nov. 17.

■ **KNFM(FM)** Midland, Tex. (92.3 mhz, 100 kw, HAAT: 390 ft.)—Seeks assignment of license from Citimedia Corp. to Bakcor Broadcasting Inc. for \$1,050,000. (Broadcasting, Nov. 29). Seller is owned by Neal L. Spelce Jr., chairman, and others who bought KNFM in 1980 for \$775,000 (BROADCASTING, Dec. 8, 1980). They also own KIZZ(AM)-KIXS(FM) Killeen, Tex. Spelce also owns KTXZ(AM) West Lake Hills, Tex. Buyer: George M. Bakke (60%), Michael J. Corey (25%), Betsy Dwyer, Robert L. Burgess and Guy Buschman (5% each), who own KMND(AM) Mid-

land, Tex. Filed Nov. 8.

Actions

■ **WTLS(AM)** Tallassee, Ala. (1300 khz, 1 kw-D)—Granted assignment of license from The Ne-Ler Co. to N Jackson Mitchell for \$175,000. Seller is owned by Ne Butler, who is partner in application for new AM at Prattville, Ala. Buyer has no other broadcast interests. (BAL 821006EA). Action Nov. 17.

■ **KIEL(AM)-KEZQ(FM)** Jacksonville, Ark. (AM: 150 khz, 1 kw-D; FM: 100.3 mhz, 100 kw, HAAT: 300 ft.)—Granted assignment of license from Security Broadcast of Little Rock Inc. to KEZQ Limited Partnership for 1.1 million. Seller: Edmond J. Muniz (50%) and D. Brenna Bridgeman and Michael O'Keefe Jr. (25%) each. Muni owns WNNR(AM) New Orleans and WAIL(FM) Slidell, La. Bridgeman owns two-thirds of KALO(AM)-KZZB(FM) Beaumont, Tex. Buyer: Robert Understein (general partner) and Bruce Houston, Norman Orleans, Jeffrey Mensh, J. Cohen, Harvey Kaplan, Bruce Eisen, James Weitzman and Shrinky Family Partnership (limited partners). Understein is principal in WKXS-AM-FM Medford, Mass., and WUSQ(AM)-WVAI(FM) Winchester, Va., and former principal in WAVA(FM) Arlington, Va., which was sold last year for \$5 million (BROADCASTING, Dec. 8, 1981). Shrinky Family Partnership is headed by Jason Shrinky. Washington communication attorney. Eisen, Shrinky and Weitzman also are principals in Medford and Winchester stations. (Bal, H 820924 FFG). Action Nov. 18.

■ **KMSL(FM)** [formerly KQIT-FM] Stamps, Ark. (100.1 mhz, 3 kw)—Granted transfer of control of Talbot-Robillard Inc. from stockholders to new investment group. Principals Original stockholders included late D.O. Talbot (50%), Joseph P. Robillard (49%) and Elizabeth G. Robillard (1%). Since construction permit was granted in Sept. 1980, an program test authority began, major shareholder Talbot died because of unexpected start up costs and slackening of area economy, applicant found it necessary to bring in new stockholders. New group includes seven stockholders headed by Joseph Robillard (25%) (BTCH-820903HZ). Action Nov. 16.

■ **KRDG(AM)** Redding, Calif. (1230 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Redding Broadcasting Co. to David T. Newman for \$450,000. Seller: Howard N. Martineau (75%) and Reinard W. Brandley (25%) who have no other broadcast interests. Buyer: Newman is general manager of KONE(AM)-KOZZ(FM) Reno, and 51% owner of applicant for new FM at San Luis Obispo Calif., and 50% owner of applicant for new FM at Peoria Ariz. (BAL-820922EG). Action Nov. 17.

■ **KLAK(AM)-KPPL(FM)** Lakewood, Colo. (AM: 1600 khz, 5 kw-U FM: 107.5 mhz, 100 kw, HAAT: 670 ft.)—Granted assignment of license from Western Sun Inc. to Outer Banks Cablevision Inc. for \$7 million. Seller is subsidiary of Des Moines Register and Tribune Co., which owns KHON-TV Honolulu, KAI-TV Waikuu, both Hawaii, and KYXI(AM) Oregon City, Ore., and KGON(FM) Portland Ore.; WQAD-TV Moline, Ill., and WIBA-AM-FM Madison, Wis. Register and Tribune Co. also owns 11.83% or voting stock of Cowles Media Co., which owns WDRB-TV Louisville, Ky., and KTVH(TV) Wichita-Hutchinson, Kan. Buyer: Subsidiary of Malrite Communications Group Inc. Cleveland, Ohio-based group owner of five AM's, five FM's, and four TV's headed by Milton Maltz, chairman. It also bought, subject to FCC approval, WXIX-TV Cincinnati for about \$45 million from Metromedia (BROADCASTING, Aug. 30). (BAL-H-820917HE,F). Action Nov. 8.

■ **KKUA(AM)-KQMQ(FM)** Honolulu (AM: 690 khz, 10 kw-U; FM: 93.1 mhz, 100 kw, HAAT: 126 ft.)—Granted transfer of control of Aloha Broadcasting Co. from Beatrice Beverage Co. (100% before, none after) to Kadota Hawaii Inc. (none before; 100% after). Consideration: \$1.35 million. Principals: Seller is publicly traded Chicago-based diversified food company with additional interests in home products, chemicals, apparel and allied products. James Dutt is chairman. Donald Eckrich is president. Beatrice Foods acquired KKUA(AM)-KQMQ(FM) along with KJOI(FM) Los Angeles from Northwest Industries as part of a \$600 million merger of Northwest's beverage subsidiaries which were licensees of stations. Buyer is subsidiary of Kadota Wireless Inc., which is owned by J. Patrick Lannan Jr., (37.9%), cousin, John J. Lannan (29.4%), Helmut E. Dalders (17.4%) and James Bennan (15.2%). Buyer will sell 40% of its interests to general manager Dennis Brown and others within 30 days of FCC approval. (BTC,H-821005HS,T). Action Nov. 18.

■ **KKAT(FM)** Lyons, Kan. (106.1 mhz, 100 kw, HAAT: 300 ft.)—Granted assignment of license from Chief Productions Inc. to Armer Communications Inc. for \$331,000. Seller is in bankruptcy and has no other broadcast interest. Richard J. McDonald is trustee. Buyer: Virgil Armer III (68%), William E. Gruening III and David Tillotson (16% each). Armer is applicant for new FM at Emporia, Kan.

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Tillotson is Washington communications attorney. Armer is former Detroit-based cable TV broker. Gruening is engineering student. (BALH-820927FP). Action Nov. 15.

■ WDCI(AM) Gorham, Me. (1590 khz, 5 kw-D, 2.5 kw-N)—Granted assignment of license from Dirigo Communications Inc. for \$150,000. Seller: Frederick A. Miller (100%), who owns WDXS(FM) Scarborough, Me. Buyer: Vincent D. DiVittorio and Dan C. Lennon (50%). Lennon is vice president and 50.1% owner of WFAN(AM) Storington, Conn. DiVittorio is limited partner in Los Angeles area cable system. (BAL-820924FM). Action Nov. 15.

■ WPON(AM) Pontiac, Mich. (1460 khz, 1 kw-D, 500 w-N)—Granted assignment of license from Michigan Cablevision and Radio Inc. to Foreign Radio Programs Inc. for \$1,065,000. Seller: Subsidiary of Wisconsin Cablevision and Radio Co., which is licensee of KFIZ(AM) Fond-du-lac, Wis., plus several cable TV systems. Buyer: Closely held group of 26 stockholders with largest being Polish American Congress with 21.2%. Algis Zaparackas is president and 5.3% owner. None have other broadcast interests. Zaparackas is design engineer with Ford Motor Co., Detroit. (BAL-820919EZ). Action Nov. 15.

■ KKKK(AM)[CP] St. James, Minn. (104.9 mhz, 3 kw, HAAT: 279 ft.)—Granted assignment of construction permit from Watonwan County Broadcasting Co. to Watonwan Communications for \$5,600 plus 20% interest in buyer. Seller: Richard T. Rogers (55%) and wife Lorraine T. (20%) and Bruce A. Braun (25%). They received CP grant Sept. 2, 1981 (BROADCASTING, Sept. 28, 1981). Buyer Terrence P. Montgomery, John V. Montgomery (40% each), and Richard Rogers (15%) and Lorraine Rogers (5%). Terrence Montgomery owns WQPM-AM-FM Princeton, Minn., and 50% of WYRQ(FM) Little Falls, Minn., latter which John Montgomery also owns 50%. (BAPH-820831GJ). Action Nov. 16.

■ KFBID-AM-FM Waynesville, Mo. (AM: 1270 khz, 500 kw-D; FM: 97.7 mhz, 3 kw, HAAT: 192 ft.)—Granted assignment of license from Pulasko Media Inc. to BD Inc. for \$500,000. Seller: Donald R. Tritten, Floyd Mooney and Ralph DeWit Sr. (25%). Richard R. Triggs and wife, Patricia (12.5% jointly) and Bob Cole (12.5%). Buyer: Richard R. Triggs and wife, Patricia; and Bob L. Cole and wife, Annette (25% each), who together own 25% of assignee. (BALH-821005HV.W). Action Nov. 18.

■ KICS(AM)-KEZH(FM) Hastings, Neb. (AM: 1550 khz, 500 kw-U; FM: 93.5 mhz, 3 kw, HAAT: 260 ft.)—Granted assignment of license from Highwood Broadcasting Co. to Tri-Cities Broadcasting Inc. for \$800,000 plus \$150,000 for noncompete. Seller: James DePalma and wife, Letitia (50% each), who have no other broadcast interests. Buyer: Robert D. Hanna and Edward H. Tricker (50% each). Hanna is media broker and principal owner of KCLW(AM) Hamilton, Tex., and minority stockholder in KERV-AM-FM Kerrville, Tex., and KROX(AM) Crookston, Minn., in which Tricker also holds interest. (BALH-820921HX.Y). Action Nov. 15.

■ KOLT(AM) Scottsbluff, Neb. (1320 khz, 5 kw-D, 1 kw-N)—Granted transfer of control of The Hilliard Co. from Russell G. Hilliard and family (100% before; none after) to Viril Davis and others (none before; 100% after). Consideration: \$1,867,500. Principals: Seller Russell Hilliard owns 50% of KCMP(AM)-KCNQ(FM)[CP] Brush, Colo. Buyer is owned by Clara Petersen (27%), and husband, James Petersen (22%) and Gary Drown, Viril Davis (16.33% each) and Melvin Sauer and Judy Wilson (8.17% each). Except Clara Petersen, they are all employees of KOLT(AM). Excepting James Petersen and Gary Drown, they own KPNY(FM) Alliance, Neb. (BTC-821004HB). Action Nov. 18.

■ KKBK(AM) Aztec, N.M. (1340 khz, 1 kw-D, 250 w-N)—Granted assignment of license from San Juan Broadcasting Inc. to Good Times Radio Inc. for \$325,700. Seller: Wayne E. Marcy (100%), who also owns 50% of KTNM(AM)-KQAY(FM) Tucumcari, N.M. Buyer: Joseph A. Wilkins (51%), Leland R. Phillips (39%) and Wayne Marcy (10%). Wilkins is Framington, N.M., oil field businessman. Phillips is general manager of KKBK. Marcy is owner of seller. (BAL-820930GM) Action Nov. 19.

■ WDH(AM) [formerly WJZA] Harriman, Tenn. (1600 khz, 5 kw-D)—Granted transfer of control of Folkways Broadcasting Inc. from Donald H. and Margaret V. Beck (55% before; none after) to Keith McDaniel et al (none before; 55% after). Consideration: Assumption of about \$240,000 in notes. Principals: Sellers have no other broadcast interests. They bought stations in 1981 for \$291,000 and later sold 45% interest to Kenneth Crosthwait and sought waiver of three year rule on grounds of financial distress. Buyers are Marvin Enix (35%), Keith McDaniel and R. Jack Prevot (10% each). Crosthwait will continue to hold 45%. Crosthwait also owns WKJS(FM) Harriman, Tenn. (BTC-

820923EU). Action Nov. 19.

■ WMEV-AM-FM Marion, Va. (AM: 1010 khz, 1 kw-FM: 93.9 mhz, 3.5 kw, HAAT: 1,480 ft.)—Granted assignment of license from Mountain Empire Broadcasting Corp. to Summit Broadcasting Inc. for \$650,000. Seller is principally owned by Stella W. Maloney and L.P. Collins III, who have no other broadcast interests. Buyer is principal owned by Hugh S. Gwyn and wife, Barbara, who have other broadcast interests. Gwyn is Marion, Va., beer distributor and has no other broadcast interests. (BALH-820929GJ.K). Action Nov. 17.

■ WKYG(AM)-WQAW(FM) Parkersburg, W.Va. (AM: 1230 khz, 1 kw-D, 250 kw-N; FM: 103.1 mhz, 730 w-HAAT 500 ft.)—Granted assignment of license from Community Broadcasting Service Group Inc. for 1.38 million. Seller: H. Smoot Fahlgren (84.2%), James W. Swearing and William J. Farson (7.9% each) who have no other broadcast interests. Buyer: Subsidiary of Jacor Communication Inc., which is licensee of WURD(FM) Georgetown, Ohio. Jacor Communications also owns 85% of following station WTSJ(AM) Cincinnati and WVOI(AM) Toledo. Ohio air WTOW(AM) Towson, Md. Terry Jacobs is president. (BALH-820616FP). Action Nov. 19.

■ WAGO(AM) Oshkosh, Wis. (690 khz, 250 kw-D)—Granted transfer of control of WAGO Radio Inc. from Ole S. Borgen (100% before; none after) to James R. Coursol (none before; 100% after). Consideration: \$333,175. Principals: Seller Borgen also owns KFIL-AM-FM Presto; WMIN(FM) Maplewood, and KWMB(AM) Wabasha, a Minnesota. Buyer is former owner of WLKE(AM) WGGQ(FM) Waupun, Wis., which was sold for 1.1 million (BROADCASTING, Aug. 16). (BTC-820923EQ). Action Nov. 15.

■ WVLR(FM) Sauk City, Wis. (96.7 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Daryl L. Fredine to Dri-Five Inc. for \$250,000. Seller: Fredine also owns 24% of WRPQ(AM) Baraboo, Wis. Buyer: Dale Gamski, president, Michael Forkal, Gayle R. Dvorak and Harold C. Lardinois (25% each). Dvorak and Lardinois each own 25% of WAZE(AM) Yazoo City, Miss., and Dvorak also owns 40% of WRDC(AM)-WQAZ(FM) Cleveland, Miss. (BALH-820924FE). Action Nov. 16.

Facilities changes

AM applications

Tendered

- WAEC (860 khz) Atlanta, Ga.—Seeks CP to increase power to 5 kw. Ann. Nov. 22.
- WKWC (1300 khz) West Hazleton, Pa.—Seeks CP to increase power to 5 kw. Ann. Nov. 26.
- WTNN (1380 khz) Millington, Tenn.—Seeks CP to change hours of operation to U by adding 1 kw-N; install DA-2 and increase power to 2.5 kw and make changes in ant. sys. Major environmental action under section 1.130. Ann. Nov. 22.
- KGAF (1580 khz) Gainesville, Tex.—Seeks CP to change hours of operation to U by adding 250 w-N; install DA-N and make changes in ant. sys. major environmental action under section 1.1305. Ann. Nov. 22.
- KRWT (1060 khz) Winters, Tex.—Seeks modification of CP (BMP-820527AA) to increase power to 2.5 kw. Ann. Nov. 26.
- KBBX (1600 khz) Centerville, Utah—Seeks CP to change hours of operation to U by adding 1 kw-N; install DA-N; major environmental action under section 1.1305. Announced Nov. 22.
- WABS (780 khz) Arlington, Va.—Seeks CP to increase power to 5 kw. Ann. Nov. 26.

Accepted

- WONX (1590 khz) Evanston, Ill.—Seeks MP (BF 20877 as mod.) to augment nighttime standard pattern. Ann. Nov. 22.
- KVEG (1400 khz) North Las Vegas—Seeks MP (BF 781193AL as mod.) to increase antenna power. Ann. Nov. 22.

FM applications

Accepted

- WKEA-FM (98.3 mhz) Scottsboro, Ala.—Seeks CP to change TL; decrease ERP to 9 kw; increase HAAT to 525 ft and change TPO. Ann. Nov. 22.
- WVEV (89.5 mhz) Cumming, Ga.—Seeks modifica-

COUNTRY COUNTDOWN '82



An 8 hour countdown special of top country music hits and interviews from 1982. For information and a FREE DEMO call Carl Reynolds or David Tyler collect at 901-320-4340.

WILLIAM B. Tanner
COMPANY, INC.

ion of CP (BPED-800616BA) to make changes in ant. sys.; change type trans.; change type ant. Ann. Nov. 22.

1 KSHO-FM (96.3 mhz) Kailua, Hawaii.—Seeks modification of CP (BPH-800225AJ) to change SL and RC; decrease ERP to 50 kw and change TPO. Ann. Nov. 22.

1 WLCA (89.9 mhz) Godfrey, Ill.—Seeks CP to make changes in ant. sys.; change type trans.; increase ERP to .455 kw; increase HAAT to 178 ft. and change TPO. Ann. Nov. 22.

1 KLUV-FM (105.5 mhz) Haynesville, La.—Seeks modification of CP (BPH-801104AJ, as mod.) to change TL; increase HAAT to 281 ft. and change TPO. Ann. Nov. 22.

1 WKXA-FM (95.9 mhz) Brunswick, Me.—Seeks CP to decrease ERP to 15 kw; increase HAAT to 400 ft. and change TPO. Ann. Nov. 22.

1 WGER-FM (102.3 mhz) Bay City, Mich.—Seeks CP to change TL; decrease HAAT to 744 ft. and change TPO. Ann. Nov. 22.

1 WGGR (105.1 mhz) Duluth, Minn.—Seeks CP to increase HAAT to 789 ft. Ann. Nov. 22.

1 KTUF (93.5 mhz) Kirksville, Mo.—Seeks modification of CP (BPH-800827AB, as mod.) to increase ERP to 1.3 kw; decrease HAAT to 455 ft. and change TPO. Ann. Nov. 22.

1 KQRK (98.3 mhz) Bandera, Tex.—Seeks CP to change FL; change ERP to 1.82 kw; change HAAT to 387 ft. and make changes in ant. sys. Ann. Nov. 22.

1 KKLX (96.7 mhz) Moab, Utah.—Seeks modification of CP (BPH-800721AE, as mod.) to change TL; change HAAT to .631 ft. and change TPO. Ann. Nov. 22.

1 WLFE (102.3 mhz) St. Albans, Vt.—Seeks modification of CP (BPH-811208AO) to increase ERP to 440 w. Ann. Nov. 22.

1 WMIL-FM (106.1 mhz) Waukesha, Wis.—Seeks CP to decrease ERP to 13.1 kw; increase HAAT to 976 ft. and change TPO. Ann. Nov. 22.

TV applications

Accepted

1 WTBS (ch. 17) Atlanta, Ga.—Seeks CP to install new aux. trans. and ant. Ann. Nov. 22.

1 WWSB-TV (ch. 27) West Point, Miss.—Seeks MP BPCT-800507KE) to change TL. Ann. Nov. 22.

AM action

1 WGFP (940 khz) Webster, Mass.—Granted construction permit to increase power from 250 w to 1 kw; specify SL and RC; also make changes in ant. sys. Action Nov. 9.

FM actions

1 *KRBD (105.9 mhz) Ketchikan, Alaska.—Granted CP to make changes in ant. sys.; change TL; change SL; change type trans.; change type ant.; decrease ERP to 7 kw; change HAAT to -372 ft. and change TPO. Action Nov. 16.

1 KBML (97.7 mhz) Roma, Tex.—Granted modification

of CP (BPH-810507AA) to make changes in ant. sys.; change TL. Action Nov. 10.

1 *WNHS (88.7 mhz) Portsmouth, Va.—Granted CP to change ERP to 1 kw; change type trans. and change TPO. Action Nov. 16.

1 *KUBS (91.5 mhz) Newport, Wash.—Granted CP to make changes in ant. sys. change TL and SL; change type trans.; change ERP to 150 kw (H); change HAAT to -538 ft. (H) and change TPO. Action Nov. 16.

TV actions

1 WBMG (ch. 42) Birmingham, Ala.—Granted CP to change ERP 2,163 kw vis., 216 kw aur.; change HAAT to 1380 9 ft. and increase tower height. Action Nov. 10.

1 KFTV (ch. 21) Hanford, Calif.—Granted CP to change ERP to 2,820 kw vis., 282 k2 aur.; change HAAT to 1830 ft. and change directional transmitting antenna. Action Nov. 15.

1 KTBO-TV (ch. 14) Oklahoma City.—Granted CP to change ERP to 1,216 kw vis., 243 kw aur. Action Nov. 15.

In contest

FCC actions

1 Review Board granted two year short term license renewal to Gross Telecasting Inc. for WJIM-TV and full term renewals for WJIM-AM-FM Lansing, Mich., reversing ALJ's decision denying renewal of all three. Action Oct. 29.

1 ALJ Joseph Chachkin granted Unity Broadcasting Co. of Washington State Inc. CP for new TV on ch. 16 at Everett, Wash. ALJ gave preferences to Unity over competing applicants on grounds of integration of ownership and management and diversification of ownership interests. Initial decision Nov. 2.

1 FCC Telecommunications Committee authorized Metro-media Inc. to purchase paging and mobile telephone services in four largest metropolitan areas. Action Nov. 4.

1 ALJ Frederic J. Coufal denied United Broadcasting Inc.'s application for renewal of license of WOOL(FM) Washington; granted District Broadcasting Co. CP for new FM on WOOL's frequency of 100.3 mhz; and denied competing application of Hispanic Broadcasting Corp. for same channel. Action Nov. 1.

1 FCC Review Board granted The Global Broadcasting Group authority to operate on former facilities of WHBI(FM) Newark, N.J. on interim basis until application is granted in separate comparative proceeding for permanent operation on station's frequency. Action Nov. 16.

1 FCC denied request by Defiance Communications Inc. for waiver of regional concentration rules, and dismissed application for assignment of license WONW(AM) Defiance, Ohio, from Tri-State Broadcasting Inc. to DCI. DCI's

parent, Central Broadcasting Corp., operates stations within 100 miles of Defiance. Action Nov. 17.

1 FCC Review Board upheld FCC ALJ's decision to award CP to North Carolina Radio Services Inc. for new FM at Elizabeth City, N.C. Action Nov. 18.

1 ALJ Conlin conditionally granted application of GACO Communications Corp. for new TV on ch. 11 at Houma, La., and denied competing application of The Way of Life Television Inc. ALJ said TWL failed to establish its financial effective in 50 days unless appeal is filed within 30 days for FCC reviews it on own motion. Action Nov. 15.

1 FCC Review Board affirmed ALJ Summary Decision released June 11 authorizing Son Broadcasting Inc. to establish new VHF TV station on ch. 11 at Santa Fe. Action Nov. 23.

Call letters

Applications

Call	Sought by
New AM	
KZMQ	KMMZ Radio Limited Partnership, Greybull, Wyo.
New TV's	
KTCO	Boulder Telecasting Corp., Boulder, Colo.
WIIM-TV	John R. Powley, Iron Mountain, Mich.
KONY	Olmstead Enterprises Inc., Thief River Falls, Minn.
WKCH-TV	Knoxville Family Television Inc., Knoxville, Tenn.
Existing AM's	
KZHI	KIOE Honolulu
KLEO	KWKN Wichita, Kan.
WLLT	WYYS Fairfield, Ohio
WANR	WNEU Wheeling, W. Va.
WFCL	WRJQ Clintonville, Wis.
WCKK	WAGO Oshkosh, Wis.
Existing FM's	
KEZL	KJFM Oceanside, Calif.
KSNR	KOSN-FM Thief River Falls, Minn.
WCSF	WIAK Clifton Park, N.Y.
WKXZ	WCHN-FM Norwich, N.Y.
KRCK	KLLB Portland, Ore.
WATO-FM	WETO Oak Ridge, Tenn.
Existing TV	
KCWS	KTWC Glenwood Springs, Colo.

Grants

Call	Assigned to
New AM's	
KFPS	Twenty-One Sound Communications Inc., Salem, Mo.
KOAW	Mountain Top Radio, Ruidoso Downs, N.M.
WPRX	Gauthier and Rodriguez Radio Associates, Sabana Grande, PR
New FM's	
WYCE	Wyoming Public Schools, Wyoming, Mich.
KOVF-FM	Ingstad Broadcasting Inc., Valley City, N.D.
WAOZ	Cornwall Broadcasting Corp.
Existing AM's	
KTNX	KANC Anchorage, Alaska
KLTT	KBRN Brighton, Colo.
WBBE	WAXU Georgetown, Ky.
KGLD	KQRS Golden Valley, Minn.
WKZU	WLNH Laconia, N.H.
WNCZ	WJRB Madison, Tenn.
KPUB	KRWT Winters, Tex.
Existing FM's	
WCRX	WUIC Chicago
WCXK	WQTK-FM Saint Johns, Mich.
KXGC-FM	KULP-FM El Campo, Tex.

Summary of broadcasting

FCC tabulations as of Sept. 30, 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	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

*Special temporary authorization

**Includes off-air licenses

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General Manager wanted with proven sales record for WXXR, Cullman, Alabama, leading station (modern country) in this unique small market with excellent agriculture and industrial base. Must have experience as Sales Manager or General Manager. Apply Hudson Millar, 1705 South 8th Street, Fort Pierce, FL 33450. EOE.

General Manager, radio station, Louisiana, looking for someone with sales, management and promotion experience. Write Box J-171.

Investor/working partner wanted for top-rated Southeast Radio Station. Owner will help finance. Write Box K-1.

General Manager of KTEP-FM Radio Station/Assistant Professor, Mass Communication. Date of Appointment is January 15, 1983. Salary is negotiable, depending on qualifications and experience. Responsible for day-to-day operation of 100,000 watt stereo-FM public radio station. Coordinate and supervise staff, prepare and manage budgets, development, programming and promotion. Maintain all official correspondence with federal grants agencies. Familiarity with National Public Radio and Corporation of Public Broadcasting and other grantor reporting requirements desirable. Additional duties include teaching one broadcast course per semester in the Mass Communication Department and maintaining station relationship with campus community, advisory board, Mass Communication Department and students. Minimum of M.A. in Mass Communication or Radio/TV preferred. Experience in public radio or television station management and programming required. Send vita and three letters of recommendation to: Wilma Wirt, Chairperson, Department of Mass Communication, University of Texas at El Paso, El Paso, TX 79968. Closing date for receipt of vitas is December 27, 1982. This University is an equal opportunity, affirmative action employer.

General manager wanted - California top 100 market. AM-FM combo. Top stations in market. Looking for professional who can sell, train & motivate while controlling cost. Write Box K-10.

HELP WANTED SALES

Well-established FM station in West Virginia seeks aggressive individual with proven sales background. Good salary with opportunity for advancement to managerial position. Send resume in confidence to Box J-98. EOE.

Professional Salesperson needed for 100,000 watt FM station in northern Wisconsin. Must be aggressive and willing to work. Good compensation package and benefits. Write Box J-133.

If you're a radio salesperson who desires to be more than just an order-taker, a growing Rocky Mountain broadcast group is offering you the opportunity to be trained as a marketing consultant. Enjoy exciting compensation, self-fulfillment, along with management opportunities. Applicant must have proven track record in radio sales. Send resume to: Broadcast Enterprises, P.O. Box 968, Powell, WY 82435. Attention: Dean Abbott.

FM Station in a medium-sized market near Washington, D.C., is looking for a self-motivated individual seeking a career in sales. Must be willing to reside in market. Send resume to Box J-164.

Religious station, major Midwest market, needs someone with proven ability to obtain gospel accounts. Very big income possible for the person who can do the job. Write Box J-159.

Our successful salespeople earn between \$15,000 and \$50,000. WTOB is the only AM music station in Winston-Salem, N.C., with sports, news, local involvement. Letter first, then call Bonnie Hageman, 919-723-4353.

Pacesetter sales manager wanted for KXIC, Iowa City. Modern country and news AM in great Midwest city. Must carry list and show how it's done. Great opportunity for big gains in this recession-proof market. Draw plus commissions plus incentives plus health insurance and other company benefits. For specifics, contact: Mark Renier, G.M., 319-354-9500, Iowa City, IA. A group ownership-Tom Ingstad Broadcasting. EOE/MF.

Southwest Texas station has immediate opening in sales. Good potential and advancement. Applicant needs a desire to succeed and a will to learn. Send resume to Mr. Jack Maley/KVKM, Drawer K, Monahans, TX 79756.

Advertising sales. Well-established international company opening Atlanta office. Exciting field offers unlimited potential. Salary plus comm. Resume to: P.O. Box 376, Hazlet, NJ 07730.

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

Skinny or fat, young or old, rich or poor: we don't care. But you've got to be great! West Texas biggie hunting morning drive personality. Up, bright. Lifestyle into today. Experience mandatory. A/C format. Send tape and resume. John Roman, 1011 Texas Commerce Bank Bldg., Odessa, TX 79761. EEO.

Immediate opening for afternoon drive personality on FM easy listening station (live assist). Production responsibilities in evening. (Current staff member promoted.) Good pay, BC/BS, resort area. Apply with tape to General Manager. Neely Crowley (Mrs.), WSLT/WIBG, 957 Asbury Avenue, Ocean City, NJ 08226. Females encouraged to apply, applicants must have min. 1 yr. exp.

Will train bright college grads. One for PD. with music/production savvy; other for assistant N.D. with journalism degree. Tape/resume to WAVR, Box 188, Waverly, NY 14892.

Graduate assistantship available. Broadcasting student interested in getting Master's degree. Work grave-yard shift at an 100,000 FM station 2-6 a.m., (jazz) Monday thru Friday. Assistantship pays \$4,000 minimum for 9 months, plus waiver of tuition/fees. Write/resume to Dr. Gerald Flannery, University of Southwestern Louisiana, Box 43650, Lafayette, LA 70504. Start in January, 1983.

HELP WANTED TECHNICAL

Chief with production voice wanted by Class C FM in Rocky Mountains. Varied duties-good company. Send resume, including salary history, to Brent Larson Stations, 4014 Bells Dr., Ogden, UT 84403 801-621-0234.

Chief Engineer for 1000w non-directional AM. Part-time position. Chicago area resident preferred. Call L. Migala, 312-282-6700. EOE.

HELP WANTED NEWS

News Director. Station soon to go all news. Need experienced news pro. Equal opportunity employer. WNR5, Box 8605, Ann Arbor, MI 48107. 313-662-2881.

New England FT 5 kw news opening. Must have strong radio news gathering, writing and air ability. Send resume, tape, writing samples: ND, Bill Smith, WCAR, 243 Central St., Lowell, MA 01852. No phone calls. EOE.

WGH (Norfolk-Virginia Beach) seeking news anchor/reporter. Must have outstanding abilities in gathering, writing and editing. Strong air performance. Min. 3 yrs' experience. T & R to Carl Holland, ND, Box 9347, Hampton, VA 23670. EOE/MF.

Sports Director for one of America's three great radio stations. We have reviewed over 90 applications and are not satisfied. We want the best! This station totally committed to top-notch high school and college sports coverage. Successful applicant must have 5 years sports broadcast experience and scintillate on the air. Send complete resume with both personal and professional recommendations. Special skills in sports marketing and promotion helpful. Also, a edited cassette with samples of all PBP sports you can plus interview, sportscast, and other special features you've created. No segment longer than two minutes. Our staff of 40 includes two-person sports department, finest reputation and facility in Mid-America. You must be terrific on-air, stable and responsible, and person with the willingness and ability to serve the community. \$16,000 to \$22,000. Send your businesslike application to Rich Habedank, WJON Rad Box 220, St. Cloud, MN 56302. We won't make a move until we get the best! EOE.

Early morning news & public affairs reporter with strong writing skills & mature on-air delivery needed for quality station. Experienced only. EOE. Tap resume and writing samples to: WSRS, Box 961, We Side Station, Worcester, MA 01602.

We want someone who wants good first step. Group-owned, Kansas capital. Report, anchor, city number one AM. Good writing, sound necessary. Station committed to news. Hurry, send tape and resume to Bob Johnson, WIBW AM-FM, Box 119, Topeka, KS 66601.

Medium southwest market looking for reporters/editors for expanded news/talk format. Newspaper experience helpful. Good writing, ability to work under pressure. Able to report, anchor and edit a mu: Knowledge of sports helpful. Send resume to Bi K-11.

Creative, experienced PD for New England medium market AM/FM. Adult contemporary. Ser tape, resume to Margaret Cody, Box 466, Keene, N 03431. No calls.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Arts/Information Director for WFPL-FM. Propose and produces interviews, documentaries, modules for local, regional and national use. Requires Bachelor Degree in related field, radio production experience, good on-air, communications skills, and ability to deal with broad range of subject areas. Minimum salary \$10,608.00. All applicants must include reference and audition tape (cassette only). Submit application by 4:30 p.m., December 17, 1982, to Administrative Office, Louisville Free Public Library, 4th & York Streets, Louisville, KY. 40203. An equal opportunity employer.

Sunbelt 50 kw, AM, class C FM, has need for fulltime production director to work in concert with production manager. Responsibilities include writing copy, producing commercials, producing audio-visual aids for large sales staff, and contributing to the overall production quality of both stations. Must have good writing skills and excellent production technique plus natural talents. Send resume and air check to: General Manager, KWKH/KROK Radio, P.O. Box 31130, Shreveport, LA 71130. Equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Sales Manager - wants to move up to General Manager position. Small, medium market preferred. 20 years' experience, all phases. First phone, Levy, Box 17214, Rochester, NY 14617.

SITUATIONS WANTED SALES

Fresh graduate, business school, seeks sales position in Atlanta area. Phone 404-436-0072.

Female, 39, mature/dependable, seeks position in sales and announcing. West or Southwest. Kam Murphy, 1115 S. Arbutus Street, Lakewood, CO 80226 303-988-5393, after 5:00 p.m.

SITUATIONS WANTED ANNOUNCERS

rd Mullins, 6-year pro (WZBC, WCFR, WPOE, KZL), KHS grad., BA psych, seeks swing/prod. So. coast. 714-859-6381.

ersonality Country DJ, 37 years' experience, 24 h station. Best recommendations, never been late. ssed 10 days in 24 years. Desires morning drive ow with top station. Contact Bill Buchanan, 919-6-5239.

years on-air, mature, conversational voice. Very 'satire. 515-573-8250.

male broadcaster-writer, light experience, exten-ly trained, DJ/newscaster, good production and upment skills. Meticulous, dedicated worker. Write x J-130.

in McCartney, 10 yrs.' experience in CHR. Ready return to California as PD., M.D., or air talent. 213 echgate Ave., Las Vegas, NV 89110. 702-2-1371.

tractive, personable, 26-year-old male seeks announcing position in radio or TV. Graduate Columbia hool of Broadcasting. Originally from Paris, France: eaks fluent English. Daniel Lasquier, 2030 achtree Rd, 7-C Atlanta, GA 30309.

FRTS 18-year pro seeking position in medium arket, country AM/FM preferred. All other formats nsidered. Call Dave Reeder, 417-587-3855.

perienced in small market MOR and country, al-ays a positive mental attitude. Will relocate. Al Doyle, 2-279-2519.

ynamite jock, former PD, production, news, sports, pywriting - I can do it all! 203-649-7303.

nouncer/sportscaster. Six years' experience, ow rock format. Southern Rockies or West Coast, re-ond 303-651-3549.

ave tongue, will travel - entry level position - DJ, ws, flexible - EOE satisfaction - cassette or reel to al. Gilbert E. Bowen, 215-922-2530.

hanneled enthusiasm: "the employer comes first" as the organizing principle of my training. My tape is the point. Joe Ferraro, 215-535-3151, 922-2530.

SITUATIONS WANTED TECHNICAL

perienced AM FM technical director seeking ew challenge in broadcasting. Prefer southern alifornia as home base. Cost and quality conscious. SEE. Will travel. Write Box J-142.

ompetent, reliable First Phone Technician of broad 'erience seeks permanent job as chief or assistant. 'rite Box J-177.

ave a job. I'm chief engineer of an AM/FM facility in major market but in the wrong place. Help me out & return you'll get an experienced, loyal, hardworking ighner who cares about quality & knows how to ake it pay. Write Box J-182.

ngineer with eight years' experience with AM and vailable immediately. Can double on-air. Looking r permanent employment and benefits. Prefer ex-eme North or Northwest. Call Ron, 303-647-2324.

SITUATIONS WANTED NEWS

lajor market experienced play-by-play/reporter oking for sports director/reporter position in small-edium market. Please call Bob Harden, 714-57-5808 or 714-968-3867.

rackerjack reporter with solid experience and riting. Good voice and street reporting. Northeast eferred. Jeff, 914-647-3925.

ews Director. Female. Only major market ex-perience, 33, with 10 years in radio news. Excellent 'erences. Workaholic. Achievement and goal-riented. Unemployed because of economic reasons. ot related to job performance. Box K-4.

ports Director - professional, solid, stable. Ex-ellent managerial skills, PR., and 5-sport PBP. Mid-antic region preferred, but will consider others. Mar-arket and ACC experience. Call before 12 noon ST, 812-372-0309.

Experienced, versatile-morning drive, phone, in-terview-talk, and major market quality PBP-empoyed, ready to move now-midwest only-Steve Rawlings, 312-588-2379.

Investments/Economics/business commentator. Senior portfolio manager - investment analyst with M.B.A. (finance); chartered fin. analyst (C.F.A.), certified fin. planner (C.F.P.), plus 10 years experience, author of Economic "Outlook" for a top regional bank. Excellent communicator. Call 813-323-1340 evenings. Writing samples available.

Does experience count? Solid, stable background in radio news with public affairs and management ex-perience, looking for new challenge in 1983. Now in mid-Atlantic area. Write Box K-9.

News Director looking for a medium market station seeking to build, rebuild or rejuvenate its news depart-ment. I run an award winning four-man plus depart-ment in a relatively small market. I'm ready for a bigger challenge; eager to take on tougher competition. Six years in news, four as news director. Please drop a note to Box K-22.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Big Bands! I love it. You want to program big bands now. I've been doing it for years. Twelve-year pro look-ing for opportunity in medium or major market. Lively, personable air work, creative production from the zany to the classy. Currently in small market. Program big band and standard music with someone who knows how. For resume/tape, call Steve, 401-884-1370 or 401-295-8152.

Program Director seeks opportunity with company that wants to win. 8 years' experience in suburban ma-jor market, specializing in AC/soft rock & beautiful music along with knowledge of automation. Excellent references and track record. Reply Box J-155.

5 years exp.-major & medium markets. Mass comm. and broadcast school graduate. Background in MOR, A/C, oldies, and top-40. Looking for PD or jock position in these formats. Plenty of on-air and produc-tion talent. Currently working in Miami, Fla. radio. Want to relocate-all inquiries considered. Call Robert W. 305-271-1671.

TELEVISION

HELP WANTED MANAGEMENT

Assistant Business Manager for TV/FM station. Need aggressive individual with broadcasting ac-counting experience. In-house computer system. Emphasis on collection of receivables. Involvement with personnel activities of the station. BS accounting desired. Salary in upper \$20's. based on ability. Top 20 market. Equal opportunity employer. Located East coast. Send resume to Box J-106.

Executive Director, BAVC, San Francisco. Chief ex-ecutive for video production center. Responsible for general management, fundraising, fiscal management of \$35,000 budget, planning, board and community relations. Must have significant management ex-perience, able to raise in excess of \$100,000 per year from foundations, etc., familiarity with video produc-tion and distribution, willing to travel, and motivated to create new directions for organization. Applications due by Dec. 30. Include resume, three references, statement describing why interested in pursuing a career at BAVC. Send to: Search Committee, BAVC, 1111 17th Street, San Francisco, CA. 94107. Salary: \$28k - 30k.

General Manager-Group-owned UHF NBC affilia-te NW Arkansas. Demonstrated success in sales, budgeting, programming and personnel management. Resume: Box 1867, Ft. Smith, AR 72902.

Manager Group owner of TV station in the shadow of a major East Coast top 10 market looking for general manager. This single station market, which shares its ADI, needs a GM with knowledge of programing, pro-duction, EEO and FCC regulations, and capable of working with small staff. Will also be responsible for national sales. Send full particulars in first letter in-cluding experience, earnings history, and references. We are an equal opportunity employer. Please reply Box K-24.

HELP WANTED SALES

Local Sales Manager-needed for NBC affiliate in Louisville, Kentucky. Please send resume and references to Vickie Mahoney, Personnel, WAVE-TV, Box 32970, Louisville, KY 40232. Equal Opportunity Employer.

Television Syndication Sales.-New York base. Minimum 5 years' experience with network, local sta-tion, rep sales, or syndication sales organization. Responsible for specific sales territory. Salary plus commission, plus fringes open. Resumes only. Box J-134.

Account Executive-Top 50 network affiliate in the Northeast seeks experienced account executive can-didates. Need aggressive professional to take over es-tablished list. Equal opportunity employer. M/F Box J-167.

Account Executive. Growing group broadcaster in top 20 market in SE seeks ambitious salesperson with knowledge of agencies and retail. Experience with MMR AID, production and vendor programs desired. EOE. Write Box J-153.

Account executive. No. 1 independent seeking ag-gressive A.E. with minimum of 5 years T.V. sales ex-perience. Send resume to Local Sales Manager, KPHO-TV, 4016 North Black Canyon, Phoenix, AZ 85017. Equal opportunity employer.

National Sales Manager for KOMO-TV, Seattle, ABC-TV network affiliate. Responsible for coordinat-ing sales between station and national rep "Katz" of-fices, including extensive advertising agency/client contact. Position requires travel to major markets throughout country. Successful sales and manage-ment record with medium to major market station re-quired. Send resume with references and salary re-quirements to Personnel Dept., KOMO-TV, Seattle, WA 98109. EOE.

Account executive: 76th market, ABC affiliate. Must be experienced in buying or selling with top references. Equal opportunity employer, M/F. Send resume to: KCRG-TV, 2nd Ave at 5th St. SE, Cedar Rapids, IA 52401. Attn: Jim Oetken.

General sales manager. Ability to manage and motivate five-person sales department. Must have broad experience on national rep. and agency level. Send resume and salary requirements to WLSL-TV, P.O. Box 2161, Roanoke, VA 24009. Attn: General Man-ager.

HELP WANTED TECHNICAL

Telemation Productions unit 4 is in need of a remote maintenance engineer with experience in Ikegami cameras, Ampex & Sony 1" tape, Chyron, Ross & Utah switching, and more. Must be a self-starter. Contact: John Gebhard, Chief Engineer, Telemation Productions, 3210 W. Westlake Avenue, Glenview, IL 60025, 312-729-5215.

Washington, D.C. consulting firm-is seeking an experienced radio and television engineer to develop inventory and pricing information for client stations. This is a pleasant position in a professional organiza-tion. Some travel is required. FCC First, college degree, and 3-5 years' engineering experience required. Please send resume and salary history, in confidence, to Box J-117.

Middle eastern major-network affiliate in the top fifty is in need of a hands-on type maintenance person to assume the position of Assistant Chief Engineer. Applicant must hold FCC License, have working knowledge of digital electronics and be able to main-tain VHF transmitter. Top salary and benefits for the right person. Send complete resume to Box J-122.

Xmtr engineer-new top twenty East Coast UHF needs maintenance engineer of a 110 KW transmitter. FCC license and at least 3 years of experience main-taining TV transmitters required. Strong maintenance background plus an understanding of all pertinent FCC rules and regulations. Write Box J-145.

Chief/assistant chief engineer for large market subscription UHF in the Sunbelt. Must have 3-5 years of hands-on experience with particular emphasis on digital video techniques, color camera chains and computer editing. Send resume and salary history to Box J-172. EOE.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer needed at this immaculate Kansas UHF NBC affiliate. Two to three years experience as hands on chief or asst. chief desirable. Send resume to Don Hain, KSN, 833 N. Main, Wichita, KS 67201 316-265-5631.

Chief engineer. UHF NBC affiliate group-owned station has immediate opening for hands-on engineer with knowledge of studio, transmitter, microwave, ENG operations. Resume to KPOM-TV, Box 1867, Ft. Smith, AR 72902.

Television maintenance engineer needed for CBS affiliate on California's coast. Requires FCC 1st or general license, with prior knowledge and experience with UHF-TV transmitters, microwave, 3/4" & 2" video tape, mini-cam, and other TV equipment. Digital knowledge desirable. Send resume to: Ken Warren, C.E., KMST-TV, P.O. Box 1938, Monterey, CA 93940. EOE.

Engineer/technician with experience in studio maintenance. Familiarity with RCA Quad; Amplex 1"; Sony JVC; Panasonic 3/4"; and TBC's. Salary: DOE. To work in beautiful Alaska, contact Ron Moore, KTVA-TV, 1007 W. 32nd Ave., Anchorage, AK 99503. 907-277-1515. An EEO employer.

Broadcasting Engineers. Three positions vacant. Supervisor and two lesser positions to start up and operate a new educational television and radio station near Ft. Myers, Florida. Salary range: supervisor: \$14,532 - 17,330; other positions: \$12,236. To apply, send resume to: Mr. John Ralle, Chief Engineer, WUSF-TV, University of South Florida, 4202 Fowler Avenue, Tampa, FL 33620. An equal opportunity employer.

Chief for PTV —remote TTU-30 UHF transmitter, translators and studio in beautiful upstate N.Y. Strong RF background, trouble-shooter, management and training skills required. General FCC. Resume, salary history to General Manager, WCFE-TV, P.O. Box 617, Plattsburgh, NY 12901, accepted through 12-10-82. No phone calls. EEO/AA.

Maintenance supervisor for SE top 40 market. 3-5 years' experience on quad, helical, cameras. Send resume and salary requirements to Personnel, P.O. Box 1511, Raleigh, NC 27602.

ENG Maintenance. Minimum 2 years maintenance experience on Ikegami 77 and 79; also Sony BVU 50, 100, 110, 200, 800 and associated equipment. Certification and license preferred. Well-equipped shop at leading news station seeks professionals. Send resume to: Tom Weems, 3900 Biscayne Boulevard, Miami, FL 33137. EOE.

Maintenance engineer with experience on RCA Cameras, 1" VTR's, 2" VTR's; Grass Valley switching, terminal, and DVE; Chyron; etc. Top salary. Contact Eric Address, E. J. Stewart, Inc., 525 Mildred Ave., Primos, PA 19018. EOE.

Transmitter maintenance. Minimum 4 years' experience in TV with VHF or UHF, microwave and RF transmitters and receivers. Digital and analog experience required as well as thorough knowledge of state-of-the-art TV transmitter and test equipment. License required, certification preferred. Send resume to: Tom Weems, WPLG, 3900 Biscayne Boulevard, Miami, FL 33137. EOE.

Technician with experience and technical background for operations and maintenance. General Class license required, EOE. Contact John Clay, WSAZ-TV, P.O. Box 2115, Huntington, WV 25721. 304-697-4780.

HELP WANTED NEWS

News Director. —Top flight news director needed for ABC affiliate in beautiful coastal city in S.E. This is a turn-around situation requiring a skilled professional. Salary and incentive most attractive for right person. All responses held in strict confidence. E.O.E. Write Box J-124.

Small market CBS network —affiliate is auditioning talent for a weather anchor position. We are seeking an individual with good on-air presence and personality. Send tape and resume to Bill Jones, News Director, WBOC-TV, P.O. Box 2057, Salisbury, MD 21801. An equal opportunity employer.

72nd ADI, number 1 station, needs assignment editor/assistant news director to coordinate staff of 25. No beginners. Contact Jon Janes, News Director, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63701.

Anchor/Reporter for 11 pm news in Reno. Experience in TV news preferred. Send tapes to: John Firpo, News Director, KCRL, P.O. Box 7160, Reno, NV 89510.

Competitive top 100 newsroom wants someone who can make a story come alive, plus present an entertaining yet informative weekend weathercast. Tape/resume to: Steve Newvine, WTVO-TV, Box 470, Rockford, IL 61105.

We're looking for a solid weekend anchor with street experience. Send a recent aircheck along with your resume to: Bob Jordan, WFTV, Box 999, Orlando, FL 32802. WFTV is an equal opportunity employer. No phone calls or beginners, please.

Wanted: news anchor who can produce a winning newscast. We are a Midwest small market affiliate looking for only the best. Resume to Box J-161. EOE. M-F.

Photojournalists. Growing Midwestern medium market is expanding photo department. Seeking candidates with minimum one year commercial TV news experience shooting & editing. Resumes to Box J-143.

72nd ADI, number 1 station, needs bureau chief to report and manage 4-person staff in Carbondale, Illinois bureau. Experience required. Send resume and tape with first letter to: Jon Janes, News Director, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63701.

Experienced meteorologist/weather forecaster willing to relocate to top 25 market in beautiful West Coast City. Send resumes only to Box K-12.

Producer, to create polished, professional newscasts that have energy. We want a good journalist, with high production values. Tapes and resumes to Alan Oldfield, News Director, KGAN-TV, Box 3131, Cedar Rapids, IA 52406. EOE.

KSTP-TV is looking for a top-notch producer. We're looking for experience. We need a creative, self-starter who has an imaginative and innovative method of presenting the news. A great opportunity to work with the largest and best equipped TV newsroom in the upper Midwest. Send letter, resume and tape to Dennis Herzig, News Director, KSTP-TV, 3415 University Avenue S.E., Minneapolis, MN 55414. No telephone calls, please. KSTP-TV is an equal opportunity employer.

Producer for 6 & 11 PM newscasts at Midwest medium market ABC affiliate. Must be strong writer with at least two years' producing experience, who knows how to weave a newscast. Ability to handle talent and techs with mature judgement a priority. Send resume and salary requirements to Box K-14. EOE.

Assignment editor/newsroom manager. Nation's No. 1 independent needs creative thinker to layout innovative daily newscast. Send resume and aircheck to: Tony Burden, News Director, KMSP-TV, 6975 York Ave., South, Minneapolis, MN 55435. Equal Opportunity Employer.

Experienced assignment editor: proven track record, excellent writing and managerial skills. Ability to think beyond first level of story digging, ability to motivate and be a problem solver. Resumes to Max Smith, News Dir., WREX-TV, P.O. Box 530, Rockford, IL 61105. No phone calls. E.O.E.

Looking for general assignment news reporters who can do it all. If you're interested in real opportunity at a small market station in the midwest, send resume to Box J-163. EOE, M/F.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Major production company that has expanded to the Southwest is looking for qualified CMX 340 editor who has at least two years' experience editing CMX 340 or similar keyboard editor. Evening work may be required. Experience with digital video effects a plus. Send resumes and tapes (no calls accepted) to: Dan Rogers, Telemation Productions, 5016 N. 6th St., Phoenix, AZ 85012.

Creative Services Director—TV station or agency experience in commercial creation, from client contact to concept to production. Manage staff of 4. Send letter and resumes only to Tim Martin, WRAU-TV, 5 North Stewart St., Creve Coeur, IL (Peoria mark 61611. E.O.E.

Ohio broadcaster has opening for minority affa coordinator. Requires ability to meet and report activities of local groups; to produce and edit wee television news features and programs. Ability to wr and deliver on-the-air professionally essential. I mediate vacancy. Write Box K-15. Equal opportur employer.

Traffic/continuity coordinator for the South Dakota Public Television Network, Vermillion, South Dakota. Responsible for coordinating all network traffic-continuity, production of local promotion a broadcast aspects of network promotion (writing a coordinating the network station breaks). Applicants must have a college degree with course work in broadcasting and one year experience in broadcast operations, or an equivalent combination of training and experience. Preference given to applicants with strong writing and organizational background. Salary \$17,715-\$12,500, depending on qualifications. Available early January. Application deadline: December 1, 1982. Send resume (including social security number) or request an application from: Bureau of Personnel, 118 W. Capitol, Pierre, SD 57501. An equal opportunity employer.

Production Manager. Dominant station in 72nd market has opening for people-oriented production leader. All production skills required. Send resume and salary requirements to: Station Manager, KFVS-TV, 310 Broadway, Cape Girardeau, MO 63701.

Graduate assistantships available. Thirty graduate assistantships for persons seeking Master's degree in mass communication. Work with television radio production, teach production, write for sports news services, etc. Free tuition and fee waiver, plus \$4000 minimum for nine months. Contact Dr. Gera Flannery, University of Southwestern Louisiana, Box 43650, Lafayette, LA 70504.

Movie promotion producer needed for top 10 new work affil. Must have one year experience producing top-notch promos. Some news promo experience helpful. Should have sample reel available if called. Send resume only to Box K-3. EOE/M-F.

Television director needed. Prefer someone with experience in directing news, regular programs and commercials. Send application and resume to Me Jones, WKBN-TV, 3930 Sunset Blvd., Youngstown, OH 44501, promptly. An equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Firm background in news, news consultancy, programming, operations, promotion, budgeting, network traffic, sales, EEOC, FCC, NAB. Seeking GM-small medium market, operations-programming-medium large market, assistant manager-medium large market. Excellent references. Write Box J-157.

Build sales, increase ratings. Experienced G.I. Owner background. Marketing experience. Southeast. For interview or resume, 404-860-0912.

Promotion professional: award-winning and effective. In a small market now, and ready to move. Reply Box K-8.

SITUATIONS WANTED SALES

Radio to TV. 8-years radio sales and management. Ready to apply creative skills to TV sales. Solid performer. Serious offers only. Box K-21.

SITUATIONS WANTED TECHNICAL

Engineer—presently in medium station in top ten market. Experienced in studio, remote, ENG, videotape. Transmitter: UHF and FM radio. Good team player. For resume, write Box K-7.

SITUATIONS WANTED NEWS

Blonde, but not without brains, female in no. 1 market station, weekend anchor/reporter, looking to join larger market dedicated news staff. Experience proven with the ratings. Write Box J-92.

Sports: Rian Danz, 206-236-2124. 8225-A We: Mercer Way, Mercer Island, WA 98040.

SITUATIONS WANTED NEWS CONTINUED

ortscaster—Do you share my dedication to ability, creative sportscasting? Write Box J-95.

perienced top 50 market anchor/reporter/producer. Seeks professional growth. 617-339-5893.

teran weatherman (radio) wants to make a move TV. Lots of practice at WSB. Excellent video audition. Prefer Southeast. Bill Vale, 1486-A Dresden Dr., Atlanta, GA 30319. 404-231-1250.

porter/anchor, 4 years domestic, foreign broadcast experience. Currently in 20's market. Smaller market considered. S. Yeates, 916-454-5611.

lung, aggressive weathercaster looking for medium to large market, high morale operation to set-down in. I have lots of on-air experience along with pretty good background in meteorology. Able to make weathercast easily understood by audience. If I want someone that enjoys weather then write Box 158.

ist another pretty face? Yes, I've been told I am pretty but I pride myself on being a solid news professional with a demonstrated ability to affect ratings. I've led my dues in the smaller markets where I am currently employed as a news reporter and I am ready to take a contribution to a larger station. I am degreed, 11 in my twenties and ready to make a difference in your market. Drop me a line, I will respond promptly to a tape or a visit and let's see what develops. Write Box J-150.

ajor market experience, Former owner-manager. Creative sales, morning drive, news, talk. On-camera. efer Sunbelt, Robert Burns, 202 13th, Augusta, GA 30901, 404-722-4783.

5-year veteran with major local radio and TV and network experience. Write Box K-6.

perienced female sportscaster desires video broadcasting opportunity. Well-versed in all aspects of sports reporting on the high school, college, and professional levels. Reply Box K-18.

vestments/Economics/Business commentator, prior portfolio manager—investment analyst with J.B.A. (finance); chartered fin. analyst (C.F.A.), certified planner (C.F.P.), plus 10 years experience. Author of "Economic Outlook" for a top regional bank. Excellent communicator. Call 813-323-1340 evenings. Writing samples available.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

untry level—ambitious individual seeks studio or news photography position. Degreed in photography licensed and endorsed by the F.C.C. Willing to relocate and pay own traveling and relocation expenses. Please call or write, 215-879-0333; Hilliard Reeves, R. 5101 Wynnefield Avenue, Philadelphia, PA 19131.

BC/AP/cable trained journalism grad seeks entry level on-camera position. Experienced in all ENG cases on/off camera. Currently producing cable talk/magazine shows. Now wants daily routine of established/growing station. Write Box J-149.

roducer/Director, Emmy winner, 13 years' experience, top 20 market. Specialties: news/sports/special events. 404-587-2626.

irector/announcer/switcher seeks opportunity to give more than a 40-hour work week. Currently employed as switcher in union shop. Write Box K-23.

ALLIED FIELDS

HELP WANTED MANAGEMENT

very special opportunity for top communications executive to head a new, exciting project for an affiliate of one of the nation's largest retailers involving electronic shop at home services over cable TV, text, etc. Must have extensive marketing communications industry and organizational knowledge. Excellent compensation and incentive arrangement, and resume and salary requirements in strictest confidence to: Vice Chairman of the Board, Communications Services Corporation, 333 Jericho Turnpike, Jericho, NY 11753.

Broadcast Computer Installations. Join the Jefferson Data Systems installations team and travel to broadcast stations throughout the country teaching the JDS sales/traffic and general accounting computer systems. Computer background and/or extensive sales and traffic experience required, as well as a problem-solving attitude and ability. Good communication and instructional abilities a must. Be prepared for extensive travel installing one of the industry's leading broadcast management systems. Send resume to Anna Ruffy, Assistant Personnel Manager, Jefferson-Pilot Broadcasting Company, 1 Julian Price Place, Charlotte, NC 28208. An equal opportunity employer.

HELP WANTED TECHNICAL

Television equipment sales manager professional. Candidate should have strong technical background with extensive sales and management experience. Excellent compensation/benefits package. BSI is an established national equipment supplier with annual sales in excess of \$10MM. Send resume to Broadcast Systems Inc., P.O. Box 15291, Austin, TX 78761. Call Don Forbes, 800-531-5232, for further details.

HELP WANTED INSTRUCTION

Indiana University-Purdue University at Fort Wayne. Tenure track teaching position at assistant or associate professor level. Teach radio and television production and one or more of the following: broadcast journalism, management, speech communication. Doctorate or equivalent employment experience and continued educational involvement, evidence of effective teaching and research and/or creative skills required. Application deadline: January 10, 1983. Send resume, transcript, and at least three letters of reference to David A. McCants, Chair, Department of Communication, Indiana University-Purdue University at Fort Wayne, 2101 Coliseum Boulevard East, Fort Wayne, IN 46805. An equal opportunity/affirmative action employer.

News-editorial faculty member for Department of Communication. Successful candidate will teach courses in reporting, news writing, editing. One or more areas of advanced specialization sought in subjects such as media history, media in society, Latin American media, international journalism, broadcast journalism. Qualifications include a Ph.D. degree, five years mass media professional experience, graduate teaching experience. Position begins mid August, 1983. Applications deadline: January 15, 1983. All correspondence should be sent to Dr. Bruce Garrison, Chair, News—Editorial Search Committee, Department of Communication, University of Miami, P.O. Box 248127, Coral Gables, FL 33124. AA/EEO employer.

Two tenure-track faculty positions (one chairperson) in graphic arts sequence to teach courses in graphic communications, theory of printed and video communications, and advanced courses in typography, layout, advertising and magazine production; also help redesign and adapt graphic arts program to new communications technology. Bachelor's degree and strong professional experience required; advanced degree highly desired. Rank and salary based on qualifications and experience. Submit resumes by Dec. 15, 1982, to Professor Samuel Kennedy, S.I. Newhouse School of Public Communications, 215 University Place, Syracuse University, Syracuse, NY 13210. Syracuse University is an equal opportunity/affirmative action employer.

Assistant Professor of Broadcast Journalism, Fall semester 1983. Ph.D. (or ABD), tenure track; develop and teach courses in broadcast journalism. FM radio station, excellent state-of-the-art studio, remote and ENG equipment and facilities and engineering/production support staffs. Consideration for a non-tenure visiting professorship for a period up to five years will be given applicants without graduate degrees who have significant professional background knowledge and ability to teach some courses. Salary competitive based on qualifications. Excellent fringe benefits, liberal voluntary tax-sheltered annuity program. Application deadline is December 30, 1982. Send resumes to Robert O. Blanchard, Chairman, JRT Department, Trinity University, 715 Stadium Drive, San Antonio, TX 78284. Equal opportunity/Affirmative action employer.

Tenure track assistant professorship to teach courses in mass communication theory and empirical research methods at both the graduate and undergraduate levels to begin August, 1983. Candidates should have Ph.D. (or be near completion) and show strong promise of scholarly productivity. Teaching and/or professional experience is desirable. Send resume, transcripts, and three letters of reference by February 1, 1983, to Denise Trauth, Chair, Radio-Television-Film Program, School of Speech Communication, Bowling Green State University, Bowling Green, OH 43403. AA/EO employer.

Broadcasting. Tenure track; rank negotiable. Begin Sept. 1, 1983. Salary competitive. Teach some of these: broadcast news writing, commercial writing, ENG production, TV production, broadcast advertising, broadcast management. Required: Ph.D. (or assured) and demonstrated teaching/advising/research capability. Desired: industry experience; interest and/or experience in administration. UTK is EEO/Title IX/Section 504 employer. Apply by Jan. 15, 1983, to Barbara Moore, Search Committee, Broadcasting Department, 295 Communications, University of Tennessee, Knoxville, TN 37996-0323.

The University of Tennessee at Martin Communications Department is seeking a generalist with professional experience to teach Radio-TV Production courses plus one or more of the following areas: news and copy writing, ENG production, announcing and/or law/ethics. Only MA's with significant professional experience or Ph.D.'s (A.B.D.) with professional experience will be considered. Salary package is competitive. Send letter of application to: Chairman, Search Committee, Department of Communications, The University of Tennessee at Martin, Martin, TN 38238. Closing date is January 15, 1983. UTM is an equal opportunity 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 lowers, 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.

Want to buy a used TV transmitter, channel 5. One, five or ten KW. Contact G. Bonet, WORA-TV, Box 43, Mayaguez, PR 00709. 809-832-1150.

Evangelical group needs 1 inch type "C" recorders, EFP cameras, switchers, monitors, related production equipment for distribution to domestic and foreign mission organizations. Prefer no-cost, possible cash purchases. Contact: Circle Productions, Inc., 1564 South Third Street, Niles, MI 49120.

Wanted—Old AM/FM transmitters. D.C. Mitchell, 617-935-5150, x361.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Complete SMC DP-2 automation system in service and A-1 condition. 6 carousels, 5 ITC playbacks, time announce, 6 stationary cart decks, automatic logging, remote control & more. Ready to roll. 713-769-2475, Dave or Gary.

Quality broadcast equipment: new and used, buy and sell! Transmission, video and audio. Formed my own company. Call Ray LaRue, 404-563-9331.

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.

FOR SALE EQUIPMENT CONTINUED

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.

Grass Valley 1600-1X video production switcher with E-MEM; serial interface adapter. Two digital borderline generators; encoded chroma keyer; RGB chroma keyer; audio E-Mem; AFV system; auto transitions. Still in warranty, \$49,500; new \$67,000 plus. For details, contact Jeff Van Pelt, 512-473-2020.

10 & 20 KW FMs: Harris 20H-3, CCA 10,000D. Also two 25KW's. All transmitters on-air and guaranteed. Call M. Copper, 215-379-6585.

Copper strap, wire, screen. Check our prices. 317-962-8596, ask for copper sales.

3/4 edit system. ECS-1 & (2) 2860's w/frames & interfacing, \$5,995. 301-654-9192.

AM transmitters: CCA 5000 D, 1977, on-air, mint. RCA-BTA-1R & Gates BC-1G, 1 kw AM's. M. Cooper, 215-379-6585.

Audio console bargains! Recording tapes. Cart machines. Limiters. Write for catalog. Box 213, Dunkirk, MD 20754.

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.

Forty-two AM and FM transmitters in stock, all have met FCC proofs. All powers from 1kw to 20kw FM and 1kw to 50kw AM. Continental, Collins, RCA, Harris/Gates, Sparta, CCA, and others Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letterhead). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

Comic Relief. Just for laughs. Bi-weekly. Free sample. Whilde Creative Services, 20016 Elkhart, Detroit, MI 48225.

CONSULTANTS

Slash radio ownership costs. New FM frequency applications available. Radio Management Consultants, P.O. Box 88864, Atlanta, GA 30093. 404-925-0055.

Need video technicians? Call VTI. Trained techs available. No fee. 214-263-2613.

MISCELLANEOUS

Record library from commercial station. Top 40 albums and 45's—beach music also. 30-year collection. Some originals. A.H. Woodall, 404-493-7450.

Toll-free records—publishing, songwriting, recording, provide words and music—ready for pressing—using professional musicians. Call: 1-800-458-3639, ext. 523.

Need your very own Washington correspondent to keep close tabs on crucial issues the wires ignore that impact your audience? We serve up fresh, lively voices and wraps. Explore the views of movers and shapers who make the wheels of government turn—or not turn. Washington Spectrum News Service. P.O. Box 56376, Washington, DC 20011. 301-593-0701 or 498-6062.

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.

RADIO

Help Wanted Management

RADIO STATION GENERAL MANAGER

Opportunity in exciting growth market with a highly successful, professional broadcasting organization. Responsible for overall station management of KOMO AM Seattle. 50 kw ABC Information Network affiliate. Must have strong managerial skills with proven record in medium to major market. Position requires programming experience and a successful sales background. Send resume with references and salary requirements to Personnel Dept., KOMO Radio, Seattle, WA 98109. EOE.

Help Wanted Sales

EXPANDING BROADCAST GROUP

after acquisition of major market television station, and in preparation for continued expansion, is seeking sales help for three suburban New York City radio markets. Applicants must be dedicated and aggressive. Opportunities for advancement within organization. Experience helpful, but not necessary. Immediate openings. Send resume to Richard C. Bell, Vice President-Sales, Sillerman Morrow Broadcasting Group, One Broadcast Plaza, Middletown, NY 10940.

WANTED: CO-OP COORDINATOR

Experienced co-op specialist who can sell for top 50 market station. Send resume and compensation requirements to Box J-146. EOE.

Help Wanted Technical

CONSULTING ENGINEER WANTED

Experienced in preparing F.C.C. applications for radio and television stations. Willing to locate in Southeast. Salary and benefits commensurate with ability and experience. Write Box K-2.

Help Wanted Announcers

TOP RATED FM STATION

in the growing Midwest looking for professional air personality with a minimum of five (5) years' on-air experience, with the potential to be promoted to Program Director. You'll be working with state of the art equipment in an all new facility and a professional staff. Resume to Box J-125.

ANNOUNCER/ANALYST

Major West Coast broadcast company is accepting applications for a possible future opening for a play-by-play announcer and analyst. Send audio tape & resume to:

Dept. STAR
P.O. Box 75263
Los Angeles, CA 90075
Equal Opportunity Employer

Help Wanted Programing, Production, Others

EXPERIENCED PROGRAM PROMOTION DIRECTOR

For highly regarded, well-established major market AM-FM combination. Must understand contemporary and traditional music, assume responsibility for execution of easy listening formats and develop creative program and promotion ideas. An unusual career opportunity with Capital Cities Communications. Mail resume to Robert M. Peebles, WROW, 341 Northern Blvd., Albany, NY 12204. An EOE.

TELEVISION Help Wanted Technical

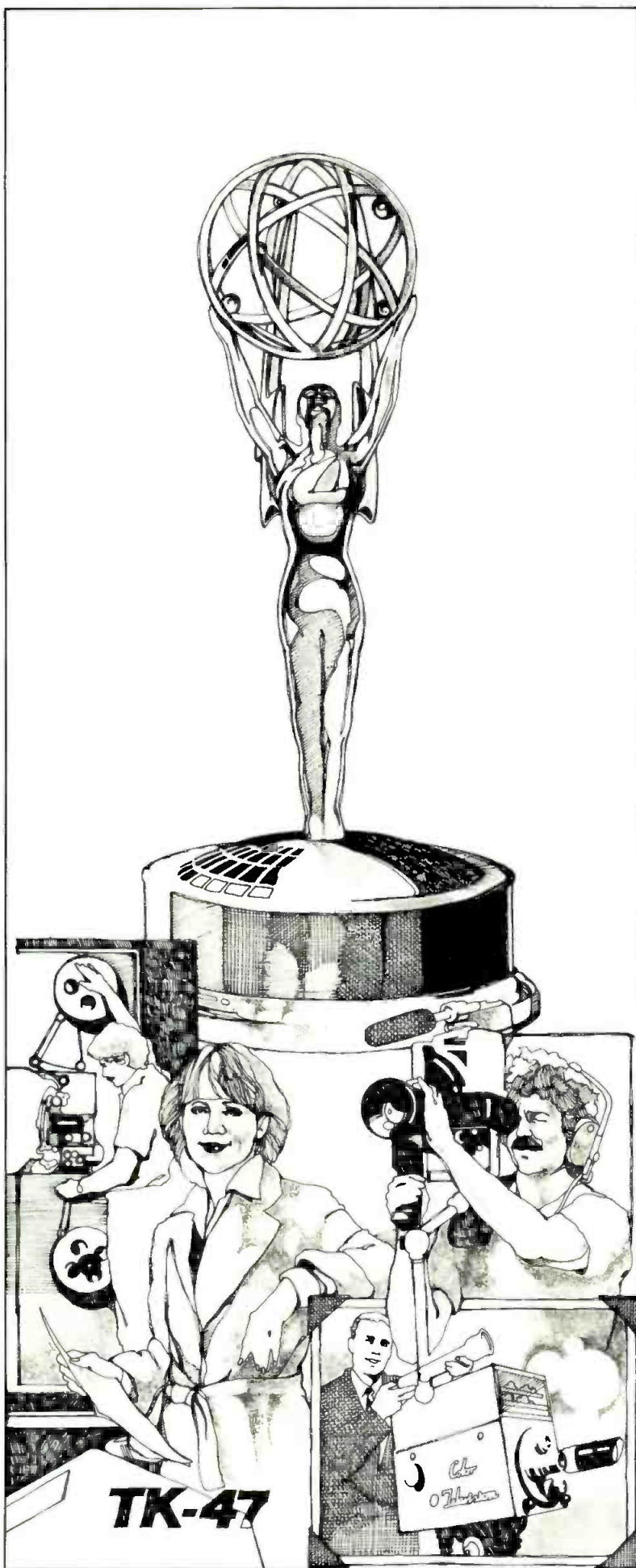
ASSISTANT DIRECTOR OF ENGINEERING

Top station in warm south Florida climate needs assistant to Chief Engineer. Variety of responsibilities include supervision and training of technical personnel, compliance with state and federal regulations, studio equipment and transmitter operation and maintenance, and project construction and installations. Applicants must have formal electronics training, FCC license and prior TV engineering supervisory experience. Send resume to: Tom Weems, WPLG, 3900 Biscayne Blvd., Miami, FL 33137. EOE.

TV BROADCAST MAINTENANCE ENGINEER

To operate and maintain E.N.G. equipment for large southwest Florida medical center. Studio and remote production. Experience required. Salary negotiable. D.O.E. Call Ken Roland or C.W. Craig, 813-334-5654.

For Fast Action Use BROADCASTING's Classified Advertising



Setting A New Pace For The Industry We Pioneered!

...RCA Broadcast Systems

Most people associate the coveted Emmy Award with television writers, producers, entertainers and musicians. However, since 1956, RCA engineers have been awarded seven Emmy's by the National Academy of Television Arts and Sciences for their contributions to picture perfect programming. The most recent Emmy was presented in recognition of the development of the TK-47 automatic color television camera.

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 engineering career details, please write to: RCA Broadcast Systems Division, Joy K. McCabe, Dept. PR-12, Front & Cooper Sts., Building 3-2, Camden, New Jersey 08102.

Equal Opportunity Employer

**Setting The Pace In
Broadcast Engineering!**

RCA

**Help Wanted Technical
Continued**

Manager Broadcast Technical Training

If you have a proven track record in the design, implementation and management of an in-house technical training function, then NBC has an opportunity worthy of your consideration.

NBC's West Coast operation, located in Burbank, California, is currently seeking a training professional to establish a Broadcast Technical Training Department. The individual who accepts this challenge will conduct an analysis of the company's training needs, design course curriculum, and develop technical training manuals. In addition to a strong background in training and management, performance in this position will be enhanced by a solid understanding of broadcast equipment.

NBC is recognized as the industry leader in state-of-the-art television broadcasting. The individual selected for this position will make an important contribution to NBC maintaining that lead. The challenge is great — the professional rewards, salary and benefits are commensurate with that challenge.

Interested candidates are encouraged to send resume with salary history/requirements to

NBC Employment Dept. — TT
3000 W. Alameda Avenue
Burbank, Calif. 91523

Equal Opportunity Employer M/F/H

**National Broadcasting
Company**



**Help Wanted News
Continued**

EXPERIENCED SMALL AND MEDIUM MARKET

News producers—Opportunity. Can you produce, write and edit well? Have you a reputation for professional integrity and reliability? Do you have news judgment and energy? Are you willing to work at any time of the day or night, any day of the week? If you meet these qualifications, have actual news program producing experience and want to join a winning team, write Box J-141. An equal opportunity employer, M/F.

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.

Help Wanted Management

BUSINESS MANAGER

Excellent opportunity for experienced television business manager; network affiliate in Southeastern market needs an aggressive, self-starter; responsible for all financial and business affairs. Send resume to Box J-121. Equal Opportunity Employer.

Help Wanted Sales

GENERAL SALES MANAGER

Experience in both local and national television management necessary; unique opportunity to rebuild and develop your sales staff; organization, training and interpersonal skills a must; strong financial package; Southwest network affiliate, good rating. Send resume to Box J-120. Equal Opportunity Employer.

Help Wanted News

TRAFFIC MANAGER

Excellent opportunity for experienced television traffic manager. Minimum 2 years' experience as traffic manager, preferably on the BIAS system. Major market Sunbelt station. Send replies to Box J-154. An EOE.

TOP RATED SUNBELT STATION

has immediate openings for experienced television personnel. Assignment editor—must have the ability to develop stories. Good organizational skills required. News producer—experienced as a producer of news in major market required. Excellent writing skills and state of the arts electronic equipment experience preferred. Outstanding benefits and competitive salaries. EOE. Write Box K-13.

BUSINESS MANAGER

Major network affiliate in Southwest; excellent opportunity with group owner; minimum of (2) two years' experience as television business manager required; responsible for all financial, personnel, EEOC, and building maintenance functions; salary mid 30's. Send resume to Box J-118. Equal Opportunity Employer.

IF YOU ARE THE BEST

sports anchor in television and would like to work in a major market in the Southeast, we want to hear from you. EOE, M/F. Resume only to Box K-5.

Help Wanted Programing, Production, Others

PRODUCER

Top-rated morning magazine program. Minimum 3 years producing experience, strong organizational skills and a working knowledge of studio and field production essential. Send resume to: Steve Zappia, Production Manager, WKBW-TV, 7 Broadcast Pl., Buffalo, NY 14202. E.O.E.

For Sale Stations Continued

WALKER MEDIA & MANAGEMENT, INC.

Northeast, fulltime AM.
Good real estate.
\$750,000, with terms

703-521-4777
William L. Walker
P.O. Box 2264
Arlington, VA 22202

MEDIUM MARKET AM FULLTIMER

in Southeast. Station in receivership & off the air. \$150,000 free & clear-no assumptions. Write Box J-162.

SMALL MARKET FM

located in central south. \$220,000, on terms.
Contact Ernie Pearce, 615-373-8315



CHAPMAN ASSOCIATES'
nationwide mergers & acquisitions

MICHIGAN FULL TIME AM

1000/250 W. 2 times gross. Excellent facilities. Will accept 1/3 down. Qualified principals only. Write Box K-19.

SUNBELT AM SUPERIOR 5000 WATT SIGNAL

Top rated AM facility in top 50 Sunbelt market. Asking price of \$3,750,000, less than twice annual (\$2,000,000 plus) revenues. Write Box J-180.

FOR SALE

Class A FM-country music format. High economy area-gross over \$300K. Small market-buy for \$400K. Reply if interested to Box K-16.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms
International

300 North Zeeb Road,
Dept. PR., Ann Arbor,
MI 48106

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

Many good New England listings—
\$350,000 to \$1,700,000.

8 DRISCOLL DR.
802-524-5963

ST. ALBANS, VT. 05478
802-524-3159

H.B. La Rue, Media Broker

RADIO TV CTV APPRAISALS

West Coast
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434 1750

East Coast
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

TEXAS AM FULLTIME

Low frequency, long history of growth and profits. \$575,000, including real estate and accounts receivable. Price is less than twice gross. Owner will finance \$425,000. Write Box K-20.

SPECIAL NOTICE

Effective with the November 15, 1982 issue,
ALL Broadcasting Magazine classified advertising
orders must be prepaid

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or Money order only. Payment must accompany order.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted, or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (NO telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING, Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forward-

able, and are returned to the sender.

Rates: Classified Listings (non-display) Help Wanted: 85¢ per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50¢ per word. \$7.50 weekly minimum. All other classifications: 95¢ per word. \$15.00 weekly minimum. Blind box numbers: \$3.00 per issue.

Rates: Classified Display: Situations Wanted (personal ads) \$40.00 per inch. All other classifications: \$70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice advertising require display space. Agency commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word Count: Include name and address, Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as one word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Fates & Fortunes

Media



Mandala

Mark Mandala, general sales manager of ABC owned KGO-TV San Francisco, named president of ABC Owned Television Stations, effective Jan. 3. He succeeds **Richard A. O'Leary**, who has formed his own television marketing and consulting firm (BROADCASTING, Sept. 20). Mandala, who will be based in New York, has been with ABC for 20

years and has held sales and management posts with the company's TV stations in New York, San Francisco, Chicago and Los Angeles.

Jim Haviland, general manager, WLAK(FM) Chicago, named VP of parent Viacom Radio.

Bob Heide, VP, regional manager, Tribune Cable Systems, New York, named VP, general manager for Tribune's Tampa (Fla.) cable system.

James Keating, director, ABC FM network, New York, joins WLIT-FM there as general manager.

Rod Krol, local sales manager, WTOV-TV Steubenville, Ohio, joins WKWK-AM-FM Wheeling, W. Va., as general manager.

Rick D'Amico, program director and air personality, WLS(AM) Lansing, Mich., joins WCXK-FM there as operations manager and sales manager.

Bob Britt, sales manager WAFX(AM) Fort Wayne, Ind., named station manager.

Thomas Gatewood, director, RKO One radio network, New York, named director, affiliate services and administration.

James Connor, general manager, WWSH(FM) Philadelphia, resigned.

Judith Baccari, business manager, WHJJ(AM)-WHYY(FM) Providence, R.I., elected treasurer of parent Franks Broadcasting.

Patricia Sellars, VP, controller, WCSC-TV Charleston, S.C., joins WTSP-TV Tampa-St. Petersburg, Fla., as business manager.

Virginia Barrows, manager of programs, development and commercial clearance, broadcast standards and practices, ABC, New York named director, administration, commercial planning and scheduling. **Robin Graham**, manager, theatrical films and movies for television, named director, theatrical films, broadcast standards and practices.

Terry Sanford, president, Duke University, Durham, N.C., reappointed chairman of board of ACSN-The Learning Channel, satellite-fed cable television network, Washington. Network is adult education service.

Bonnie Foster, account executive, AT&T, Washing-

ton, joins National Public Radio there as new business services project manager.

Robert Moore, director of marketing/network relations for Financial News Network, Los Angeles, joins KNXT(TV) Los Angeles as director of research.

Marketing

Stephen D. Grubbe and **Robert Hiesenberg**, VP's and network programming supervisors, BBDO New York, named associate network directors.

Tom Schafer, management supervisor, Tatham, Laird & Kudner, Chicago, named senior partner.



Scholz

William Frisbie Scholz, management supervisor on U.S. Army account, NW Ayer Inc., New York, named senior VP.

Gerard Grindlinger, assistant VP, Audiotronics Communications advertising and public relations, North Hollywood, Calif., elected VP.

Hilary Hinchman, senior VP/media director of Warren, Muller & Dolobowsky, New York, joins Advertising to Women, New York, as VP, media director.

Brian Tucker, VP and general manager, Doyle Dane Bembach in Hong Kong, joins Foote, Cone & Belding Communications as managing director of Hong Kong office.

Margie Lefcoe, associate media director, Ketchum advertising, Philadelphia, named VP.

Tom Binnion and **Janet Ferguson**, art directors, Tracey-Locke/BBDO, Dallas, named associate creative directors.

Herb Scharff, from UBC Sales, defunct station representative firm, New York, joins Roslin Radio there as sales manager, Chicago office.

Mary Carlson, regional broadcast operations supervisor, Bozell & Jacobs, Minneapolis, named director, regional buying office there.

Jim Potter, commercial artist, Overland Park, Kan., joins Barkley & Evergreen advertising there as art director.

Laura Darrow, sales manager, Hyatt Hotels, Orlando, Fla., joins Ensslin & Hall advertising and public relations, Tampa, Fla., as account executive.

James Morrissey, accounting manager, J. Walter Thompson, New York, joins Goldberg/Marchesano & Associates, Washington, as head of its finance and accounting departments.

Rick Oringel, account executive for WDIV-TV Detroit, joins TeleRep, Houston, as sales manager.

Gary Jones, national sales manager, WCCO-TV Min-

neapolis-St. Paul, joins Cash Plus, spot buying a syndication service there, as director of new business development.

John Tierney, account executive, Seltel, New York, joins Blair Television there as account executive. **Kate Brady**, office manager, Philadelphia sales office, Seltel, joins Blair Television, New York, as account executive, independent sales team.

Brian McCullough, research director of Seltel's independent station research team, New York, named account executive with company's white team there.

Todd Arnold, project manager for Gardner Advertising, St. Louis, joins Harrington, Richter & Parso there as account executive.

Kurt Viken, recent graduate, Arizona State University, Tempe, Ariz., joins KDKB(FM) Mesa, Ariz., account executive.

Philip Press, director of sales of CBS-owned WCAU-TV Philadelphia, named director of sales for WCBU-TV New York.

Elliot Troshinsky, general sales manager, WDAF-TV Kansas City, Mo., named VP, television sales for parent Taft Broadcasting, Cincinnati. He succeeds **Donald Chapin**, retired.

Stephen Knowles, sales manager, WEEI(AM) Boston, named director of sales.

Programing



Kline

Richard Kline, executive producer, series, special events and pilots, Barry & Eright Productions, Los Angeles, named partner television and film production company.

John (Jack) Benne, manager, sports engineering, NBC, New York named director, sports technical operator NBC Sports, responsible

for management services and technical operations for all NBC sports coverage. **Alex Gilady**, director, NE sports, Europe, London, named VP, international program planning and development, NBC Sports there.

Myhl Henson, formerly VP, programming, Oak Mead Entertainment, named Group W Satellite Communications programming consultant, remaining based Los Angeles.

Mark Freter, regional manager for Home Box Office's mountain state region, Denver, named regional director, responsible for sales and marketing for HBO, Cinemax and USA Cable Network for cable systems in Colorado, Montana, Utah and Wyoming.

Mikel Hunter Harrington, operations/program director, KOME(FM) San Jose, Calif., resigns to develop

**Help Wanted Programing,
Production, Others
Continued**

Director of Promotion

"Give us 18 minutes, we'll give you the world." Satellite News Channel, a joint venture of Group W Satellite Communications and ABC Video Enterprises, provides concise, up-to-the-minute news, via cable, on a 24 hour a day, 7 day per week basis.

Presently an opening exists for a Director of Promotion within our news operation. The position entails writing, producing, and executing material for all on-air promotions consistent with our news service. Candidates should possess 2-3 years' experience in producing promotional material in the broadcast/cable industry, as well as extensive knowledge of technical productions. Individuals should be able to create a positive and exciting image for our service.

In addition to a progressive career path in a challenging environment, Satellite News Channel offers competitive compensation and benefits package, with an extraordinary waterfront location convenient to New York City. Contact us, by forwarding your resume and salary history, in complete confidence to: Ms. R.D. Peters, Manager Employment,



**Satellite
Communications**

41 Harbor Plaza Drive
PO. Box 10210
Stamford, CT 06904

EOE, M/F.

PROGRAM MANAGER

Top 25 Southwest market needs experienced Program Manager for network affiliate; program purchasing, public file, standards and acceptance, plus local program development important to this major group ownership station. Send resume and salary requirements to Box J-119. Equal Opportunity Employer.



ASSOCIATE PRODUCER

for top-rated PM Magazine. Must have proven ability to put together features, including research, writing, field production and 3/4-inch editing. Prior magazine show experience preferred. Resume and salary needs to J.A. VanHorn, KWWL-TV, Waterloo, IA 50703. EOE.

ALLIED FIELDS Help Wanted Management

COMMERCIAL LOAN OFFICER COMMUNICATIONS FINANCE

Large Midwestern-based financial institution is seeking person with minimum of two (2) years' experience in structuring commercial secured loans in the broadcasting industry. Experience in the operation of radio stations helpful.

Candidate should possess excellent marketing and sales ability and be an aggressive self-starter with the ability to communicate both orally and in writing. Degree in a business-related area with concentration in marketing desired. Some travel required.

Excellent starting salary with good company benefits.

Send resume with current salary to:

**Firstmark Financial
Corporation**
110 E. Washington Street
Indianapolis, IN 46204

CABLE Help Wanted Technical

CHYRON OPERATOR/ EDITOR

New cable sports network seeks person with proven ability as a Chyron-IVB operator and computer editor. Must be able to efficiently organize all Chyron associated tasks as well as handle editing duties on a variety of projects simultaneously. If interested in this staff position, please send resume to: VP Network Operations, PO Box 344, Carlsbad, CA. 92008.

Consultants

CONSULTANTS

Radio-specializing in small markets. Experienced team. Able to handle any problem. Sales, programming, administration, personnel. Reply to Box K-17.

Public Notice

NOTICE OF AVAILABILITY

Of a request for proposal for a cable television communications franchise. The City of Garfield Heights, Ohio, invites proposals for a cable communications franchise. Proposals shall be submitted in accordance with the system design and services as specified in the "Request for Proposals" available from Fred Corsi, Building Commissioner, City Hall, 5555 Turney Road, Garfield Heights, OH 44125, 216-475-1100. Proposals will be accepted until February 24, 1983, at 4:30 p.m. All applications must conform to the Request for Proposal and Garfield Heights Cable Television Ordinance. The City Council reserves the right to reject any or all applications. For further information call or write the undersigned, Fred Corsi, Building Commissioner.

Employment Service

RADIO JOBS

10,000 radio jobs a year for men & women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspeople & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, \$6. Special bonus: 6 consecutive weeks, only \$14.95—you save \$21! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.**

Wanted To Buy Stations

PROBLEM STATION?

Full-time AM or FM or combo—we would like to talk to you about purchasing your station. Present volume not important. Send Information to Box J-174.

For Sale Stations

BROKERAGE

PENNSYLVANIA

Choose your market.
Pick your price range.
FM only, "B" or "A".
FM/AM combo.

Currently offering in Pennsylvania a number of excellent station buys.

From FM in the largest markets in the state, to small market FM/AM combo stations—if your interest is in Pennsylvania we have solid stations with excellent cash flow. Also, turn-around situations in several markets in FM and AM/FM properties.

Call our Pennsylvania specialist today, Bernie Fuhrmann, for full details in the best buys in the state!

Over twenty years of service to Broadcasting
Appraisals • Brokerage • Analysis
Westgate Mall, Bethlehem, PA 18017
215-865-3775

THE HOLT CORPORATION

• **Dominant N. AL. facility in 53,000 pop. trade area. Financially responsible party can assume liabilities w/no down payment.**

- AM/FM S. WV. Large town. Originally priced \$1.2 million. Unusual circumstances cause owners to sacrifice for \$690,000.
- FM, Virgin Islands. Fantastic buy, \$1,000,000.
- FM, Northern Ohio. Nice town in densely populated area. \$240,000.
- Daytimer. Good dial position. S. AL. \$85,000.
- Daytimer. Coastal SC near city. \$160,000.
- Puerto Rico. 50,000 watt FM. \$590,000.
- Fulltime AM. Central FL. \$800,000.

**82 LISTINGS NATIONWIDE
CALL TO GET ON OUR MAILING LIST**

BUSINESS BROKER ASSOCIATES
615-756-7635 (24 Hours)

R.A. Marshall & Co.

Media Investment Analysts & Brokers

Bob Marshall, President

Class A in single station market. Good billings but owner must sell because of illness. Excellent coverage of several communities from 500 ft. antenna. Growing southeast market with warm climate. \$400,000 with \$100,000 down — negotiable.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 (803) 842-5251

809 Corey Creek, El Paso, Texas 79912 (915) 581-1083



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

STATION				CONTACT			
FL	Metro	FM	\$1750K	Terms	Bill Cate	(904) 893-6471	
SW	Metro	AM/FM	\$1600K	\$525K	Bill Whitley	(214) 680-2807	
MW	Medium	AM/FM	\$1500K	\$500K	Jim Mackin	(207) 623-1874	
R.Mt.	Metro	CLIV/FM	\$1200K	\$400K	Brian Cobb	(303) 322-3763	
MW	Medium	FM	\$950K	\$300K	Jim Coursolle	(414) 233-6222	
MW	Small	AM	\$675K	\$150K	Peter Stromquist	(612) 831-3672	
SW	Metro	Fulltime	\$600K	Cash	Bill Hammond	(214) 387-2303	
SE	Metro	Fulltime	\$600K	Terms	Bill Chapman	(404) 458-9226	
Mid Atl.	Metro	AM	\$525K	29%	Mitt Younts	(804) 355-8702	
MW	Small	Fulltime	\$155K	\$40K	Peter Stromquist	(612) 831-3672	
SE	Small	AM	\$130K	\$35K	Ernie Pearce	(615) 373-8315	

To buy or sell, for appraisals or financing—Contact John Emery, General Manager, Chapman Co. Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. (404) 458-9226.

5 KW MIDWEST

Excellent signal, dominant A/C audience & revenue position. Owner redeploying certain assets. Includes valuable real estate. Revenues on increase. Minimal FM competition. Top 75 market. Asking price of \$1,250,000 is less than 1.5X annual revenue. Write Box J-169.

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS

"Specializing in Sunbelt Broadcast Properties"

5050 Poplar • Suite 816 • Memphis, TN 38157

BILL - DAVID ASSOCIATES

BROKERS - CONSULTANTS

303-636-1584

2508 Fair Mount St.

Colorado Springs, CO 80909

HOT CALIFORNIA FM!

Class A covers **TWO HOT** metro mkts. with growing ratings in both. Primed for super billing and profits. \$1 mil is a steal! Qualified princ. only: Gary Willson, broker, 415-435-3159.

ATTRACTIVE AM RADIO STATION

In small town. Broadcasting 24 hours per day. 1000 watts day and 250 night-AM. Location: near downtown business area. Three and one-half story red brick building: first floor-rented: insurance agent, barber and tailor. Second Floor: four business offices, two broadcasting studios, engineer's room, program director office and news room. Third Floor: four large rooms fully carpeted, kitchen and bathroom. Large attic for storage. Tower with approximately five acres of land included with above real estate. Principals only: complete stock for sale.

Selling price: Two and one half times billing. Write: "Station," P.O. Box 865, Connelville, PA 15425.

AM RADIO STATION CHARLOTTE, NORTH CAROLINA

All assets, real and personal property (except Federal Communications Commission license to broadcast), relating to the operation of radio station WGIV-AM, Charlotte, NC, will be offered for public sale to the highest bidder. As set forth in the Notice of Public Sale of Personal Property and Notice of Sale filed in the General Court of Justice before the clerk (82-SP-1993), State of North Carolina, county of Mecklenburg. 12:00 Noon EST, December 20, 1982 at the usual place of sale in the County Court House of Mecklenburg County in the city of Charlotte, North Carolina. Public sale will be conducted by C. Richard Rayburn, Jr., substitute trustee and agent of Firstmark Leasing Corp. Inquiries should be directed to William E. Kennedy, Commercial Loan Officer, 110 East Washington Street, Indianapolis, IN 46204, 317-262-5856. Sale of the assets will be subject to the approval of the Federal Communications Commission of the transfer of the license to operate radio station WGIV-AM to the successful bidder.



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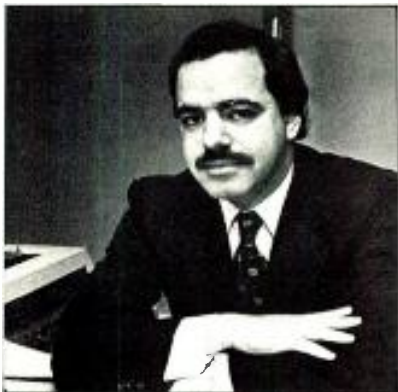
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ATTENTION: DEADLINE NOTICE

The deadline for classified advertising for the January 3 issue will be:

WEDNESDAY, DEC. 22

Radio editor named



Vincent M. Ditingo joins BROADCASTING today (Dec. 6) in its New York bureau as senior editor for radio. He has been editor of *Radio News* (formerly the *Hall Radio Report*) in Washington for the past three years, and previously served as its associate editor. Ditingo's appointment is designed to enhance BROADCASTING's increased concentration on the aural medium. He will be responsible for the weekly "Riding Gain" department as well as for supervising other news and feature coverage about radio. Ditingo is a native of New York City and received his bachelor of arts in communication arts and sciences from Queens College in Flushing, N.Y.

in counseling business, yet unnamed. **Dana Jang**, music director, named acting program director. **Karin kamura**, music assistant, succeeds Jang.

e Kasper, VP, Annazan Corp., Hollywood, Calif.-sed film producer and distributor, joins Image Ca: Systems there as director of programing for new-formed producer and distributor of cable product.

n Sundeen, sales and marketing director, CW(AM) Terrell Hills, Tex., joins TM Programing, illas, as marketing director for the Good Times and pha One formats.

zabeth Herron, from International Tape/Disk Association, New York, joins Larry Finley Associates, :w York-based home video consultant firm, as ad of new division concentrating on product acquisition for television.

ive Marash, from WCBS-TV New York, joins NBC pre as sports reporter for *NBC Nightly News*, *ortsjournal* and *Sportsworld*, as well as serving as vestigative reporter for WNBC-TV New York.

n Davis, news director, WBEZ(FM) Chicago, named ogram director, succeeding **Jim Nayder**, named oduction supervisor and Chicago host, *Morning lition*. **Diane Divall**, reporter, WBEZ, named host, *l Things Chicago*.

illp Armstrong, producer, *PM Magazine*, WTKR-TV rfolk, Va., joins Cross Country Cable, Chesapeake, Va., as production manager.

urton Lamb, marketing director, WRAU-TV Peoria, .. named director of programing and promotion.

c Romero, production supervisor, KNTV(TV) San se, Calif., joins KUTV(TV) Salt Lake City as co-ist, *PM Magazine*.

ck Jones, music and sports director, WFEB(AM) Sy-

lacauga, Ala., joins WYEA(AM)-WMLS-FM there as producer, air personality and account executive.

Marilyn Phlister, from WKBW-TV Buffalo, N.Y., joins WPVI-TV Philadelphia as producer, *AM/Philadelphia*.

Robert Ryan, music director and acting program director KWEN(FM) Tulsa, Okla., named program director.

Bob Bates, co-host, *PM Magazine*, WJXT-TV Jacksonville, Fla., joins WXYZ-TV Detroit as feature reporter, *Good Afternoon Detroit*.

Bruce Beck, sports director of Suburban Cablevision, East Orange, N.J., joins Madison Square Garden Network, New York, as announcer.

Keith Hartenberger, sports anchor/reporter for KOMU-TV Columbia, Mo., joins WICS(TV) Springfield, Ill., as weekend sports anchor and sports reporter.

John Moore, from WQEN(FM) Gadsden, Ala., and **Dave Lyons**, from WKMX(FM) Enterprise, Ala., join WJDQ(FM) Meridian, Miss., as air personalities.

Terry Mauney, professional golfer, joins WBTV(TV) Charlotte, N.C., as sports reporter-photographer and part-time anchor.

News and Public Affairs

Peter Jacobus, news director, KYW-TV Philadelphia, joins KGO-TV-San Francisco in same capacity, succeeding **Doug Hansey**, who becomes editorial director.

George Tibbitts, newsman, Associated Press, Salt Lake City, named broadcast editor, Intermountain region of Utah and Idaho, remaining in Salt Lake City.

Lance Herdegan, reporter, United Press International, Milwaukee, named bureau manager and Wisconsin state news editor in move of UPI state headquarters from Madison, Wis., to Milwaukee. Herdegan succeeds **Ray Doherty** as Milwaukee bureau manager, with Doherty becoming special correspondent.

Carolyn Grisko, reporter, WBEZ(FM) Chicago, named news director, succeeding **Ken Davis** (see "Programming" above).

Lynn Ross, weekend assignment editor, WJLA-TV Washington, named night assignment editor.

Eileen Fredman, executive producer, KMOX-TV St. Louis, joins WJZ-TV Baltimore in same capacity.

Michael Gleason, managing editor, WNEV-TV Boston, named assistant news manager.

Susan Steger Welsh, producer, KSTP-TV Minneapolis-St. Paul, named executive producer. **Gary Hill**, associate producer, KSTP-TV, named assignment editor.

Steve Shusman, news producer, WDVM-TV Washington, joins WJLA-TV there as producer, 7 and 11 p.m. news.

Nicholas Simonette, executive producer, KWTW(TV) Oklahoma City, joins WTLV(TV) Jacksonville, Fla., in same capacity.

Matt Malyn, 6 p.m. producer, WCMH-TV Columbus, Ohio, joins WTVN-TV there as 11 p.m. producer. **Gail Still**, reporter, co-owned WTVN(AM) Columbus, joins WTVN-TV as general assignment reporter.

Paula Harris, reporter, WEWS(TV) Cleveland, joins

WKW-TV there as special assignment reporter, *Newscenter 8*. **Denise D'Ascenzo**, from KSDK-TV St. Louis, joins WKW-TV as *Consumercenter* anchor and special assignment reporter.

William Clarke, producer, *Close Up* news program, KIRO-TV Seattle, named managing reporter. **Todd Smith**, reporter, *Close Up*, succeeds Clarke. **Brian Wood**, reporter, KLAS-TV Las Vegas, joins KIRO-TV in same capacity.

Jeff Scheldecker, assignment editor, WHEN(AM) Syracuse, N.Y., joins WJXT(TV) there as general assignment reporter.

Ford Rowan, Washington correspondent, Independent News Network, has been signed by Maryland Center for Public Broadcasting, Owings Mills, Md., as host of weekly news analysis series, *International Edition*.

Susan King, correspondent, ABC News, Washington, joins WRC-TV there as anchor and reporter.

Jody Hannon, teacher, Bishop Hartley high school, Columbus, Ohio, joins WSNY-FM there as news writer and reporter.

Grant Perry, from WLUK-TV Green Bay, Wis., joins WTHR(TV) Indianapolis as statehouse specialist and reporter.

Technology

Robert MacCormack, VP, international operations, Applicon Inc., Burlington, Mass., joins BTX Corp., Natick, Mass., as president and chief executive officer. BTX manufactures broadcast and radio equipment.



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Kremer

Selman Kremer, VP, Satellite Syndicated Systems, Tulsa, Okla., named executive VP. Kremer will continue to oversee company's teletext activities, including its Keyfax National Teletext Magazine.

Charles Musson, executive VP, Audiotronics, North Hollywood, Calif., based producer of video equipment, elected president and chief operating officer.

Don Conway, central district manager, Bell & Howell Video Systems, Chicago, named Midwest regional manager, Bell & Howell/Columbia Pictures Video Systems division, Northbrook, Ill. **Ken King**, sales representative, Columbia Pictures Video Services, Chicago, named Mideast regional manager, industrial sales, Bell & Howell/Columbia, Northbrook.

Paul Sacks, from Hitachi, New York, joins Teknika Electronics Corp. there as Eastern regional sales manager for manufacturer of audio and TV components.

Gene Eldenberg, former director, Democratic National Committee, Washington, joins MCI Communications there as senior VP, public policy.

David Maxson, chief engineer, WCRB(FM) Waltham, Mass., and **Rick Levy**, chief engineer, WERS(FM) Boston, have formed own company, R&D Station Service, Cambridge, Mass., to provide frequency measuring and other technical services to broadcast industry.

Horst Weiler, from Flintkote/Genstar, Gardena, Ca-

Conducting business. At Broadcast Music Inc.'s annual stockholders meeting Nov. 30 in New York, Robert Pratt, vice president and general manager of KGGF(AM) Coffeyville, Kan., was elected chairman of the board, succeeding Robert Wells, of Harris station group, Garden City, Kan. Edward Cramer, BMI president was re-elected, as were all other BMI officers. In addition, BMI's board was expanded from 15 to 16 members, with Francis A. Martin III, president of Chronicle Broadcasting, San Francisco, named to newly created seat.

lif., joins American Videotape Manufacturing Co., Gardena, as manager of plant engineering.

Allied Fields

Patricia Diaz Dennis, assistant general attorney in ABC's West Coast labor relations department, is to be nominated by President Reagan for seat on National Labor Relations Board, according to White House announcement. Dennis, who joined ABC in 1978, has also worked as attorney for Pacific Lighting Corp. and was associate with Paul, Hastings, Janofsky & Walker, is to be appointed to term that expires in August 1986.

Les Brown, editor-in-chief, *Channels of Communication*, New York, and **Frank Manchel**, associate dean, University of Vermont, Burlington, Vt., named to advisory board for Peabody broadcasting awards. Reappointed to board were **Margita White**, former FCC commissioner; **William Hartley**, media consultant to UNESCO, and **J. Leonard Reinsch**, retired board chairman, Cox Broadcasting Corp.

John Spencer, senior attorney, AM branch, broadcast facilities division, Broadcast Bureau, FCC, Washington, joins Leibowitz & Rice, communications law firm, Miami.

Richard Gowen, VP and dean of engineering, South Dakota School of Mines and Technology, named

president-elect of Institute of Electrical and Electronics Engineers. **Charles Eldon**, manager of equipment, Hewlett-Packard Co., elected executive VP.

Edward McCabe, partner, Hamel, Park, McCall Saunders, Washington law firm, retires as partner continues as counsel to firm.

Cullie M. Tarleton, senior VP/radio, Jefferson-Broadcasting, Charlotte, N.C., received Distinguished Service award from North Carolina Association of Broadcasters for his "community leadership and for his contributions to broadcasting at the local, state, and national level."

C. David Thomas, director of CMI Research, Angeles, joins Information & Analysis there as head of Western division of marketing/media research firm.

June Travis, senior VP, American Television & Communications, Denver, received Accolade award from Women in Cable professional society at Western Cable Show. Award, society's highest, is "designated honor company or person who makes a major contribution to furthering the goals of women in cable."

Elected officers, Women in Cable, Washington: **Koplovitz**, USA Cable Network, president; **Carl Chambers**, Liberty Communications, vice president; **Charlotte Hrnir**, Cable Registry, treasurer; **C. Beales**, National Cable Television Association, secretary, and **Vivian Horner**, Warner Amex Cable Communications, immediate past president.

Appointed council chairmen, Advertising Research Foundation, New York: **Bernard Guggenheim**, senior VP and group director-media information services, Campbell-Ewald; **Jim Spaeth**, manager, search and analysis, General Foods Corp.; **Watson (Jay) James**, VP, video technology-programming, Doyle Dane Bernbach, and **Robert Anderson**, planning, Thomas Publishing Co.

Donald C. Brinton, president of CanWest Broadcasting Ltd., Ottawa, elected president of Canadian Association of Broadcasters at annual meeting in Toronto.

Deaths

Gordon Gray, 73, chairman, Summit Communications, Winston-Salem, N.C., group owner, and rector of Media General Inc., died of cancer Nov. 26 at his home in Washington. In addition to his broadcast business interests, Gray held numerous government posts, including secretary of the Army under President Truman and national security adviser under President Eisenhower. He is survived by his wife Nancy, and four sons.

Hugh Harmon, 79, creator of such animated characters as Porky Pig, Daffy Duck and Tom and Jerry, died Nov. 26 at his home in Chatsworth, Calif., 10 miles from Los Angeles.

Jarret (Jack) Griffin, 61, writer-producer, news department, KMOX-TV St. Louis, died following series of heart attacks Nov. 21 in St. Louis. Griffin is survived by his wife, Sue, son and daughter.

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WILLIAM B. TANNER COMPANY, INC.

communications consultant Bortz: an economic mentor

They say they are not prophets but consultants. Some hire them out as seers of a sort, as advisers where entrepreneurial bets on future developments should be placed. Paul Bortz, managing partner of Browne, Bortz & Coddington, a business economics firm based in Denver, is, perhaps, a leading one, and communications is his field.

Do you own several radio and television stations and a cable operation or two and are wondering whether to sell off or expand your holdings, and if so which one? That's a question Bortz and the firm will handle. They will do objections of future profitability in those cases.

Backed by the firm's resources, Bortz has done such "strategic planning" at a more rarified level. As a consultant to ABC, he directed the studies that in 1979 enabled ABC's then-and-new Video Enterprises unit to develop specific goals, and advised it on the cable-related ventures it has entered, with Hearst, Group W and ESPN. He also played a key role in developing and implementing the concept that has emerged as Home View Network, that unique undertaking in which ABC will transmit, in the dead of night, scrambled pay pictures for home recording and unscrambling and viewing by viewers at a more decent hour.

Bortz, 45, with the kind of bushy, wiry hair that appears life-threatening to a comb, has the look of a scientist. And he is comfortable talking to technical people. But those who know the former deputy assistant secretary of commerce for communications and information say he is equally at home in discussing public policy with government officials and numbers with financial people. Certainly he tosses off opinions about possible future developments with ease that, but for a reserved manner, might seem presumptuous.

Here is a sampler, at no charge:

- What of television in the era of proliferating video technologies? It is "a mature but not a declining industry." The days of rapid revenue growth are over; the number of households decreased will remain constant, perhaps even decline slightly over the next several years. But with the networks continuing to sell out their prime time inventory, "there is plenty of give in the upward cost per thousand." A critical problem, though, is controlling costs.

- Bortz, whose firm is assisting ABC in the effort to persuade the FCC to repeal the financial interest and network syndication rules, so has a forecast of the three networks' share of the prime time audience in the 1990's—between 60% and 70%, as compared with the low 80% range today.

- None of the new video technologies—cable television, multipoint distribution service, direct broadcast satellite service and the rest—will put any of the others out of business. Each



Paul Isaac Bortz—managing partner, Browne, Bortz & Coddington, Denver; b. April 20, 1937, Cincinnati; BS Purdue University, 1959, aeronautical engineering and MS, Harvard, 1961, applied mathematics; Ford Aerospace & Communications, Newport Beach, Calif. (research engineer, senior systems engineer and program engineer), 1961-69; University of Denver Research Institute (research economist, deputy division head, division head), 1969-78; deputy assistant secretary of Commerce for communications and information, 1978-79; present position, July 1979; m. Judith Ann Zimba, Dec. 29, 1962; children—Matthew, 18; Ann, 17; Mark, 12.

will gain its own niche. But cable's niche will be by far the largest of the premium services.

But Bortz offers a caveat in connection with comments: "I am not a prophet. I attempt to make a forecast based on information available and a sense of what might happen. If you run into a consultant who says he knows what's going to happen in the 1990's, don't hire him. Nobody knows."

Bortz's partners concern themselves with clients other than those in communications—energy companies, financial institutions and state and local governments. And Bortz, whose interests cover the whole range of telecommunications, works with clients across that range—the National Association of Broadcasters, the National Cable Television Association, American Television & Communications Inc. and Microband Corp. of America and its parent, Tymeshare Inc., among them.

Bortz first came to the attention of the communications community in Washington in his job as deputy assistant secretary at the Commerce Department, which made him second in command at the National Telecommunications and Information Administration, from February 1978 to July 1979. His boss then, Henry Geller, recalls Bortz with some awe. "He was terrific at management"—a job Geller, who preferred policy virtually to the exclusion of the management function, delegated to Bortz. "He was terrific on substance, too." And now,

Geller noted, "he's offering business advice—the hardest thing of all."

The same kind of pro-Bortz enthusiasm is evident at ABC, a client almost from the day Bortz joined the consulting firm. Jack Healy, ABC Video's vice president for product development and acquisitions, concedes he has a "biased" view of Bortz, with whom he has worked closely since the creation of the unit. The warning given, Healy moved on: "He's done a terrific job for us...He's impressed everyone with his knowledge and insights...I can't say his ideas are always implemented, but his opinions are always listened to...We haven't gone into anything without talking to Paul."

How does one acquire the skills and background to win such praise?

Bortz began by earning a BS degree in aeronautical engineering and an MS in applied mathematics, then joining Ford Aerospace & Communications. He spent most of his time at Ford working on advanced missile systems. In the process, he learned management as the head of various programs. After eight years, he moved to the industrial economics division of the University of Denver Research Institute. The division, which specializes in technology innovation and the application of aerospace technology to civilian uses, needed someone with his skills. Bortz acquired his knowledge of business economics while serving with the division, which in time he headed. And Bortz learned the ways of government and policy formulation as a key member of the Geller team at Commerce.

How about one more look into the future at no charge?

Bortz thinks that those involved in all video technologies should be concerned with how people will entertain and inform themselves in the decades ahead. The methods chosen have changed over the years, he noted, adding: "We cannot assume the intensity of use of television we witnessed in the 1970's will exist in the 1990's." Indeed, the projections his firm does for clients already include a factor to account for "some diminution of household use of TV."

But what will become of today's passive viewers?

Bortz thinks they will become active, that they will turn to transactional services in which they will call up information over telephone lines and cable. "There will be interactive video games [of a degree of sophistication] that will make today's video games look primitive."

Is Bortz doing research in the area?

As a matter of fact, a couple of clients have asked him to look into it and he talks of things he has heard about: "You're watching a mystery on the screen. Its an interactive offering, so you can make decisions that will affect the ending. There may be 25 possible endings, and you, as the detective, say, could affect that. It could be very entertaining."

Looking into the future does have its fascination.

ABC, CBS, NBC, Cable News Network, Association of Independent Television Stations Inc., Commissioner of Baseball and Hughes Television Network last week filed plan with FCC proposing interim settlement of proceeding aimed at determining how much AT&T should charge—and how costs should be allocated among users—television transmission service. Under proposal, rate for part-time interexchange service would be reduced from current 93 cents to 70 cents per channel mile hour, and rate for full-time interexchange service would be increased from current \$68.15 to \$75 per channel mile per month. Noting that AT&T divestiture of Bell operating companies, which is scheduled for January 1984, was likely to cause "major changes" in terrestrial TV service, parties suggested that settlement last for 18 months.

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MCI Communications Corp. announced last week plans for fiber-optics link between Washington and New York along Amtrak right-of-way. Link, which is expected to be completed by end of 1983, will be capable of handling 40,000 telephone conversations. That's four times as many as MCI's existing microwave link can handle. If demand dictates it, MCI will be able to expand system to carry up to 120,000 conversations. Under its agreement with Amtrak, MCI will pay railroad \$4.4 million and provide it with telecommunication services. Fiber-optics system will be digital, making it suitable for data transmission as well as voice.

□

FCC has denied request by Faith Center Inc. to disqualify Administrative Law Judge Edward Kuhlmann from comparative renewal case for that nondenominational church's KVOF-TV San Francisco. Faith Center had alleged that Kuhlmann had, among other things, prejudged issues and participated in improper ex parte contact. Commission, however, said Faith Center's arguments were totally without merit.

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Meredith Corp., Des Moines, Iowa-based radio and TV group owner, reached agreement to buy remaining 60% of WOFL(TV) Orlando-Daytona, Fla., from current stockholders for \$16 million. Meredith, which already owns 40% of WOFL, exercised option it had to purchase balance of stock by mid-1984. Station, formerly WSWB-TV, was acquired by current owners in 1979 for \$2.38 million after station had been in receivership and dark three years (BROADCASTING, June 25). WOFL is on channel 35 with 646 kw visual, 12.6 kw aural and antenna 1,470 feet above average terrain.



Forty-year man. Douglas Edwards, CBS News correspondent (standing) was honored by his colleagues during luncheon New York last Wednesday (Dec. 1) marking his 40th anniversary with CBS. Among 25 CBS executives and news staffers in attendance were (l-r): Richard Brescia, senior vice president, CBS Radio Network; Van Gordon Sauter, president, CBS News; Edwards; Gene Jankowski, president CBS/Broadcast Group, and Robert Hoskings, president, CBS Radio Division.

FCC has requested two-year extension from Office of Management and Budget to permit it to continue requiring broadcasters to submit model EEO program forms at renewal time ("Closed Circuit," 15). OMB recommended last year that commission stop requiring routine submission of those forms. Commission, which could recommend with simple majority vote, already has received extensions. Current extension runs until January 31.

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Twentieth Century-Fox Film Corp. has reported net loss of \$11 million for fiscal year ending Aug. 28, according to chairman, Hirschfeld, who presented year-end results to reporters in Los Angeles. Loss was primarily attributed to poor returns at box office and million write off in "excess costs" paid by studio owner Marvin L. Tost when he bought company in 1981. Although Fox is privately held, it must file periodic reports with Securities and Exchange Commission because it has publicly-owned debentures. On brighter side, Hirschfeld said studio's television division had "exceptionally good year." He said division plans to increase its activities, especially with independent producers.

Justice supports network ownership of cable

The Department of Justice last week offered strong support for the FCC's proposal to permit television networks to own cable systems. But early comments from public interest groups and minority interests indicate the FCC's proposal will face opposition.

In comments filed at the commission last week (the comments deadline has been extended until Dec. 14), Justice favored dropping the network-cable crossownership prohibition. "We believe that the possibility of economic harm resulting from a vertical relationship between television networks and cable systems is too remote to justify continuation of a flat ban on network-cable crossownership," Justice said. "Any potential abuses that might result from network ownership of cable systems can be policed adequately under antitrust laws."

While the commission also requested comment on how it should arrive at market definitions to measure concentration in the video industry—and perhaps an index identifying excessive concentration—Justice warned the commission that such an enterprise wouldn't be easy. "Given the complex and changing structure of the video industry, we urge the commission to limit

itself at this time to developing a proper analytical approach for analyzing these issues, rather than trying to develop specific market definitions," Justice said.

The Telecommunications Research and Action Center, Black Citizens for a Fair Media, the National Latino Media Coalition and the National Association for Better Broadcasting, however, urged the commission to retain the network-cable crossownership prohibition. "There can be no question that the networks continue to dominate the video marketplace," the groups said.

"The network-cable crossownership ban is simple to apply and has worked well to maintain competition within the cable industry by preventing the networks from entering and dominating the marketplace."

The National Black Media Coalition followed suit, contending that minorities were having enough trouble winning cable franchises against the current generation of MSOs as it is. "With the networks added to the lot, the prospect of local and minority ownership and control of a cable system will be reduced to a faint hope," NBMC said.

munications Satellite Corp. hopes to raise "tens of millions" of rs with public stock offering later this month, first since Com-initial offering in 1964. With First Boston Corp. serving as man-; underwriter, of nationwide syndicate, Comsat will offer one on shares. Stock closed at 86 7/8 last Friday. Proceeds will be used arily for capital expenditures for Comsat's Intelsat services, Com-aid, "and for advances to subsidiary and related companies, in- ing first substantial funding for...Satellite Television Corp.," its t broadcast satellite subsidiary. As required by Comsat's original er, half shares will be reserved for purchase by common carriers ified by FCC, including AT&T, until Dec. 13. Any shares left over other half million will be available to public after that date.

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Wheeler, president of National Cable Television Association, jested last week that local municipalities work with cable industry ushing "federal pre-emptive legislation" (such as S. 2172) igh Congress or risk losing all power over cable through court n. In speech at George Washington University's Center for Tele- munications Studies in Washington, Wheeler said several court brought in recent months threaten to eliminate ability of munic- ies to award exclusive franchises. "This would effectively termi- a city's leverage to exact onerous services and pricing concessions prospective franchises." And cable industry would also lose, he d—"If the courts decide a city must award permits to all appli- s, the ability to finance all the bells and whistles demanded by the s would be virtually nonexistent." There is hope, Wheeler said, cable and municipalities can work together to develop "rational lative policy...[to] silence the debates in the courts." NCTA and onal League of Cities, which have been at odds over cable legisla- in past, he said, have met three times and made "substantial ress" in agreeing on legislation that would be acceptable to cable "maintain the role of cities in the growth of the cable industry."

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ing determined licensee had not misrepresented its actions to com- ion nor transferred control of station without authorization, FCC week renewed license of WAVS Inc. for WAVS(AM) Fort Lauderdale,

□

tinghouse Broadcasting & Cable Inc. Chairman Daniel L. Ritchie ived 1982 Human Relations Award of American Jewish Com- ee last week from previous recipient of that honor, Viacom Chair- Ralph Baruch. In accepting award, Ritchie said large share of or was owed Group W traditions, including its public interest graming and "fact that Group W is trying not to add to the already e diet of exploitative programing that is now being fed to the erican home."

□

e before FCC this week is whether to approve sale of WJAN(TV) on, Ohio, by PTL of Heritage Village Church and Missionary wship Inc. or to designate application for hearing. In wake of investigation into PTL's fund-raising activities, PTL proposed of station to David Livingston Missionary Foundation Inc. for mption of \$1.3 million debt. (It bought station for \$2.5 million years ago.) Those arguing for approval say that loss of PTL's sole on is punishment enough for any wrongdoing. They're also saying designating application for hearing, commission's alternative, d result in distress sale that might benefit PTL more than pending. Nonetheless, those for designating application say that FCC y directs them to do that when "substantial question" of licensee's acier qualifications has been raised, and they see no reason to e exception for this case. James Bakker, licensee's president, is er of PTL Television Network, which syndicates *The PTL Club*.

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Corp. has registered 5 million share common stock offering pany's first-ever equity financing. Net proceeds of offering, to be aged by Lehman Brothers Kuhn Loeb and Lazard Furies & Co. be used for working capital and general corporate purposes, and to



CNN Scoop. From the time they met in Aspen, Colo., where the justice was conducting a seminar, in the summer of 1981, Cable News Network senior correspondent Daniel Schorr sought to per- suade Supreme Court Justice Harry A. Blackmun to take the unusual step for a member of the high court and sit for an interview in front of the cameras. The results of that effort were on view on Saturday (Dec. 4) on CNN: an hour-long program, 'A Justice Speaks Out,' beginning at 9 p.m. NYT. The justice was interviewed in his chambers on Thanksgiving day. Among other matters discussed, the 74-year-old Blackmun who joined the court in 1970, said he does not expect to see television cameras in the Supreme Court during the remainder of his term. He noted that some members of the court "are dead set" against such coverage while others would favor "some kind of experimental program." He considers himself "in the middle" on the issue. But he said the "milestone" will not be achieved except by "unani- mous vote." One of the arguments against cameras, he indicated, is that even justices of the Supreme Court are not without ham. "Perhaps we would tend to play to the audience more than we should," he said. On the other hand, he acknowledged that a good argument could be made that there are fewer objections to broadcast coverage of appellate than of trial courts. The on- camera interview in a justice's chambers was an unusual but not an unprecedented event.

repay commercial paper.

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Action for Children's Television last week went into U.S. Court of Appeals in Washington with petition seeking order to force FCC to issue final order in rulemaking on children's television programing that was initiated over 12 years ago. Suit is identical to one ACT filed in U.S. District Court in May, naming commission and individual commissioners as defendants (BROADCASTING, May 24). However, U.S. Judge Thomas P. Jackson in September dismissed suit without prejudice on ground that appeals court in Washington has exclusive jurisdiction in such matters. ACT's petition seeks review of commis- sion's failure to issue final decision in rulemaking, in which ACT says it offered FCC number of suggestions designed "to improve children's television programing."

□

CBS Inc. has no plans "now or in the future" to name anyone other than Thomas Wyman as its president. Wyman gave that definitive word to a gathering of twenty-five and thirty-year CBS veterans last week, saying he'd like to put to rest the rumors (BROADCASTING, Nov. 29) about who might succeed to the corporate presidency when he, as planned, becomes chairman following the announced April resigna- tion of CBS founder William S. Paley. Said Wyman to CBS's 25/30 Club-his election as chairman will be in addition to his current duties as president and CEO.

Editorials

Do-si-do

The rush to produce programming to feed the endless appetite of the electronic media has entered what might be called, for want of a fresh term, a new phase.

In the beginning, it was largely a case of every company for itself. Then the growing costs, or growing awareness of the risks that go with the potential rewards, led to alliances in which two unlike, and sometimes unlikely, partners got together on projects they perceived as benefitting both. That might be called the odd-couples stage. Like everything else on the electronics landscape, the phenomenon has grown. So now we're well into odd threesomes.

The trend seemed stranger when it was beginning than it does now. Consider, for example: ABC, once one of cable's fiercest opponents, got into cable program ventures with Hearst, Getty Oil and Westinghouse Broadcasting. The Getty alliance was through ESPN, which had experienced the odd-couple status once before, when Getty bought a substantial chunk of it. Westinghouse Broadcasting, with which ABC joined in an all-news cable service, had for years been—and remains—an outspoken critic of networks' dealings with their affiliates. Other joint undertakings have allied the likes, or unlikes, of CBS and 20th Century-Fox, CBS and AT&T and RCA and Radio City.

Lately the alliances have become more noticeably three-cornered. A few weeks ago, for instance, three competing major movie companies—MCA, Paramount and Warner—joined American Express in a realigned ownership of The Movie Channel. And last week, in perhaps the most startling partnership of all, CBS and HBO, a subsidiary of Time Inc., and Columbia Pictures, a subsidiary of Coca-Cola, found common cause for the production of theatrical films. All that's missing from that one is the popcorn concession. It was done for the presumed benefit of all three partners, yet until very recently it would have been hard to imagine either Columbia or CBS willingly doing anything to benefit HBO, or, for that matter, vice versa. Perhaps rivalries on that level are less apparent at the corporate summits, where this deal was reportedly arranged.

These are only a few examples in a trend that is sure to continue. Whatever else it means, it represents more than the attraction of a promising and growing field to large outsiders, although that's a part of it, too. It also shows that former competitors have found areas of compatibility and mutual interests that, until very recently, they would surely have denied. It may even mean that hostilities among the various branches of the Fifth Estate are cooling down. The day Ted Turner lines up with one of the broadcast TV networks, peace will be at hand.

Measuring the unmeasurable

The FCC has been given much advice on how to measure the "substantial" service that the appellate court has said entitles broadcast licensees to expect renewal of their licenses. Some of the best advice came from the National Association of Broadcasters, ABC and others that urged the FCC to stay away from simplistic formulas (BROADCASTING, Nov. 29).

The duty to define substantial service was imposed upon the FCC last July when the court, repairing an earlier decision, agreed with the FCC that WESH-TV Daytona Beach, Fla., had performed meritoriously enough to prevail against a challenge to its license. (The earlier decision would have targeted WESH-TV's owner, Cowles, and all multimedia licensees, no matter what their record of performance, as

fair game for competing applicants without other media ties and with integrated management and ownership.) In the second decision, the court saw a need for the FCC to arrive at "intelligible" standards to evaluate past service of incumbents.

The NAB has suggested to the FCC that the standards be based on "responsive service" to the broadcaster's community and on an absence of broadcast-related derelictions. Only if a licensee failed to meet those standards would a challenge be accepted and a comparative hearing begun.

There are those who advocate the use of quantitative standards to measure program worth: If X percent of total programming is nonentertainment, it would mean the licensee was performing meritoriously. ABC and the NAB reject that notion.

Risk is involved, of course, whenever an FCC begins evaluating a licensee's past programming by whatever standards. The process inevitably leads the agency deeper into programming surveillance than the government ought to go. In the long run, there must be legislation that will explicitly remove the commission from that function. Meanwhile, the "noncomparative" evaluation that the NAB has proposed is probably the least objectionable course the FCC can follow.

Priority mission

Senator Howard Baker (R-Tenn.), the majority leader, keeps trying to bring his colleagues up to date. Once again he will ask the Senate to vote on a resolution admitting television to the Senate chamber amid the relics of the past, including one or two members.

Baker, a realist, does not delude himself into believing that it will be easy. As a poll by the Cable Satellite Public Affairs Network measures it (see page 72), sentiment for and against the admission of television keeps shifting. Twenty-eight senators changed their minds on the subject—or at least said they did—between polls taken a year ago and last month. As all 28 would probably say without prompting, a foolish consistency is the hobgoblin of little minds.

Still, 54 members profess their advocacy for the Baker resolution, and they should be held to that when the issue comes to a vote on the floor. Twenty-nine say they are undecided, and they should be visited or called by their constituents among the broadcasters who need the footage from the Senate floor when news justifies its use and the many cable operators who carry the live C-SPAN feeds from Washington to a growing audience.

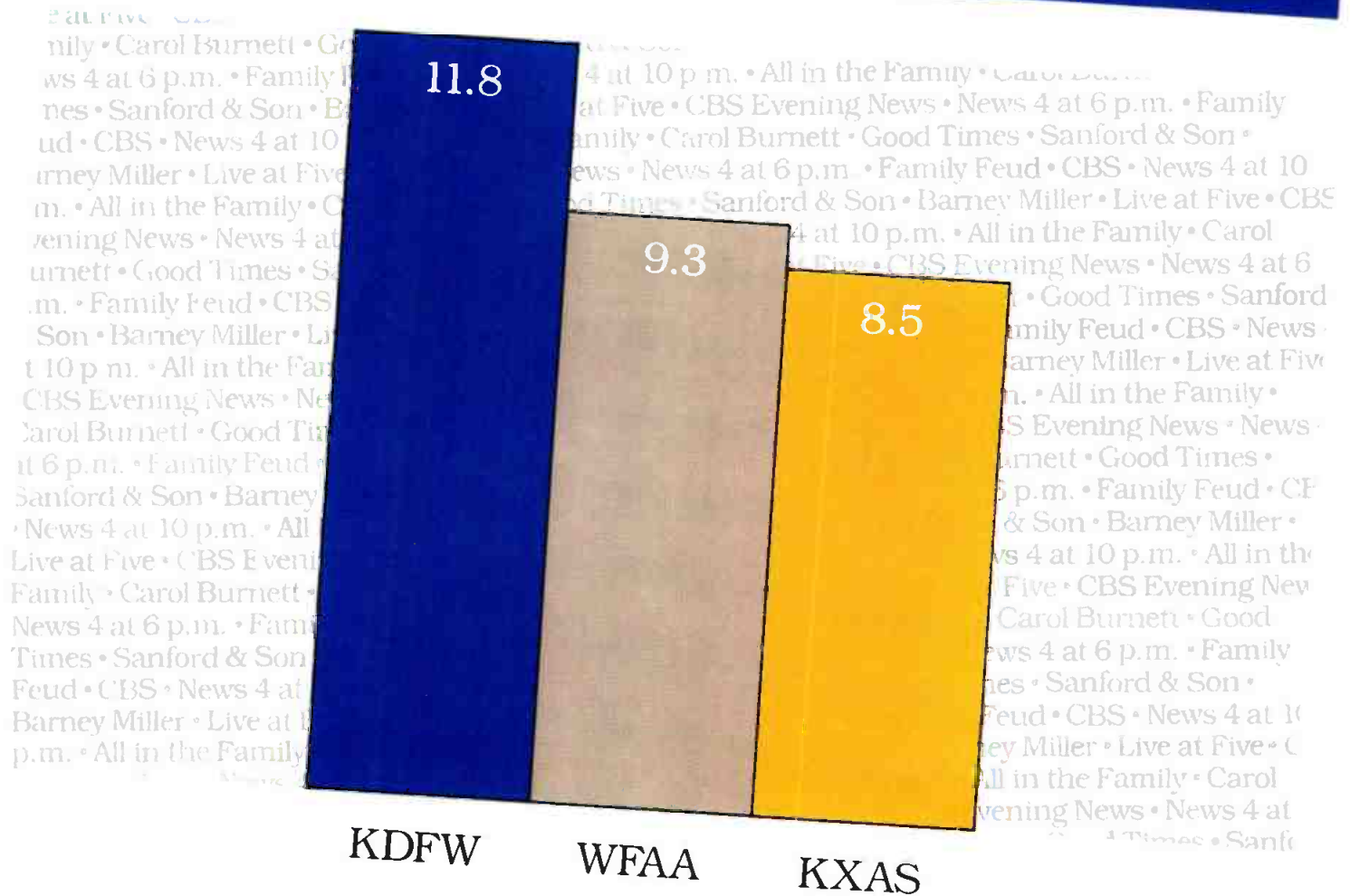
Baker needs all the help he can get—now.



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