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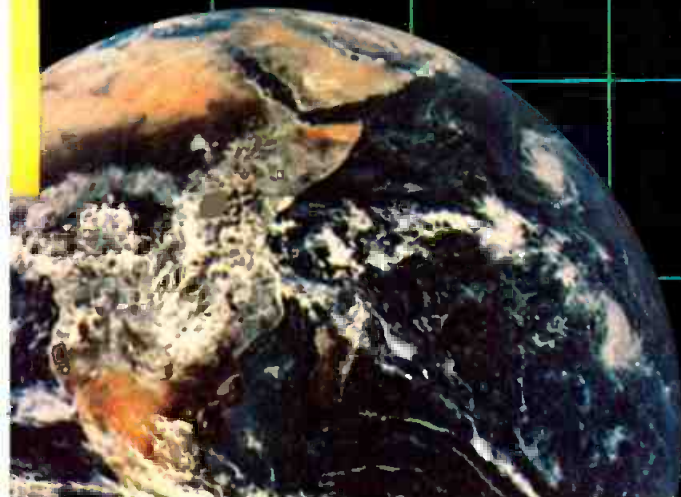
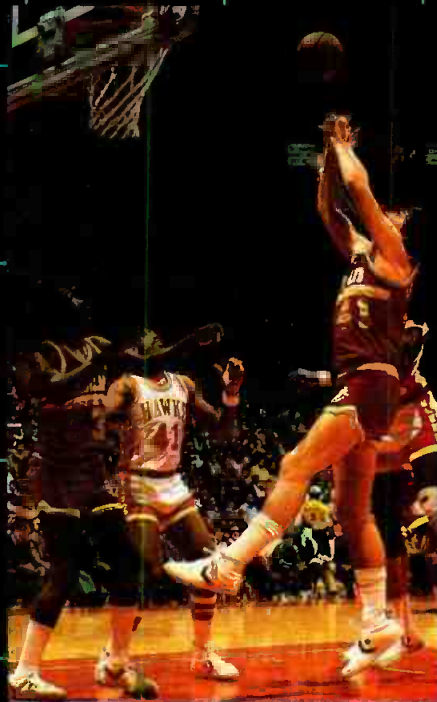
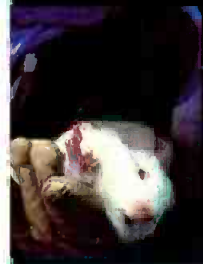
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Broadcasting Dec 13

Radio Marti, H.R. 5949, TV in Senate near death in lame-duck session □ RKO cleared for move to New Jersey □ AM stereo: Delco picks Motorola □ Paine Webber postulators

DELCO ENDORSEMENT □ Largest domestic maker of auto radio backs Motorola's AM stereo system. **PAGE 32.**

WOR-TV TO CROSS HUDSON □ FCC approves move to Secaucus, N.J., clearing way for five-year license renewal to RKO General and complying with congressional strategy to give New Jersey its first commercial V. **PAGE 33.**

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THREE OUT OF THREE □ ABC-TV affiliates join CBS-TV and NBC-TV stations in calling for repeal of syndication and financial-interest rules. **PAGE 37.**

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WHERE MEDIA THINGS STAND □ At three-day Paine Webber conference, analysts get input on past, present and future of Fifth Estate. Advertising panelists see slowdown in rates and only modest increases in revenues. **PAGE 78.** Broadcasters concede shares may be down, but sponsors are still signing up. **PAGE 80.** Bullish attitudes, though somewhat tempered, remain in cable. **PAGE 81.** Wirth's chief counsel downplays roles of regulators in business. **PAGE 82.** Capsules of presentations at the conference by leading communications firms start on **PAGE 82.**

AAF THEME: DISCRETION □ Association's annual law conference hails explosion of new technologies, but speakers say industry must regulate itself where government is leaving off. **PAGE 84.**

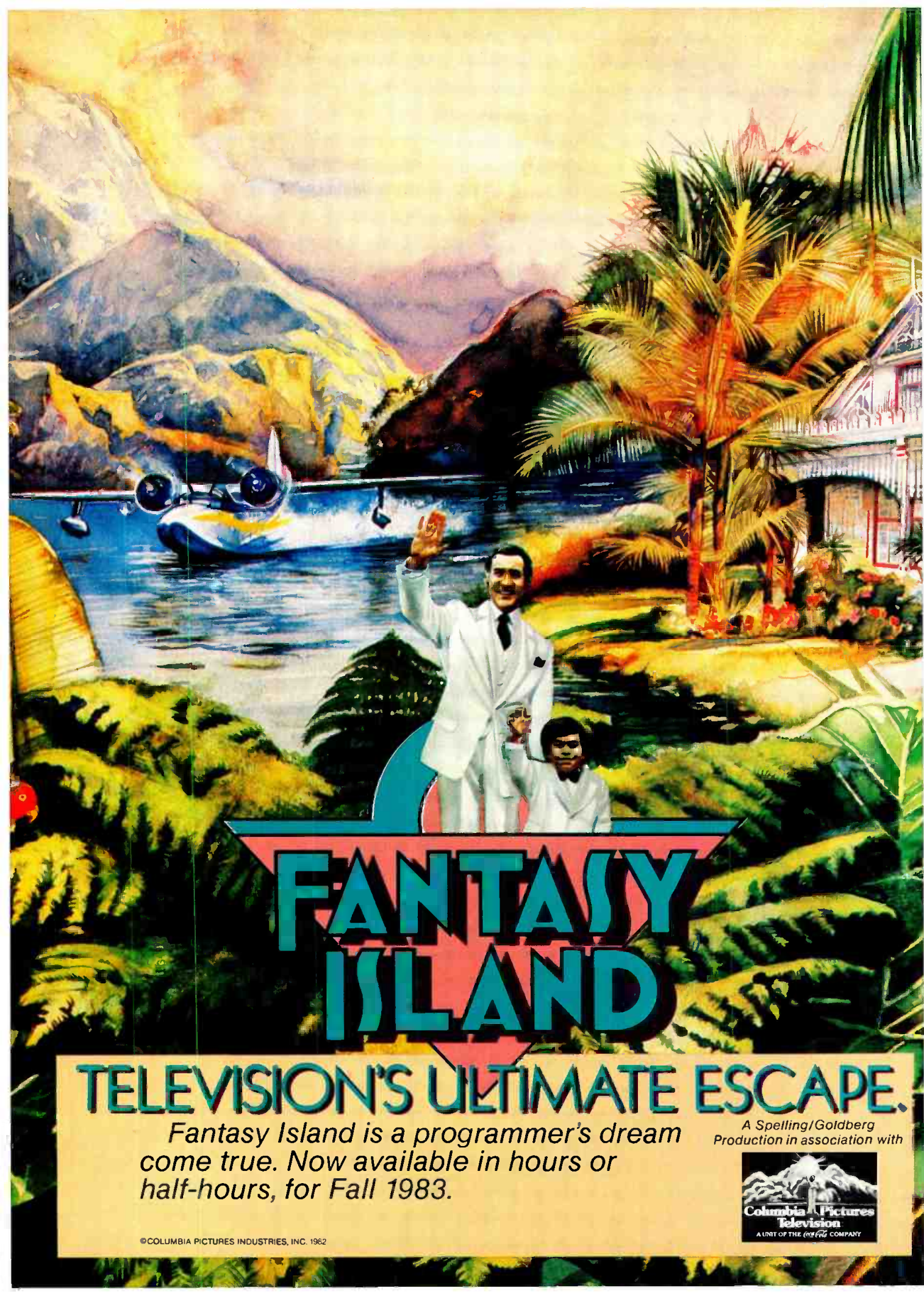
FOX HUNTER IN PAY TV □ As president of 20th Century-Fox Pay Television, Andrew Wald has other studios keeping close watch on his pioneering efforts in emerging medium. **PAGE 103.**

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Shifting alliances

If cable copyright bill, H.R. 5949, does not pass Senate this year (chances slimmer every day) National Association of Broadcasters says it will make no attempt in next Congress to get measure through. Instead it will seek full copyright liability—position Reagan administration has advocated from start. Broadcasters may even seek coalition with motion picture industry and professional sports in pursuit of full copyright liability.

As for must-carry protection, now provided by H.R. 5949, some observers predict broadcasters will deal with it separately, perhaps even attaching it to cable franchising bill. Cable deregulation bill, S. 2172, now pending in Senate, may be likely vehicle. Cable community is anxious for that bill's passage, and measure is apt to be reintroduced next year.

One big family

Vote for repeal of FCC's network syndication and financial interest rules was big news out of ABC-TV affiliate board's meeting at Acapulco, Mexico, last week (see page 37), but it wasn't only news. There were usual affiliate protests about network prime-time overruns, for instance, and ABC officials said that to help minimize that problem they will start *Monday Night Baseball* next year at 8 p.m. (NYT) instead of 8:30 and if games end early will fill to next quarter-hour and then turn time back to stations.

ABC officials also stressed growing "interdependence" between network and affiliates. Perhaps with that in mind—and perhaps also thinking of Mobil Oil's ad hoc lineup for nine-hour *Nicholas Nickleby* on four nights in January—they also urged stations to be "more conscious" of pre-emptions of network programs.

Serious games

Will substantial declines announced last week in sales of Atari and Intellivision video games depress revenues from what has become one of TV's fastest growing advertising categories? Network and spot TV sources say they have had no indication of pruning so far, with both Warner Communications and Mattel planning campaigns for first quarter. Atari and Intellivision are by far leaders in TV spending in video game industry, which placed about \$25 million in TV in 1981 and appears headed for \$100 million mark by end of this year.

Network and spot sales executives anticipate no reduction in spending, but rearrangement, with competitors such as

Parker Bros., Coleco, Imagic and Astrocade, which spent only about \$2 million in 1981 but shelled out nearly \$20 million in first nine months of 1982, to take up slack.

Nearly photo finish

Final ratings are in on 1982 coverage of college football by ABC and CBS. Latter, which had first National Collegiate Athletic Association contract in about 20 years, finished regular season only four-tenths of rating point behind ABC on average. ABC season average totalled 10.9, down from 12.0 year ago, while CBS ended season with average 10.5. Both had average share of 28. Week before season ended, two were tied at 10.1, with ABC's Texas-Arkansas match on Dec. 4 delivering winning margin with 10.6/25. CBS scored 9.5/31 for its Army-Navy coverage in final week.

Higher priority

Treaty embodying final acts of World Administrative Radio Conference, held in Geneva in 1979, will be subject of hearing by Senate Commerce Committee this week. And resolution providing for adoption will contain last hurrah for committee member Harrison Schmitt (R-N.M.), who was defeated for re-election. Schmitt has been leading advocate of creation of stronger, more unified mechanism in government for preparing international telecommunications and information policy.

State Department has now agreed to insertion of statement in resolution asserting that department will consider "appropriate changes" in its organization to achieve that end. Objective would be to increase importance department attaches to communications. Senate Commerce Committee has suggested creation of office of assistant secretary of state for communications.

Talks go on

Present five-year radio music licenses from American Society of Composers, Authors and Publishers will expire Dec. 31 without renewal. But All-Industry Radio Music License Committee and ASCAP will keep talking about new terms.

Committee wants changes in definition of station revenue against which ASCAP computes fees. Aim is to eliminate or simplify ASCAP auditing of stations. It also wants lower fees and simpler bookkeeping for per-program licenses for stations that carry little ASCAP-licensed music. Alan Weinshel of New York law

firm of Weil, Gotshal & Manges, counsel to AIRMLC, said that if parties can't come to terms, he'll ask for rate proceeding before U.S. Southern District Court in New York.

Higher definition

When Satellite Television Corp. begins its direct broadcast satellite service in 1986, it may be offering improved picture quality on its channels of pay television. STC has rejected transmission of high-definition television, which produces wide-screen pictures with twice vertical resolution, but is exploring various transmission schemes that would improve pictures within context of present television system. To that end, it has signed licensing agreement with England's Independent Broadcasting Authority to examine latter's MAC (multiplex analog component) system that improves pictures by separating luminance and chrominance signals and transmitting them sequentially.

Favored venture

FCC is expected to present CBS Chairman William Paley with special Christmas gift at open meeting Dec. 22, granting him waiver of network-cable crossownership rules. Waiver would permit Paley to become partner in Whitcom Investment Co., which has cable interests and owns one-third of *The International Herald Tribune* (BROADCASTING, Sept. 13).

Paley, who has announced he will remain on CBS board after he steps down from chairmanship next April (he holds about 7% of CBS's stock), has said he wouldn't hold more than 10% of Whitcom—and wouldn't participate in Whitcom cable matters—at least as long as network-cable crossownership prohibition remains in effect. Whitcom's cable holdings represent about 6% of its assets.

Long wait

CBS and Contemporary Communications Corp.'s request for developmental authority to launch new Multichannel Systems (MCS) in five cities (BROADCASTING, Aug. 9) apparently isn't headed for quick FCC action. FCC official said last week that proposal, which would require use of channels currently allocated to Instructional Television Fixed Services, wouldn't be addressed until after commission resolved long-standing dockets addressing whether it should reallocate some ITFS channels to multipoint distribution service. Official said those dockets probably wouldn't be resolved before next April.

FCC update

Moving to reduce filing burdens on cable operators, the FCC last week launched a rulemaking aimed at eliminating much of a cablecaster's public inspection file requirements. Under the proposal, however, those requirements relating to equal employment opportunity, equal time and sponsorship identification would be retained.

In other action, the commission rejected a request by Service Electric Cable TV Inc., which had asked that FCC rules be amended so that cable TV systems would have to be given written substantiation of carriage or nonduplication requests. Nonetheless, the commission granted that company's request for a declaratory ruling to the extent of requiring TV stations requesting protection to specify the cable systems on which they want protection.

In still other action, the commission denied a request by WICS-TV Inc., licensee of WICS(TV) Springfield, Ill., that cable operators be required to notify the commission (and that the commission, in turn, be required then to notify the public) when a system had surpassed 1,000 subscribers. The commission also refused to reconsider its action denying a petition by the United Church of Christ and the Consumer Federation of America, which had asked the commission to amend its rules to require cable systems that served more than 3,500 subscribers to originate programming.

On board at NCTA

Seattle Mayor Charles Royer, president of the National League of Cities, will address the board of the National Cable Television Association, which meets today and tomorrow (Dec. 13-14) in La Quinta, Calif., on federal cable legislation during the next session of Congress.

Tom Wheeler, NCTA president, said two weeks ago that NCTA and NLC, at odds in the past over cable legislation, have made "substantial progress" in a recent series of meetings in drawing up a mutually acceptable bill that would ease the regulatory burden on cable operators while preserving some of the authority municipalities now have over cable (BROADCASTING, Dec. 6). It's hoped the spirit of those "harmonious and fruitful" meetings, said NCTA spokesman Ed Dooley, will carry over into Royer's presentation.

Also on the meeting's agenda is a report from Wheeler and NCTA General Counsel Brenda Fox on the status of NCTA's appeal of the Copyright Royalty Tribunal's increase of the royalties cable operators must pay to import distant television signals (see story, page 50).

The board also will consider establishment of a "state assistance fund." Members of the NCTA and state and regional



Sporting new look. ESPN anchors Lou Palmer (l) and George Grande man the new set of *SportsCenter*, the around-the-clock cable network's sports news program. *SportsCenter* is aired live two-and-a-half hours each day and, with four hours of taped repeats, fills more than a quarter of ESPN's programming day.

cable associations would contribute to the fund, said Dooley. Disbursement would be made to state and regional associations that become embroiled in issues of "national importance." If the board likes the idea, Dooley said, it will instruct the NCTA staff to come up with guidelines and procedures to administer the fund.

After the board set NCTA's goals for the upcoming year at its last meeting (BROADCASTING, Sept. 20), the staff went to work on a budget. That budget will be presented to the board this week for possible adjustments and approval. Dooley declined to discuss the size of the budget, but Wheeler told reporters after the September meeting that it will probably call for expenditures of around \$5 million.

Reconciliation

The Los Angeles suburb of Bellflower has granted CommuniCom a non-exclusive cable franchise for that city with the understanding that the cable company will drop a \$25-million lawsuit brought against the city in 1979. Terms of the 79-page agreement, signed late last month, were not made public but included a provision that CommuniCom dismiss the legal action, seeking damages under the Sherman Antitrust Act. The cable firm initially planned to build a system in the city of 54,000 after obtaining a business license. (At the time, Bellflower did not have a municipal ordinance governing cable television.) The city tried to block CommuniCom's construction plans and report-

edly had spent more than \$100,000 in legal fees by the time the agreement was reached.

CommuniCom expects to complete the 52-channel system in about two years. According to Bellflower city attorney Maurice O'Shea, the firm will provide a "state-of-the-art system; public access channel facilities; an education grant, and revenue equal to or better than that provided to other cities."

You can't tell the players...

Dancer Fitzgerald Sample, New York, which estimates it spent \$7 million in cable television advertising in 1982, has issued a "scorecard," rating advertiser-supported cable networks. Based on criteria including programming, research, efficiency and in delivery in households also having pay services, DFS listed as "best" the Cable News Network, USA Network and superstation WTBS(TV) Atlanta.

Five other systems labeled as "pretty good" are Black Entertainment Television, Cable Health Network, Daytime, ESPN and Music Television (MTV). DFS includes a profile of 19 advertiser-supported networks, with DFS's opinion of them. DFS predicts 60% cable penetration of all households by 1990 and believes that "cable programming that can demonstrate delivery of a viewing audience, large or small, downscale or upscale, will attract advertisers."

In a separate media bulletin, DFS questions the accuracy of printed reports that suggest, that "the 1982-83 season is dead

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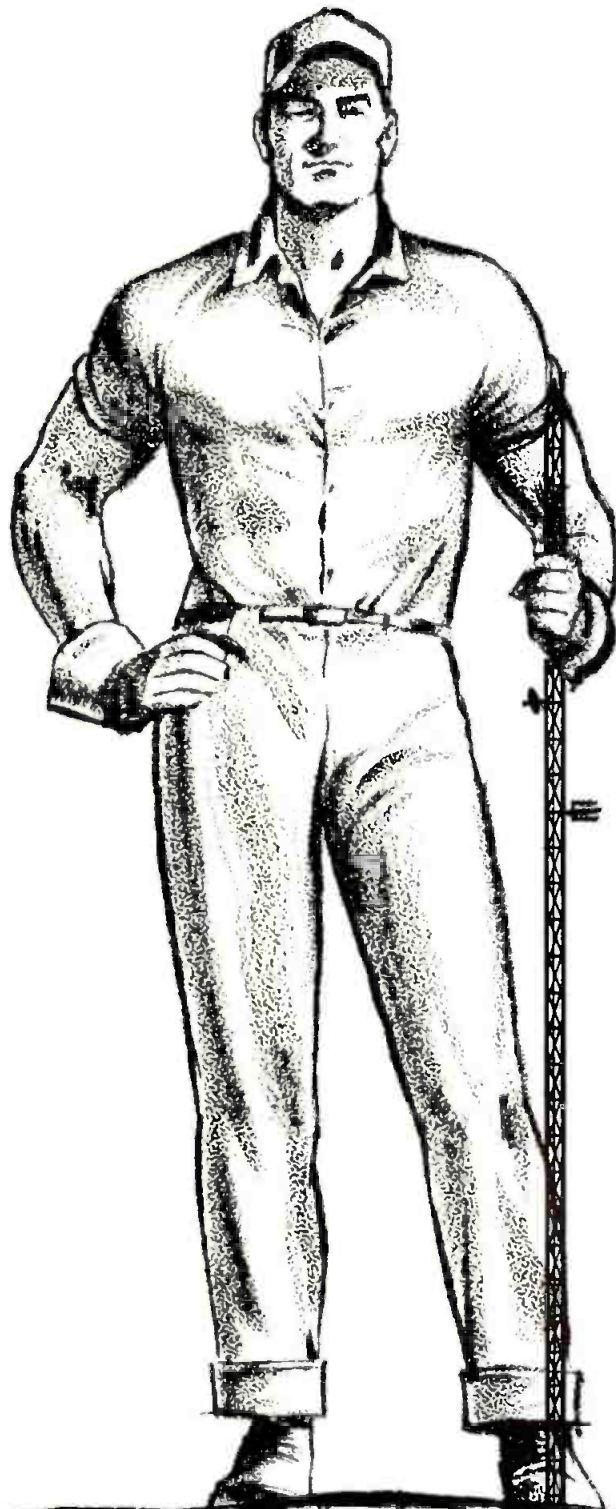
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and all that's left is to hammer the last nail in the coffin." In defense of its position, DFS points out that television viewing is up from last fall; network ratings and shares are up from the summer, with the largest increases in pay cable homes; NBC's new urban programming strategy is "paying off" and "once *Monday Night Football* brings men back to the set and Sunday football helps keep them there for Sunday prime time, ratings and share erosion from a year ago should be considerably less significant."

Technology predictions

Link Resources, a research subsidiary of the International Data Corp., New York, has issued three reports on the projected performance of emerging communications technologies for the next several years. Entertainment services remain the key to mass market acceptance of new electronic media systems and services, Link concluded, in a report entitled, "New Media Five-Year Outlook." It said that "worldwide expenditures for premium video entertainment [including pay TV, videocassette and videodisk software] exceeded \$2 billion" over the past year. This compares to an estimated \$38.5 million spent by consumers for personal information services, such as CompuServe and Source Telecomputing. And as far as personalized information services are concerned, predicted Link, transactional services, such as home banking and shopping, will be the most popular "in the near term." Link also suggested that the tiering

concept, developed first in cable, applies to other terminal-based services as well, "in that consumers will treat various terminal devices—including home computers, VCR's, smart [addressable] cable converters, etc.—as building blocks for their home entertainment or home information centers."

Southern hemisphere report

Video Cable Comunicacion began service Dec. 1 to the largest cable franchise for the city of Buenos Aires and its surrounding metropolitan area. The Argentine capital, which has five over-the-air television stations, is receiving three basic cable channels through VCC; an all-movie channel, an all sports/news channel and a "general entertainment" channel. The firm has opened an office in New York for acquisition of U.S. equipment and programming and contracted with Cine-Cable Enterprises of Los Angeles to "assist in the acquisition of film product from within the U.S. and elsewhere." CCE was formed earlier this year to provide U.S. programming to pay television systems overseas.

Parlez-vous cable

The French government recently announced a decision laying the legal framework by which that nation will be wired with cable. That industry, like the French broadcasting industry, is to be nationalized. As an initial goal, the decision said that by 1985 systems passing 1.4 million

homes should be in operation, using fiber optic cable where possible. The entire nation should be wired by some time in the 1990's. Communities may take up to a 30% interest in the ownership of local systems. A special commission has been established to analyze cable programming and how it will be presented over French systems. A report is expected from that commission within two months. The systems themselves will be authorized as common carriers and will have no right of control over programming. Programs will come from public and private suppliers.

State study

Cable production gets lots of attention in a new 300-page study commissioned jointly by New York State's Department of Commerce and its Urban Development Corp. Estimating that film and video production in that state will grow three-fold by 1990 to a \$6 billion industry, the report proposes and discusses development of three major facilities to serve the industry—a performance stage facility, a master cable production center and a new technology center. Perception of a need for the first two centers focuses largely on the anticipated demand from basic and pay cable networks for performing arts and in-studio product. The "exact avenues of state participation would have to be determined" the summary suggests, but adds that in addition to playing a role in the development of the facilities, New York "might also become active in research and development and manpower training."

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XEROX

Monday Memo

A broadcast advertising commentary from Barry Biederman, Issues & Images Inc., New York

Explaining the absence of advocacy advertising

For years, people in corporate advertising asked—no, we begged—broadcasters for the right to air advocacy commercials. It was only fair, we said. Corporations were all too often the victims of slanted news stories, and should have the right to reply.

We pointed out, too, that virtually anything else could be advertised on the air. (The only limitations were taste and the law.) Wasn't it ludicrous to keep companies from talking about important economic or social issues? The argument went on and on. I suppose it was only a matter of time before somebody gave in...

The first to do so were local TV stations. Today, the vast majority of them—the Television Bureau of Advertising says 779, a juicy 93%—will carry advocacy advertising. And more recently, the virginity of the networks was breached. ABC announced that it too would accept advocacy advertising—if only on a trial basis. (The dayparts offered by ABC sounded like a trial, incidentally: exclusively early and late fringe. These aren't necessarily the times corporate advertisers hunger for.)

Perhaps, with all these outward signs of movement, it's appropriate to ask where we are, exactly. After all the urging and pleading, how much advocacy advertising is actually being broadcast by corporations of their trade associations? Very little, I'm sorry to say. Local stations appear to be carrying hardly any. Statistics are hard to come by. But judging by my own television viewing and that of agency colleagues around the country, advocacy advertising has been used mainly in local referendum campaigns.

As for ABC's tentative welcome, we know exactly what the response has been: zip. As of this writing, not a single corporate advertiser or trade association has taken up the network's offer to sell time for advocacy on "a controversial issue of public importance."

Which leaves us where? Was all the hooting and hollering on behalf of corporate advertisers a waste? Or worse still, just a way of subtly intimidating broadcasters hostile to business? No, I don't think the hooting and hollering were a waste at all. And I'm convinced that corporate advertisers were perfectly straightforward about their interest in airing advocacy advertising. What happened then?

What happened, first and foremost, was the recession. Corporate advertising budgets have been cut back or canceled by many companies. This is especially so in some in-



Barry Biederman joined Needham, Harper & Steers in 1965 after 10 years with other New York agencies. He was named senior vice president and creative director of NH&S's New York division in June 1970 and then was promoted successively to executive creative director and director of creative services. At one time or another he has supervised the creative work or worked personally on virtually every account in the New York office. In 1981 Biederman was appointed president of NH&S/Issues & Images, an agency division specializing in corporate accounts, and in June 1982, when Issues and Images Inc. was established as a separate corporation, he was elected chairman of the board and chief executive officer.

dustries—forest products and metals, for example—that are going through severe cyclical downturns. The result has been a drying up of advocacy advertising in all media, not just broadcasting.

Add the fact that some corporations still don't know how to use advocacy advertising. They feel uneasy about it, especially in broadcasting. At a time like now, there is no incentive, nothing pushing them to try. Lastly, I have a hunch that the arrival of the Reagan administration in Washington also played a

role (though probably a secondary one). Business people saw this administration as friendly. They thought direct political contact—lobbying, if you will—might be more productive than advertising, at a time when dollars are scarce. If these really are the reasons that advocacy advertising has fallen off lately, I'm betting on a turnaround.

The Democratic victories in these midterm elections change much. A number of freshmen in Congress have announced their eagerness to scuttle the tax relief measures forced through by Reagan. It will be, for business, a less congenial Capitol.

Nor will advocacy advertising continue to be enfeebled by cutbacks in corporate ad budgets. Recessions don't last forever. At some point we can expect corporate advertisers to come back into the market, with advocacy advertising among their interests. So, the question is, how can broadcasters get their fair share? I would answer in three words—sell, sell, sell.

■ First, you should consider offering better dayparts for advocacy advertising. This is especially so in the case of the networks. You print competitors don't relegate advocacy ads to their "fringe times"—the classified ad pages, let's say, or the weekend travel section. Neither should you. Corporate advertisers are concerned about "editorial environment." They do not want a major corporate statement running alongside a direct-response commercial for a potato peeler or a cut-rate legal clinic.

■ The second thing you might do is offer special rates to advocacy advertisers—at least until corporations get used to using TV for this advertising. I should point out that ABC has done exactly the opposite. It requires advocacy advertisers to pay *more* than other advertisers. A 30-second commercial for dog food or tampons on *Good Morning, America* is quoted at \$13,600. For a 30-second advocacy spot, ABC asks \$15,100.

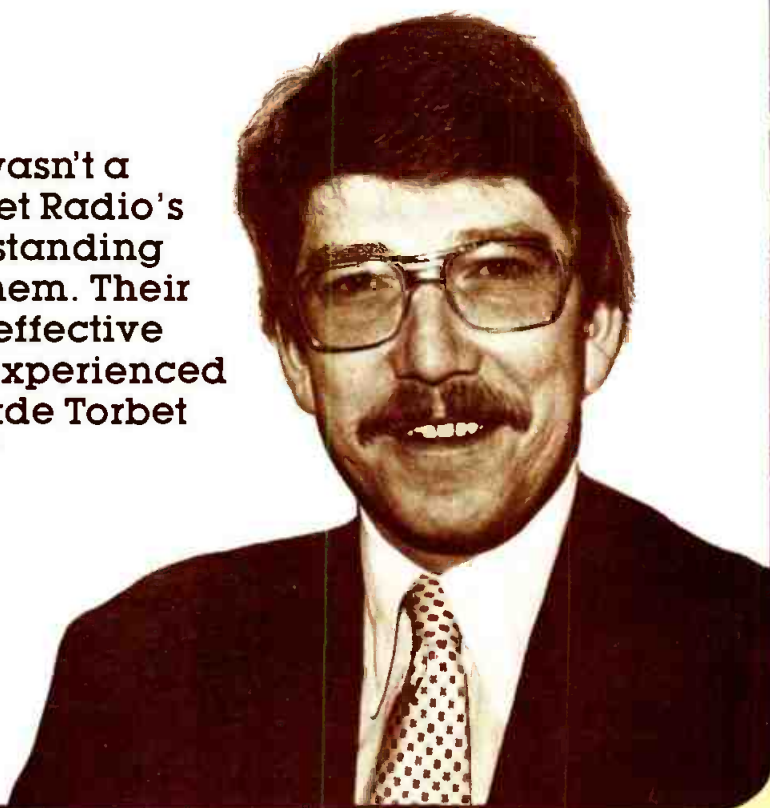
■ And finally, think about selling specific programs as platforms for a particular advocacy campaign. The cable operators are already doing so. As I'm sure you are aware, the cable folks will even tailor entire shows—"advertorials"—to suit the requirements of corporate advertisers. The point is, corporate advertisers have wanted for years to be able to bring their point of view to television and radio. But the reception from broadcasters has been lukewarm at best.

Some day soon advocacy advertising will be resumed by corporations—but it will happen almost entirely in print. If broadcasting wants a share of the action, you'll have to do some advocacy of your own. □

John Dunn deserves the best... and got it!

"Choosing a new rep wasn't a difficult decision. Torbet Radio's proven record and outstanding reputation preceded them. Their aggressive sales staff, effective research support and experienced management team made Torbet a very logical choice."

**John Dunn
Vice President and
General Manager
WBCS AM/FM
Milwaukee**



In today's competition, every station manager must look for new ways to build audience and sales, to seize every advantage and expect the most from the people who serve you. Torbet Radio

understands and shares this belief and is committed to increasing your national sales through superior sales data, stronger sales techniques and motivated people.

We do more because you need more.



Torbet Radio

New York Philadelphia Boston Chicago Detroit St. Louis Atlanta Dallas
Denver Los Angeles San Francisco Seattle Portland Salt Lake City Minneapolis

Business Briefly

TV ONLY

Imagic □ Campaign for video games begins Dec. 27 as part of first quarter promotion. Campaign will run heavily on NBC and ABC and lightly on CBS network, supplemented with 19 spot markets (some major markets include New York, Chicago, Los Angeles, San Francisco, Dallas, Houston, Atlanta, Philadelphia and Washington). Spots will run in early fringe and prime times. Target: children, 6-11, and men, 18-34. Agency: Keye/Donna/Pearlstein, Beverly Hills, Calif.

White Lilly Foods Co. □ Campaign for flour begins in January in about 18 markets. Spots will run through end of March in day and early fringe times. Target: women, 18-49. Agency: Tucker Wayne & Co., Atlanta.

Procter & Gamble □ Two flights are scheduled for different products. Dash detergent begins Dec. 27 in 30 markets for 13 weeks. Spic'n'Span cleaner begins Jan. 10 in 25 markets for 11 weeks. Flights will run in day, early fringe, fringe, prime access, late fringe

and weekend times. Target: women, 18-49. Agency: Young & Rubicam, New York.

Johnson & Johnson □ Campaign for baby oil begins Jan. 10 in two markets. Spots will air through March 13 in fringe and prime times. Target: women, 25-54. Agency: Young & Rubicam, New York.

Shane Co. □ Campaign for J.C. Sloan diamonds begins in mid-January in 10 markets. Flight will run eight-12 weeks in day, early fringe, late fringe, news and weekend times. Target: Kelly, Scott & Madison Inc., Chicago.

Jamaica Tourist Board □ Campaign for tourism begins Jan. 10 in six markets. Spots will run for five weeks. Target: adults, 25-49. Agency: Young & Rubicam, New York.

Pizza Hut □ Campaign is under way for franchise restaurants in 15 markets. Spots will run through December in early fringe, late fringe and prime times. Target: adults, 18-49. Agency: Austin Kelly Advertising Inc., Atlanta.

National Food Products □ Campaign

for Luxury spaghetti and macaroni products is currently airing in Houston; Birmingham and Montgomery, both Alabama, Asheville, N.C., and Greenville and Spartanburg, both South Carolina. Flight will run through December 24 in day and early fringe times. Target: women, 18-49. Agency: Fitzgerald Advertising Inc., New Orleans.

Montgomery Ward □ Pre-Christmas campaign for department store chain begins Dec. 18 in 80 to 90 markets. Flight will run through Dec. 23 in all dayparts. Target: adults, 25-54. Agency: CPM Inc., Chicago.

U.S. General Supply Corp. □ Campaign for tool catalog begins Jan. 3 for varying flights in 50 markets. Spots will run in all dayparts. Target: total adults. Agency: A. Eicoff & Co., Chicago.

RADIO ONLY

McIlhenny Co. □ Campaign for Tabasco Brand bloody Mary mix begins this week in four test markets, which includes New Orleans and San Antonio, Tex. Eight-week flight airs during 10 a.m.-7 p.m. times. Target: adults, 25-54. Agency: Fitzgerald Advertising Inc., New Orleans.

Peoples Bank Co. □ Campaign for market rate account begins this week in Seattle, Yakima and Tri-Cities, all Washington. Two-week flight will run in morning and evening drive times. Target: adults, 25-54. Agency: Ehrig & Associates, Seattle.

Captain Riley's □ Campaign for frozen

"The person you describe is the person we'll deliver"

It's not a slogan.

It's our track record.

We've successfully recruited for virtually every kind of executive post in broadcasting, cable television, and publishing. At every level.

The executives we delivered were right for our clients, for their companies, and for the specific responsibilities of each position.

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And we do it all very, very quietly.

If you seek a key executive, let's discuss why our search and recruitment will be your most effective way to get the person who's right for you.



Joe Sullivan & Associates, Inc.

Executive Search and Recruitment
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1270 Ave. of the Americas, New York, N.Y. 10020 (212) 765-3330

Rep Report

WCOV-TV Montgomery, Ala.: To Blair Television from Adam Young.

□

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

□

KGSW-TV Albuquerque, N.M.: To Avery-Knodel Television from Seltel.

□

KECH(TV) Portland, Ore.: To Adam Young.(No previous rep).

□

WTWC-TV Tallahassee, Fla.: To Adam Young. (No previous rep).

**THE POPULAR
CHOICE FOR '84.**

It's Robert Guillaume as
BENSON, from the people
who brought you SOAP.

Available now for Fall 1984.

BENSON

A Witt-Thomas-Harris Production
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139 STATIONS STRONG
INCLUDING 7 O&O's

THE PEOPLE'S COURT



*The October ratings prove it!
"The People's Court" is the hottest strip
in syndication.*

*In access or early fringe, with women or men, this
program is the hands down winner.*

*Judge the numbers for yourself. Once again, "The People's
Court" is the victor in trial after trial.*

*"The People's Court" is a Ralph Edwards Production
in association with Star-Billboard Productions.*

SYNDICATION'S HOTTEST STRIP

DETROIT WXYZ-TV M-F 7:30PM**

		RTG/SH	Women 18-49	Men 18-49
WXYZ-TV	THE PEOPLE'S COURT	17/30	138	115
WDIV	Tic Tac Dough	16/30	105	67
WJBK-TV	PM Magazine	7/13	54	46

BALTIMORE WBAL-TV M-F 7:30PM*

		RTG/SH	Women 18-49	Men 18-49
WBAL-TV	THE PEOPLE'S COURT	16/31	87	60
WJZ-TV	Evening Magazine	14/28	51	38
WMAR-TV	Entertainment Tonight	6/12	21	15

BUFFALO WGR-TV M-F 5:00PM**

		RTG/SH	Women 18-49	Men 18-49
WGR-TV	THE PEOPLE'S COURT	11/30	23	24
WIVB-TV	Charlie's Angels	9/25	21	16
WKBW-TV	Little House	8/23	16	11

BOSTON WBZ-TV M-F 4:00PM**

		RTG/SH	Women 18-49	Men 18-49
WBZ-TV	THE PEOPLE'S COURT	7/27	50	29
WCVB-TV	Waltons	6/26	59	27
WNEV	Movie	3/14	26	16

CHICAGO WMAQ-TV M-F 4:00PM**

		RTG/SH	Women 18-49	Men 18-49
WMAQ-TV	THE PEOPLE'S COURT	8/23	99	56
WBBM-TV	Barnaby Jones	8/21	86	48
WLS-TV	Movie	6/17	85	53

PHILADELPHIA KYW-TV M-F 7:30PM*

		RTG/SH	Women 18-49	Men 18-49
KYW-TV	THE PEOPLE'S COURT	14/23	170	130
WCAU-TV	Family Feud	12/21	105	56
WPVI-TV	You Asked For It	10/17	82	66

WASHINGTON D.C. WRC-TV M-F 5:00PM*

		RTG/SH	Women 18-49	Men 18-49
WRC-TV	THE PEOPLE'S COURT	9/30	60	35
WDVM-TV	News	5/18	28	18
WJLA	Movie	4/14	33	24

LOS ANGELES KABC-TV M-F 3:30PM**

		RTG/SH	Women 18-49	Men 18-49
KABC-TV	THE PEOPLE'S COURT	7/19	127	69
KNBC	Donahue	6/17	76	30
KNXT	Barnaby Jones/ Rockford	4/11	65	48

MILWAUKEE WTMJ-TV M-F 4:30PM*

		RTG/SH	Women 18-49	Men 18-49
WTMJ-TV	THE PEOPLE'S COURT	9/29	24	15
WISN-TV	Laverne & Shirley	7/22	22	11
WITI-TV	The Jeffersons	5/15	13	9

*NSI OCT82 **ARB OCT82

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One Dag Hammarskjold Plaza,
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Beverly Hills, CA 90211,
(213) 657-8450, TWX: 910-321-1038
35 East Wacker Dr., Chicago, IL 60601,
(312) 726-1216

shrimp begins this month in Phoenix and Tucson, Ariz. Flight will run through December in all dayparts. Target: women, 25-54. Agency: Petzold & Associates, Portland, Ore.

Joseph A. Bank □ Campaign for clothing manufacturers and retailers begins this month after hiatus from original campaign that began in September. Spot markets include Baltimore, Philadelphia, Washington, Boston, Atlanta, Chicago, Richmond, Va., and Charlotte, N.C. Flight will run through Dec. 18 in morning and evening times. Target: Adults, 25-54. Agency: Eisner & Associates Inc., Baltimore.

RADIO AND TV

Blistex Inc. □ Campaign for medicated lip balm products begins Dec. 27 in about 30 markets. Three-to-six week flight will run in all dayparts for radio, and TV spots will run in daytime, early fringe and late fringe times. Target: adults, 18-34. Agency: Benton & Bowles, Chicago.

McDonald Systems Inc. □ New campaign for franchise restaurants will begin in January in Boston; Maine; Providence, R.I. and Albany, Syracuse, Utica, Rochester and Buffalo, all New York. Year-long campaign will target all of America and will be shown in prime, sports and children's times. Agency: Arnold & Co. Inc., Boston.

AdVantage

ABC News taps Ayer. N W Ayer, New York, has been named advertising agency for ABC News, replacing McCaffrey & McCall, New York, which continues with other ABC business. ABC News bills about \$4.5 million. Ayer's efforts will be concentrated in radio and print.

□

For media mavens. Doyle Dane Bernbach Inc., New York, has published its third annual DDB Media Guide, 100-page compendium of media information including television, radio, magazines, newspapers and outdoor. Publication includes new section of cable television. For each medium, there is information on costs, audience delivery, reach and frequency, geographic coverage and audience composition.

□

Spot figures. National and regional spot television advertising climbed in first nine months of 1982 by 17% to \$2,306,829,500 according to Television Bureau of Advertising. Using data compiled by Broadcast Advertisers Reports, TVB said largest percentage increase in first nine months was registered by freight and industrial development, up 270% over last year to \$30,877,000, followed by office equipment, stationery and writing supplies, up 198% to \$28,308,900; consumer services, up 45% to \$92,160,000; travel, hotels and resorts, up 32% to \$66,451,800, and automotive, up 30% to \$278,017,700. Largest advertiser during first nine months of 1982 was Procter & Gamble, with spot TV expenditures of \$114,096,000, increase of 20% over last year. Following P&G were General Mills, up 61% to \$48,486,000; General Foods, down 26% to \$47,885,000; Dart & Kraft Inc., up 35% to \$45,392,600 and Pepsico, up 16% to \$42,904,900.

□

ANDY extra. Competition for annual ANDY awards, sponsored by Advertising Club of New York, will include for first time, cable TV category. Consumer 30-second, 60-second and 60-180-second spots, cable system ID, subscriber promotion and programing promotion are among new entry classifications within cable category. In addition to new category, competition will also feature new distinction for local advertisements, defined as an area up to, but not exceeding single area of dominant influence (ADI). Awards will be presented to winners at 19th annual awards banquet next spring.

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to Broadcasters and the Broadcasting Industry*

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David N. Whitcombe, *vice president*.
Jerome H. Heckman, *secretary*.

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The Newsweekly of the Fifth Estate

INCORPORATING

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

□

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Lawrence B. Talshoff, *publisher*.

EDITORIAL

Donald V. West, *managing editor*.
Leonard Zeidenberg, *chief correspondent*.
Mark K. Miller, *senior news editor*.
Kira Greene, *assistant to the managing editor*.
Frederick M. Fitzgerald, *senior editor*.
Harry A. Jessell, *associate editor*.
Doug Halonen, *Matt Stump,*
assistant editors.
Kim McAvoy, *John Eggerton,*
John Lippman, Nancy Iyob,
staff writers.
Susan Dillon, *research assistant*.
Michael McCaleb, *editorial assistant*.

Senior Editorial Consultants
Edwin H. James (Washington)
Rufus Crater (New York)

BROADCASTING/CABLECASTING YEARBOOK

John Mercurio, *manager*.
Joseph A. Esser, *associate editor*.
Mark Jeschke, *assistant editor*.

ADVERTISING

David Whitcombe, *director of sales and marketing*.
Winfield R. Levi, *general sales manager (New York)*.
John Andre, *sales manager—equipment and*
engineering (Washington).
Gene Edwards, *Southern sales manager*
(Washington).
David Berlyn, *Eastern sales manager (New York)*.
Tim Thometz, *Western sales manager (Hollywood)*.
Charles Mohr, *account manager (New York)*.
Doris Kelly, *sales service manager*.
Christopher Mosley, *classified advertising*.

CIRCULATION

Kwentin K. Keenan, *circulation manager*.
Patricia Waldron, *Sandra Jenkins,*
Debra De Zarn, Joseph Kolthoff.

PRODUCTION

Harry Stevens, *production manager*.
Don Gallo, *production assistant*.

ADMINISTRATION

Irving C. Miller, *business manager*.
Philippe E. Boucher.
Debra Shapiro, *secretary to the publisher*.
Wendy J. Liebmann.

CORPORATE RELATIONS

Patricia A. Vance, *director*.

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. Dilingo, *senior editor: radio*.

Marie Leonard, *Mona Gartner,*
advertising assistants.

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

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



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



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Group-owned stations clear King for five 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.

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two decades, has consistently
supplied the greatest number
and the most important
features for syndication.

Volume 23 not only continues
that tradition, but also
establishes a new era of
commitment to supply you
with the best.



Warner Bros. Television Distribution
A Warner Communications Company

Datebook

This week

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." Watergate hotel, Washington.

■ **Dec. 15—Deadline** for entries in *Clio Awards*. Information: Clio Awards, 336 East 59th Street, New York, N.Y., 10022. (212) 593-1900.

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, "Dia-

logue '82: Radio . . . The Sound of Creativity." Asilomar Conference Center, Pacific Grove, Calif.

Also in December

Dec. 31—Deadline for entries in 1983 annual *Andy Awards* for creative excellence in advertising. For first time, cable TV advertising will be category in awards. Other categories: television, radio, print, sales promotion and public service. Information: Andy Awards, 3 West 51st Street, Room 501, New York, N.Y., 10019, (212) 245-1781.

January 1983

Jan. 5-7—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—Deadline** for entries in eighth annual Big Apple Awards, sponsored by *New York Market Radio Broadcasters Association*. Information: Louanne Theune, NYMRAD, (212) 935-3995.

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.

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. 12—Ohio Association of Broadcasters'** super sales blitz. Dublin Stouffer's, Columbus, Ohio.

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. 13-14—Virginia Association of Broadcasters** winter meeting. Hyatt Regency, Richmond.

■ **Jan. 14-16—Florida Association of Broadcasters** midwinter conference. Holiday Inn Melbourne Oceanfront, Indialantic, Fla.

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, AWRT, 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 fifth annual conference. Sheraton-Waikiki hotel, Honolulu.

Jan. 17-21—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, Nasua, 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 low-power television sponsored by *National Institute for Low-Power Television*. Disneyland hotel, Anaheim, Calif. Information: (203) 852-0500.

Major Meetings

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

Jan. 17-22, 1983—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. Amfac hotel, Dallas-Fort Worth Airport.

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

Feb. 17-19, 1983—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: May 30-June 2, 1984, Palmer House, Chicago; 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

al 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, 1983—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, 1983—Radio-Television News Directors Association international conference. Caesars Palace, Las Vegas. Future conference: Dec. 3-5, 1984, San Antonio, Tex.

Sept. 25-28, 1983—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, 1983—Society of Motion Picture and Television Engineers 125th technical conference and equipment exhibit. Los Angeles Convention Center.

Nov. 14-16, 1983—Television Bureau of Advertising 29th annual meeting. Riviera hotel, Las Vegas.

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., 30611.

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* 10th 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. 18-19—"Communication Satellites: Systems, Services and Networks," sponsored by *New York University School of Continuing Education*. NYU campus, New York. Information: (212) 598-2116.

Feb. 20—Deadline for entries in *International Reading Association's* annual Broadcast Media Awards for outstanding TV and radio programming 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.

March 1983

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

March 1—Deadline for entries in *Broadcasters Promotion Association's* International Gold Medallion Awards competition. Information: Dr. Hayes Anderson, Department of Telecommunications and Film, San Diego State University, San Diego, 92182, (714) 265-6575.

March 4-5—Symposium on international satellite television, sponsored by *UCLA Communications Law Program* and *International Broadcasting Association*. UCLA, Los Angeles. Information: Charles Firestone. (213) 825-6211.

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

March 9—*International Radio and Television Society* Gold Medal Award banquet, to be presented to Roone Arledge, president, ABC News and Sports. Waldorf-Astoria, New York.

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

March 16—Presentation of eighth annual Big Apple Awards, sponsored by *New York Market Radio Broadcasters Association*. Sheraton Center, New York.

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

March 17-18—*Broadcast Financial Management Association/Broadcast Credit Association* board of directors meetings. Palmer House, Chicago.

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

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

April 1983

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

April 10-13—*National Association of Broadcasters* 61st annual convention. Convention Center, Las Vegas.

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

PRODUCTIVITY COUNTDOWN

12

DAYS TO LAUNCH

Broadcasting Industry Council to Improve American Productivity

The news this week. Howard K. Smith has been chosen to be the spokesman for the Broadcasting Industry Council to Improve American Productivity on-air messages that begin Christmas Day. It is the first phase of the five-year campaign



to help the lagging economy by explaining the problems in productivity and fostering solutions to those problems (BROADCASTING, Oct. 25, et seq.).

Smith, a Rhodes scholar who started his career in print journalism, has been in broadcasting since 1941 when he joined CBS as its wartime Berlin correspondent. After 20 years with that network Smith switched to ABC where he reported for 17 years. He was chosen to moderate the first Kennedy-Nixon debate in 1960 and the Carter-Reagan "Great Debate" in 1980. Currently, Smith is lecturing and accepting selected television assignments.

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

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

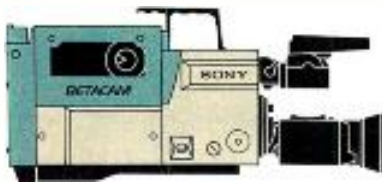
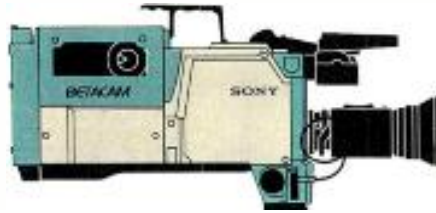
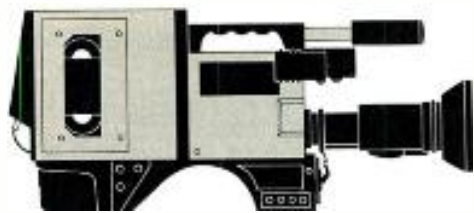
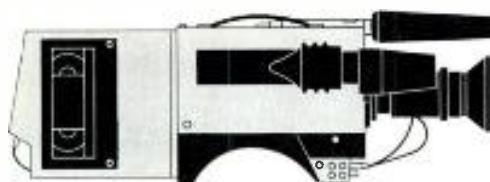
April 26—*Advertising Research Foundation's* fifth annual business advertising research conference. New York Hilton.

May 1983

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

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

VERY VITAL FOR PRUDENT

Cameras Drawn In Scale	Weight In Pounds*	Length In Inches*
One Tube 	17.8	14.9
Three Tube 	21.9	17.1
Three Tube 	24.7	7.5
Three Tube 	27.6	21.5

*Includes camera, lens, viewfinder, recorder, battery. *Lens excluded. **Camera, lens, battery, battery charger, recorder, playback u

Logic dictates that before you invest in a camera and 1/2" recorder system you should shop around. Carefully comparing such criteria as size, weight, image-making capability and price.

So we arranged a little shopping guide based on specifications from our competitors' 1982 brochures and our own. The results are quite revealing.

For news-gathering, the Sony Betacam™ one-tube with 400 resolution lines has striking advantages over the

alternatives. While for field production the Sony Betacam three-tube with 650 resolution lines and 58dB signal-to-noise is superior to them all.

Of course, both Betacams have still more advantages that have not been included in the chart.

Physical advantages like the removal of troublesome cables from the viewfinder, lens, mic to camera and came to recorder.

Technical advantages like a recording format with bot

Sony and U-matic are registered trademarks and Betacam is a trademark of the Sony Corp. Dolby is a registered trademark of Dolby Labs.

STATISTICS CAMERAMEN

Power Consumption In Watts*	Signal To Noise Camera dB	Signal To Noise Recorder dB	Price**
22	54	^{Lum} 48 / ^{Chrom} 50	\$38,500
31	58	^{Lum} 48 / ^{Chrom} 50	\$51,500
27	58	^{Lum} 47 / ^{Chrom} 48	\$62,000+
40	55	^{Lum} 47 / ^{Chrom} 48	\$70,000+

*Base model, carrying case. Based on estimated suggested manufacturer's retail price. All figures based on Saticon Tubes.

...chrominance bandwidth and signal-to-noise performance greater than the competitions'; wideband chrominance components with no crosstalk or other artifacts; built-in Dolby® C noise reduction for high-quality audio; and most important, the playback unit has built-in TBC (an option on the competitions' units) providing full broadcast-quality output.

Betacam also offers major financial advantages beyond those shown. Namely, sparing you from having to

invest in a whole new editing suite. It interfaces perfectly with the Sony U-matic® and one-inch suites you use now.

Betacam was planned as the logical progression of the total Sony Broadcast system. To find out just how logical, contact your Sony representative in New York/New Jersey at (201) 368-5085; in Chicago at (312) 860-7800; in Los Angeles at (213) 841-8711; in Atlanta at (404) 451-7671; or in Dallas at (214) 659-3600.

SONY.
Broadcast

Open Mike

Consider the source

EDITOR: "Closed Circuit" (BROADCASTING, Dec. 6) referenced a study on the quality of radio meetings supposedly conducted by The Research Group. The only connection that The Research Group had with this study [which was conducted among readers of another trade publication, not among radio executives at large], was "data collection and data processing." [Editor's note: The study said the Radio Advertising Bureau's annual managing sales conference was ranked excellent or good by 60.9%, that the National Association of Broadcasters radio programming conference was rated excellent or good by 58.5%, that NAB's annual convention was so ranked by 46.1% and that the National Radio Broadcasters Association convention was so rated by only 38.7%] In 1981 exactly 79.75% of those attending the NRBA convention rated it good or excellent in a study conducted by NRBA. In 1982 slightly more than 86% said our Reno convention was good or excellent.—Abe J. Voron, executive vice president, NRBA, Washington.

Standard argument

EDITOR: ABC's Julius Barnathan and CBS's Joseph Flaherty are not the odd couple ("At Large," Nov. 29). They are Tweedledee and Tweedledum.

These two overpaid and overfed crybabies want a taping standard. They don't care who issues it, the Electronic Industries Association, the Society of Motion Picture and Television

Engineers or, laughably, the National Association of Broadcasters, or, insanely, the FCC. For real irresponsibility, they would even settle for the Japanese. They just don't want its formulation to interfere with their schedule of public appearances or cost their employers any money.

It is obvious that they don't know how standards happen. Barnathan appears to believe there is a federal law requiring a certain kind of AC outlet. In this country, we do not lack for professional and disinterested organizations to formulate this kind of standard. What we lack is a means of paying for it... I'm sure that SMPTE would accept grants for this project.

In the meantime, the likes of Art Biggs at Corinthian, who uses his mind more than his mouth, will solve the problem. The boys in the boonies will have a standard by the time Joe and Julie settle on the seating arrangements for the opening session of their standards committee.—Carroll Cunningham, president, Dyma Engineering, Taos, N.M.

Boom repercussions

EDITOR: I hope some day people will stop lumping baby boomers into one big mass of consumers as Kurt Willinger's Nov. 22 "Monday Memo" did.

Primarily, there are very different world views contained in those years between 1946 and 1964. The early boomers broke traditions and now wonder what they really did. The mid-boomers, like myself, have to pick up the pieces of the damage done and try to make

sense of it, and the very late ones are going back to what was destroyed 20 years ago.

Secondly, as for me, I don't mind ads not having music; there's enough noise around already. Disjointed quick images are turned off because my day is filled with interruptions. Rather than buy luxuries, I pamper myself with my family and friends. Also, I have no problem with authoritative figures and loyalty to brand names that still deliver quality.

What I do resent is that television advertising makes us dispose of our income on luxuries by employing disjointed commercials with jarring music that promises instant gratification all in the name of happiness to the self. I don't know who started this mess, but I wish TV ads would stop reinforcing it.—Ellen McCloskey, Washington.

Yes he did

EDITOR: I'm sure you must have incorrectly quoted former CBS News president, Bill Leonard, in your Nov. 22 article on Diane Sawyer. In that article, Mr. Leonard states that women correspondents should have "the drive and endurance of a man."

He didn't really say that, did he?—Robin Chapman, reporter-anchor, WJLA-TV Washington.

Editor's note. Leonard's reply: "I was quoted correctly and meant exactly what I said."

Book review

EDITOR: As someone attempting to write a history of broadcast journalism, I carefully read the installments of "The First Fifty Years of Broadcasting" as they appeared in the magazine last year. But now I have those installments all in one piece and with an index. You have produced an extremely useful reference work.

Paul White introduced me to Sol Taishoff in 1945, and I last saw Sol at the Florida meeting of the Radio-Television News Directors Association two years ago. I told him then how useful BROADCASTING was to me, and he said, "Fine. Just give us credit." I shall indeed.

I feel Sol's presence, not just in the preface, but all through the book.—Edward Bliss Jr., Newburyport, Mass.

Editor's note. "The First Fifty Years of Broadcasting" is now available for \$29.95. Send payment with order to the First 50, Broadcasting Publications Inc., 1735 DeSales Street, N.W., Washington, D.C. 20036

Goodnight guys

EDITOR: You continue to amaze and delight me. As a relatively new reader of BROADCASTING (since October 1981), I appreciate the many different articles you provide that keep me up to date.

You did it once again! The "At Large" interview with David Brinkley (Nov. 15) was very well done. I can still see myself sitting in front of the television set and hearing those now famous words: "Goodnight, Chet; goodnight, David."—David Mueth, manager, WhiteStone Productions, St. Louis.

Stay Tuned

A professional's guide to the intermedia week (Dec. 13-19)

Network television □ PBS: *Powerhouse Special* parts I & II, Monday, 5-6 p.m.; *Great Performances: James Galway plays Mostly Mozart*, Monday, 8-9 p.m.; (Andre) Previn and the Pittsburgh Symphony, or *A Christmas Special with Pavarotti*, Wednesday, 8-9 p.m.; *Mark Russell Comedy Special*, Thursday, 8:30-9 p.m.; ABC: *Barbara Walters Special with Parton, Hawk and Rivers*, Tuesday, 10-11 p.m.; NBC: *Second Annual NBC Family Christmas Special*, Monday, 9-10 p.m.; CBS: *E.T. and Friends: Magical Movie Visitors*, Tuesday, 8-9 p.m.; *Memories Never Die* (movie), Wednesday, 9-11 p.m.; *Deadly Encounter* (movie), Saturday, 9-11 p.m.

Radio □ ABC Contemporary: *Spotlight Special... Michael McDonald (Doobie Brothers)*, Sunday, evening; CBS Radio: *Cavalcade of Christmas Music*, beginning Tuesday through 12/24, check local times, 24 minutes in length; NBC Radio: *A Bob Hope Christmas, Just Like the Ones We Used to Know*, Friday-Sunday, check local times, two hours in length.

Cable □ HTN: *MGM's Big Parade of Comedy*, Friday, 9-10:30 p.m.; The Entertainment Channel: *Bye Bye Brazil* (movie), Saturday, 9-11 p.m.; Cinemax: *The Gathering part II*, (holiday special), Saturday, 8-9 p.m.; HBO: *The Seventh Annual Young Comedians Show*, Saturday, 9-10:30 p.m.; WTBS: *Christmas Gold*, Monday, 9:05-10:05 p.m.; WOR-TV New York: *The War Within—White Collar Mob*, (documentary), Tuesday, 8-9 p.m.

Pay-Per-View □ *The Who's Final Concert*, Friday, 10 p.m., available on STV outlets and cable with radio simulcast, check local listings.

*indicates a debut episode

UNPRECEDENTED! A FIRM "GO" FOR NEXT SEASON!

STAR SEARCH

THE FIRST WORLDWIDE COMPETITION
TO FIND "TOMORROW'S SUPERSTARS"

- ★ A brilliant new weekly advertiser-supported hour series for Sept. '83.
- ★ A fantastic 2-hour star-studded kickoff special for April '83.
- ★ Already cleared in 26 major markets, covering virtually 50% of the U.S., including 14 of the top 15!

New York	WNEW-TV
Los Angeles	KTTV
Chicago	WFLD-TV
Philadelphia	WTAF-TV
San Francisco	KTVU
Boston	WCVB-TV
Washington, D.C.	WTTG
Cleveland	WUAB-TV
Dallas	KTVT
Houston	KRIV-TV
Pittsburgh	WPXI
Miami	WCIX-TV
Seattle	KSTW-TV

Atlanta	WSB-TV
Tampa	WTVT
St. Louis	KPLR-TV
Sacramento	KRBK-TV
Cincinnati	WKRC-TV
Milwaukee	WVTV
Kansas City	WDAF-TV
Buffalo	WGR-TV
New Orleans	WVUE
Charlotte	WSOC-TV
Columbus	WTVN-TV
Birmingham	WBRC-TV
Dayton	WHIO-TV

Don't miss out on 1983's best show!
Get it before it's gone in your market.

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Television Program Enterprises

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 spectaculars, 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 Pernelle 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: NIT 9/79-4/80, 10/80-4/81, 10/81-4/82
*NIT 9 weeks ending 8/23/81

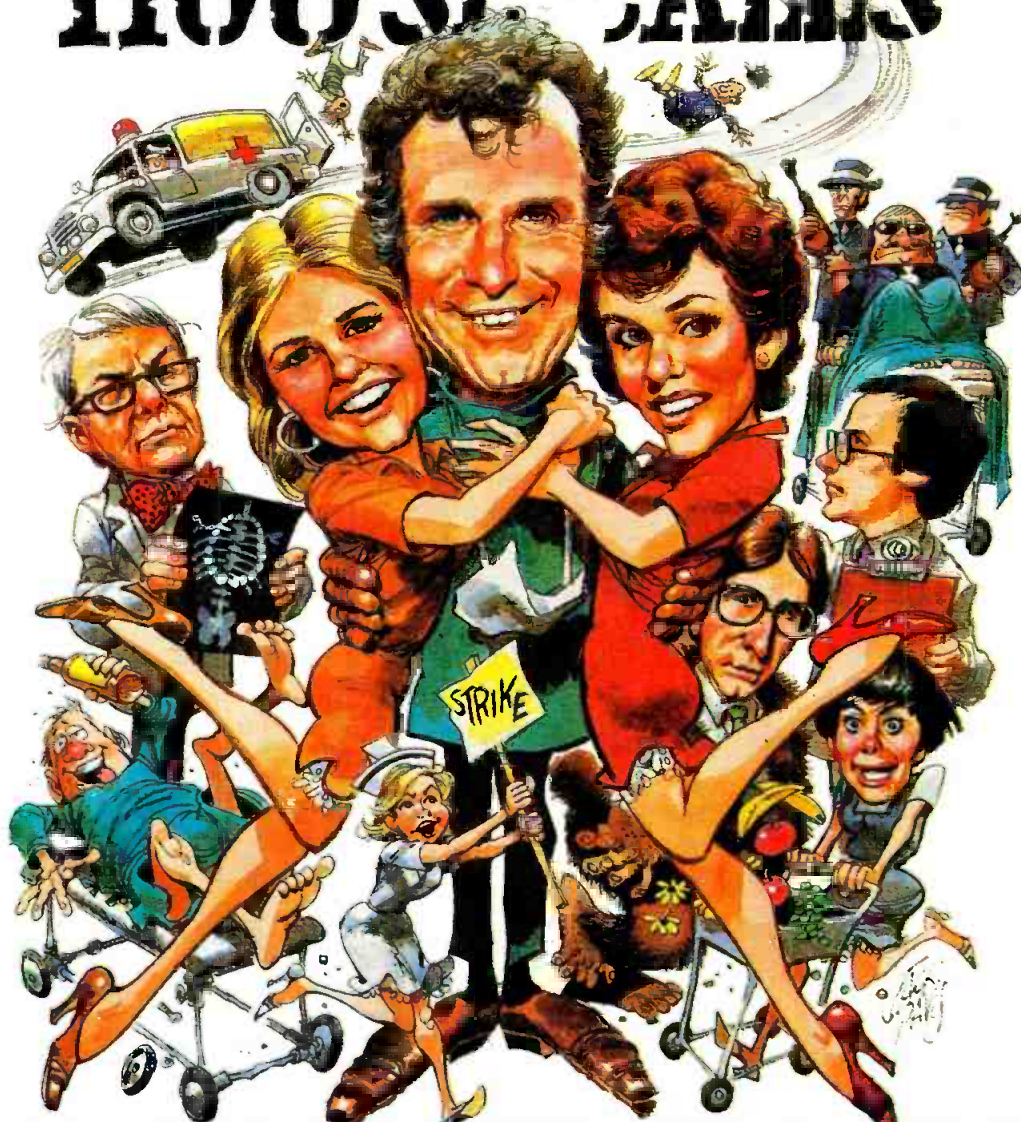
Trapper John

#1 in our time slot.





HOUSE CALLS



THE BEST MEDICAL PLAN A STATION CAN BUY!

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

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

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

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

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

HOUSE CALLS

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

MCA TV

Broadcasting Dec 13

Vol. 103 □ No. 24

TOP OF THE WEEK

Broadcasting's top of the week that was

From AM stereo to cable copyright, Fifth Estaters had much with which to occupy themselves last week; 97th Congress talks its way down to the wire; Warner leads the bearish side of Wall Street activity; TV in the Senate goes the way of all flesh, as does Reagan plan for Radio Marti; RKO gets to move a VHF to New Jersey

There was good news and bad news in sufficiency last week as all elements of the industry made their way toward the new year. Perhaps the best news belonged to Motorola, which received the endorsement of Delco, the largest domestic maker of automobile radios, for its AM stereo system. Perhaps the worst belonged to Warner Communications, which suffered a body blow on Wall Street as some of the sizzle went out of marketplace enthusiasm for video games. Or, for those to whom matters of state loom larger in the scheme of things, perhaps the worst news was that the U.S. Senate will not during this session decide to admit cameras and microphones to its deliberations.

And then there was the matter of cable copyright—a legislative odyssey that has occupied the energies of all elements of the industry for the last two years and that, in this upcoming final week of the 97th Congress, appears destined to fail of passage. But the fight goes on, in the next few days centering on Ted Turner's goal-line stand against the Copyright Royalty Tribunal's new fees.

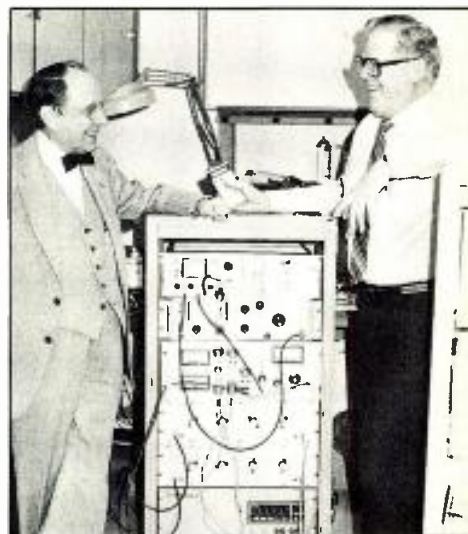
But that was far from all.

For the Reagan administration, a major disappointment was in store as the Senate prepared to give the coup de grace to Radio Marti, the government's ambitious if controversial effort to mount a propaganda attack on Cuba through the radio airwaves. For broadcasters—and particularly for those who had anticipated being caught in the crossfire of a radio interference war—the news brought a sigh of relief.

For Bernard J. Wunder Jr., head of the National Telecommunications and Information Administration, the week brought what he considered vindication but what others viewed as just the first of what could be several investigations into the activities and effectiveness of that agency. The Government Accounting Office, in a report to Congress, said that "most" of the allegations that had been made against Wunder "were not valid." Another report on the same general area of dissatisfaction, by the inspector general's office of the Commerce Department, has not yet been made public, and several congressional committees may want to take their own looks into the agency's activities.

Another of the week's good news recipients, with even greater reason to heave a sigh of relief, was RKO General, which was permitted by the FCC to move its New York station, WOR-TV, to Secaucus, N.J. It will become that state's first of its VHF kind, and—with a five-year license renewal as part of the tradeoff—will rescue RKO from the danger of losing that license altogether, a fate it has already suffered in Boston and by which it is still endangered in Los Angeles.

All that and more in "Top of the Week."



Winners. Norm Parker (left) and Frank Hilbert flank the Motorola AM stereo system they invented, which won the endorsement of Delco Electronics last week.

Motorola gets Delco blessing on AM stereo

Receiver manufacturer makes its choice between various systems for possible use by GM's car divisions

Motorola gained a major ally in its marketplace fight to make its AM stereo system the industry standard, winning last Tuesday the endorsement of General Motors' Delco Electronics Division, the largest domestic manufacturer of radio receivers and the supplier of sets to GM's five car divisions.

After months of testing and evaluating three AM stereo systems, said Delco spokesman Bill Draper, Delco found the Motorola system offers "the greatest potential for highest quality performance at a cost-effective price." In tapping the Motorola system, Delco turned thumbs down on two other systems it tested, those of Harris Corp. and North American Philips Consumer Electronics (Magnavox). Kahn Communications, the fourth system proponent, refused to participate in the test.

It's now up to each of the GM car divisions to decide whether it wants Delco to produce radios for it. R.J. McMillen, Delco's director of engineering, said Delco could begin production of a stereo radio in limited quantities during the 1984 model year, which begins in October 1983. It will take at least 12 months, Draper added, for Delco to "tool up" to manufacture the new radios.

Judging from the reaction of some of the

GM car divisions, however, it may be a long while before large numbers of AM stereo radios find their way into GM cars. Kari Hulsey, a spokesman for Oldsmobile, said the division had "no concrete plans" to introduce stereo radios. "We're reviewing the prospects and when it becomes economic and practical," she said, "we will offer it." With "very few" AM stations now broadcasting in stereo, she added, "demand may not warrant us offering the option." Cadillac hasn't even addressed the question of ordering AM stereo radios from Delco, said its spokesman, Bruce McCristal. And even if it had, he said, he wouldn't talk about it. "We don't discuss our future product plans." As GM's coordinating division for "automobile radio applications," Buick will work closely with Delco in the design of any new car radios. As for Buick itself, spokesman David Hudgens said "the timing of AM stereo introduction and selection of car lines is under study."

Motorola was, of course, delighted by the announcement. "The Delco tests confirm Motorola's belief that its system is ideally suited to the reception of AM signals in the demanding car radio environment," said Motorola Chairman Robert W. Galvin in a prepared statement. "As a pioneer in car radio, we are pleased to be able to play a major role in bringing AM stereo radios to the marketplace."

Motorola hopes the Delco announcement will induce other receiver manufacturers to endorse its system. The key to winning the marketplace battle and emerging as the standard bearer, as all the players know, is to win widespread acceptance among receiver manufacturers and broadcasters.

The marketplace battle was instigated last March by the FCC. Contrary to the wishes of most receiver manufacturers and broadcasters, the FCC decided not to decide which of the proposed systems should be the national standard. Instead, it determined that all were minimally acceptable and ruled that broadcasters could begin stereo broadcast using any system. One system, it reasoned, would ultimately emerge from the marketplace through a process of natural selection. The effect of the FCC's action (or inaction) has been to retard the introduction of AM stereo service, despite the eagerness of many broadcasters and receiver manufacturers to embrace the new technology. Nobody wants to risk adopting the wrong system.

At stake in the marketplace fight are millions of dollars a year in receiver royalties for the victorious system proponent. Receiver manufacturers estimate they could sell between 10 million and 13 million AM stereo receivers in a variety of configurations and the royalties they would have to pay could be 25 cents per unit or more. Draper said the cost of licensing the stereo technology played no part in Delco's decision. In fact, he said, "nobody has talked to anybody about licensing."

Whether the announcement will create any momentum for Motorola was uncertain last week. Receiver manufacturers disagreed over its impact. "I have little doubt that the decision will act as a catalyst in a soup of chemicals that want to combine," said one representative of a major domestic manufacturer. "Most receiver manufacturers are anxious to get the show on the road before it fizzles," he said, "and they are looking for a banner to fall in line behind." Another representative of a

foreign company, however, called the announcement "a small push on a very big mass."

If nothing else, the Delco announcement makes Motorola a creditable contender. Although Motorola has worked behind the scenes trying to sell receiver manufacturers on the merits of its system, two weeks ago it was a distant fourth in a four-way race. Either Harris or Kahn was the preference of most broadcasters, while Magnavox was the favorite of the receiver industry.

Motorola plans to move fast to capitalize on whatever boost it got from Delco. Motorola's chief AM stereo strategist, Chris Payne, said he will work in upcoming weeks to get stations in Detroit and Los Angeles to broadcast in Motorola stereo so that receiver manufacturers in those cities interested in designing Motorola radios will have a signal with which to work. Motorola Semiconductor in Phoenix, meanwhile, Payne said, will continue its work on a chip containing the AM stereo decoder, critical to the mass manufacture of radios. Payne said he has been promised sample quantities of the chips in "a couple of weeks." And one of Motorola's electronics manufacturing plants in Schaumburg, Ill., Payne said, will begin "cranking out" exciters and modulation monitors (a set will cost about \$10,000) for broadcasters. "We'll start out slow," he said, "and speed up as time goes on."

Motorola's gain is the other proponents' loss. In its official statement, Magnavox tried to downplay the significance of Delco's action: "The Delco study, though an integral part of the marketplace selection process, is but one of several important elements in the selection of a standard for AM stereo. As the marketplace competition continues we believe broadcast stations, radio manufacturers and listeners will conclude that the Magnavox system is the only logical choice for an AM stereo standard, based on technical signal quality as well as competitive cost and pricing."

Harris and Kahn, which have appealed mostly to broadcasters in their marketing efforts, were quick to find fault with the Motorola system. Because of its wide bandwidth, Harris said the Motorola system will require broadcasters "to eliminate or severely limit the use of pre-emphasis to stay within the FCC's limits on radiation." And the wide bandwidth, Kahn's Leonard Kahn added, will force them to restrict the frequency response of the system at night with filters to prevent interference. "That will be the end of music on AM stereo," he said.

Payne was reluctant to answer Kahn's and Harris's criticism, believing a public debate on the merits of the Motorola system would not benefit his cause. "A system recommended by Delco to General Motors has been found to have a very high probability of consumer acceptance," he said, "and that's the bottom line for both broadcasters and receiver manufacturers." To set the record straight, Payne said the frequency response of the system ranges from 40 hertz to 15 khz and "there is no audio filter in the Motorola system."

The Delco news caused none of the other proponents to slacken their marketplace ef-

What the broadcasters think. Networks and broadcasting groups basically have adopted a wait-and-see attitude on the results of the Delco Electronics decision to recommend the Motorola AM stereo system. Companies that have already installed stereo systems say they have no immediate plans to change.

"The Delco decision won't have a large impact on the AM broadcast receiver market," predicts John Hidle, vice president of radio broadcast operation and engineering for ABC Radio. Hidle said he is satisfied with the Kahn system which ABC has in operation at WABC(AM) New York, WLS(AM) Chicago and WMAL(AM) Washington and will keep using it "unless the marketplace begins to sell twice as many receivers for another system."

John Bailie, director of engineering for NBC's Radio Division, says the company will keep using the Kahn system at WNBC(AM) New York and will soon be ready to launch it at WMAQ(AM) Chicago and KNBR(AM) San Francisco. "However, we are not married to Kahn," Bailie said, and NBC may be persuaded to change if Motorola proves to be a better system. "We have not yet evaluated the Motorola system," he said.

Westinghouse, which is using the Kahn system at WBZ(AM) Boston and, occasionally, at KDKA(AM) Pittsburgh, is keeping all of its options open. Harrison Klein, director of engineering for Westinghouse Broadcasting and Cable, said the result of the Delco tests should have a significant impact on the industry in the long run. The company already has orders out for both Motorola and Harris equipment, he said. "We expect by the time they are ready to be delivered the marketplace would make its decision," Klein said.

KRSA(AM) San Antonio, Tex., one of the first stations to broadcast in AM stereo using the Kahn system, will stay with it "unless another system prevails," said Joseph Ernest, vice president and general manager of the station. "From an engineering standpoint, we feel Kahn is the best system," Ernest added.

Chris Witting, program manager for wowo(AM) Fort Wayne, Ind., said the Delco decision will not have a sweeping influence on the industry. The station is currently the only one on the air with the Magnavox system. "We don't foresee any changes," Witting said.

Charles Burch, chief engineer for WSM(AM) Nashville, which uses the Harris system, said the station won't hesitate to change if another system becomes dominant, but for the present WSM will stay with Harris. "We lose less coverage area with the Harris system," he noted.

Robert Reymont, director of engineering for WGAR(AM) Cleveland, said Motorola was his second choice behind Harris. But Reymont added he is waiting to see what the receiver manufacturers decide to do. The Harris system has the best frequency response, he said.

orts. Magnavox is planning to make a big push at the Consumer Electronics Show in Las Vegas Jan. 6-9. KMJJ(AM) there has agreed to broadcast the Magnavox signal during the show and due mostly to the promotional efforts in Asia of National Semiconductor, which is selling Magnavox chips, 15 radio manufacturers from Korea, Taiwan and Hong Kong will display Magnavox receivers or pick up the KMJJ signal.

Harris, meanwhile, said it would stick with its original strategy. "We are going to put stations on the air until we reach a point where we are so far ahead of everybody else that the receiver manufacturers will have to come around and provide receivers," said Harris's Roger Burns. Like Magnavox, Harris has found a Las Vegas station, KORK(AM), to broadcast its signal during CES next month. But instead of having receivers on the exhibit floor, it will invite receiver manufacturers and he press to a hotel suite to listen on one of its test receivers. Harris says it now has nine stations on the air, including WSM(AM) Nashville which switched on the Harris exciter last Monday night. Harris claims to have firm orders for exciters from 112 U.S. stations and expects to get the majority of them on the air within the next four months.

Although Kahn would have liked the Delco endorsement—although he didn't participate in its tests—Kahn was not totally chagrined by the Delco announcement. In a way, he said, it may have helped him by damaging the efforts of what he considered his two toughest competitors, Harris and Magnavox. With 24 stations, many in major markets, now broadcasting his stereo signal, Kahn believes the marketplace battle is close to over, despite Delco. If he can convince enough receiver manufacturers to start making Kahn sets, he said, "it's all over. I don't see how anybody can stand up against it." Consequently, he said, he is working "night and day" on encouraging the production of receivers. "That's my main emphasis." So far, he has a commitment from Mura Corp., a maker of personal radios, and, he said, he will soon have announcements of additional commitments.

Delco announced plans to test the various proposed AM stereo systems last April during the National Association of Broadcasters convention. The testing began Aug. 2. Each of the three systems received a three-week workout—first at Delco's labs in Kokomo, Ind., and later in the field. WIRE(AM) Indianapolis provided the signal for the field tests. Engineers representing the system proponents participated in the testing of their systems.

Although each system proponent that participated in the Delco test received a copy of the test data on its own system, Delco decided not to release its comparative analysis or share the data on one system with the other two. Releasing all the data, said Draper, would serve neither Delco nor the two "non-winners." The results are for "internal use," he said, "not necessarily for the public or the industry."

There was some talk last week among AM stereo watchers that the Delco decision may not have been made solely on technical and

economic grounds, but that politics may have entered into it. Motorola Semiconductor is, according to one source, the leading supplier of integrated circuits to General Motors, and the corporate relationship between the two is strong. One of the reasons Kahn decided not to participate in the Delco tests, he said, is the belief that Motorola was too well "entrenched" at General Motors. Magnavox believes, however, that whatever relationship might exist between Motorola and General Motors did not affect the Delco decisionmaking. "The decision was made on technical grounds," said Magnavox's Louis F. Slangen. "I believe that they tried to be holier than the Pope in doing this," he said.

It's now anybody's guess whether the Delco announcement will bring order to the marketplace by creating a bandwagon for the

Motorola system or merely add to the chaos by creating a strong, fourth contender where there had formerly been three. The key to the marketplace decision may be the Japanese receiver manufacturers. They dominate the market but so far have remained unusually quiet. Unhampered by antitrust laws, they could get together and adopt one of the systems and begin flooding the market with receivers. Some say their inaction stems from a reluctance to charge into the marketplace at a time when considerable political pressure is being applied in Congress to protect American industry from Japanese competition of all kinds. Others trace their inaction to simpler causes, primarily an unwillingness to invest millions of dollars in AM stereo with millions of dollars of mono AM radios on the warehouse shelf and no clear standard. □

FCC gives RKO green light on Jersey move

WOR-TV will go to Secaucus as commission, following congressional mandate, gives station five-year renewal

Putting its own touch on a proposal that should put RKO General Inc.'s mind at ease over one of its stations, the FCC last week (with Commissioners Joseph Fogarty, Anne Jones and Henry Rivera dissenting in part and concurring in part) approved a plan to move WOR-TV from New York to Secaucus, N.J., giving that state its first commercial VHF station.

At the same time, the commission agreed to give RKO an unencumbered five-year license term, dismissing as "moot" Multi-State Communications Inc.'s long-standing competing application for WOR-TV's frequency.

The commission said its action complied with legislation introduced by Senator Bill Bradley (D-N.J.), who has tried to bring VHF service to New Jersey several times.

Under the legislation, which had been attached to a tax bill (BROADCASTING, Aug. 30), the commission was ordered to renew automatically the license "for a term not to exceed five years" of any VHF licensee that notified the commission that it would "agree to the reallocation of its channel to a community within a state in which there is allocated no VHF commercial channel."

Taking advantage of the legislation, RKO, which had already lost WNAC-TV Boston—and whose other licenses are still in jeopardy, notified the FCC that it was willing to make the move with its WOR-TV (BROADCASTING, Aug. 30).

Although all of the commissioners gave their approval to the FCC order's bottom line, some had problems with the way the majority chose to interpret the statute.

Commissioner Rivera, for example, noting that the statute permitted the commission to issue the license "for a term not to exceed five years," proposed that the commission grant RKO a license for only 18 months. Rivera

said that shorter term would bring WOR-TV into step with the renewal cycles for other stations in the area. He also said the short term would give other applicants an earlier opportunity to compete for the license and give the commission a quicker opportunity to determine whether RKO was serving the needs of New Jersey.

Although Commissioners Fogarty and Jones voted to approve Rivera's motion, the majority lent its support to the five-year term, arguing chiefly that that was what Congress had intended.

Although the Mass Media Bureau had recommended that RKO be required to relocate in Newark, a major city, instead of Secaucus, a minor one, the majority also said RKO should be permitted to relocate where it wanted to: in Secaucus.

Commissioner Fogarty also questioned the constitutionality of the statute—which some observers suggest may deprive Multi-State of "due process" in its 10-year quest for the license. Nonetheless, Fogarty also agreed that the commission had no choice but to implement the move under the statute.

Under the proposal, RKO would relocate WOR-TV studios and executive offices to Secaucus, but leave its transmitter on top of New York's World Trade Center. Pat Servodidio, president of RKO General TV, said that while the company has been planning the move—and has secured an option for a building in Secaucus—it wanted to wait until the "final" decision—"one not subject to further review"—had been made on the statute and the commission's action before spending the "millions" it planned to commit to the new facility.

Charles Blaisdell, Multi-State chairman, told BROADCASTING that the decision of whether to appeal would have to be made by Multi-State's full board. Blaisdell noted that Multi-State had spent close to a million dollars pursuing the license over the past 10 years. "I just can't imagine we're going to fold our tent and go back into the desert," Blaisdell said. □

Dead air over Radio Marti

As lame-duck session comes to a close, prospects for passage of legislation setting up radio service to Cuba grow dim

Radio Marti appeared to be dying in the Senate last week, a victim of the time restrictions facing the lame-duck session and the skill and determination of Senator Edward Zorinsky (D-Neb.) to exploit them. As the second week of what is scheduled to be a three-week session neared its end, an aide to Senate Majority Leader Howard Baker (R-Tenn.) said that attempting to bring the matter to a vote on the floor would be "futile."

Baker, acting in response to urgent pleas from the administration, called the matter up on Monday. And Zorinsky, who had made it clear he would employ whatever parliamentary means were available to keep the bill from reaching a vote, immediately initiated what was clear would be a filibuster. While he yielded the floor back to Baker from time to time for the conduct of other business, he did so only on the condition it would be yielded back to him. As other senators, including fellow Nebraskan, Democrat James Exon, joined his cause it became evident he had the support needed to block Senate action for days.

An aide in the Senate leader's office said on Thursday that the Marti bill (H.R. 5427) is pending business "but will be used only as filler"—debated only when no other matter is ready for floor action. "There is so much opposition we'd have a filibuster if we devoted time to it," she said. And attempting to force a vote would be "futile." Although the leadership might be able to round up the 60 senators needed to end a filibuster, the procedures involved are themselves time-consuming—and because of the parliamentary situation, Zorinsky would have a total of three opportunities to filibuster.

The measure—to which the administration attaches considerable importance—would authorize establishment of a radio station to broadcast news of Cuba to that country. It passed the House in August by the decisive vote of 250-134 (BROADCASTING, Aug. 16). But it is dying in the Senate largely because of the opposition of broadcasters. They fear the proposed station would provoke counter-measures from Cuba that would seriously compound the interference problem Cuban stations are already causing to American stations.

At least half a dozen state broadcaster associations have adopted resolutions or other statements opposing the establishment of Radio Marti and have informed their representatives in Congress. Only one broadcaster group, the South Florida Broadcasters Association, has adopted a resolution in support of the measure provided American broadcasters are compensated for any expense in efforts to neutralize Cuban interference.

The NAB itself is walking a tightrope on the issue. It is concerned about the existing interference problem and feels Radio Marti could make matters worse. But its public posture is neutral as to the bill; it has simply

urged Congress to consider various alternatives to the use of a commercial AM frequency—and to include in any bill a provision assuring compensation for American broadcasters who are required to modify their stations to mitigate the effects of Cuban-caused interference.

The frequency most often mentioned in connection with Radio Marti is 1040 khz, a clear channel on which WHO(AM) Des Moines, Iowa, is the dominant station. WHO officials were successful in persuading the Senate Foreign Relations Committee to accept an amendment that would require the government, in selecting a frequency, to consider the "interference potential" of Cuba's proposed stations. And Cuba has proposed a monstrous (500 kw) station of its own on 1040 khz.

That amendment was sufficient to persuade one of Iowa's two senators, Roger W. Jenson (R), to drop his opposition to the bill. But the state's other senator, Charles E. Grassley (R), was continuing his opposition as part of the group supporting Zorinsky. Late last week, however, the State Department was considering another proposed amendment, designed to ease Grassley's concerns.

The amendment, drafted by WHO's Washington counsel, Kenneth Salomon, would make it explicit that the Radio Marti frequency would be selected after an FCC rulemaking in accordance with Administrative Procedure Act and that the selection would be subject to judicial review. Salomon went to work on the amendment after Assistant Secretary of State for Inter-American Affairs Thomas Enders sought to determine Grassley's concerns. "The amendment represents our bottom line as to what is needed to protect the broadcasters," Salomon said.

It is unlikely, however, that the change would satisfy Zorinsky. He has been receiving messages of support from broadcasters in Nebraska, and newspapers in the state have been featuring his role in leading the opposition to the administration on the issue. "At this point," an aide said on Thursday after checking with the senator who was on the floor, "there is nothing that could be done, at least during the lame-duck session, that would satisfy him."

The statement served to lay to rest reports that originated with Enders—the administration's point man on the issue—that a compromise was being arranged.

Enders had been working hard to free the bill. Among those he approached for help was NAB President Edward Fritts. But Fritts last week said he simply repeated NAB's position—among other things that it is concerned about Cuban-caused interference, with or without the existence of a Radio Marti. As for helping the administration, Fritts said he told Enders that the NAB would run into "serious problems in Congress and with its members if it supported either side of the issue."

Last week, then, the Senate leadership's problem appeared to be how to jettison the Radio Marti bill without causing an uproar by those supporting the bill. Baker was consider-

ing pulling the bill from the calendar at mid week, but changed his mind when Senator Paula Hawkins (R-Fla.) threatened a parliamentary maneuver of her own that would have forced Zorinsky into a full-fledged filibuster.

If Radio Marti does not survive the lame duck session, it is assumed the administration would reintroduce it in the next Congress. If it does, the bill might contain some of the options the NAB and others have urged on it over the past year—such as employing off band frequencies (above or below the AM band), the Voice of America AM station or Marathon Key or shortwave frequencies among them. The administration has rejected them, but Senate aides said last week it might be more amenable next time around. □

Stock action: broadcasters up, video games down

Wall Street activity last week finds Warner suffering earnings drop due to faltering sales of games; broadcasting issues do well, with many hitting year high

Video games zapped the stock market last week—with bad news from Warner Communications Inc. about its Atari unit and similar word from Mattel, leading to a broad retreat in shares of those and other personal video companies, one that even took the gloss of the entire market in the eyes of some observers. Subsidiarily, that video disaster drew attention away from some other market news the strong performance that over-the-air broadcast issues had been showing although they also gave up ground in the market's general slide on Thursday.

WCI, which late Wednesday put out some sketchy details that suggested to analysts it would have perhaps a third of the earnings in the fourth quarter that they had been projecting, fell \$16.75 to close at \$35.125 when trading on the New York Exchange reopened Thursday after being halted Wednesday afternoon at \$51.875. Lower than expected sales of its Atari video game cartridges in the quarter were cited. The story is that Warner's corporate offices got the word by telephone on Tuesday from Atari's West Coast base that cartridge sales were in bad shape and the company was facing cancellations of orders by retailers.

Mattel, an Atari competitor, then announced Wednesday that it would show a loss in the fourth quarter—blaming weak retail sales and high promotional costs for its video game line. Mattel trading was halted late Wednesday, after falling \$2.125 to \$24 and the shares did not trade Thursday.

Shares of other companies in the home video game and personal computers market took various drubbings as well. Increasing competition in the video game market was seen as the culprit, competition that was not fully appreciated by some of the companies themselves and by much of Wall Street in recent weeks. (It should be noted that some

analyst's observations about growing competition had caused a previous drop in Warner's stock to the \$36 range back in August.) Meanwhile, early in the week, a number of broadcasting companies had been hitting new 52-week highs in their trading sessions, dipping slightly as the full market stepped back in the wake of the Warner debacle. CBS on Wednesday closed up at \$66.375, having hit a new year's high of \$67 that day. Thursday the stock gave up \$1.875 to close at \$64.50. That performance marks a climb back out of the depths to which CBS had sunk in early summer of around \$35. As Wall Street watches CBS President Tom Wyman tighten the company's financial screws, its response has been highly favorable; and the news of its new venture with HBO and Columbia Pictures (BROADCASTING, Dec. 6) didn't hurt.

ABC, which separately set a new high of \$61.25 on Monday, had given up \$4 of that by Thursday to close at \$57.25. Some observers had been looking for profit-taking in that stock; the company itself is expected to do well in 1983.

Most other broadcasters are trading near the top of their ranges as well—Capital Cities closed Thursday at \$131; its high for the year is \$136.75, hit on Wednesday; Cox Communications' high for the year of \$48, closed Thursday at \$46.75; LIN Broadcasting, high of \$35.50 closed at \$34; Metromedia, high of \$294, closed at \$283; Storer, high of \$34.25, closed at \$28.375, and Taft, high of \$45, closed at \$41.25.

One of the jokes in financial circles is that a company like Capital Cities is getting more recommendations now at \$130-plus than it did back in August at \$75—while those who made their buy recommendations before the market broke on Aug. 17 have done quite well, to say the least.

One indication of the financial community's renewed interest in the media stocks as it looks beyond the recession was the surge in attendance at the Paine Webber conference on the Outlook for the Media last week (see page 78). Ironically, it was while listening to Cox Communications' presentation there that a number of Wall Street's analysts got the emergency calls from their offices informing them of the news Warner had put on the wire. □

Swan song for TV in Senate

Baker gives up plan to try to get a vote on S. Res. 436 before end of this session

The proposal to allow television cameras into the Senate (S. Res. 436) was laid to rest last week.

Although Senate Majority Leader Howard Baker (R-Tenn.) was determined at first to bring the measure to the floor for a vote during the lame-duck session, he announced last week he would not.

A spokesman in Baker's office said that because of the limited time and the number of higher priority issues facing the Congress, Baker felt it was unwise to bring the issue up.

In addition, Senator Russell Long (D-La.) had threatened to filibuster the resolution. Baker originally said he would bring it up last Friday and if necessary make the Senate meet Saturday to vote on the issue. In a statement released last week, Long said he would oppose the measure if it went before the Senate last Friday.

"I strongly feel that, rather than debating the issue of television in the Senate, our time during this brief session of Congress would be better trying to solve the great national problems of unemployment and government

deficits," Long stated.

Despite the threat of a filibuster, Baker maintained he had the votes. A poll reported by the Cable Satellite Public Affairs Network two weeks ago showed that 54 senators are either in favor or leaning in favor of allowing TV cameras in the Senate (BROADCASTING, Dec. 6). Baker feels he has more than 54 votes, a spokesman said.

The survey also showed that support for the resolution had dropped since a September 1981 poll, which indicated 58 senators in favor or leaning toward the measure. □

GAO examines mismanagement charges leveled against NTIA

In response to request from Senators Weicker and DeConcini, it finds agency's associate administrator accompanied Reagan on other than official business

Twice last summer, the associate administrator of the National Telecommunications and Information Administration accompanied President Reagan on trips to the President's ranch in Santa Barbara, Calif. On both occasions, in July and August, the trips were said to be in connection with official business. But the official, Dennis LeBlanc, spent all of his time performing "ranch chores and anything else the President asked him to do." He did no NTIA work.

That was among the findings of the General Accounting Office, Congress's watchdog agency, in an investigation of charges made in an unsigned document that circulated on Capitol Hill last summer. Senators Lowell Weicker (R-Conn.), chairman of the Senate Appropriations subcommittee responsible for NTIA, and Dennis DeConcini (D-Ariz.), a member of that committee, requested the investigation of the charges of mismanagement and of actions "in gross disregard of federal regulations, congressional instructions and presidential intent" ("Closed Circuit," Oct. 25).

Clifford I. Gould, GAO director, said in a letter to the senators that accompanied the report that GAO found that "most of the specific charges were not valid." And Bernard J. Wunder Jr., NTIA administrator, appeared to view the report as a vindication. "The general conclusion is that there is no substance to the allegations made against me," he said. "About the only thing the GAO indicated is that I've done a pretty good job."

DeConcini did not share Wunder's view. He agreed that the report did not support charges of illegal activity. But, he said, the report "makes it clear the administration of the agency has been anything but good." He said the agency has performed well in the past. But, he added, it now appears that a "political administrator" is pitted against a "career-oriented staff."

And he found it "inexcusable" that an NTIA official who had been the beneficiary of what DeConcini called White House "patronage" has been assigned to the White

House for duty on the President's ranch. The White House, he said, evidently "does not think much of NTIA if it uses it for political purposes."

Although as associate administrator for domestic policy, LeBlanc heads a staff preparing NTIA position papers on such matters as Senator Bob Packwood's (R-Ore.) proposed constitutional amendment to afford electronic journalists full First Amendment protection, LeBlanc is on call to the White House when the President wants him to help at the ranch.

LeBlanc, a former California state policeman, had been part of the governor's security force when Reagan was governor and, he said, he "helped build the ranch." When Reagan became President, LeBlanc joined the White House staff as deputy director of special support services. And whenever Reagan returned to the ranch, LeBlanc went along—a practice that continued after LeBlanc was assigned to his \$58,500-a-year job at NTIA, last summer.

LeBlanc last week noted that his travel expenses are not charged to NTIA, since he flies to the West Coast on military aircraft. And GAO said that after the two trips last summer, the White House reimbursed NTIA for its costs. The White House now handles arrangements and payments directly. LeBlanc has been to the ranch once since the summer.

GAO cites LeBlanc as the source of its statement that he performs "chores" and does whatever the President asks him to do at the ranch. And LeBlanc did not question the statement in an interview. But the White House cast his role at the ranch in loftier terms. Spokeswoman Karna Small said that LeBlanc is used to "coordinate activities of federal agencies at the ranch," such as White House communications and the Secret Service. She also said the President feels comfortable with Dennis "because of their longstanding relationship."

Whatever his duties, they apparently were not "essential for the accomplishment of agency programs and missions," as NTIA said on LeBlanc's travel orders. GAO said NTIA officials "believed they were required to put it on all employees' travel orders regardless of the purpose of the trips." The report said NTIA no longer makes the statement on all travel orders.

LeBlanc's trips were among those cited in

the anonymous document as constituting inappropriate use of travel funds, and the GAO report said that there were instances of "unnecessary travel." However, it also said over the past two years Wunder had reduced travel costs by about 40%—from \$516,000 in 1980 to \$323,000 in 1982.

A number of the allegations in the anonymous document related to two NTIA grants programs—the Public Telecommunications Facilities Program and the Satellite Applications Program. And although GAO found no clear evidence of impropriety, its inquiry raised some questions.

For instance, GAO said that as part of its 1982 budget process, NTIA re-programmed \$250,000 of \$1,262,000 in satellite program funds without notifying Congress, in possible violation of congressional guidelines.

GAO said NTIA officials reported that they had checked with budget personnel in both the Department of Commerce and the Office of Management and Budget, who told them that the guidelines did not apply. But the report said it would be "prudent" for an agency to notify interested committees of Congress "even if there is some uncertainty."

GAO also appeared critical of NTIA's failure to release more of the funds Congress had appropriated for facilities grants. The report said that NTIA had returned to the treasury \$168,157 in funds that had been deobligated from grants awarded in 1981 but turned down by applicants. It also said NTIA had not yet decided what to do with \$389,205 in funds deobligated in 1982.

The Communications Act requires funds appropriated for any fiscal year to be expended only on grants for approved projects proposed within that year. Wunder says that a review of pending applications for fiscal years 1976 through 1980 revealed no qualified applicants and that, as a result, the deobligated funds must be returned to the treasury.

But GAO disagreed. It said that at least some of the deobligated funds could have been used to fund applications. An NTIA program officer had provided GAO with a list of five applications submitted in 1979 but not funded until 1982 as reactivated applications. If the applications had been funded with deobligated 1979 money (\$34,784), GAO said, 1982 funds would have been freed for applications filed in that year.

The report provided a bit of background that, to some who read it, offers a possible clue to some on the Hill as to NTIA's interest in returning facilities grants money to the treasury. It notes that the President in March 1981 proposed that Congress rescind \$25.7 million in budget authority for the facilities program, an action that would have terminated it. Congress refused, but program funding has been reduced for the past two years. And NTIA, the report observed, "continues to favor termination of the program."

The GAO inquiry into allegations that Wunder had promised some applicants before the competitive period was closed that their requests would be granted turned up conflicting statements. In one case, the state of Mississippi was seeking funds for building facilities; in the other, Howard University was applying for funds under the satellite pro-

Big game. Turner Broadcasting stood to make more than \$1 million on its telecast last Saturday night (Dec. 11) of the Virginia-Georgetown college basketball game from the Capital Center in suburban Washington. Having put together a network of cable systems and broadcast stations capable of reaching more than 90% of the nation's television homes, Bob Wussler, executive vice president, Turner Broadcasting System, said TBS was able to ring up more than \$2 million in advertising sales, with 30-second spots going for around \$65,000. On the other side of the ledger was nearly \$1 million in expenses, including \$700,000 for the television rights, between \$75,000 and \$125,000 in production costs and more than \$150,000 in advertising agency commissions.

As of last Wednesday, Turner had lined up 110 broadcast stations, including 33 NBC affiliates, 31 ABC affiliates, 25 CBS affiliates and 21 independents. The stations reach more than 81% of the nation's television homes, including those in 46 of the top 50 markets. Cable affiliates of Turner's superstation on WTBS(TV) Atlanta, which was to originate the game, accounted for the rest of the game's potential audience.

Of the \$700,000 Turner paid for the rights, approximately \$625,000 went to Georgetown, the home team, said Wussler. The remainder, he said, was paid to Sports Production Inc., a Dallas TV sports packager headed by Russ Potts. Turner and SPI had jointly purchased the TV rights from Georgetown last summer (BROADCASTING, July 5). Under the original plan, Turner was to produce and distribute the game over WTBS and SPI was to set up a network of pay television outlets in markets not reached by the superstation. When Turner decided to drop the pay TV plans and build the broadcast network, it had to compensate SPI.

gram, which is designed to assist in market aggregation and development of domestic and international public satellite services.

Three NTIA staff members who attended a meeting on Jan. 29, 1982, with Wunder and representatives of Mississippi told GAO that they understood the administrator to have implied that the grant would receive favorable consideration. Wunder denied making an "explicit or implicit promise of funding to the applicant," according to the report. He also denied a statement that he had discussed waiving or changing the rules to allow Mississippi to be funded before the issuance of other 1982 grants. The rules were changed to permit such an early grant—but, in the end, Mississippi was funded along with other 1982 grantees, in September. Wunder told GAO that complaints from minority groups had caused him concern that an early grant would generate charges of racism or favoritism.

The allegation that Wunder had shown favoritism to Howard was backed up by an NTIA staff member who told GAO that she had attended one of two meetings Wunder had held with officials of the university. She said she believed a commitment to grant the application had been made. However, Wunder said the staff member had not attended any meetings with the Howard officials. GAO also said officials of Howard University's WHHM(TV) reported that Howard had been promised only that its application would receive careful consideration.

The application had not yet been funded. Howard has not satisfied the basic requirement of holding an FCC license to operate an earth station.

It appeared last week that the report might be only the first phase of an investigation of NTIA and not the last. The Inspector General's Office of the Commerce Department, NTIA's parent agency, is understood to have conducted a separate inquiry, but it has not yet released a report and DeConcini has requested a copy. What's more, he feels the material in the GAO report warrants a full-scale management audit of NTIA by the watchdog agency, and he will request one. "I would like the administration to correct what I see as problems" at NTIA, he said. □

NAB offers 83-84 budget of \$9.3 million

Executive committee will send proposal, including \$9.1 million in expenses, to joint board

The National Association of Broadcasters executive committee last week examined a proposed \$9.3-million budget for fiscal 1983-84 beginning April 1. In addition to discussion of the budget, executive committee members focused on staff reorganization.

The association has slated \$9.3 million for its projected income and \$9.1 million for expenses. In FY 1982-83 (which ends next March 31), the NAB anticipates \$9,024,000 in income with expenses running an estimated \$8,592,522.

The increases in expenses in fiscal 1983-84 will occur in the administrative area, from \$3.3 million in this fiscal year to \$3.6 million; in the government relations department from \$747,882 to \$985,050; in the legal department, from \$603,500 to \$651,400; in the public affairs department, from \$542,550 to \$626,900; science and technology, from \$285,209 to \$511,200, and research and planning, from \$563,900 to \$643,900. Expenses for station services are projected at \$990,218 and membership at \$855,300.

Final approval of the budget will go before the joint boards in January.

Sources of income include the association's annual convention. This year the NAB cleared \$1.76 million and anticipates making \$1.93 million in Las Vegas next year. The association expects to raise \$3.15 million in television membership dues and \$3 million in radio dues. It also expects to collect \$70,000 in rent for half of the second floor in its headquarters building. The space is rented to the Canadian government.

Included in the staff re-organization were several announced title changes. Larry Patrick, senior vice president for research, is now senior vice president for research and

planning. Harold Niven, vice president for planning and development, becomes vice president and convention manager. Ron Irion, vice president for station services, is now vice president of the Broadcast Management Department. Wayne Cornils, Jane Cohen and Lawrence Tierney, vice presidents for radio, TV and membership, respectively, will now report directly to the executive vice president and general manager, John Summers. They formerly reported to the senior vice president for broadcasting, Jim Hulbert, now senior vice president, station services. □

Fragile H.R. 5949 in jeopardy

Senate committees postpone action on bill, virtually eliminating passage in lame-duck session; Turner to push for attachment of CRT amendment to any bill whose passage appears likely

All hope for passage of the cable copyright bill, H.R. 5949 was dashed last week. The Senate Commerce and Judiciary Committees postponed action on the measure. (A number of Commerce Committee members have requested that a markup be delayed indefinitely, and Judiciary is waiting for Commerce to make the first move.)

To add to that, the compromise originally worked out primarily among the National Association of Broadcasters, the National Cable Television Association, the Motion Picture Association of America, religious broadcasters and public broadcasters appears to be disintegrating. And time is running out—Congress is slated to adjourn this week.

Two weeks ago during a joint hearing by Commerce and Judiciary, NCTA, with the backing of NAB, presented an amendment to the bill that would stay a recent Copyright Royalty Tribunal rate adjustment ruling (BROADCASTING, Nov. 29, Dec. 6). The motion picture industry, however, remains "unalterably opposed" to that CRT amendment.

In addition, professional sports associations want some form of protection included in the bill that would go beyond the FCC's current sports blackout rules. The cable industry and sports have been unable to iron out their differences. Commerce Committee member Robert Kasten (R-Wis.), among others, is determined that sports should be included in the bill.

A turn of events last week could widen the rift between the parties. Ted Turner launched a campaign in the House and Senate to attach the CRT amendment to any bill that has a chance of passage in the lame-duck session, presumably a continuing resolution or an appropriations measure.

In the House, late last week, Turner tried to fix the measure to the continuing resolution marked up by the Appropriations Committee. Congressman Charles Wilson (D-Tex.) offered the amendment which was soundly defeated by voice vote. Congressman Vic Fazio (D-Calif.) lead the opposition.

Turner's defeat in the House was viewed by broadcasters, sports interests and the motion

picture industry, as a victory. But NAB President Edward Fritts warned that if Turner's amendment makes it in the Senate and lasts through a House/Senate conference, H.R. 5949 will be gone. Fritts noted that the CRT amendment attached to H.R. 5949 is the only incentive to keep NCTA in the negotiations.

Turner, who was in town all last week, told BROADCASTING that he had met with at least 35 senators. The two from his home state, Democrat Sam Nunn and Republican Mack Mattingly, Turner said, are willing to offer his amendment to the continuing resolution when it reaches the Senate. (The continuing resolution is expected to be taken up this week.) Moreover, he said, he was considering taking his case to the people via a nationally televised press conference on Tuesday (Dec. 14).

During an encounter at the Mayflower hotel with NAB senior vice president and general counsel, Erwin Krasnow, Turner said he deserved the same must-carry protection as broadcasters, instead of the "may-carry" status his station now has.

Barring any must-carry protection, Turner ventured that cable systems might charge local broadcasters 25 cents to 50 cents per subscriber per month for carriage (25 cents for "fuzzy signals," he joked). That, countered Krasnow, "is a good way to start an antitrust suit."

Meanwhile, broadcasters will continue their efforts to hold H.R. 5949 together and at the same time wage a campaign to defeat Turner's plan. In letters to both the entire Senate and Senate Majority Leader Howard Baker (R-Tenn.), Fritts stated the association's concern about Turner's maneuver.

"It has now come to our attention that some elements of the cable industry are planning to stay the effective date of the CRT decision through an amendment to unrelated legislation such as the continuing resolution," Fritts wrote. "NAB wishes to object in the strongest terms to these unilateral attempts to affect the CRT decision, and we urge you in your Senate leadership role to insure these attempts do not succeed."

Fritts noted that NAB supports the CRT amendment only if it is attached to H.R. 5949 and that the association has accepted the amendment solely "for the purpose of facilitating passage of H.R. 5949."

The NAB is not alone in its attempts to see the measure passed. Congressman Robert Kastenmeier (D-Wis.), the author of H.R. 5949, called a meeting late last week of all the parties in an effort to work out a compromise. Spanish language broadcasters have also requested some type of must-carry protection in H.R. 5949. NAB officials say they would accept that but NCTA does not agree. And other complications are developing. The NAB and NCTA are reportedly having difficulty in agreeing on committee report language for the amendment.

However, NAB's executive vice president and general manager, John Summers, noted that the problems with sports are "far greater" than disagreements over the report language. Jim Fitzpatrick, who represents the sports interests, predicted that the bill's failure to go forward goes "well beyond" the sports issue.

Even Senate leaders are predicting the bill's end. Senator Strom Thurmond (R-S.C.) said last week, after his own committee took no action on H.R. 5949, "it is my understanding that Commerce won't act on the bill this session."

NCTA executive vice president, James Mooney, said that "sports are escalating their demands." But he noted that they are making a mistake in thinking that "we will pay any price to get this bill; that's incorrect."

He also noted that broadcasters asked NCTA to oppose Turner's attempts. Mooney said he "flatly refused." He said NCTA is not working for Turner but would not oppose the measure either. The MPAA, however, may be softening its position. Although it is still opposed to attaching the CRT amendment to H.R. 5949, it is willing to listen to other proposals. Fritz Attaway, MPAA vice president and counsel, said, however, that the MPAA is "absolutely opposed" to Turner's plan. □

Affiliates present united front

ABC-TV stations join affiliates of CBS, NBC-TV in asking for repeal of syndication, financial interest rules

The board of governors of the ABC-TV Affiliates Association made it three out of three for the TV networks last week, voting to support their campaign for repeal of FCC rules that bar the networks from engaging in domestic syndication and from acquiring financial interests in independently produced programming.

The board said its action reflected the position of "a substantial majority" of ABC affiliates.

Like its affiliate counterparts at CBS-TV and NBC-TV, which had already endorsed repeal (BROADCASTING, Nov. 22, Dec. 6), the ABC board linked its action directly to nonrepeal of the FCC's prime time access rule.

"It is important to note," the board said, "that the decision of the board and of the affiliate body is based upon our belief that so long as the prime time access rule continues in effect, the FCC's public policy objective of assuring diversity in the production and distribution of television programming can be readily achieved."

The board said it would put its position on record with the FCC, where repeal of the syndication and financial-interest rules is under study—and under heavy fire from independent producers and syndicators, among others.

The board, headed by Robert E. Rice of WRAU-TV Peoria, Ill., voted last Tuesday during its fall meeting with ABC officials at Aca-pulco, Mexico.

In a statement afterward, the board said it believed that repeal "would be consistent with the public interest and the interests of network-affiliated stations." □

After the AT&T settlement: a world reordered

Two-day conference in Washington, sponsored by FCBA-Practising Law Institute examines the effect of settlement on competition, both regulated and unregulated, and how it affects AT&T, BOC's, independent phone companies and other common carriers

Experts from various fields last week took a run at illuminating the new telecommunications era that will follow the AT&T settlement. The results were mixed: Industry (read AT&T) knows what it wants to do; government isn't so sure.

The discussion went on for two days in Washington at a seminar sponsored by the Federal Communications Bar Association and the Practising Law Institute. And among the most upbeat was Dennis J. Sullivan Jr., assistant vice president of AT&T's consumer electronic and interactive services.

FCC Chairman Mark S. Fowler was upbeat as well, about the ability and will of the commission to deal with the knotty problem of the charges interstate carriers will pay to gain access to local telephone company lines. But a couple of congressional staffers indicated Congress may have the final word in that and other areas the commission is entering.

Sullivan's positive approach could be attributed to the fact that American Bell, the new subsidiary created in response to the FCC decision permitting AT&T to enter competitive fields through a fully separated subsidiary, is now an active six-month old enterprise.

"American Bell intends to be a major player in the home communications market," he said. "We intend to be an aggressive vendor of leading-edge products, services and systems. And we intend to compete in terms of price, maintenance and—most important—in terms of responsiveness to evolving customer needs." Among other things, he noted American Bell would provide videotext systems—but has no plans, at least for the present, to engage in "content creation."

Fowler, who delivered the keynote address, noted that the commission next week will set the parameters of the access charge—and make "one of the most significant decisions of the decade." The significance, he said, stems from the fact that it will set the guidelines for competition for long distance services.

And, Fowler said, only the commission can solve the problem, and it will. "Given the current situation," he said, "Congress can't, the states can't, the carriers can't, and Judge [Harold] Greene [who approved the AT&T-Justice Department settlement] can't."

The commission is headed toward adoption of a system based largely on costs, one that would over time eliminate many of the subsidies long-distance service provides for local service. And the commission is already

in trouble over the issue on Capitol Hill.

David K. Aylward, chief counsel and staff director of the House Telecommunications Subcommittee, acknowledged that the panel is not in a mood for major legislation in the telecommunications area—"it wants to see the dust settle for a while." But, he noted the subcommittee is concerned about what it regards as the commission's "extreme" approach to the access-charge issue, one it fears will impose heavy new costs on users of local telephone service in some areas. "That action alone may provide the engine for legislation," he said.

The Senate Commerce Committee will also keep a close eye on the access-charge issue, according to Ward White, the committee's majority senior counsel. More than that, though, he said it is concerned about what it views as the commission's proclivity for refraining from regulation in the common carrier area—in the face of what White says is a clear Communications Act requirement to the contrary. So called "short bills," with a limited number of the matters contained in the basic common carrier legislation that failed in Congress this year, are proliferating. Some are said to contain provisions authorizing

runs ahead so fast as to mitigate the foibles of Congress." He feels technology can drive the industry.

Then there was Walter Hinchman, Walter Hinchman Associates Inc., a consulting firm. He is not convinced technology constitutes "an irresistible technological imperative" or that a fully competitive marketplace in telecommunications and information products is inevitable. Hinchman said policy makers—as individuals or institutions—are espousing the virtues of a competitive environment "and advancing grand designs for achieving it"—such as the commission's Computer II decision, the Justice Department's AT&T divestiture plan and various legislative proposals. But, he said, "these institutions are in fact destroying any prospect that such an environment might develop, through the specific policy and regulatory actions they are taking, or not taking, to implement these grand designs."

Whether full competition is a real prospect for the telecommunications industry or not, virtually all speakers made it a point to denigrate government's role in the equation. But Lewis M. Branscomb, vice president and chief scientist of the IBM Corp., did not. He



Kahn summing up; PLI panelist Branscomb, FCBA President Herbert Forrest, panelist Hinchman

"forbearance." Until such legislation is enacted, White said, "we don't believe the commission has the authority to do many of the things they're doing," despite Fowler's protestations to the contrary.

Two of the experts on the panel looked at the future and saw it fraught with complications and inconsistencies in the approaches of various agencies. But they came up with different conclusions.

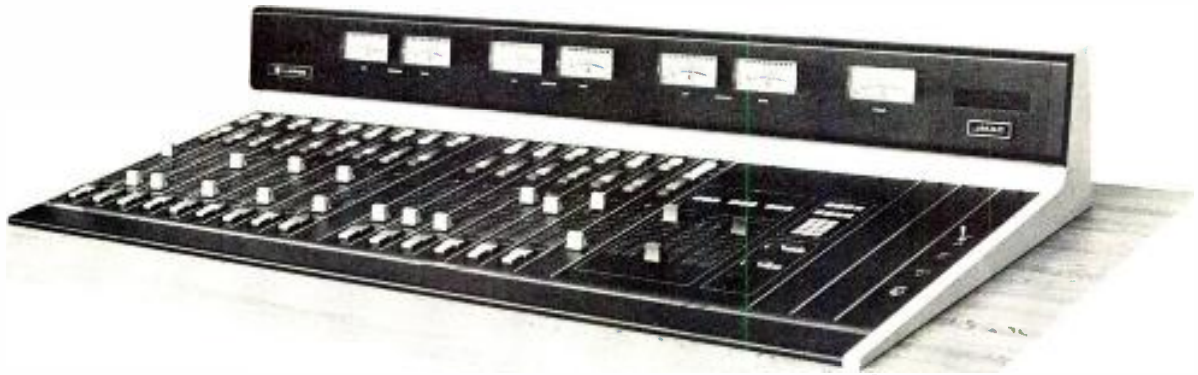
To Henry Geller, director of Duke University's Washington Center for Public Policy Research, the question of regulation versus competition has become academic. He feels the "competitive genie is out of the bottle," and he doesn't think the transition from regulation to competition will be "endless," even where AT&T long-distance service is concerned. He feels "the devil is in the details"—the fact that major common carriers such as GT&E may offer enhanced services and Bell operating companies may not, for instance—and he is not optimistic about Congress's ability to generate all of the legislation needed to set policy for the telecommunications industry. But, he said, he hopes that "technology

said there is "an appropriate role for the federal government in the information services of the future," he said, both as a user and as "a potential innovator." In the latter connection, he said the government could insure the "full participation" in the "visions of the future" of the engineers and scientists working in universities. The trick, he said, is in providing funds for research for the development of prototypes of new systems and applications.

The wrapup speaker was Alfred E. Kahn, professor of Economics at Cornell who as chairman of the Civil Aeronautics Board successfully pushed for deregulation of the airlines. As a result, he surprised no one in urging complete deregulation of the common carrier field and pure cost-based pricing for telephone service—and the faster the better. He said "the biggest unanswered question is, 'What will happen to the assumedly competitive sector?'" But, he said, "public utility regulation of the Bell System eventually must go. This is no longer a natural monopoly, if it ever was." The question of what it is, he said, will have to be settled "by the market, not the government." □

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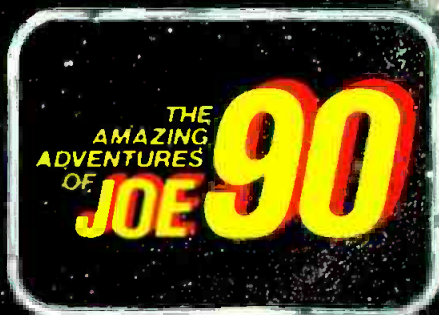
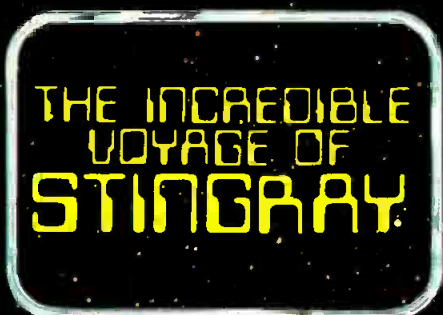
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Contract completion

ABC Radio Networks have signed an exclusive two-year contract for broadcast rights to games of the new United States Football League for approximately \$1.25 million ("Closed Circuit," Dec. 6). Under the terms of the agreement, ABC will offer a minimum of 39 games, including two playoffs and the championship game. Affiliates of the ABC Information Network will have the right of first refusal for the broadcasts.

The United States Football League will consist of 12 teams, each with an 18-game schedule. The regular season is scheduled to begin March 6 and end July 3. "This is ABC Radio's first entry into long-form play-by-play sports and we are pleased with the positive response from affiliates," Ed McLaughlin, president of the ABC Radio Networks, told a press reception in New York last week. The radio contract had been approved by the board of directors of ABC Inc. late last month. Sources say both Mutual and CBS were in the bidding for the radio rights.

Broad Street switch

Broad Street Communications plans to divide its corporate structure into two operational units on Jan. 1 with separate divisions for AM and FM. The new structure will help bring acquisitions into focus at an accelerated pace next year while, at the same time, allowing for continued growth of existing properties, said Fred E. Walker, Broad Street president.

Kenneth L. Gaines, senior vice president and general manager of KTOK(AM) Oklahoma City, will serve as executive vice president of the AM division while Thomas J. Durney, senior vice president and general manager

of WQUE(FM) New Orleans, will head the FM division as executive vice president. Both Gaines and Durney will continue as general managers of their respective stations.

Broad Street Communications is the parent company of the Insilco Broadcast Group which includes WELI(AM) New Haven; WVCG(AM)-WYOR(FM) Miami; WGSQ(AM)-WQUE(FM) New Orleans, and KTOK(AM)-WJYO(FM) Oklahoma City.

Growing

FM listening continues to rise, now posting a 63% share of the national radio audience, according to the just-released fall 1982 RADAR report. FM's biggest audience remains in the 12-24 age group with an 81% share while AM listening continues to be dominant in the 50-plus category with a 56% listening share.

FM's audience has grown substantially over the past 10 years since it posted a 28% share in the fall 1973 RADAR report. Last fall, FM listening was at 59%. The current RADAR study reflects an average of two eight-week surveys: in February-March and August-October. Sample size was approximately 6,000.

Turning Japanese

A new station, billed as "Japan's first all-music station," was scheduled to commence operations Sunday (Dec. 12)—on the island of Saipan. It's KYOI, a shortwave station, and its formation and plans were announced by Jim Kefford, president of Drake-Chenault Enterprises, and Lawrence S. Berger, owner of radio stations in Hawaii, Guam and American Samoa. They said it's licensed by the FCC and will operate with

100khz on frequencies that will vary from day to day in accordance with government regulations.

Drake-Chenault is programming the station, which will be on the air 24 hours a day, beaming contemporary hit music into Japan—where, in many cities, 30% of the people are said to have shortwave receivers. "The audience potential is enormous," Berger said, noting that "the Japanese government has licensed a very limited number of radio facilities in the country and these are programmed with highly blocked formats to include cultural events, news and other nonmusic segments." Kefford said the programming is designed with the Japanese music fan in mind: "very much like an American, West Coast, contemporary music station."

Announcers will speak English, and there will be commercials. Hitotsubashi Media Sales, Tokyo, is handling advertising sales in Japan. Seiko watches and Sony Corp. were said to be among the first buyers.

Bay heats up

Mike Joseph's popular top 40 "Hot Hits" format will soon invade the San Francisco market when KBRG(FM) switches from its present Spanish format in February. The "Hot Hits" format is currently heard on WYHT-FM Philadelphia, WBBM-FM Chicago and WJR-FM Detroit. K BRG went on the air in 1964 as a classical music station and changed to Spanish for a brief period in 1966 before changing again. The station gradually moved to an all-Spanish format in the mid-1970's. Station officials cited a 50% increase in the number of Spanish language stations in the market over the past three years as part of the reason for the latest switch.

Readers listen

Magazine companies should better utilize the radio medium for advertising campaigns, suggests a recent McGavren Guild Radio study which says that 44% of heavy magazine readers are also heavy radio listeners. Data is based on research done by the Simmons Market Research Bureau. The McGavren study shows that a "golden" oldies format listener tends to read magazines the most, followed by classical, beautiful music, album-oriented rock and adult contemporary format listeners.

First Amendment facts

A series of 10 half-hour documentaries examining some of the underlying issues in civil liberties conflicts is now available to commercial radio stations. The Pacifica Foundation, which operates five noncommercial radio stations and has long described itself as a champion of First Amend-



Two years later. Yoko Ono (r) discusses her thoughts of the last two years after the death of her husband, former Beatle John Lennon, with the RKO Radio Networks in a 90-minute interview with Gary Landis (l), manager of RKO's *Radioshows*, and Barry Luchkowec, RKO Radio Networks. Excerpts from the interview were used in RKO newscasts last Wednesday (Dec. 8), the second anniversary of Lennon's death.

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ment freedoms, and the American Civil Liberties Union Foundation are co-sponsoring the series, entitled *The Bill of Rights Radio Education Project*. Topics include gun control, library censorship, immigration, religious liberty, prisoners' rights and due process. The series is available in lengths of two to three minutes, 14 minutes and 29 minutes.

Distribution of the series to noncommercial stations began last year through the Pacifica Program Service and the Extended Program Service of National Public Radio's satellite network. Major funding for the project was provided by the National Endowment for the Humanities with additional funding from the Satellite Program Development Fund. Pacifica Program Service, 5316 Venice Boulevard, Los Angeles 90019.

FCC activity

The technical subgroup of the FCC's Radio Advisory Committee has asked the FCC to reopen its FM drop-in proceeding to include four more studies. One addresses FM station mileage separations; another addresses the "subjective evaluation of audio degraded by noise and undesired FM signals"; yet another examines the effect the drop-in proceeding could have on subsidiary communication authorizations, and the last looks at stereo usage.

Among that last report's findings are that the average household has 3.15 radio receivers, and that 48% of those receive in stereo. It also found that the average house-

Looking back

A project to write the history of WTIC(AM) Hartford, Conn., from 1925 to the present has been announced by the Ten Eighty Corp., licensee of the station. The book will contain reminiscences of present and former station personnel, edited by local Hartford author and historian Gordon Clark Ramsey. WTIC was one of the country's first 50 kw stations. "The history of WTIC is in many ways a history of Hartford over the past 60 years, since the station's broad appeal has reflected and helped influence the tastes of four generations of local residents," said David Chase, president of Chase Enterprises, parent of Ten Eighty Corp.

hold has 1.73 automobile radios, and that 59% of those receive in stereo. According to the report, the average person listens to about two and two-thirds hours of stereo each day, and that "stereo is the preferred method for listening to FM radio."

Besides reopening the docket, the subgroup said the commission should permit a 30-day period for comment on the reports. "This brief comment period, which should not significantly delay the commission's timetable for action in this proceeding, can only serve to improve the commission's record for decision," the subgroup said.

On the trak

Star Trak Specials, a new twice-monthly series of 24 one-hour music specials, will debut next month from Westwood One. The Culver City, Calif.-based program producer/syndicator is targeting adult contemporary and contemporary hit stations with the series, written and produced by Bert Kleinman. The programs will feature interviews and music, highlighting such recording artists as Paul McCartney, Elton John, Billy Joel, Chicago, America, Captain & Tennille and Michael McDonald.

Spreading the wealth

The National Federation of Community Broadcasters is asking the Corporation for Public Broadcasting to open up its national programming fund to producers other than National Public Radio, which currently receives all of CPB's national radio production funds. For the current fiscal year, CPB is allocating \$11.6 million to NPR.

The NFCB, which represents more than 70 noncommercial stations, wants CPB to continue paying for NPR's core service but would like to see some funds allocated to other producers through a competitive request-for-proposals process. NPR has proposed that CPB's radio funds be turned over directly to stations rather than to production entities.

NPR, meanwhile, is blaming CPB budget cuts for the cancellation of three half-hour

informational programs—*Options in Education*, *NPR Journal* and *Communique*. Elements of those series will likely be incorporated in continuing network programs, according to NPR's vice president for news and information, Barbara Cohen.

Spanish talk

In what is being billed as the first of its kind, World Latin Entertainment and Satellite Live Radio Network will begin nationwide distribution of a live Spanish-language radio sports/talk program on Jan. 2, 1983.

"It's the only true national show on Spanish radio," declared World marketing vice president, Mary Peacock, "encompassing both coasts with coverage in more than 20 of the top Hispanic markets, including the top 10." *Charla Deportiva*, as the weekly show is being called, will be hosted by Los Angeles Dodgers sportscaster Jaime Jarrin and SIN Television Network sports announcer George Berry. The two-hour Sunday afternoon show will discuss sports events and allow listeners to call in via a toll-free telephone line.

Country time

Mutual Broadcasting will launch next month a weekly country show, *Lee Arnold On A Country Road*, hosted by the company's WHN(AM) New York midday personality, Lee Arnold. The first two-and-a-half hours of the program will contain artist interviews and profiles mixed with music. The remaining half hour will feature recorded concerts from Billy Bob's nightclub in Fort Worth. The show will be produced for Mutual by Broadcast International, the radio production arm of the Osmond organization. Primary sponsor for the broadcast will be Dodge Trucks.

Musical memories

America's changing tastes in popular music since 1920 are recorded in "Music in the Air," based on the personal experiences and research of Philip K. Eberly, longtime Pennsylvania broadcaster. Four sections of the book, each dealing with separate eras, examine the broadcast history of music as well as the social and economic forces that affected listener choice. A fifth section, subtitled "Tune in Tomorrow," offers a look at formats for the future and the outlook for radio music with the new technologies. Eberly is vice president and general manager of WSBA(AM) York, Pa. "Music in the Air" is part of the Communications Arts Book series of Hastings House, Publisher, 10 East 40th Street, New York 10016. It is available in softback for \$24.50.

'Countdown' count

United Stations' *Weekly Country Music Countdown* program reaches 19.5 million adults 18-plus. The company based its findings on a commissioned study performed by R.H. Bruskin Associates in October. The three-hour show made its debut in December of 1981.

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LOS ANGELES	KHJ, 7 pm	+ 95%
CHICAGO	WGN, 10 pm	+ 71%
PHILADELPHIA	WTAF, 11 pm	+142%
SAN FRANCISCO	KTZO, 7 pm	+ 63%
WASHINGTON	WTTG, 11 pm	+ 10%
CLEVELAND	WJKW, 5 pm	+129%
DALLAS	KTVT, 10:30 pm	+ 57%
HOUSTON	KHTV, 10:30 pm	+ 58%
MIAMI	WCIX, 11 pm	+ 29%
MINNEAPOLIS–ST. PAUL	WCCO, 10:30 pm	+ 61%
SEATTLE	KSTW, 11 pm	+ 14%
ST. LOUIS	KPLR, 10 pm	+ 24%
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HARTFORD	WTXX, 7:30 pm	+760%



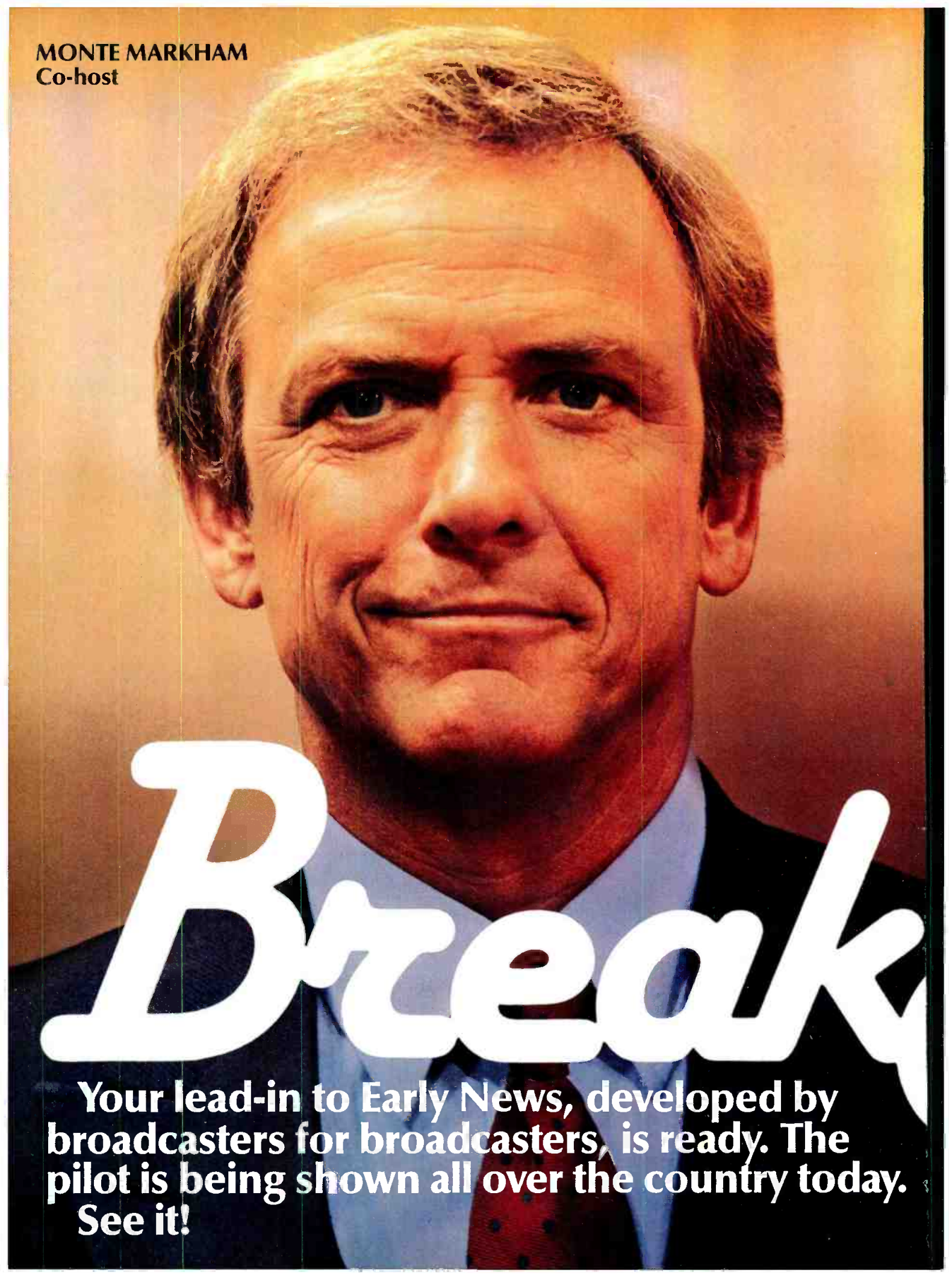
NEW YORK	#1 in time period Adults 18-49, beating M*A*S*H!
CHICAGO	Rating up 17% and beats M*A*S*H across the board!
PHILADELPHIA	#1 Independent. Best 18-49's in station's history.
SAN FRANCISCO	Best time period performance in station's history.
WASHINGTON, DC	Increased last year's M*A*S*H performance by 20%!
CLEVELAND	#1 in time period. Best 18-49's in station's history!
DENVER	Best time period performance in station's history!
PORTLAND	#1 Adults 18-49 against affiliate news for first time in station's history!
HARTFORD	Best time period performance in station's history!

Source: ARBITRON, October Books

SOAP

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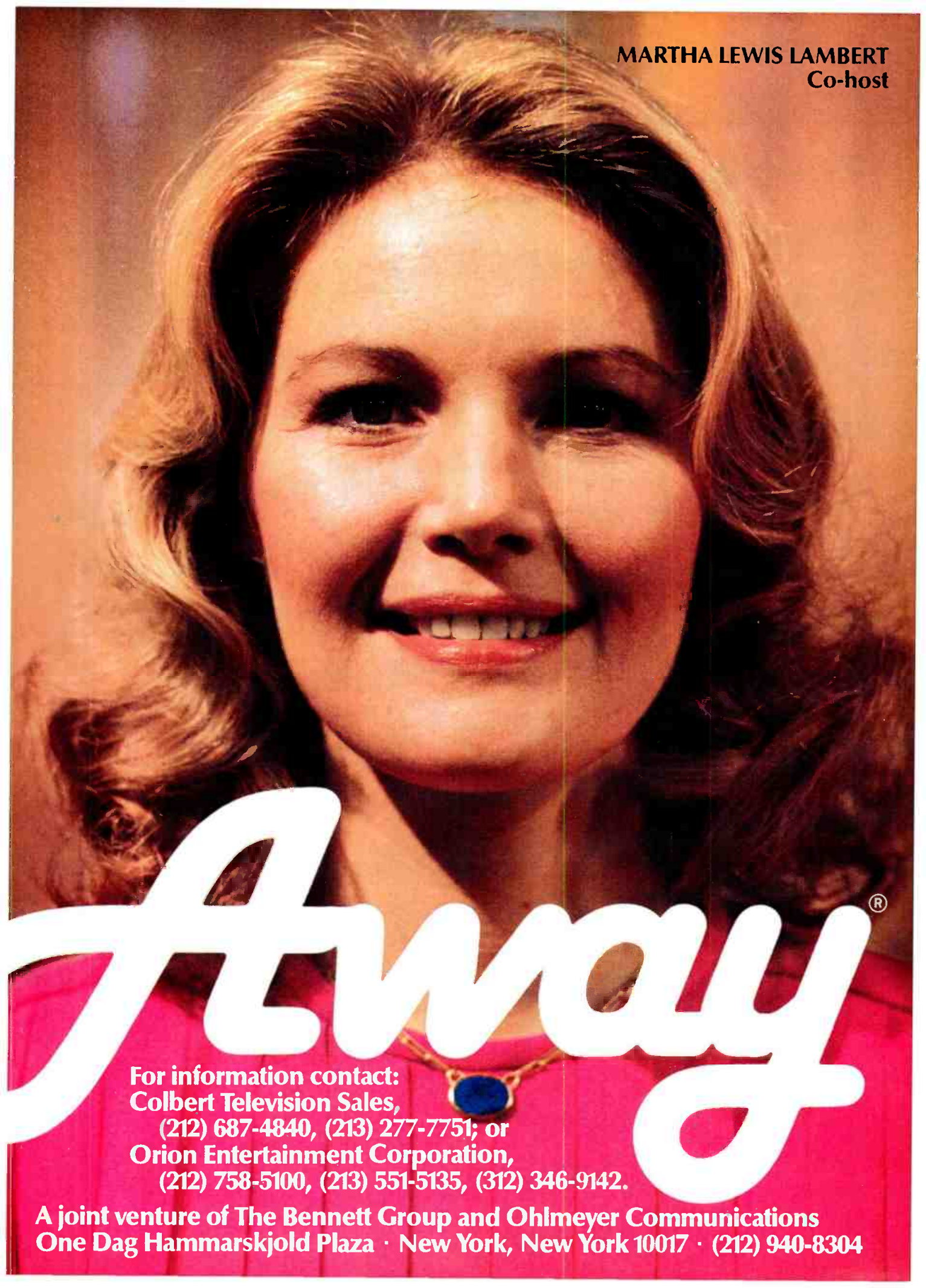




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quarters building, and another 25,000 square feet at 2000 L Street.

Under the new deal with Smith, GSA will pay \$18.43 per square foot for the building, according to Richard Haase, GSA commissioner of public buildings and real property. The commission currently pays \$13 per square foot for that space. Although GSA had originally held that the commission should move to Alexandria, Va., Haase said it changed its mind because the entire situation had changed. For example, Haase said, the commission's ranks, once in expansion, are now shrinking. And although Smith had once indicated he wasn't interested in renegotiating, the current softness of the Washington real estate market had apparently caused him to change his mind, and "we could enter into a very favorable re-lease," Haase said.

Although some observers speculated that the personal lobbying FCC Chairman Mark Fowler had directed at GSA Administrator Gerald Carmen, Haase's superior, might have influenced GSA's change of heart, Haase de-

nied that. "If it had not made economic and programmatic sense, the FCC would be in Virginia," he said.

Tom Campbell, associate managing director for FCC operations, last week also revealed that another piece of business associated with the relocation effort had been settled as well. A firm the commission had hired to help it in its relocation effort—Julien J. Studley Inc.—had claimed the commission had breached a contract in terminating its relationship with the company after the commission backed out of another proposed move to Rosslyn, Va. (BROADCASTING, March 30, 1981). Studley asked the commission for about \$1.5 million of the more than \$3 million it claimed it would have received in commissions as broker for the proposed move, but agreed to accept a settlement of \$198,000 (BROADCASTING, July 19).

Campbell said that, in the wake of approval from the Department of Justice and General Accounting Office, the commission had paid Studley off. □

Tomlinson sails through hearing for VOA nomination

Former 'Reader's Digest' editor, third appointee in two years, has easy time in Senate

The Senate Foreign Relations Committee last week held its third confirmation hearing in less than two years on a Reagan administration nomination to head the Voice of America. As was true of the first two nominees, Kenneth A. Tomlinson, 38, a *Reader's Digest* editor, had little difficulty in a brief hearing, or in winning committee approval. The committee cleared the nomination by a unanimous vote and sent it to the floor where similar treatment was expected.

Tomlinson was not even asked how long he expected to remain on the job, nor did he volunteer a commitment other than to say he had told VOA employees that "in the months and years ahead" they would see his devotion to the charter that governs the VOA's activities.

But James Conkling, President Reagan's first appointment, lasted only 10 months. He quit last March complaining of the frustration involved in dealing with government bureaucracy (BROADCASTING, March 29). His successor, John Hughes, a former editor of the *Christian Science Monitor*, who had served as associate director of programming for what was then the International Communications Agency, VOA's parent, was on the job only five months before taking the assignment as chief spokesperson for the State Department.

The VOA post has been a focal point of controversy, subject to criticism from left and right. Conkling found himself caught in a particularly sharp cross fire. And Tomlinson made it clear he was aware of the danger. But the director of the VOA, he said, "need not be the focal point of political conflict and controversy."

Tomlinson, like his predecessors, found it necessary to state his dedication to First Amendment principles and journalistic ethics. VOA employees, he said, would find that

he believes strongly in preserving VOA's reputation for truth and objectivity "so vital to our credibility abroad." And he said U.S. Information Agency Director Charles Z. Wick has promised him "total support" if he ever feels his "journalistic integrity threatened by any force."

Relatively gentle as the hearing experience was for Tomlinson, there were hints of the



Tomlinson

problems he faces. Senator Jesse Helms (R-N.C.), one of the Senate's most pronounced conservatives, made it clear he is concerned about the VOA presenting a negative view of America abroad. "I hope you never let those determined to tear down America set your agenda for you," he said.

And among the questions from the Democratic minority—which was not represented at the hearing—was one that required some diplomatic skill on Tomlinson's part to answer. It noted that, in a segment of the VOA program *UN Journal*, U.S. Ambassador to the United Nations Jeane Kirkpatrick was shown being interviewed by her press secretary. "Is this consistent with the norms of

broadcast journalism?" Tomlinson was asked.

By way of preface, the nominee—who began his career as a reporter for the *Richmond* (Va.) *Times-Dispatch* in 1965 and had been with *Reader's Digest* in a variety of posts since 1968—said he had "friends" on both sides of the issue, then said he hopes VOA is "fortunate" to have Kirkpatrick on the program again next year. But he also said he would "work with her and her staff to provide a format that will include journalists."

Kirkpatrick's news secretary, Joel Blocker, said later that he has asked the ambassador "a question" during her appearances on the weekly program but that journalists participate "a good many of the weeks." □

Breach of promise: Court upholds FCC denial of license

Claiming financial problems, KDIG(FM) San Diego told FCC it would only temporarily suspend nonentertainment programming, but did not resume news and public affairs as it proposed

The FCC denial of a license renewal solely because of a promise-versus-performance failure has been affirmed by the U.S. Court of Appeals in Washington. The three-judge panel unanimously held that the commission was not bound by precedent to impose a less harsh sanction.

The station involved is KDIG(FM) San Diego (now KFIM(FM)), owned by West Coast Media, which was seeking renewal of license for the three-year period beginning in 1974. The commission began its inquiry in response to a petition filed by two local residents complaining that the station had provided almost no nonentertainment programming. (BROADCASTING, Nov. 4, 1974).

The commission's action stems from an amendment West Coast Media filed to its 1971 renewal application. It claimed serious financial difficulty and said it would temporarily devote only 1.1% of its air time to public affairs and eliminate news and other nonentertainment programming. But the licensee also said it would assign one reporter full time to prepare daily public affairs programming and added that it "intended well before" the next renewal time to devote "more than just an adequate or minimum of time" to those programming areas.

The commission concluded that the record "indicates the licensee made initial proposals to the commission which it did not then intend to effect, that with the passage of time the licensee did not make sincere efforts to carry out its proposals, and that it did not convincingly demonstrate that resources were not available to allocate to nonentertainment."

The administrative law judge who heard the case initially had reached the same conclusions. But he had proposed a "short-term" (one-year) renewal because, he said, the failures resulted from the inexperience of the principals. West Coast Media was organized



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work, provides outstanding coverage for advertisers and programmers, with more football—and more sports of all kinds than anyone. From exclusive broadcasts of college basketball and NBA playoffs, to professional tennis and PGA golf. And only Mutual has satellite multicasting to bring you more *live* action than ever before. For a sports schedule that'll make your listeners stand up and cheer, the answer is Mutual.

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Each year a panel of independent professional leaders judges the best work of Gannett news and information services, choosing the year's top performers from among the winners of the group's monthly and quarterly contests.

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Those honored succeeded in doing the ordinary extraordinarily well in service to their readers viewers and listeners in the critical judgment of leading professionals.

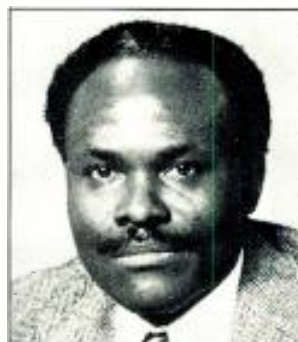
BROADCASTING JUDGES



Walter A. Fallon
Chairman and CEO
Eastman Kodak
Good Neighbor Judge



Julian Goodman
Former Chairman and
President, NBC
Radio Judge



Lawrence Kaggwa
Howard University
Public Service Judge



Robert MacNeil
MacNeil-Lehrer Report
Television Judge



John Palmer
NBC News
Television Judge



Ed Planer
VP, NBC News
Television Judge



Dorothy Ridings
President, League of
Women Voters of the U.S.
Public Service Judge

NEWSPAPER JUDGES

Dr. John Bremner
University of Kansas
Newspaper Judge

Loren Ghiglione
The News
Southbridge, Mass.
Newspaper Judge

Carol McCabe
The Providence
Journal-Bulletin
Newspaper Judge

Clay Richards
UPI
Newspaper Judge

Janet Sanford
USA TODAY
Newspaper Judge

THE BEST OF GANNETT 1982: BROADCASTING

KPNX-TV, Phoenix

Outstanding Achievement by a Television Station,
Best Television Spot News Coverage and Best Television Public Service Programming



CHUCK EMMERT
Photographer at KPNX-TV
Outstanding Individual
Achievement



GARY STAFFORD
Photographer at KPNX-TV
Outstanding Individual
Achievement



BILL TIMMER
Photographer at KPNX-TV
Outstanding Individual
Achievement

KSDO AM-FM, San Diego

Outstanding Achievement by a Radio Station and Best Radio Series

WXIA-TV ATLANTA

Outstanding Achievement in Public Service and Best Television Investigative Report

KARK-TV, Little Rock
Best Television Sports Report

KBTV, Denver
Best Television Feature Report

KSD, St. Louis
Best Radio Newscast

KIIS-FM, Los Angeles
Best Radio Spot News Report

WVON/WGCI, Chicago
Best Radio Documentary

WWWE, Cleveland
Best Radio Public Affairs

Gannett Documentary Unit
Special Citation for Public Service

THE BEST OF GANNETT 1982: NEWSPAPERS

**Statesman-Journal,
Salem, Oregon**
Outstanding Achievement
by a Newspaper

Pat O'Driscoll
Nevada State Journal, Reno
Outstanding Achievement
by an Individual

Jerry Easterling,
Statesman-Journal,
Salem, Oregon
Outstanding Achievement
by a Writer

**Nevada State Journal
and Reno Evening Gazette**
Outstanding Achievement
in Public Service



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Four Horsemen Of The Apocalypse

MGM

Pinocchio In Outer Space

SFM

Home From The Hill

MGM

Flame Over India

Rank Organization

The Optimists

Paramount

The Hideaways

Telepictures

Waterbabies

Ariadne Films

Jungle Book*

London Films

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Filmation

Silk Stockings

MGM

Les Girls

MGM

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in 1970 by a group of business people with no broadcasting background.

The commission, however, said there was "no justification to give the inexperienced broadcasters the advantage of performing below minimal renewal standards for a license term without suffering the same consequences that experienced broadcasters would incur."

West Coast argued on appeal that it had been denied adequate notice of the charges against it. It said the commission's conclusion that the licensee did not intend to fulfill its promise constituted a finding of misrepresentation, which had not been designated as an issue.

The court, in the opinion written by Senior Circuit Judge David Bazelon, acknowledged that the commission's reference to the licensee's intent when making programing proposals "was imprudent." But it also said: "The FCC's decision in this case does not reflect lack of notice by the licensee: Instead, it reflects the licensee's difficulty in explaining egregious discrepancies between programing proposals and efforts to meet them."

The court also rejected West Coast's arguments that the commission failed to follow precedent both in refusing to accept financial difficulties as an excuse for the company's programing shortfall and in not imposing a sanction short of denial of renewal.

As for the financial difficulties, the court said KDIG was losing money when West Coast acquired it, in 1970, and when it made its programing promises. The court also said the

record indicates the station suffered "because of deliberate neglect" by its owners in favor "of another station they owned."

As for the sanction selected by the commission, the court said it has frequently held that an incumbent licensee "must run on his record." The court noted that the ALJ had concluded that the station "failed to operate fully in the public interest." And if the commission chose nonrenewal instead of a short-term renewal as a sanction, the court noted that the commission has considerable discretion "concerning the appropriate sanction to apply to licensee misconduct."

West Coast had also contended that the

commission did not have substantial evidence to support its finding that the station did not make a good-faith effort to meet its programing proposals. But the court said West Coast had the burden of proof on that issue and failed to carry it in light of a number of findings—among them, that KDIG's actual nonentertainment programing was virtually zero through the term and was never close to what had been promised, and that the station provided trained employees for full-time production of nonentertainment programing "only as renewal time approached."

Joining Bazelon in the decision were Judges Abner Mikva and Ruth B. Ginsburg. □

FTC nominee has easy time in Senate

George Douglas, economist and former business partner of FTC Chairman Miller, is Reagan candidate to fill commissioner post vacant for past 19 months

President Reagan's nominee for the vacant Federal Trade Commission seat was assured last week that the Senate Commerce Committee would recommend his confirmation. During a Senate confirmation hearing chaired by Senator Robert Kasten (R-Wis.), the nominee, George Douglas, an Austin, Tex., economist and former business partner of FTC Chairman James C. Miller III, was told he could expect his name to be reported out of the committee and sent to the Senate before

the end of the lame duck session.

The hearing, attended only by Commerce Committee members Kasten and Wendell Ford (D-Ky.), gave Douglas an opportunity to respond to charges that he sought to "dismantle" the FTC. "Nothing could be further from the truth," Douglas protested, saying he had no desire substantially to reduce the FTC's role. But in a prepared statement before the committee, Douglas said he was persuaded that "consumers have sometimes been ill-served by the regulatory agencies that were created for their benefit...If we are to place greater reliance on competitive market forces to supplant direct economic regulation, it is extremely important that our markets maintain the highest degree of competitive vitality."

Responding to a question about changes he would suggest in the FTC's authority to prohibit deceptive advertising, Douglas said it was too early to advance specific changes. He added, however, that he would "encourage the [Commerce] Committee to explore carefully statutory changes that would direct the commission to rely less heavily on its own expertise in defining deception and to predicate a violation only upon demonstration of likely consumer injury."



Douglas

Douglas is the second candidate this year to be nominated by the White House to the FTC commissioner post vacated by Robert Pitofsky 19 months ago. Last March the White House withdrew the nomination of F. Keith Adkinson after it became apparent he lacked Senate support. At that time, Adkinson was accused of improper activities while he was a staff member of the Senate Permanent Investigations Subcommittee from 1974 through 1979. □

TV Log ads:

Influence Program Choice

Soundstage 15
"Eddie Rabbitt and Bobby Bare." (Closed-captioned.)
Network News 27

27 WATCH THE EMMY AWARD
★ WINNING NEWS TEAM ON
10:00 PM NEWS TV 27

10:30 700 Club 27
11:00 Local News ... 3, 10, 13
Dick Cavett 15

Our boldface ads grab viewers' attention by standing out among the clutter of competitive listings.

TVLOG We Deliver The Audience

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Chicago
One East Wacker Dr. 60601 312/644-1655
Los Angeles
1717 N. Highland Ave. 90028 213/466-5375

CHICAGO'S NUMBER ONE NEWS.

AGAIN.



**CHANNEL  2 NEWS
AT 5, 6 AND 10.
WBBM-TV CHICAGO**

CBS

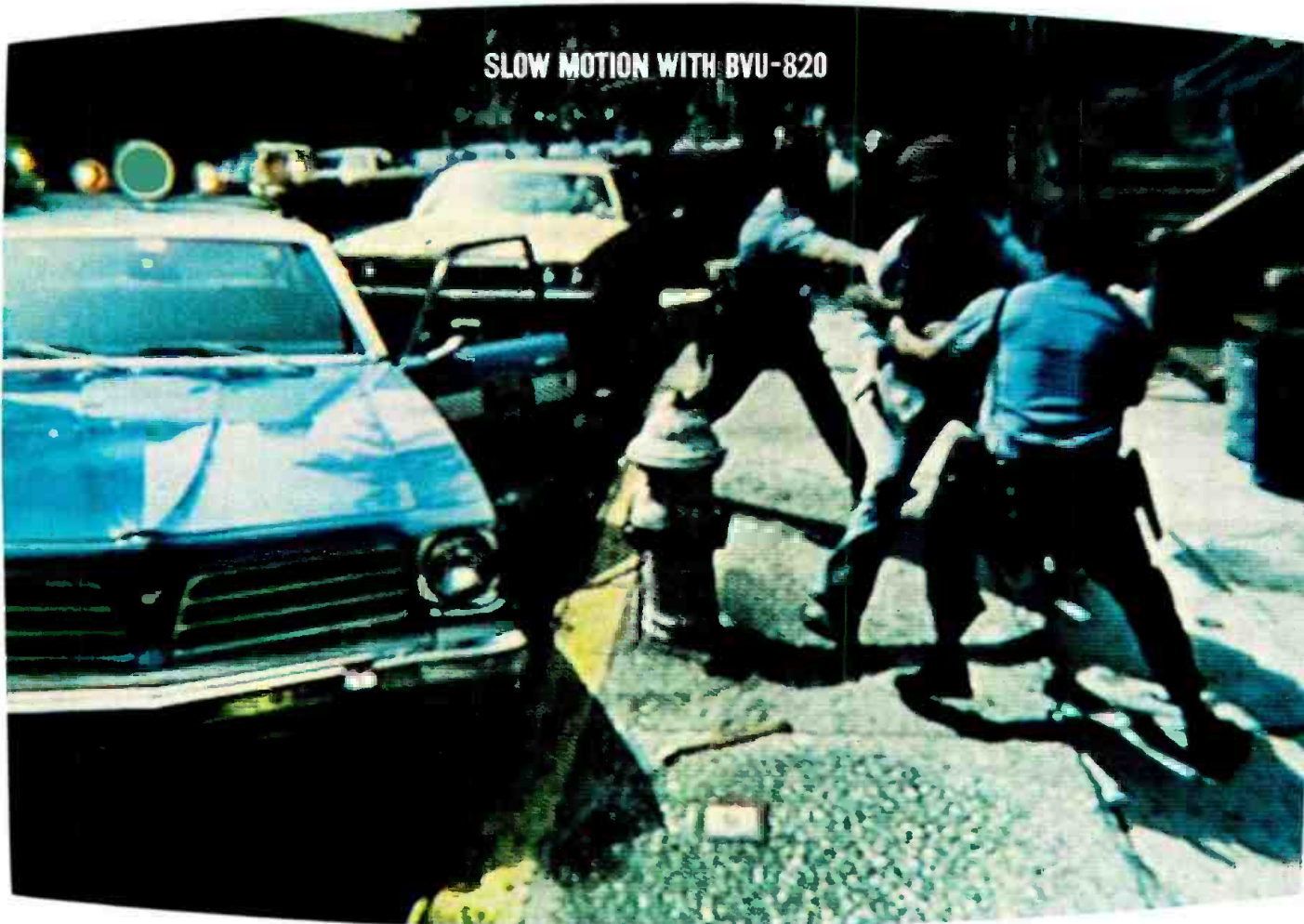
* Audience information based on NSI Chicago Metered Overnights (Mon.-Sun., Nov. 4-Dec. 1, 1982 and Arbitron Chicago Metered Overnights (Mon.-Sun., Nov. 3-Nov. 30, 1982). Subject to qualifications available on request.

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Broadcast



Rivera calls for Hispanic lobbying group

In speech honoring Hispanics in media, FCC commissioner says those of Spanish descent should have own NBMC-type of coalition

FCC Commissioner Henry M. Rivera told more than 200 delegates to the first annual National Hispanic Media Conference they must create their own opportunities if they are to expand their impact in the mass media.

"We cannot rely on anyone else—not government, not industry, not other minority groups—to see to it that the needs of our community are satisfied," Rivera declared in a keynote address at San Diego's Town and Country Hotel.

The commissioner pointed out that although Spanish-surnamed Americans account for roughly 8% of the U.S. population (about 15 million), they own "just 31 broadcast properties. Our profile in cable television is even more negligible. And in the print area,

we today honor the first Hispanic publisher of a non-Hispanic general circulation newspaper." Rivera was referring to Gerald Garcia, the Mexican-American publisher of the *Tucson (Ariz.) Citizen*.

Beyond increased participation in the ownership and management of media outlets, Rivera said a major challenge facing Hispanics "is how to foster more active consideration of Hispanic viewpoints and problems in the print and electronic media."

The time has come, Rivera believes, for some sort of "nationwide umbrella group" representing Hispanic interests to mobilize on behalf of the community's media-related interests.

"The black community has such an advocate in the National Black Media Coalition," he pointed out. "You must satisfy this need for a Hispanic media watchdog before you can comfort yourselves that Hispanic interests are and will continue to be represented in our government's administrative processes and in the major broadcast networks. If the Hispanic community ever makes itself felt and heard in the media, watch out!"

For his own part, Rivera assured the attendees that he will fight for vigorous enforcement of the FCC's equal employment oppor-

tunity rules and policies and "opportunities for minority ownership in the media" through policies affecting low-power television, as an example.

The "most exciting and recent development" affecting Hispanics at the FCC, said Rivera, was the implementation of the recommendations of its advisory committee on Alternative Financing for Minority Opportunities in Telecommunications. The committee, chaired by Rivera, also sent to the Congress recommendations for increasing the number of stations owned by minorities.

Rivera said his optimism for a greater media role by Hispanics is fueled by indications that differences in ethnic origin among Hispanic media professionals are being downplayed and by the "discovery" of Hispanics "as a distinct, economically lucrative market" by advertisers.

Tony Bonilla, president of the League of United Latin American Citizens, told the conference his organization and other Hispanic groups will be monitoring television stations—particularly those owned by the networks—through next May to determine whether Hispanics are becoming more visible on television.

"Unless we get a new image of Hispanics on television, Americans will continue to have the idea that we are all dumb, dull-witted, incompetent, here illegally or not capable of doing anything but farm work," Bonilla said at a news conference.

Bonilla said that after meeting with representatives of all three commercial networks on Dec. 2, it was conceded to him that the Hispanic community is underrepresented on television.

The four-day conference was co-sponsored by a coalition of Hispanic media groups from throughout the U.S. and included representatives from Mexican, Cuban, Puerto Rican, and South American backgrounds. □

TV Log ads: Grab Viewers' Attention

ness in an underworld crime trial to San Francisco.

⑨ **Movie** "They Call Me Mr. Tibbs." See index.

SIDNEY POITIER ⑨
"They Call Me Mister Tibbs!" IT'S MURDER! ★

⑪ **Movie** "The Man in the White Suit." See index.

②④ **Pacto de Amor**

③② **Gong Show**

Our boldface ads influence viewing decisions because they stand out among the clutter of competitive listings.

TVLOG We Deliver The Audience

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200 Park Ave., 10166 212/687-0660
Chicago
One East Wacker Dr., 60601 312/644-1655
Los Angeles
1717 N. Highland Ave., 90028 213/466-5375

NBC, TIO respond to 'Newsweek' article on Annenberg's Gerbner

Professor's theory is that TV distorts reality for viewers; network and association disagree and write letters to magazine

A long and complimentary article in the Dec. 6 *Newsweek* on Dr. George Gerbner and his theories about how television distorts the outlook and attitudes of viewers was beginning to attract uncomplicated responses last week.

Both NBC and the Television Information Office sent off replies. The nub of their letters: that social scientists, as well as broadcast researchers, have seriously questioned,

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A cast of two. A following of millions.

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Movies," has become a consistent hit on weekends. So bring America's favorite movie critics to your market and their following will be close behind.

TRIBUNE
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Now cleared in over 100 markets including the top ten. Call Joe Antelo (312) 222-4486 and ask about free movie review inserts for your newscasts.

Stock Index

Exchange and Company	Closing Wed. Dec 8	Closing Wed. Dec 1	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	58 1/2	54 1/4	+4 1/4	+ 7.83	10	1,695
N Capital Cities	135 1/4	128	+7 1/4	+ 5.66	20	1,774
N CBS	66 3/8	63	+3 3/8	+ 5.35	13	1,857
N Cox	47 1/2	41 7/8	+5 5/8	+13.43	21	1,346
A Gross Telecasting	34	32 5/8	+1 3/8	+ 4.21	9	27
O LIN	35	33 1/4	+1 3/4	+ 5.26	20	362
N Metromedia	290	279 1/2	+10 1/2	+ 3.75	20	978
O Mooney	4 1/4	4 1/4			14	3
N Outlet Co.	49 1/2	46 7/8	+2 5/8	+ 5.60	19	133
O Scripps-Howard	21 3/4	20 1/2	+1 1/4	+ 6.09	12	225
N Storer	30 1/4	31 5/8	-1 3/8	- 4.34	19	495
N Taft	41 1/2	41 5/8	- 1/8	- .30	11	386
O United Television	11 3/4	11	+ 3/4	+ 6.81	16	141

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell	26 7/8	26 7/8			19	107
A Affiliated Pubs.	37 1/2	38 3/4	-1 1/4	- 3.22	13	195
O A.H. Belo	29	29 1/4	- 1/4	- .85	13	271
N American Family	15 3/8	15 1/4	+ 1/8	+ .81	13	208
O Associated Commun.	21 1/4	19 1/4	+2	+10.38		51
N John Blair	44 1/2	44 1/8	+ 3/8	+ .84	10	173
N Charter Co.	12 1/2	13 1/4	- 3/4	- 5.66	6	273
N Chris-Craft	57 1/4	58 5/8	-1 3/8	- 2.34	13	124
N Cowles	49 3/4	49	+ 3/4	+ 1.53	29	197
N Dun & Bradstreet	100 3/4	97	+3 3/4	+ 3.86	21	2,729
N Fairchild Ind.	15 1/8	16 1/4	-1 1/8	- 6.92	9	198
N Gannett Co.	64 1/2	63 3/4	+ 3/4	+ 1.17	19	3,432
N General Tire	28 1/2	27 3/8	- 7/8	- 3.19	19	624
O Gray Commun.	44	43 1/2	+ 1/2	+ 1.14	11	21
N Gulf United	26 1/2	25 3/8	+1 1/8	+ 4.43	9	733
N Harte-Hanks	41 1/8	39 3/4	+1 3/8	+ 3.45	15	405
N Insilco Corp.	23 3/8	22 1/2	+ 7/8	+ 3.88	21	355
N Jefferson-Pilot	30	31 3/4	-1 3/4	- 5.51	7	643
O Josephson Intl.	17 1/8	15 1/2	+1 5/8	+10.48	15	67
N Knight-Ridder	49	45 1/2	+3 1/2	+ 7.69	17	1,585
N Lee Enterprises	37 1/8	36 3/4	+ 3/8	+ 1.02	13	255
N Liberty	14 1/2	14 1/8	+ 3/8	+ 2.65	10	185
N McGraw-Hill	80 1/2	75 1/4	+5 1/4	+ 6.97	19	2,004
A Media General	50 1/4	45 3/8	+4 7/8	+10.74	11	349
N Meredith	89 1/2	83 1/4	+6 1/4	+ 7.50	10	277
O Multimedia	50 1/2	45	+5 1/2	+12.22	18	514
A New York Times Co.	56	55 7/8	+ 1/8	+ .22	12	702
A Post Corp.	35 3/4	33 1/8	+2 5/8	+ 7.92	18	65
N Rollins	14 1/8	13 7/8	+ 1/4	+ 1.80	8	374
N Schering-Plough	43	41	+2	+ 4.87	13	2,288
N Signal Cos.	23 7/8	24 1/4	- 3/8	- 1.54	13	1,723
O Stauffer Commun.*	43	43			10	43
A Tech Operations	17 5/8	16 1/8	+1 1/2	+ 9.30	8	14
N Times Mirror Co.	68 1/4	62	+6 1/4	+10.08	17	2,331
O Turner Bcstg.	19 1/2	18 1/4	+1 1/4	+ 6.84	37	398
A Washington Post	58 3/8	59	- 5/8	- 1.05	16	825
N Wometco	30 1/4	30	+ 1/4	+ .83	16	413

CABLE

A Action Corp.	6 3/4	7 3/8	- 5/8	- 8.47	34	34
N American Express	67 3/4	68 3/4	-1	- 1.45	12	6,505
O Burnip & Sims	9 1/8	10 5/8	-1 1/2	-14.11	10	80
O Comcast	26 1/2	25 1/4	+1 1/4	+ 4.95	21	118
N General Instrument	57 1/4	55 3/4	+1 1/2	+ 2.69	17	1,777
N Heritage Commun.	11 1/4	11 1/2	- 1/4	- 2.17	20	83
O Rogers CableSystems	7 3/4	7	+ 3/4	+10.71	16	170
O Tele-Communications	27 1/8	27 1/2	- 3/8	- 1.36	75	571
N Time Inc.	50 3/4	47 3/8	+3 3/8	+ 7.12	21	2,590
O Tocom	12 1/2	12 1/4	+ 1/4	+ 2.04	10	70
N United Cable TV	26	27	-1	- 3.70	23	284
N Viacom	31 3/4	32 3/4	-1	- 3.05	19	362

Exchange and Company	Closing Wed. Dec 8	Closing Wed. Dec 1	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Barris Intl.	3 3/8	3 5/8	- 1/4	- 6.89	48	19
N Coca-Cola	53 3/8	51	+2 3/8	+ 4.65	18	123
N Disney	69 7/8	67 1/2	+2 3/8	+ 3.51	21	2,330
N Dow Jones & Co.	69 3/4	67 1/2	+2 1/4	+ 3.33	26	2,225
O Four Star	4 1/2	4 1/2			25	2
N Getty Oil Corp.	50 1/8	47	+3 1/8	+ 6.64	6	4,056
N Gulf + Western	18 1/4	18	+ 1/4	+ 1.38	8	1,350
N MCA	70	69 3/8	+ 5/8	+ .90	17	1,657
N MGM/UA	6 5/8	7 1/8	- 1/2	- 7.01	21	330
N Orion	16 1/4	16	+ 1/4	+ 1.56	3	111
O Reeves Commun.	41 3/4	41 3/4			14	342
O Telepictures	14	12 1/2	+1 1/2	+12.00	39	295
O Video Corp. of Amer.	5 5/8	5 3/8	+ 1/4	+ 4.65	6	9
N Warner	51 1/2	56 3/8	-4 7/8	- 8.64	11	3,271
A Wrather	22 3/8	23 1/8	- 3/4	- 3.24	27	50

SERVICE

O BBDO Inc.	64 1/2	62 1/4	+2 1/4	+ 3.61	12	187
O Compact Video	5 5/8	5 5/8			2	18
N Comsat	88	88 5/8	- 5/8	- .70	18	704
O Doyle Dane Bernbach	18 1/4	17 1/4	+1	+ 5.79	9	105
N Foote Cone & Belding	40 5/8	40 5/8			9	111
O Grey Advertising	73	73			7	42
N Interpublic Group	47 3/4	47	+ 3/4	+ 1.59	12	222
N JWT Group	28 1/2	25 1/8	+3 3/8	+13.43	68	150
O MCI Communications	44 1/8	40 1/8	+4	+ 9.96	31	4,242
A Movielab	3 1/2	3 3/4	- 1/4	- 6.66	5	6
O A.C. Nielsen	71 1/2	68 7/8	+2 5/8	+ 3.81	18	803
O Ogilvy & Mather	46	46 3/4	- 3/4	- 1.60	12	195
O Telemation	5	4 3/4	+ 1/4	+ 5.26	13	5
O TPC Communications	1 3/4	2 1/8	- 3/8	-17.64	1	2
O Unitel Video	8	7 1/2	+ 1/2	+ 6.66	14	10
N Western Union	46 3/8	45 1/4	+1 1/8	+ 2.48	12	950

ELECTRONICS/MANUFACTURING

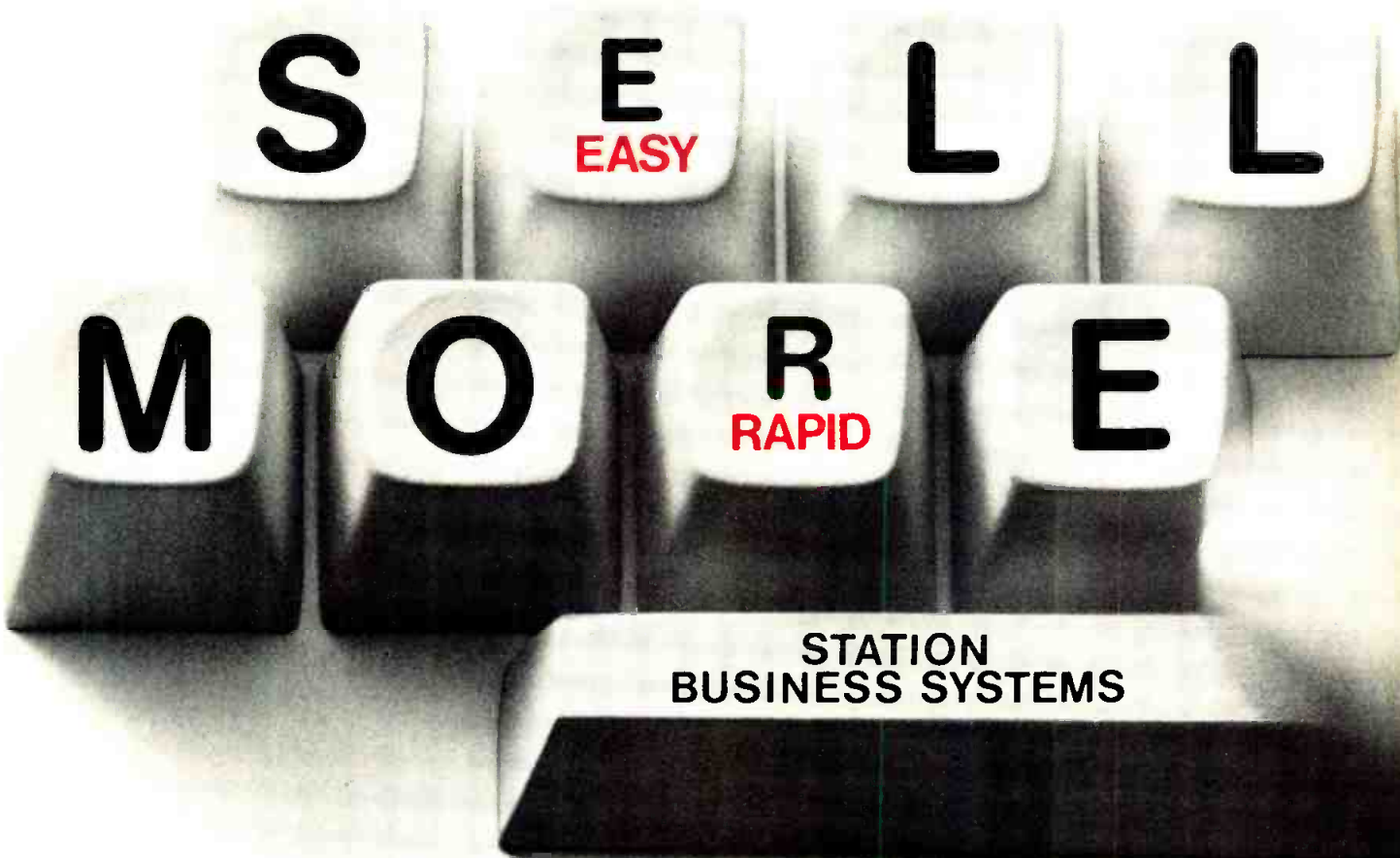
O AEL	16 1/4	16 1/4			8	32
N Arvin Industries	18 3/8	16 1/2	+1 7/8	+11.36	18	127
O C-Cor Electronics	34 1/2	33	+1 1/2	+ 4.54	27	104
O Cable TV Industries	6 1/2	7	- 1/2	- 7.14	20	20
A Cetec	6	6 1/4	- 1/4	- 4.00	14	13
O Chyron	32 3/8	32	+ 3/8	+ 1.17	25	88
A Cohu	6 1/4	6 3/8	- 1/8	- 1.96	13	11
N Conrac	34 3/4	35 3/8	- 5/8	- 1.76	18	77
N Eastman Kodak	93 3/8	92 1/8	+1 1/4	+ 1.35	14	15,172
O Elec Missile & Comm.	14 1/2	15 1/4	- 3/4	- 4.91	132	40
N General Electric	97 1/8	91 3/4	+5 3/8	+ 5.85	13	22,006
N Harris Corp.	37 5/8	36 1/2	+1 1/8	+ 3.08	18	1,178
O Microdyne	12 7/8	12 1/4	+ 5/8	+ 5.10	23	60
N M/A Com. Inc.	26 1/4	23 1/2	+2 3/4	+11.70	24	1,027
N 3M	74	73	+1	+ 1.36	14	8,688
N Motorola	89 1/8	90	- 7/8	- .97	18	3,399
N N. American Philips	44 1/2	44 3/4	- 1/4	- .55	9	615
N Oak Industries	16 3/4	15 3/4	+1	+ 6.34	10	273
A Orrox Corp.	12 3/8	11 3/4	+ 5/8	+ 5.31	21	27
N RCA	24 5/8	24 3/4	- 1/8	- .50	12	1,858
N Rockwell Intl.	43 1/8	42 1/8	+1	+ 2.37	11	3,294
A RSC Industries	4 7/8	4 7/8			38	15
N Scientific-Atlanta	14 1/8	15 1/4	-1 1/8	- 7.37	34	331
N Sony Corp.	17	16 3/8	+ 5/8	+ 3.81	15	3,921
N Tektronix	61	55 1/4	+ 3/4	+10.40	16	1,151
O Telemet (Geotel Inc.)	3	3			16	9
A Texscan	20 1/8	19 7/8	+ 1/4	+ 1.25	28	119
N Varian Associates	62 1/4	60 1/2	+1 3/4	+ 2.89	21	575
N Westinghouse	38 5/8	38 1/4	+ 3/8	+ .98	7	3,323
N Zenith	15 1/4	13 7/8	+1 3/8	+ 9.90	95	288

Standard & Poor's 400 Industrial Average 160.66 155.58 + 5.08

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.

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Tower tragedy. A new 1,800-foot television and radio tower collapsed in a Houston suburb last Tuesday (Dec. 7) killing five men working on it. The five workers were killed as the pulley mechanism that was hoisting them and an FM antenna atop the tower failed and caused the guy lines anchoring the tower to snap. After the guy lines were severed, the tower began to wobble and came crashing down on the transmitter building of KTXH(TV) Houston, immediately knocking it off the air. Three men on the ground, who were not affiliated with the tower crew, also were injured. The workers were employees of Worldwide Tower Service Inc. of New Jersey. The tower is owned by the Senior Road Tower Group, a consortium of nine Houston FM radio stations. A spokesperson for KTXH(TV), which went on the air only last month (BROADCASTING, Dec. 6), and the only station broadcasting from the tower at the time of the accident, said they hope to be back on the air within a few weeks, as soon as another transmitter site could be secured. The spokesman said the consortium has decided to go ahead and build another tower. An engineer from KIKK(FM) Houston was documenting the tower's construction with a home video camera when he caught its collapse on videotape. The engineer met up with a crew from ABC affiliated KTRK-TV Houston at the accident site, and the tape was later shown on KTRK-TV before being satellite fed to New York for an exclusive network showing on ABC's *World News Tonight*.

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- 8 Tic Tac Dough— Game



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- 11 M*A*S*H— Comedy
- 13 Joker's Wild— Game
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if not denied, the validity of Gerbner's theories.

Gerbner, dean of the University of Pennsylvania's Annenberg School of Communications, has reached the "ominous conclusion," in *Newsweek's* words, "that heavy watchers of the prime time mirror are receiving a grossly distorted picture of the real world that they tend to accept more readily than reality itself." For example, in Gerbner's opinion, heavy viewers get such a dose of TV violence that they become more fearful of crime than reality justifies—and much more fearful of it than light viewers are.

Bill Rubens, research vice president of NBC, wrote *Newsweek* that its article was "long on praise but short on dealing with the many questions about the validity of [Gerbner's] work. There are many social scientists who think that Gerbner's research does not support his specific contentions about television's influences."

Rubens said that, "for example, Professor Paul Hirsch of the University of Chicago has reanalyzed Gerbner's data and found... that the relationship between watching a lot of television and being fearful of crime in the real world does not hold up when any two background characteristics of a person are controlled in analysis." On Gerbner's crucial contention, Hirsch found that it is not television which makes people afraid, but, for example, being elderly and poor.

The TIO's Bert R. Briller, manager of creative services, also cited Hirsch's work, and quoted him as accusing Gerbner of being "unusually selective and arbitrary" in choosing data that supports his thesis and rejecting whatever doesn't.

Briller also quoted Professor T.G. Krattenmaker of Georgetown University and Professor L.A. Powe Sr. of the University of Texas as saying that Gerbner's theories "rest on intuitive judgments rather than empirical data" and that restricting TV's content based on Gerbner's hypothesis "would represent nothing other than regulation by intuitive hunch."

Briller summed up: "Methinks Gerbner would impose his view on the rest of us and is presenting subjective criticism as objective research." □

Study claims children can differentiate between TV and life

Harvard team reports findings showing youngsters have little problem separating the two

Harvard University researchers have concluded that children as young as 2 years old start to distinguish between the world they see on television and the real one of home and parents. Their conclusions suggest that television may actually prompt young children to make distinctions between reality and fantasy by testing such concepts.

Howard Gardner and Laurence Neringhoff co-directed the children's stories media study, a part of a long-term investigation of television's impact on young people called Project Zero. In conducting the research, the pair studied more than 1,000 children up to 12

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years of age.

Gardner told a *New York Times* interviewer that the children "by age 2 [began] to make connections between what they saw on television and what was going on in the real world. Even though kids are fascinated with television, it's not the case that they think it's more real than what they encounter every day."

"Television is superb at teaching children to reach people's feelings," said Neringhoff. He said that the medium allows children to

gauge an actor's expressions, giving them better insight into an individual's character.

The project began in 1967 and is funded by the Markle Foundation and the National Institute for Education, a federal agency. The researchers believe many children first learn about the outside world through television, pointing to Nielsen figures estimating that, as of November 1981, children from pre-school through grade school watch an average of 24 to 27 hours of television each week. □

Changing Hands

PROPOSED

KUDE(AM)-KJFM(FM) Oceanside, Calif. □ Sold by Dolph-Petty Broadcasting Co. to Par Broadcasting Co. for \$3.175 million. **Seller** is principally owned by William B. Dolph and Hope Petty, who have no other broadcast interests. **Buyer** is principally owned by Leon Parma and Ernest Rady. Parma owns San Diego Anheuser-Busch distributorship and is San Diego county real estate investor. Rady is San Diego businessman. KUDE is on 1320 khz with 500 w day. KJFM is on 102.1 mhz with 10 kw and antenna 1,950 feet above average terrain.

KDOK(AM)-KNUE(FM) Tyler, Tex. □ Sold by Golden Eagle Broadcasters Inc. to Broadcasters Unlimited for \$1,775,000. **Seller** is principally owned by Robert M. Rogers, who has

no other broadcast interests. **Buyer** is owned by Don Chaney, president (30%), and B. W. Wallis, Aubrey Irby, Wilton Fair, Wade Ridley and Isadore Roosth (14% each), who own co-located KTBB(AM) which they bought earlier this year for \$857,000 (BROADCASTING, July 26). They are spinning off KDOK (see below). Except Chaney, they also own KBUS(AM) Mexica and KMOO-AM-FM Mineola, both Texas, latter they sold, subject to FCC approval, for \$320,000 (BROADCASTING, Oct. 11). KNUE is on 101.5 mhz with 100 kw and antenna 402 feet above average terrain.

KOTN(AM)-KFXE(FM) Pine Bluff, Ark. □ Sold by Joellen Broadcasting Corp. to Eagle Broadcasting Group Inc. for \$1,075,000. **Seller** is owned by Winston J. (Buddy) Deane, who has no other broadcast interests. **Buyer** is owned by Gary C. Arnold (100%),

who is former vice president and general manager of KKYK(FM) Little Rock, Ark., and has no other broadcast interests. KOTN is on 1490 khz with 1 kw day and 250 w night. KFXE is on 92.3 mhz with 27 kw and antenna 115 feet above average terrain.

KDOK(AM) Tyler, Tex. □ Sold by Broadcasters Unlimited to Turner Communications Inc. for \$532,500. **Seller** bought KDOK(AM)-KHUE(FM) (see above) and is spinning off KDOK because it already owns co-located KTBB(AM). **Buyer** is owned by John C. Cullpepper Jr. (51%) Barry Turner and Michael A. Connor (24.5% each), who own KAGC(AM) Bryan, Tex., and are applicants for new FM's at Idaho Falls, Idaho, and Helena, Mont. KDOK is on 1490 khz with 1 kw day and 250 w night.

WNHC(AM) New Haven, Conn. □ Sold by Daniel Meister, trustee in bankruptcy for New Haven Radio Inc. to Wardoco Inc. for \$500,000. **Seller** has no other broadcast interests. **Buyer** is owned by Larry Wardlaw who is New Haven fuel oil broker, and has no other broadcast interests. WNHC is on 1340 khz with 1 kw day and 250 w night.

WTAK(AM) Huntsville, Ala. □ Control (51%) sold by Peter Barber to R. Parker Griffith who owns other 49%, for \$400,000. Neither has other broadcast interests. WTAK is 10 kw daytimer on 1000 khz.

KBHM(AM)-KIRK(FM) Branson, Mo. □ Sold by Shepherd of the Hills Broadcasting Inc. to Donald Holley and Ralph Rhodes for \$390,000. **Seller** is owned by Robert Neathery Jr., who owns KWPM(AM) West Plains 51% of KUKU(AM) Willow Springs, and 51% of KALM(AM)-KAMS(FM) Thayer, all Missouri. **Buyer** Holley is vice president and general manager of KFPW-TV Fort Smith, Ark. KBHM is 1 kw daytimer on 1220 khz. KIRK is on 106.3 mhz with 3 kw and antenna 210 feet above average terrain.

KMIO-AM-FM Merkel, Tex. □ Sold by Big Country Broadcasting Co. to KMIO Broadcasting Inc. for \$350,000. **Seller** is equally owned by Ted C. Connell and Gaylon W. Christie, who also own KOOV(FM) Copperas Cove, Tex. **Buyer** is owned by Robert D. Hanna, Dallas media broker and principal owner of KCLW(AM) Hamilton, Tex.; 51% owner of KICS(AM)-KEZH(FM) Hastings, Neb., and part owner of KERV-AM-FM Kerrville, Tex., and KROX(AM) Crookston, Minn. KMIC is 250 daytimer on 1500 khz. KMIO-FM is on 102.3 mhz with 3 kw and antenna 300 feet above average terrain.

□ Other proposed station sales include WPRN(AM) Butler, Ala.; KDON-AM-FM Salinas, Calif. (BROADCASTING, Nov. 15); WRCC(FM) Cape Coral, Fla. (BROADCASTING, Dec. 6); WEXY(AM) Oakland Park, Fla. (BROADCASTING, Dec. 6); WTMP(AM) Tampa, Fla. (BROADCASTING, Dec. 6); WRIP-TV Rossville, Ga. (BROADCASTING, Sept. 13); KIOA(AM)-KMGK(FM) Des Moines, Iowa (BROADCASTING, Nov. 15); KBIU(FM) Lake Charles, La. (BROADCASTING, Dec. 6); WHGR(AM)-WJGS(FM) Houghton Lakes, Mich. (BROADCASTING, Nov. 15); WJDQ(AM) Meridian, Miss.; WSUL-FM Monticello, N.Y. (BROADCASTING, Oct. 18); WSHB(AM) Rae-

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ford, N.C.; KQDJ-AM and FM [CP] Jamestown, N.D. (BROADCASTING, Dec. 6); KEOR(AM) Atoka, Okla.; KGBR(FM)[CP] Gold Beach, Ore.; WQOK(AM) Myrtle Beach, S.C.; KBIL(FM) San Angelo, Tex. (BROADCASTING, Dec. 6); and WDIC(AM) Clincho, Va. (BROADCASTING, Dec. 6). (see "For the Record," page 87).

APPROVED

WABX(FM) Detroit □ Sold by Century Broadcasting Co. to Liggett Broadcast Group for \$6 million. **Seller** is Chicago-based group owner of one AM and four FM's headed by George Collias, chairman, and Howard Grafman, president. **Buyer** is Williamston, Mich.-based group owner of one AM and four FM's headed by Robert Liggett, president. Liggett last month sold WLOL(FM) Minneapolis-St. Paul for \$6 million (BROADCASTING, Nov. 1). WABX is on 99.5 mhz with 36 kw and antenna 780 feet above average terrain.

KOH(AM)-KNEV(FM) Reno and KBEE-AM-FM Modesto, Calif. □ Sold by McClatchy Broadcasting Co. to Price Broadcasting Co. for \$4.5 million. **Seller** is subsidiary of Sacramento, Calif.-based McClatchy Newspapers, publisher of *Fresno Bee*, *Modesto Bee* and *Sacramento Bee*, all California, and owner of KFBK(AM)-KAER(FM) Sacramento and KMJ-AM-FM Fresno and 90% of WCPT-TV Crossville, Tenn. McClatchy also holds cable franchises in Fresno, Tulare and Visalia, all California, and Reno. C. K. McClatchy is president. **Buyer** is owned by John Price and family, who own KKRD-FM Wichita, Kan., which was bought for \$1.25 million (BROADCASTING, Aug. 4, 1980) and KROW(AM) Reno, which also was bought last year for \$2 million (BROADCASTING, Sept. 21, 1981). They are spinning off KOH (see below). Price family also bought, subject to FCC approval, WWVA(AM)-WCPI(FM) Wheeling, W. Va., and KCPX-AM-FM Salt Lake City, for \$11.75 million from Columbia Pictures Industries (BROADCASTING, Nov. 22). KNEV is on 95.5 mhz with 50 kw and antenna 530 feet above average terrain. KBEE is on 970 khz with 1 kw full time. KBEE-FM is on 103.3 mhz with 10.5 kw and antenna 150 feet above average terrain.

KJLS(FM) Hays, Kan. □ Sold by Lesso Inc. to Radio Inc. for \$1.35 million plus \$100,000 for five-year noncompete agreement. **Seller** is owned by Lawrence E. Steckline, who owns KWLS-AM-FM Pratt and KSLS(FM) Liberal, both Kansas, and, with wife, WWLS(AM) Norman, Okla. Steckline also bought, subject to FCC approval, KXXX-AM-FM Colby, Kan., for \$1.5 million (BROADCASTING, March 8). **Buyer** is principally owned by Bruce W. Kent, Donald L. Buster and Norman W. Brandeberry. Kent is Hays attorney. Brandeberry is Russell, Kan.-based oil and gas investment company executive. Buster is Hays investor. None have other broadcast interests. KJLS is on 103.3 mhz with 100 kw and antenna 463 feet above average terrain.

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

(see this page), and are spinning off KOH to comply with FCC's duopoly rule. **Buyer** is principally owned by Jeffrey S. Klein, who is Fresno, Calif., businessman and has no other broadcast interests. KOH is on 630 khz with 5 kw day and 1 kw night.

WQII(AM)-WZNT(FM) San Juan, P.R. □ Sold by Pueblo Communications Inc. to Huella Broadcasting Corp. for \$850,000. **Seller** is subsidiary of Pueblo International Corp., publicly traded San Juan-based corporation principally engaged in supermarket business in Puerto Rico. Harold Toppel is chairman and Manuel I. Vallecillo is president. It has no other broadcast interests. **Buyer** is owned equally by brothers Francisco M. and Carlos A. Vasquez Santoni, and brothers Luis E. Dubon Jr. and Manuel H. Dubon, and A. A. Saul Romay. Francisco Vasquez and Dubons are San Juan attorneys. Romay is Buenos Aires businessman. None have other broadcast interests. WQII is on 1140 khz with 10 kw full time. WZNT is on 93.7 mhz with 50 kw and antenna 280 feet above average terrain.

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

3.5 kw and antenna 1,480 feet above average terrain.

KGAF-FM Gainesville, Tex. □ Sold by First IV Media Inc. to Mel Wheeler Inc. for \$600,000. **Seller** is owned by Richard Klement, who owns co-located KGAF(AM), and KOGT(AM) Orange, Tex. He bought KOGT last summer for \$900,000 (BROADCASTING, July 12). **Buyer** is owned by Mel Wheeler and family, who own WSLC(AM)-WSLQ(FM) Roanoke, Va., and KDNT(AM) Denton, Tex. KGAF-FM is on 94.5 mhz with 100 kw and antenna 370 feet above average terrain.

KFBD-AM-FM Waynesville, Mo. □ Sold by Pulasko Media Inc. to BD Inc. for \$500,000. **Seller** is owned by Donald R. Tritten, Floyd Mooney and Ralph DeWitt Sr. (25% each), Richard R. and Patricia Triggs (12.5% jointly) and Bob Cole (12.5%). **Buyer** is owned equally by Pulasko stockholders, Richard and Patricia Triggs and Cole and wife, Annette. KFBD is 500 w daytimer on 1270 khz. KFBD-FM is on 97.7 mhz with 3 kw and antenna 192 feet above average terrain.

□ Other approved station sales include: KSTR(AM) Grand Junction, Colo.; WTRR(AM) Sanford, Calif.; WDWD(AM)-WHIA(FM) Dawson, Ga.; WGEC(FM) Springfield, Ga.; WAVN(AM) Stillwater, Minn.; WGSF(AM)[CP] Arlington, Tenn.; KLUF(AM) Lufkin, Tex.; KPAR(AM) Granbury, Tex.; and KDWT(AM) Stamford, Tex. (see "For the Record" page 87).

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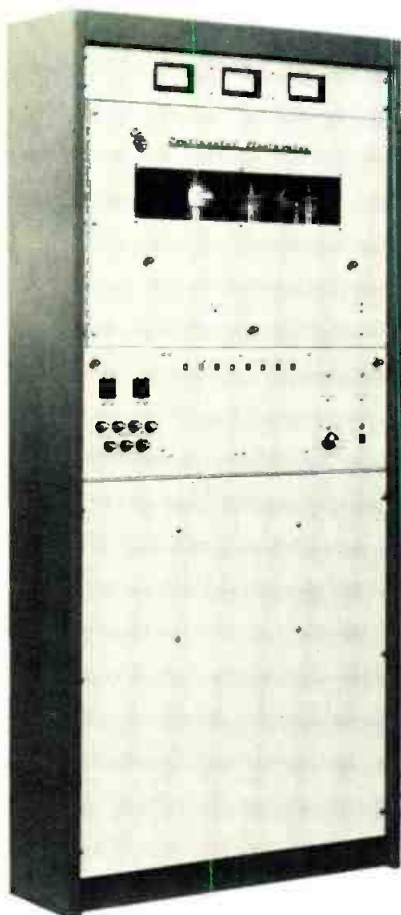
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Programming

Public willing to pay for sports, says B&B study

**While many object to removal
of major events from free TV,
they would pay to see them**

Although 81% of men and 67% of women would be "angry" if major sports events such as the World Series, the Super Bowl and the Olympic games were taken off free television, a majority of viewers still would be willing to pay per event if these games were not available on regular television.

This is one of the highlights of a study conducted by Benton & Bowles last August (before the National Football League strike). The survey is based on 1,714 usable returns out of 3,000 households in the B&B Consumer Panel.

Underscoring the interest of viewers in major sports contests, 32% of the respondents said they would be willing to pay \$3 or more for the Super Bowl; 25% would pay that amount for the final game of college basketball championships; 16% would pay for a major boxing championship and 13% for the Kentucky Derby and the Indianapolis 500. Substantial percentages said they would pay \$1 to \$2 for these events.

Similarly, 28% would pay \$3 or more for single-day coverage of the Olympics and 20% would pay that amount for a single game of the World Series. In addition, 35% of the men and 23% of the women said they would sign up for pay-cable coverage of their favorite football team if it were not otherwise available, and 24% of men and 19% of women would act similarly for their favorite baseball team.

The majority of respondents rejected the idea of commercials appearing on a telecast for which they had paid a specific price. Only 25% said they would accept commercials if they knew it would reduce the price.

Two out of three canvassed believe the Super Bowl and the World Series still will be on free television in the next five to 10 years, while the remainder expressed the belief these events will wind up on pay cable within that time span.

The study, titled "Sports on TV: The Viewer Speaks Out," also examines peoples' reactions to athletes as endorsers. A few, such as Jack Nicklaus, Chris Evert Lloyd and Sugar Ray Leonard, scored consistently high in familiarity, likability and believability. Others such as John McEnroe, Jimmy Connors and Bjorn Borg rated high on familiarity but were below average on likability and believability. Reggie Jackson topped the list as best known, but scored only average on likability when endorsing a product and was in the bottom half on believability.

Ratings Roundup

Finishing a stunning 3.5 points ahead of second ranked ABC-TV and 5.4 points ahead of NBC-TV, CBS-TV won the 10th week of the 1982-83 prime time season, and widened its lead over the other networks in season-to-date ratings. In addition to winning Thursday, Friday and Sunday as it usually does, CBS topped ABC on Saturday (Dec. 4) with a Hallmark Hall of Fame special, *Witness for the Prosecution*, leaving ABC with wins on only Tuesday and Wednesday. NBC's broadcast of part two of its made-for-TV movie, *The Executioner's Song*, outranked by nearly six points ABC's *Monday Night Football*, a matchup between the Miami Dolphins and Tampa Bay Buccaneers, giving that night to NBC.

For the week ending Sunday, Dec. 5, CBS averaged a 20.2 rating and 31 share over ABC's 16.7/25.9 and NBC's 14.8/23. CBS's seventh full-week victory this season also advanced it in season-to-date ratings slightly, leaving it with an average 18.5/30 against ABC's 16.7/27 and NBC's 15.7/25. ABC has won one week so far this season, and NBC, boosted by five prime time World Series games, has won two.

Executioner's Song (24/36) demolished *Monday Night Football* (18.5/30), giving NBC an average of 22.4/32.9 for the night against 18.5/27.1 for ABC and 17.9/26.1 for CBS. On Saturday, *Witness for the Prosecution* (19.1/31) overshadowed ABC's usually winning lineup of *Love Boat* (17.7/28) and *Fantasy Island* (16.3/28), giving CBS an average for the night of 17.8/29 over ABC's 16.4/27 and NBC's 11.5/18.9.

The First 20

1.	<i>Dallas</i>	CBS	28.3/45
2.	<i>All-Star Party for Carol Burnett</i>	CBS	25.9/38
3.	<i>Three's Company</i>	ABC	24.5/35
4.	<i>60 Minutes</i>	CBS	24.3/37
5.	<i>Circus of the Stars</i>	CBS	24.3/37
6.	<i>NBC Monday Night Movies— "The Executioner's Song, Part II"</i>	NBC	24.0/36
7.	<i>M*A*S*H</i>	CBS	23.8/33
8.	<i>Falcon Crest</i>	CBS	22.8/39
9.	<i>G.E. Theatre—"Something So Right"</i>	CBS	22.6/35
10.	<i>Simon & Simon</i>	CBS	22.3/34
11.	<i>Magnum, P.I.</i>	CBS	21.9/34
12.	<i>Laverne & Shirley</i>	ABC	21.9/32
13.	<i>Happy Days</i>	ABC	21.2/32
14.	<i>Newhart</i>	CBS	20.7/29
15.	<i>Dynasty</i>	ABC	20.6/32
16.	<i>9 to 5</i>	ABC	20.0/30
17.	<i>Hallmark Hall of Fame—"Witness for the Prosecution"</i>	CBS	19.1/31
18.	<i>Little House: New Beginning</i>	NBC	19.1/27
19.	<i>Hill Street Blues</i>	NBC	18.8/31
20.	<i>Knots Landing</i>	CBS	18.5/31

The Final Five

64.	<i>Gavilan</i>	NBC	10.6/16
65.	<i>St. Elsewhere</i>	NBC	10.5/17
66.	<i>Star of the Family</i>	ABC	10.2/16
67.	<i>Voyagers</i>	NBC	10.0/17
68.	<i>Devlin Connection</i>	NBC	8.7/15



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Disney, NAACP sign affirmative action encouragement pact

Walt Disney Productions and the National Association for the Advancement of Colored People have announced an agreement whereby the studio will try to expand opportunities for minorities within its own operations and the industry as a whole.

Under terms of the agreement, which the NAACP termed a "declaration of fair-share principles," Disney will use its influence toward meeting the following goals: increased employment of blacks in the creation, production and performance of films; promotion of blacks and other minorities into senior management positions; black representation on boards of directors; purchasing of more goods from black-owned businesses; increased contacts with black-owned banks and insurance companies, and increased use of black-owned media agencies.

The studio also promised to expand its own internship program for film and television production students, use black employment agencies and hire a full-time minority vendor coordinator.

Three months ago the NAACP had threatened to boycott a major Hollywood studio if the entertainment industry's affirmative action record did not improve. The group's executive director (and former FCC commissioner), Benjamin Hooks, called upon "all of the other studios in Hollywood's creative community to join with [Disney] in making similar commitments."

Disney Chairman Card Walker termed the statement a reaffirmation of the studio's "long-standing commitment to the principles of equal opportunity and affirmative action."

In an unrelated move, the Committee of Black Writers of the Writers Guild of America (West) announced it has resumed its statistical investigation of industry employment practices, which the committee believes "will graphically illustrate the continued exclusion of minorities from full participation in writing assignment and staff positions" in the entertainment field. The guild has retained an attorney who will advise it on "whether an industrywide suit should be filed with the Equal Employment Opportunity Commission."

According to a guild spokesman, fewer than 100 of its 6,100 members are black and only 28 of these are registered as "current" members. Fewer than one-third of the black writers are represented by agents. □

Monitor

Crowning move. King Features Entertainment, subsidiary of Hearst Corp., has entered joint project with Hearst's five owned TV stations to create new production unit which will concentrate on developing, producing and distributing programs for broadcast TV. Set to begin operations after first of year, Hearst Broadcasting Productions plans to draw on expertise of owned TV stations for news and documentary programs and on Hearst's magazine division for developing individual titles as broadcast properties. King Features, which until little over year ago concentrated primarily on syndicating programs, currently produces Hearst-ABC's Daytime cable service. Joseph F. D'Angelo, chairman, King Features Entertainment, and John Conomikes, general manager of TV, Hearst Corp., will be chairman and president of new company, respectively, while Bruce Paisner, president of King Features, and Ray Colie, vice president, general manager, Hearst's WDTV-TV Dayton, Ohio, will be its executive vice president and vice president, general manager, respectively. □

OPT hits. Operation Prime Time has scheduled four specials for broadcast in 1983-84 season. *Blood Feud*, four-hour mini-series about conflict between Robert Kennedy and Jimmy Hoffa, is set to run in May 1983, and *Sadat*, four-hour mini-series on life of late Egyptian President Anwar Sadat, is set for November 1983. In May and November 1984, it will be *Helen and Teacher*, two-hour movie on adult life of Helen Keller, and *Woman of Substance*, six-hour mini-series based on best-selling novel by Barbara Taylor Bradford. OPT, nonprofit consortium of over 100 TV stations, has presented 68 hours of first-run programming since its creation in 1977. □

Fox cleared. Los Angeles District Attorney's office has completed its inquiry into charges of "financial impropriety" involving dealings between producer Dan Melnick and 20th Century-Fox Studios and found no evidence to support any criminal investigation. "Our task force [on white collar crime in the entertainment industry] began to look into this situation several weeks ago," explained district attorney John Van de Kamp, "after several rumors surfaced with increasing frequency. No evidence has been found to support any of the rumors. Moreover, none of the key persons involved have made any allegations that criminal activity took place." Rumors had alleged that kickbacks were involved in deals made by Melnick with studio. Van de Kamp said he had received complete cooperation from Melnick's attorneys and senior Fox executives, including Burton I. Monasch, executive vice president. Monasch had charged Van de Kamp's office with conducting "witch hunt" against studio when reports of probe first surfaced last month, after information had been leaked to press. □

PBS news. New 16-part children's and family series, *Powerhouse*, will premiere Sunday, Dec. 12, on PBS. Funded by \$3-million grant from U.S. Department of Education and produced by Educational Film Center located in Washington suburb of Annandale, Va., series aims to provide information on various aspects of physical and mental health through entertaining stories. Thirty-minute series will air each weekday at 6 p.m.

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Paine Webber media seminar searches for answers

Broadcast, advertising, cable and government regulators meet to discuss the Fifth Estate's future

Whether the medium is the message may still be open to debate—but there can be no doubt that messages about the media are in high demand. Witness the attention generated last week by The Tenth Annual Conference on the Outlook for the Media sponsored by Paine Webber Mitchell Hutchins. The three days of discussion and presentations that Paine Webber analyst J. Kendrick Noble Jr. hosted in New York were largely for the benefit of other analysts and money managers who follow the various media businesses. Monday's sessions included panels on broadcasting and cable as well as newspapers, magazines and data-based industries; the next two days were devoted to reviews by individual companies of their businesses and outlooks. Some measure of the importance those companies accord the conference can be gleaned from the roster of speakers, who included the chairmen or presidents of Gannett, Harte-Hanks, Multi-

media, Knight-Ridder, Affiliated Publications, Dow Jones and Cox Communications, among other media concerns.

Revenue increases in the 12% to 14% range are virtually "signed and sealed" for the three television broadcast networks in 1983, but the spot television market can't expect a continuation of this year's pattern, when 22% revenue gains in the first quarter helped generate a 15% increase for the full year over 1981. That was the word McCann-Erickson USA's Robert Coen gave the conference.

Coen also said stations "from here on out will find the days of getting double-digit rate increases" for national spot buys are gone. And although 1982 proved an "abnormally good year for spot," Coen expects total national spot dollars in 1983 to be up only 6% to 8%, the same level of increase he expects for national radio advertising.

Reviewing the 1982 revenue gains of the various media, Coen presented his latest estimates in the charts on page 80. He noted that the 15% spot growth was a "real surprise," reflecting "a lot of spillover from network," with the radio, magazine and newspaper na-

tional numbers not quite as good as expected. The 16% direct mail jump was another "big surprise." Although local television experienced an 11% climb, the overall local advertising growth of 6.6% was "not the kind we were looking for," Coen said. His forecast for 1982 had included an 11.9% local gain. Total advertising is likely to end the year with a 9.5% increase to \$67.33 billion, less than Coen's year-ago prediction of an 11.7% climb.

In assessing the advertising picture, Coen noted that while 1982 wasn't as bright as he and others anticipated, it did log exceptional performance when compared with the general economy. Coen attributed that to several factors, a primary one being the first use in a recession of large advertising expenditures as a means of inventory control—car manufacturer rebate promotions, for example. Political advertising, strong new product introductions and heavy competitive spending to protect market share were other factors. Coen's listing of changes in spot TV expenditures by product category demonstrates those points—automobiles and airlines increased their spot spending 29% and 26%, respectively, in the first nine months of 1982; pet foods, 36%; consumer electronics, including videoc games, 112%.

Looking ahead to 1983, Coen expects advertising to be "a shade better" than growth in the gross national product, 9.2% to the GNP's 9%. He is looking for total broadcasting, in that framework, to increase 11%; national print 8%; other national advertising 10%, total local 8.3%. Those aren't great numbers for the media. Coen thinks 1983 may well see the smallest percentage gain in total advertising since the mid-1970's. But he also expects economic recovery to be in the cards for 1984, and says that year might well turn out to be a "mini-1976" (when advertising advanced 19.5%).

Joining Coen on the advertising panel were Ogilvy & Mather's Ken Caffrey, and J. William Wardell, of Doyle Dane Bernbach International. Caffrey focused his attention on developing trends in advertising, particularly the increased use by advertisers of marketing information to formulate more efficient, albeit complex, media plans. Advertisers, he said, "are demanding accountability—they question in detail how their dollars are spent." Aware of both the changes taking place in American society, and the state of "flux" in which the advertising media find themselves, advertisers are looking hard to see if their advertising is effective. One specific trend Caffrey sees is that for many advertisers local advertising has replaced network. In the question and answer session that followed he also suggested "the industry may begin a major swing back toward the radio medium by national advertisers," as part of

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KRIV, Houston (Independent)
KDKA, Pittsburgh (CBS)
WCIX, Miami/Ft. Lauderdale (Independent)
WGTV, Atlanta (PBS)
KMSP, Minneapolis/St. Paul (Independent)
WTOG, Tampa/St. Petersburg (Independent)
KPLR, St. Louis (Independent)
KWGN, Denver (Independent)
WJZ, Baltimore (ABC)
KRBK, Sacramento/Stockton (Independent)
WFYI, Indianapolis (PBS)
KPTV, Portland, Ore. (Independent)
KAET, Phoenix (PBS)
XETV, San Diego (Independent)
WVIT, Hartford/New Haven (NBC)
WCPO, Cincinnati (CBS)
WNGE, Nashville (ABC)
WITI, Milwaukee (CBS)
KSHB, Kansas City (Independent)
WOFL, Orlando (Independent)

WSBE, Providence (PBS)
WWUE, New Orleans (ABC)
WPCQ, Charlotte (NBC)
WOSU, Columbus, Ohio (PBS)
WLOS, Greenville/Spartanburg/Asheville (ABC)
WZZM, Grand Rapids/Kalamazoo/Battle Creek (ABC)
WPTY, Memphis (Independent)
WVTM, Birmingham (NBC)
WPTF, Raleigh/Durham (NBC)
KSTU, Salt Lake City (Independent)
KOKH, Oklahoma City (Independent)
WAVE, Louisville (NBC)
KLRN, San Antonio (PBS)
WPBY, Charleston/Huntington (PBS)
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followed he also suggested "the industry may begin a major swing back toward the radio medium by national advertisers," as part of an approach to declining TV network shares.

Doyle, Dane's Wardell devoted his remarks to "creativity"—creativity and hard work on the part of agencies in making an advertiser's dollars go farther by securing favorable positioning, such as timely juxtapositions of advertising and editorial content.

TV: shares may be down but advertisers keep flowing in

Broadcasting's prospects were examined from several levels by a panel that included CBS/Broadcast Group vice president, research, David Poltrack; Gannett Broadcasting President Alvin G. Flanagan; Gary Stevens, president of Doubleday Broadcasting,

such as video games becoming major advertisers. In this year's upfront selling season 26 new upfront advertisers added \$200 million new network dollars, six advertisers doubled their 1981-82 commitments, and 11 more upped theirs 50% or more. Upfront selling, he said, grew 24% from the previous year, or \$400 million. Fourth quarter selling, Poltrack added, is strong, and first-quarter scatter "has broken early and also looks promising."

Turning to efficiency and share erosion, Poltrack said that: Season to date, prime time network share is down from 86% the year earlier to 82%, attributable in part to the football strike, and also to election night, where a 50% network share compared with 83% that night the year earlier. Adjusting for those factors, Poltrack said "real" network decline was 2 to 3 share points, and he projects a 1982-83 full season share of 78% against the previous

marketers wishing to tap those dollars with more than make up for "the revenue lost due to the abandonment of the medium by those marketers that find the cost of network television exceeding the benefits derived from the advertising," he claimed.

There's still nothing to replace network advertising, Poltrack maintained—his figure: that "last season's 80% prime time network share translated to an 87% share of audience impressions for sale to advertisers" and that 70% share in 1990 will "translate to an 80% share of audience impressions."

Poltrack closed by saying "the network are not indifferent to the advertisers' concerns," and CBS, he said, is addressing those concerns three ways—internal cost controls, multi-daypart selling, and aiding advertiser with research.

Gannett's Flanagan continued something

Paine Webber's advertising analysis

National advertising—1982 vs. 1981

	1981	1982	% change
Network TV	\$ 5,575,000,000	\$ 6,275,000,000	+ 13
Spot TV	3,730,000,000	4,290,000,000	+ 15
Radio	1,109,000,000	1,185,000,000	+ 7
Magazines	3,533,000,000	3,745,000,000	+ 6
Newspapers	2,729,000,000	2,975,000,000	+ 9
Direct mail	8,918,000,000	10,345,000,000	+ 16
Other media	8,846,000,000	9,670,000,000	+ 9
Total	\$34,440,000,000	\$38,485,000,000	+ 11.7

The Outlook for 1983

	1983 over 1982	% change forecast
National broadcast	\$13,015,000,000	11
National print	7,225,000,000	8
Other national	22,065,000,000	10
Total national	42,305,000,000	9.9
Total local	31,245,000,000	8.3
Grand total	\$73,550,000,000	9.2

and Warner Bros. Television's Executive VP Ed Bleier.

Poltrack argued for "the continued vitality of the network television medium" and projected that 1982 network revenues would close the year up "in the high single digit range" with a 12% to 13% increase in 1983. The network researcher then turned his attention to network advertising vitality and network share erosion.

Recession, he said, hasn't slowed "the dynamics of the network television marketplace." In the first half of the year, Poltrack said, 54 new advertisers came into network television, as many as did in all of 1980. Since 1980, 15 new product categories have appeared on network television, with others

season's 80%.

Poltrack said those figures are in line with the network's projection of 70% three network share by 1990, when he expects 85% of the country to be wired for cable. And he added, CBS even thinks that a reversal of the share erosion trend may occur by then, and is preparing a "full presentation" on the subject.

As to the efficiency of network advertising, Poltrack suggested that "advertising decisions are made on a cost/benefit basis as opposed to a strict audience-per-dollar basis," and that network ad impressions have different values for different advertisers. As the economy rebounds, he argued, each network impression increases in value, as the audience's discretionary income increases. New

of a similar theme, saying that television advertising dollars "are not allocated as a percentage of retail sales" but on the basis of a combination of such factors as market size, brand needs, number of distribution outlets in an area. Television, he said, "is not an advertising medium—it's actually the best salesperson on a company's staff," and large companies "cannot afford to cut advertising during a sales slump."

Flanagan turned to his figures for this year, saying television revenues in total will be up 14% to 17%; national spot increases will be up 10% to 16% at stations, with the average increase 13%, and local revenues up 13% to 15%, with the average 14%. Looking at 1983, with most analysts predicting recovery, Flanagan said stations will be up 10% in the first two quarters, with recovery during the year leading to 15% to 17% increases for the full year. Recovery, he said, "will be felt more locally than nationally, and local will be up more than national spot" next year. Not only that, but "as television advertising continues its growth in 1983 into the years to come," Flanagan predicted "the value of television stations will increase" as well.

The outlook for the radio side of the business isn't quite as rosy, in the view of Doubleday's Stevens. Revenues are up, but profits down, he noted, and that the margin shrinkage problem is one "no noninventory, noncapital intensive business should have."

Part of the difficulty, Stevens maintained, is that there are few "radio only" companies in the business—with most major radio

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groups owned by "big television companies," but with the mechanics of the two industries vastly different. For example, he said, in radio, "you can spend five to six years building a station, and lose it all on two bad ratings books" something that would never happen in television. While cost control is essential in a business dependent on margins, "there's a lot of runaway promotion piling up on the expense line" of many radio operations—local radio, Stevens noted, is the fourth or fifth largest local television advertiser.

Aside from local radio, radio networks are "collectively losing money" Stevens said, and rhetorically asking "is cable bleeding radio revenues?" he answered "I couldn't agree more." Stevens particularly mentioned that next year he expects to see some diversion from radio of record industry advertising to Warner Amex Satellite Entertainment's MTV cable rock music network.

Finally, Stevens said that radio today "is an asset play, not an investment play." Where some companies are "cashing in their chips," others, including Doubleday, are stepping up to take their place, believing that radio is a good business. Doubleday will, however, "thin out our AM holdings" Stevens said, and is prepared to sell properties for book value or less. But overall, "the ball game for radio today is where it was—in the margins."

Ed Bleier of Warner Bros. Television approached the future of the broadcasting business by suggesting issues for consideration, rather than offering answers. Factors that have to be "cranked into" projections, Bleier said, are the impact of the recent Copyright

Royalty Tribunal decision on cable royalty payments; whether the economics for ad hoc networks or a fourth network are changing, as cable expands the reach of UHF stations and advertisers continue to seek alternatives to the three networks, and "at what point does an affiliate want to chart its own destiny?"

Bleier further argued that the networks have "made a strategic mistake" in pushing for the recision of financial interest and syndication rules, a mistake that's causing a "schism between the networks and their suppliers." And he predicted "substantial efforts to create alternatives to our principal customers" on the part of program producers, if those rules are repealed.

Cable: bullish attitudes, although slightly tempered, remain

Varying perspectives on the cable industry's future were provided attendees of the Paine Webber conference by representatives of three cable operators and the largest pay service, HBO.

HBO President James Heyworth began the discussion by saying that consumer demand for pay services has risen faster than that for basic cable, with the current industry ratio of pay to basic 65%.

Noting that improved reception is not the key to pay cable demand in urban areas, Heyworth said "multiplicity of choice is what fuels the growth." There's a "revolution well under way" in pay cable—multipay—Heyworth claimed, adding that by year end 75% of HBO subscribers will be in multipay

markets. Differentiation of the several pay services will be a key to their success in the future, Heyworth maintained, and they'll need exclusive programming to achieve that—sports and specials as well as "a substantial number of major movie exclusives." Heyworth candidly noted that "the financing clout of HBO is a key factor" in its ability to achieve that end. (Heyworth's network, along with Columbia Pictures and CBS, a week earlier announced a joint venture to produce films, with a pay exclusivity provision for HBO [BROADCASTING, Dec. 6]).

Looking at the separate issue of advertiser-supported cable, Heyworth noted it's been slow to develop, saying that's because "everybody forgot the fundamentals"—that even with a 15-million subscriber base, the 1 or 2 ratings basic cable networks are pulling only deliver 300,000 viewers and that "as CBS Cable sadly found out" expensive programming can't be produced for such audiences if advertisers are expected to foot the bill.

Vertically programmed basic cable services—news, sports, etc.—will do OK," Heyworth said, but he also predicted that ad-supported cable channels will develop into "a place to see older TV series and movies." The business plan for USA Network, in which HBO's parent, Time Inc., holds a third interest and which HBO markets, in fact calls for it to "pick up old off-network series."

While USA has in the past also been said to be an eventual vehicle for pay-per-view for Time and partners MCA and Paramount, Heyworth's comments to the conference last week were that "pay-per-view will play a sec-

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ondary role to subscription cable services" given the "elegant efficiency" of subscription service and the limited product Heyworth considers suitable for pay-per-view.

Capital Cities Communications, in the words of William H. James, senior VP, cable TV operations, is "bullish on cable" with some caveats—that systems be "mid-size" and acquired "at the right price." James thinks there's room for continuing growth in subscriber levels even after a system has been fully marketed, and said a 65% basic penetration level "is not an impossible target."

Capcities has been seeing "a lot of churn in multipay," but at the same time is finding that while pay-to-basic levels eventually back down somewhat in new builds, rebuilt older systems are experiencing pay growth and "the two numbers are coming closer together."

On system pricing, James said he sees some indications that asking figures for existing systems are coming down. "Some people are overextended," he suggested, adding "like in real estate the second person in may do better" with a given property.

By mid-1985, Capital Cities will have only 5% of its base with fewer than 35 channels of service, and will spend \$50 million to achieve that. For now, the company is finding "the early returns of rebuilds very exciting," yielding not only increased pay penetration, but basic lift as well.

The New York Times Co. view of cable was provided by David MacDonald, group director, Times Cable Group, who called cable "really a simple, down-to-earth business."

MacDonald was bullish on HBO, saying "you have to have HBO," and that with four pay offerings—HBO, its companion, Cinemax, a pay sports package and the Entertainment Channel—churn in the Times's New Jersey systems is "trending down," the reverse of the national experience.

The Times also sees a "tremendous potential" in pay-per-view, one that's not limited to "blockbuster" events or movies. MacDonald said individual sporting events and professional educational programs hold that potential.

Some support for large urban systems was offered by John Dillon of Cox. "One reason we're active in franchising," Dillon said, is that "we can use all the tax benefits." In 1982 Cox "had an appetite for tax benefits that went beyond what the cable unit generated."

Washington: Hill says business' business won't be in capital

For those analysts attempting to assess the impact of federal regulators and legislators on the Fifth Estate, David Aylward, chief counsel to the House Telecommunications Subcommittee, posed a solution. "We're not very important," said Aylward, at least not now.

Aylward gave that advice last week to media analysts attending the 10th annual media-outlook conference in New York sponsored by Paine Webber Mitchell Hutchins Inc.

He told the analysts that their assessments and conclusions should be based on "smart or not-so-smart investments and management decisions" from within the industry itself. Not that Washington should be ignored, he said, but for the most part analysts should make their recommendations based on management and product-related concerns.

Federal policies in place today governing the mass media, "are not that intrusive," said Aylward. "Their removal won't have great impact."

He said the FCC "wants to deregulate in the worst way—they have the votes, but no power." He praised the Fowler commission, however, for avoiding the protectionist policies of past administrations, as evidenced by the commission's recent decision eliminating restrictive rules on STV subscription television broadcasting.

And if it promotes diversity, Aylward suggested, deregulation may be desirable. As an example, he cited radio. "There's a consensus that it's a competitive industry," he said. And that, coupled with the apparent willingness of radio broadcasters to pay a mild spectrum fee, may lead to radio deregulation in the next Congress, he said.

Television, however, is another matter. Aylward noted that his boss, Tim Wirth (D-Colo.), chairman of the Telecommunications Subcommittee, does not believe that the television business is competitive. "Others are moving in," Aylward acknowledged, "but they're not there yet."

Aylward also suggested that trade groups, such as the National Association of Broadcasters, may now be persuaded to consider real compromises on deregulation issues. With a Republican Senate aligned with the Reagan administration, "they thought their wish list for the next 10 years would be granted," he said. "It didn't happen and it won't happen."

News vignettes from Paine Webber

The Spotlight partners have, for the present rejected all "overtures" to link up with other pay cable services; Harte-Hanks is looking to sell two radio stations; Multimedia is set to announce production of a two-hour special starring Ronnie Milsap, and Knight-Ridde has an agreement to explore teletext with the *Seattle Times*. Those were some of the new items sandwiched in amongst a wealth of statistical information and expressions of business philosophy provided by the extensive roster of companies which made presentations last week during the three days of the Paine Webber conference on "Outlook for the Media."

Some of the highlights of those presentations:

Cox Communications

Putting in his first conference appearance as chairman of the Cox Communications (nee Cox Broadcasting) Clifford Kirtland spoke of the "positive changes" the company experienced this year. As detailed by vice president, finance, John Dillon, the changes included a projected 27% revenue increase for 1982, to over \$500 million, with earnings per share expected to be up 14% to \$2.30 or \$2.35. Broadcast revenues should be up 18%, operating income 15%; cable revenues up 39%, operating income 23% for the year.

Kirtland walked the analysts through the broadcasting numbers—local revenues up 16% for the first nine months, national spot up 22% in that period. Ratings at Cox's television properties are "solid," he said, and while radio revenues were off somewhat because of a national spot shortfall the group still had "excellent margins and cash flow." Some Cox radio operations are undergoing "rebuilding" and the popularity of the Schulke radio syndication arm, which has suffered slippage in popularity of its beautiful music format, is conducting research to "bring beautiful music back."

Cox's STV operation in St. Louis "has not met our expectations," Kirtland said, though the corporation takes some comfort in the "consumer preference for cable" the situation seems to indicate. He also referred to the "synergies" of the company's rep firms—Christal, TeleRep and CableRep—calling TeleRep "the best performing profit center in the company this year." But it was later noted the company has ratcheted back its forecasts for CableRep to \$8 million to \$10 million revenues seven years out.

Cox Cable President Robert Wright conducted a detailed discussion of that unit's operations, noting that subscriber growth in 1982, though "good," was below initial projections. This year was plagued with disconnects, back debt and construction delays, as well as a significant churn problem caused by a combination of Cox's aggressive selling of pay services and consumer perceptions of duplication. Cable revenues for 1982 will be \$188.5 million, he estimated, with earnings hitting 30.5 million.

One effort on which Cox is embarked is a new marketing, packaging and pricing program, Wright said, designed to increase revenues and decrease churn.

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Times Mirror

Broadcasting has been "the beacon and the highlight of the Times Mirror operating performance" for the last two years, company Vice President and Treasurer Stender Sweeney told the media conference attendees, in introducing Times Mirror Broadcasting President John McCrory. McCrory reviewed the "unusual year for spot" that was 1982, with football's negative impact offset by hefty political spending. The average industry estimates of 14% full year spot improvement have been "close to our experience," he added. And he recited the Television Bureau of Advertising's 1983 estimates of 13% to 15% local advertising gains, 12% to 14% in national spot. On the whole, McCrory is "very sanguine" about 1983.

Meanwhile, Greg Liptak, executive vice president of Times Mirror Cable Television, said he sees as a top 1983 priority in the buildout of five major new build projects and improving margins in the 61 systems in 16 states through which Times Mirror now serves 800,000 basic subscribers.

It was Liptak who provided the word that the MSO's in partnership in the Spotlight pay cable network "as late as last Thursday" saw "no reason to change the major objectives" of the partnership, although they will "continue to listen to suitors." Liptak put breakeven for Spotlight at 1.5 million subscribers, which the partners believe will be achieved in 1983. Spotlight now has 700,000 subscribers.

Knight-Ridder

Knight-Ridder Newspapers announced last week that it has come to an agreement with the *Seattle (Wash.) Times* to form a joint videotext venture, comparable to agreements already reached with the *Boston Globe*, the *Baltimore Sun* and Capital Cities newspapers in Fort Worth and Kansas City, Mo. That means that the *Seattle* paper will monitor Knight-Ridder's videotext experiment in south Florida, scheduled for late 1983, and then make a decision on whether to proceed with the planned joint venture in its home city.

The announcement came during the Paine Webber conference.

James Batten, president of Knight-Ridder, told analysts attending the conference that his company has spent between \$26 million and \$27 million on Viewtron, Knight-Ridder's videotext service, since 1979, and will spend another \$8 million in 1983. He said the 1983 expenditures on Viewtron may cost stockholders about 12 cents per share but characterized the expense as a "good risk that should pay off handsomely in the late '80's and beyond."

Batten said Knight-Ridder will complete its initial obligation toward its joint cable venture with Tele-Communications Inc. to purchase cable systems with a total of 110,000 subscribers in 1983. So far the venture has bought systems in central and southern New Jersey totaling 90,000 subscribers and will purchase a Rockland County, N.Y., system next year with about 20,000 subscribers. Knight-Ridder's half interest in the venture at that point will total \$55 million.

By the end of 1982, Batten said company revenue from its five television outlets would total about \$43 million, up 8%, and that operating profits should be up by 4% to 6%. In 1983, he said that revenues should be up another 6% to 7%, while earnings are expected to increase by

7% to 10%. "And if the economy picks up," those figures may be higher, he said.

Knight-Ridder is also getting into the cellular radio business. It has applied for Florida franchises in Orlando, Jacksonville and Miami and will apply for West Palm Beach in January.

Gannett

Gannett Co. Chairman and President Allen H. Neuharth said he apologized for the surprise he delivered to some analysts attending the Paine Webber media conference last week. Contrary to some of their predictions, *USA Today*, Gannett's satellite-distributed national newspaper, had not yet "gone belly up." That wry opening preceded a detailed examination of *USA Today*'s progress and the state of the other aspects of Gannett's operations.

The total company, according to Neuharth, expects revenues to top \$1.5 billion in 1982, up 10%, with broadcasting revenues in particular up 16% for the year. Television revenues gained 14% this year, radio 25%, with the latter's profits up "much, much more." Gannett's video production efforts are expanding, adding the 50/50 venture with Telepictures in the syndicated *Newscape* project to Gannett's half interest in *The MacNeil-Lehrer Report* production company and other projects, and the unit is "making money," according to Neuharth.

The \$170 million total cost to Gannett of its three trade-ups and acquisitions in television ownership will yield an increase in its audience base from 3.6 million to 7.8 million—the fourth largest broadcast audience grouping after the three networks' owned station holdings.

And yes, as analysts were told, that means

Gannett is doubling the audience base it gained through its purchase of Combined Communications, for half the price. However, Neuharth was quick to add, the \$340 million Combined merger included outdoor advertising and newspaper properties that he said together accounted for 60% of that price.

Harte-Hanks

The recession lead Harte-Hanks to closely evaluate all its operations, President Robert G. Marbut told the Paine Webber conference Tuesday, with an eye to improving mainstream operations and eliminating marginal areas. That's going to mean Harte-Hanks will look to dispose of two radio properties in the markets where it operates only one station—Memphis and Birmingham, Ala. But that policy and the at times "traumatic" realignments the company has made in the past year in its radio division have left the eight other stations in a "much stronger" position today.

In television, the company's policy, called "III R," focused on "smart pricing and programing during the political year" so that 80% of incremental revenues dropped to the bottom line. In October, the Harte-Hanks television stations carried \$1.5 million in political advertising.

Looking to next year, Harte-Hanks expects broadcast revenues to grow 7% to 11%, the group's payroll expenses to climb 6% to 9% and film and other expenses to increase 9% to 12%.

The decision to divest the two radio stations was not, the company said, tied to the capital commitment it has earmarked for expansion of its cable operations. In that business, Harte-Hanks currently owns systems passing 62,500 homes, with 26,500 subscribers. It also has an

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option to purchase other systems it manages, with the option beginning in June 1984, although the company declined to put a price on that option.

Multimedia

Multimedia is looking for 1983 to yield 17% to 19% growth in revenues, and to "bring a good share of that to the profit line." That was the word President Walter Bartlett and Vice Chairman Donald J. Barhyte had for Paine Webber's conference. Broadcast revenues should advance 10% to 12% in the next year, with radio up 15% and television up 10% to 11%.

In addition to the Ronnie Milsap special, Multimedia plans to add a third country series to its syndicated lineup for 1983. And with *Donahue* now in 210 markets, Bartlett noted that the deal Multimedia has crafted for inserts by Phil Donahue for ABC's *Last Word* series "more than replaces" the revenues that had been generated by such inserts for NBC's *Today*.

The expansions of Multimedia's cable operations show up in the company's capital budgeting for this year and next. In 1982, the company will have spent \$18 million on cable out of a total \$31 million capital program; next year \$16 million of a \$30 million budget is earmarked for cable. Multimedia expects to close 1982 with 190,000 subscribers, making it the 25th largest MSO, with revenue per subscriber averaging \$20.10 a month, the seventh highest in the nation.

Of particular interest to the analysts was Multimedia's discussion of the workings of a regional pay sports operation it has set up with three Kansas basketball teams. The company said it got a 15% pay-to-basic penetration with a package of 15 games sold to consumers at \$78 and commercial establishments for \$750.

And while the company is active both in program production and cable, it has no intentions now to sell its programming to cable—and won't, "not until they pay enough."

Dow Jones

Dow Jones, with its principal operations firmly rooted in publishing, notably *The Wall Street Journal*, has weathered the recession rather well, analysts heard last Wednesday at the Paine Webber media conference.

At the same time, the company managed to secure \$20 million worth of radio and television commercial time, as tallied by President Ray Shaw, through per inquiry advertising for which it only pays commissions on inquiries, and in exchange for the barter programming it makes available to broadcast stations. The company separately packaged a major market live news broadcast for television, which it sells to national advertisers, but even that helps to get *The Wall Street Journal* name reinforced throughout the day and night.

Dow Jones Information Services President William Dunn provided some further rundowns of the company's varied efforts in electronic media, noting that the on-line Dow Jones News Information Retrieval Service now serves 55,000 customer terminals, up from 30,000 last year, and has expanded the agreements it had with 10 MSO's to introduce the service via cable to systems passing 360,000 homes to cover 20 MSO's and 1.25 homes passed. The week earlier, Dunn noted, that service was inaugurated in another cable system in Fort Lee, N.J. By 1986,

Dunn said, the company thinks it will have 250,000 on-line customers for its service.

As to whether Dow Jones might introduce a service similar to the Financial News Network, Shaw told one analyst that a daytime service "is not an area top on our priority list." The company thinks it can reach a larger audience with its current strategy of aiming for the evening and drive time radio markets.

Affiliated Publications

John Giuggio, president and chief operating officer of Affiliated Publications, publisher of the *Boston Globe* and group radio owner (five AM's and five FM's), told analysts attending last week's Paine Webber conference that the company's broadcast revenues for 1982 would total \$15 million. And revenues for 1983, he said, would probably increase by about 10%.

Affiliated has a joint 45% interest in McCaw Communications, a Bellevue, Wash., MSO. The two companies have entered into a joint venture to purchase cable systems in southern Oregon, which together with the McCaw holdings, will give Affiliated a stake in 100,000 cable subscribers, said Giuggio, and perhaps 225,000 subscribers by 1985. Revenues for McCaw in 1983 are projected at \$20 million, with an additional \$10 million for the joint venture. The cable MSO is also involved in the radio common carrier business and has interests (in whole or in part) in cellular radio applications for six markets, and will apply for another four markets in March 1983.

Affiliated's *Boston Globe* also has a joint venture with Knight-Ridder Newspapers which may result in the startup of a videotext service in the Boston market, pending the outcome of Knight-Ridder's planned videotext trial in southern Florida in 1983. If that experiment goes well, Viewtron New England would be launched in the fall of 1984.

UPI raises rates 6.3%

United Press International announced last week that it is increasing its service rates for both print and electronic media clients by 6.3%, effective January 1983, the lowest annual increase in 20 years, it says. During that time the annual rate increase has ranged between 9% and 10%. (Several weeks ago, the Associated Press announced that it was increasing its rates by 9.5% [BROADCASTING Nov. 22]).

"UPI will need new revenues in 1983," said Thomas Beatty, vice president and general sales manager of the wire service, "but a big assessment is not the answer during this recession, which has affected the entire news industry. It's hoped that those revenue needs can be met by adding a sufficient number of new clients in the coming year."

In a letter to subscribers, Beatty said that improvements in the UPI product were planned for 1983. A UPI spokesman explained that meant the opening of additional news bureaus and the introduction of new topical features on the news wires.

The company is spending about \$11 million to convert to satellite distribution, including the installation of 2,000 earth stations, 600 of which have already been installed. The remaining 1,400 should be in place by the end of 1983. With the satellite system in place, UPI believes it can save half of the \$14 million it now pays annually for long-line service.

In the last four months, UPI has generated \$2.5 million in new business commitments. The company was purchased from E.W. Scripps Co., by Media News Corp., last June (BROADCASTING, June 14). □

AAF conference: Future in self-regulation

Sixth annual advertising law conference points to explosion in new technologies as boon to advertising but, say speakers, industry must regulate itself where government leaves off

For advertisers, the time ahead would appear to hold bright promise. The proliferation of telecommunications technologies should be a boon. So should the present tendency of government to deregulate. But a little freedom, it seems, goes a long way. It would be well for broadcasters and advertisers to engage in self-regulation.

That was the message that came through in the American Advertising Federation's sixth annual advertising law conference, in Washington, last week. And it wasn't only talk of self-regulation that provided a sobering note for the 120 who attended. A representative of the Federal Trade Commission, written off as a toothless tiger under Chairman James Miller, warned against believing "the misperceptions" regarding the agency he said are current. And AAF President Howard Bell was worried that the legislative veto Congress

adopted in 1980 to curb the rambunctious FTC under Michael Pertschuk might be declared unconstitutional by the Supreme Court.

FCC Chairman Mark S. Fowler and Representative Tim Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, both talked of the benefits advertisers would derive from the explosion in telecommunications technologies. "With the growth in new technologies over the next decades," Fowler said, "the voice of advertisers will become more powerful."

And both talked, also, about the glories of the marketplace as against government regulation, although Fowler is willing, while Wirth is not, to consider extending the deregulation the commission has granted radio—elimination of guidelines regarding commercial time and nonentertainment programming is part of the package—to television. Wirth does not think the video market is sufficiently competitive.

The conference occurred in the wake of a federal judge's acceptance last month of the consent decree that ended the Justice Department's antitrust suit against the National As-

sociation of Broadcasters, a decree that has resulted in the jettisoning of the NAB radio and television codes (BROADCASTING, Nov. 29). And the absence of a self-regulatory mechanism was a matter of concern to several speakers.

Fowler, while declining comment on the decree itself, said self-regulation "by the networks and advertisers" is preferable to government regulation. "Not only do I find government intrusion in this manner suspect under our First Amendment," he said, "but I wonder, really, if it ever works the way those who favor regulation intend." And in that connection he indicated he would oppose regulation even of children's television advertising. "Using government levers" in an effort to aid in the development of "healthy children," he said, "may simply distort the marketplace for programing or advertising." In his view, he said, "advertisers themselves, and not the government, should police what is said and to whom."

The participants in the conference also heard a plea that the NAB pick up and put back together the pieces of the codes that had not been challenged by the Justice Department. The only provisions the NAB was required by the decree to abandon barred multiple-advertising in a 60-second spot and limited the amount of time that could be devoted to advertising in an hour as well as the number of commercial interruptions.

Kenneth A. Cox, a former FCC commissioner who now serves MCI Corp. as senior vice president, and is chairman of the National Advertising Review Board, said there are other aspects of the codes that could be resurrected—those dealing with truth and accuracy in commercials, for instance, "without raising antitrust problems." Standards of taste for commercials might be written, he said, although he conceded a broad reading of the decree might preclude barring some product advertising. He also said program content standards "might raise First Amendment questions."

The NARB was formed by the American Association of Advertising Agencies, the Association of National Advertisers, and the AAF and the Council of Better Business Bureaus years ago to review advertising for truth and accuracy. But, Cox said, broadcaster codes would "speak more authoritatively." He said NARB cannot deal with questions of taste and is limited to trying to persuade advertisers to follow its findings.

The NAB radio and TV code boards expect to meet some time in January to consider constructing new codes out of the wreckage of the old, or at least of developing guidelines (BROADCASTING, Nov. 29). The plan is for the boards to prepare a recommendation for consideration for the NAB's joint board when they meet in Puerto Vallarta, Mexico, from Jan. 17 to Jan. 21.

Erwin Krasnow, NAB senior vice president and general counsel, who participated in a panel at the conference, said the code boards will not limit themselves to considering ways of rewriting codes or guidelines. He said they would also consider legislation that would "wipe out" the ruling of Judge Harold Greene that granted Justice summary judgment in one aspect of the case and that led, eventually, to NAB's total capitulation. NAB officials say



Bell



Fowler

there is considerable pressure from broadcasters for developing some self-regulatory mechanism.

The same drive does not seem to have infected the cable television industry. Brenda Fox, general counsel of NCTA, one of Krasnow's co-panelists, said the association had considered a code but decided against it. Cable, she said, is changing "by the minute" and provides opportunities for creative advertising and programing. Imposing a "structure," she said, would have an adverse impact on the industry.

The FTC official who sought to acquaint the conference participants with the facts of life as they are at the agency was Tim Muris, director of the Bureau of Consumer Protection. "There is a misconception that we are not doing anything," he said. "We are doing a lot—but it's different from our predecessors," the Pertschuck-led commission, an activist group that attracted considerable publicity and generated even more controversy. "There are no do's and don't's," Muris said. But, he

added, the agency has been tough on such matters as deceptive advertising and failure to live up to warranties.

Bell's concern about the constitutional challenge to the legislative veto grows out of his concern over the FTC's "unfairness standard." He said it is "so global and unlimited in scope" that Congress lacks adequate oversight and control "over the agency." Because the legislative veto is "in jeopardy," he said, Congress should permanently bar the use of unfairness in trade regulation rulemakings in the advertising area and extend the ban to case-by-case adjudication.

Of all the speakers, one who offered views that went against the grain of conventional wisdom was William Donnelly, senior vice president of Young & Rubicam. His subject was "The Emerging Video Environment," and he talked of a future "confetti generation," which would have enormous variety of media from which to choose. And while most observers of the communications scene feel that condition would justify removal of all content regulation from broadcasting, Donnelly is not so sure. "We might not want to run too fast in getting rid of the fairness doctrine," he said. After all, he said, television is the only medium that ties the country together: those who use it cannot say different things in different parts of the country. With a multitude of media, viewers can watch and listen only to those with whom they agree—liberals will tune in to liberal speakers, conservatives to those of similar views. There would, he suggested, be no balancing of opinion. □

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Super disk

There will be compact audio disks to play on the compact disk players when various manufacturers introduce the new technology in the U.S. market early next year. CBS Records, one of the giants of the record industry, announced last week its commitment to the new digital technology. CBS/Sony Inc., a joint venture of CBS Inc. and Sony Corp., based in Japan, will produce the disks for CBS Records which will market them in the U.S. CBS/Sony expects to begin making the disks in the U.S. in 1984 at a yet-to-be-determined location. "Because a company of CBS Records' stature has committed itself to compact disk software, the course is much smoother for our introduction of digital hardware in the American market next year," said Norio Ohga, president of Sony and chairman of CBS/Sony, in a prepared statement. "With this tangible support from the leading record company, I am confident that Sony will enjoy outstanding marketing success in the United States." According to a Sony spokesman, the disks and Sony players have been available in Japan for the last three months.

The CD technology was developed by Sony and Philips. The digitally encoded disks, which are four-and-three-quarters inches in diameter, are "read" by an optical laser beam in the player. Because there is no needle to gradually erode the surface, the disks should retain their original quality indefinitely. And the original quality of the disks is extraordinarily high. The CD system is able to produce a dynamic range, signal-to-noise ratio and channel separation of at least 90 decibels. The wow and flutter are virtually nonexistent and the frequency response is flat across the entire audible range.

When the players, which plug into ordinary analog amplifiers, are introduced next year by Sony and other audio-component manufacturers, they are expected to cost between \$800 and \$1,000. But like all new electronic products, their price is expected to fall with time. The disks will cost at least twice the price of today's LP records, or between \$15 and \$20, but they are capable of holding 50% more music.

Set theory

The digital TV set is coming, promising improved reception and pictures and some new tricks. ITT said last week that its West German subsidiary, Intermetall, has developed a set of eight integrated circuits to digitally process television signals. Broadcasters and cable operators will still transmit analog signals, but once the signals are received by the set the chips go to work.

According to ITT, the digital processing will eliminate flickering pictures caused by interference from airplanes and electrical appliances and ghosts created by multipath reception. It will also sharpen pictures, a benefit that will be particularly apparent on

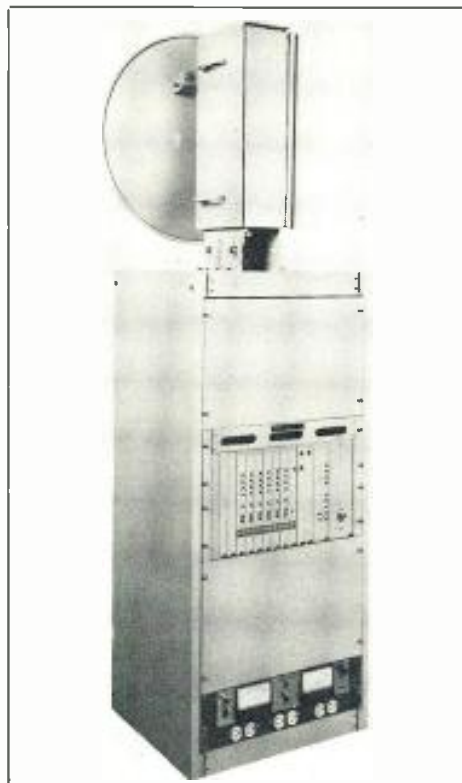
large-screen, projection television systems.

The ITT chips will allow television manufacturers to build some new features into their sets. Digital TV owners, ITT said, may one day be able to watch two channels at once by compressing one picture and inserting it (without sound) into a corner of another. They will also be able to "zoom-in" on a portion of a picture and freeze frames.

The ITT subsidiary plans to produce the chips for Zenith and other makers, including ITT's European manufacturing operation. Color and black-and-white sets incorporating the chips and offering improved pictures could be on the market by late next year, ITT said. Sets with "picture-within-a-picture" and other features will not be available until late 1984 or early 1985, it said. The first digital TV sets will be as expensive as today's best analog sets, ITT said, but as the number of chips needed is reduced to three and ultimately one, the cost will also fall.

Cellular TV

Another new medium that challenges the inevitability of the "wired nation" is the Digital Electronic Message Service. DEMS is a common carrier microwave service intended for two-way, digital transmission of data, voice and low-grade video within cities. A DEMS system is set up like a cellular radio system. A city is divided into discrete cells, each served by a single Digital



NEC's LDR terminal

Termination System (DTS), transmitter-receiver operating on an assigned frequency in the 10 ghz DEMS band that would send

digital signals to and from "user stations" atop buildings within its cell.

Every new service is a new market for the equipment manufacturers, and DEMS is no exception. The Radio and Transmission Division of NEC America has entered the market with its Local Distribution Radio (LDR) system, which consists of "local node terminals" as NEC calls the digital termination systems and "subscriber terminals" as it calls the user stations. The NEC LDR system employs a Quadrature Phase/Shift Keying (QPSK) digital modulation scheme, which, NEC claims, makes the most efficient use of spectrum and is most immune to multipath interference caused by tall buildings.

The NEC division demonstrated the LDR system, using two subscriber terminals and one local node at its headquarters in Fairfax, Va. The first system is scheduled to be installed early next year.

Sports bird

Wold Communications last week introduced a new satellite-based delivery system for distributing remote radio broadcasts of sports events.

SSTS (Satellite Subcarrier Transmission System) was unveiled in Los Angeles before more than 50 sports and radio industry executives, including representatives of most of the 26 major league baseball teams.

According to Wold Communications President Gary J. Worth, the new system will marry SCPC (single channel per carrier) and subcarrier multiplexing technology. Stations will be able to receive programming sent over the satellite network on their on downlink or over a telephone line from a Wold-owned or Wold-shared downlink.

"We'll expand the number of cities as needs grow," Worth said, indicating that the initial service will extend to 39 U.S. and Canadian cities. "We'll use telephone line extensions to log out from our stations in certain cities. Eventually, SSTS will be pure satellite."

Wold intends to launch the service in March 1983, as the company begins arranging baseball road game radio transmissions for the 13th consecutive season. According to Worth, the SSTS service will deliver 7.5 khz quality transmissions through Wold's four leased transponders on the Westar IV satellite.

Box launch

When KMJJ(AM) Las Vegas begins its stereo broadcast using the Magnavox system prior to the Consumer Electronics Show next month ("Riding Gain," Dec. 6), it will be processing its signal through a box supplied by Circuit Research Labs Inc., Tempe, Ariz. The Model 1000A stereo matrix processor/limiter, CRL claims, will prevent the loss of mono coverage and improve the performance of the Magnavox exciter, which is being supplied by Belar Electronics Laboratory Inc. CRL says the unit was field tested during Delco Electronics' AM stereo tests.

For the Record

As compiled by BROADCASTING, Nov. 29 through Dec. 3, 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

- Tucson, Ariz.—Cima Broadcasting seeks 580 khz, 5 kw-D, 500 w-N. Address: 8 West Paseo Redondo, Tucson 85705. Principals: Group of 13 stockholders, principally owned by general partners Raul B. Gamez, Manuel Amado, Carlos Amado and Norma Patricia. Manuel Amado owns 7.5% of Cox Cable of Tucson. Filed Nov. 16.
- Portage, Ind.—Explorer Communications Inc. seeks 750 khz, 2.5 kw-D. Address: 213 Delancey Street, Philadelphia 19106. Principal: James F. Hoffman (100%), who is president and 50% owner of KDCE(AM) Espanola, N.M. Filed Nov. 30.
- Pleasure Ridge Park, Ky.—Radio One Inc. seeks 1030 khz, 1 kw-D. Address: 1038A East Michigan Ave., Orlando, Fla. 32806. Principal: John T. Rutledge (100%), who is former president and 65% owner of WINN(AM) Louisville, Ky. Filed Nov. 22.
- La Crescent, Minn.—Highlands Broadcast Associates seeks 750 khz, 1 kw-D. Address: 615 Howard Place, Madison, Wis. 53703. Principals: Highlands Broadcasting Inc. (70%) and Donald F. Burr (30%). Highlands Broadcasting Inc. is group of six stockholders with largest principals Gary and Carol Burkum (42%). Burr owns 30% of WISQ-FM(CP) Onalaska, Fla.; 13.5% of CP for new TV at La Crosse, Wis. Highlands Broadcasting is applicant for new FM at Stevens Point, Wis. Filed Nov. 30.
- Union City, N.J.—Union City Radio seeks 1030 khz, 5 kw-D. Address: 400 Alleghany Street, Blacksburg, Va. 24060. Principal: Edward A. Baker (100%), who also is applicant for new AM at Claremont, N.C., and partner in Moneta Associates, applicant for 10 new LPTV's, all Virginia. Filed Nov. 22.
- Pembina, N.D.—Pembina Broadcasters seeks 750 khz, 10 kw-D, 1 kw-N. Address: 4610 Briarwood Drive, Sacramento, Calif. 95821. Principals: Application was originally filed last March but was returned by FCC because of contour overlap with Canadian broadcast station. Application is being refiled with request for waiver. Filed Nov. 30.

FM applications

- College, Alaska—Empire Communications Inc. seeks 103.9 mhz, 3 kw, HAAT: 62 ft. Address: P.O. Box 60394, Fairbanks, Alaska 99706. Principals: Donn Erisman, Tom Tilson, Malcolm Atteberry, Kelly McClure and Laura Collins, who formerly were associated with noncommercial closed circuit KSUA Fairbanks, Alaska. Filed Nov. 24.
- Honolulu—Alan Adams seeks 98.5 mhz, 100 kw, HAAT: -24 ft. Address: P.O. Box 25-866, Honolulu 96825. Principal: Adams is permittee of KLN(AM) Pearl City, Hawaii. Filed Nov. 18.
- *Holland, Mich.—Hope College seeks 89.9 mhz, 250 w, HAAT: 153 ft. Address: Holland, Mich. 49423. Principal: Noncommercial educational institution that has no other

broadcast interests. Filed Nov. 30.

- Garden City, N.Y.—Phoenix Media Corp. seeks 92.7 mhz [interim operating authority for WLIR(FM)]. Address: 255 Belmont Street, Brooklyn, N.Y. 11235. Principals: Elton L. Spitzer (75%), Daniel Blume (20%) and Walter C. Wheeler (5%). Spitzer owns WYLF(FM) South Bristol, N.Y.; 54% of WRMV(AM)-WYUT(FM) Herkimer, N.Y.; 42% of WGRC(AM) Spring Valley, N.Y., and 37% of WLIR(FM) Garden City. Filed Nov. 29.
- La Jas, P.R.—David Ortiz Radio Corp. seeks 103.7 mhz, 50 kw, HAAT: 311 ft. Address: P.O. Box 681, Cabo Rojo, P.R. 00623. Principals: David Ortiz-Cintrón (50%), Maria I. Ortiz-Aviles (45%) and Inocencia Aviles de Ortiz (5%), who own WEKO(AM) Cabo Rojo, P.R. Filed Nov. 30.
- Volga, S.D.—Dakota North Plains Corp. seeks 103.2 mhz, 3 kw, HAAT: 234 ft. Address: 1216 South Main Street, Aberdeen, S.D. 57401. Principal: L.T. Laustsen, president (86%), and four others. Laustsen is president and 86% owner of KQAA(FM) Aberdeen and KVAA(AM) Volga, both South Dakota. Filed Nov. 23.
- Freeport, Tex.—Enigma Corp. seeks 102.5 mhz, 40 kw, HAAT: 425 ft. Address: P.O. Box 600248, Houston 77260. Principals: James O. Brown, president (53%), and six others, none who have other broadcast interests. Filed Nov. 29.
- Bountiful, Utah—Shirlee E. Tischner seeks 99.5 mhz, 30 kw, HAAT: 3,556 ft. Address: 2400 Karren Street, Salt Lake City 84117. Principal: Tischner has no other broadcast interests. Filed Nov. 18.
- Pine Bluff, Ark.—Pine Bluff Broadcasting Inc. seeks ch. 38; ERP: 2,698 kw vis., 269 kw aur., HAAT: 1,951 ft.; ant. height above ground: 1,936 ft. Address: 67 Madison, Memphis, Tenn. 38103. Legal counsel: Stuart Shorestein, Washington. Principals: Pine Bluff Television Ltd. (49%), Chloee K. Poag and A.G. Kasselberg (25.5% each). Pine Bluff Television is principally owned by Chloee Poag and A.G. Kasselberg. None have other broadcast interests. Filed Nov. 19.
- Cape Coral, Fla.—Coastal Telecasting Corp. seeks ch. 36; ERP: 4,590 kw vis., 459 kw aur., HAAT: 961 ft.; ant. height above ground: 964 ft. Address: 700 Central Ave., Suite 600, St. Petersburg, Fla. 33731. Principals: Louis de la Parte, president (20%), and four others, who are principals in WFTS(TV) Tampa, Fla. Filed Nov. 26.
- Cape Coral, Fla.—Florida Metro Broadcasting Inc. seeks ch. 36; ERP: 2,466 kw vis., 246 kw aur., HAAT: 972 ft.; ant. height above ground: 967 ft. Address: 201 East Pine Street, Room 1200, Orlando, Fla. 32802. Principals: Arthur E. Grindle, president (10%), and nine others, who, except Alfred Johns, are applicant for new TV at Orlando, Fla. Filed Nov. 26.
- Cape Coral, Fla.—Powell Broadcasting Co. seeks ch. 36; ERP: 5,000 kw vis., 500 kw aur., HAAT: 301 ft.; ant. height above ground: 306 ft. Address: 100 Dania Circle, Lehigh Acres, Fla. 33936. Principal: Harry C. Powell (100%), who also is applicant for new full service TV at Texarkana, Tex. (see below) and applicant for 20 LPTV's. Filed Nov. 24.
- Cape Coral, Fla.—South Jersey Radio Inc. seeks ch. 36; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,000 ft.; ant. height above ground: 991 ft. Address: 15 Shore Road, Linwood, N.J. 08221. Principals: Howard L. Green and Donald M. Simmons (50% each), who own WENY(AM)-WLEZ(FM)-WENY-TV Elmira, N.Y.; and WOND(AM) Pleasantville, and WMGM(FM) Atlantic City, both New Jersey. Green and Simmons also each own 25% of WAAT(TV) Wildwood, N.J. Filed Nov. 24.
- Fort Walton Beach, Fla.—Miracle Broadcasting Ltd. seeks ch. 35; ERP: 5,000 kw vis., 500 kw aur., HAAT: 555 ft.; ant. height above ground: 560 ft. Address: 118 SW Fort King Street, Ocala, Fla. 32670. Principal: Miracle Broadcasting Co. (80%) and five others. Miracle Broadcasting is permittee of new TV on ch. 51 at Ocala, Fla. Filed Nov. 26.
- Chicago—Monroe Communications Corp. seeks ch. 44. Address: 201 North Wells Street, Chicago 60606. Legal counsel: Farmer, McGuinn, Flood, Bechtel & Ward, Wash-

ington. Principals: Robert L. Haag, president (36%), and nine others. Haag is principal in WYGR(AM) Wyoming; WGYY(AM) Charlotte, both Michigan; and WGLY(FM) Goulds, Fla. Applicant is mutually exclusive with renewal application of license of WSNS-TV Chicago. Filed Nov. 1.

■ Watertown, N.Y.—Intercounty Communications Corp. seeks ch. 50; ERP: 100 kw vis., 10 kw aur., HAAT: 493 ft.; ant. height above ground: 312 ft. Address: 199 Wealthy Ave., Watertown 13601. Legal counsel: Shinsky, Weitzman & Eisen, Washington. Principal: Grover H. Hubbell (100%), who owns 73% of WATN(AM) Watertown, N.Y., and also owns LPTV at Watertown, N.Y. Filed Nov. 22.

■ Salem, Ore.—Willamette Valley Broadcasting Ltd. seeks ch. 32; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,399 ft.; ant. height above ground: 472 ft. Address: 6220 146th Street S.E., Bellevue, Wash. 98006. Principals: Gordon Thiessen (33.34%); Steve W. McGee, Jerry O'Neill, Bedros P. Daghlion and Charles W. Jordan (16.67% each). Except McGee, they also are applicant for new FM at Hilton Head Island, S.C. Filed Nov. 22.

■ Texarkana, Tex.—Powell Broadcasting Co. seeks ch. 17; ERP: 665 kw vis., 66.5 kw aur., HAAT: 277 ft.; ant. height above ground: 286 ft. Address: 100 Dania Circle, Lehigh Acres, Fla. 33936. Principal: Harry C. Powell (100%), who is applicant for full service TV's at Cape Coral, Fla., and applicant for 20 LPTV's. Filed Nov. 24.

FM actions

- Marion, Ala.—Marion Communications Inc. granted 103.9 mhz, 1.6 kw, HAAT: 402 ft. (BPH-820104AN). Action Nov. 19.

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■ ***Carbondale, Colo.**—Carbondale Community Access Radio Inc. granted 90.5 mhz, 218 w, HAAT: -1.111 ft. Address: P.O. Box 1388, 502 Main Street, Carbondale 81623. Estimated construction costs: \$50,000; first-year operating cost: \$19,400. Principal: Noncommercial corporation. Lee R. Swidler is president of board. Applicant has no other broadcast interests. (BPED-820507BC). Action Nov. 19.

■ **Bemidji, Minn.**—Bemidji Radio Inc. granted 103.7 mhz, 100 kw, HAAT: 455 ft. Address: Box 1070, Bemidji 56601. Estimated construction costs: \$122,750; first-quarter operating cost: \$26,800; first-quarter revenue: \$45,000. Principals: Radio Investments Inc. (80%) and James Syrdal (20%). Syrdal is vice president and 20% owner of KKBJ(AM) Bemidji. Radio Investments is owned by Justin D. Hoberg (71.5%) and Robert E. Hansen (28.5%). Hoberg owns 55.4% of KTYN(AM) Minot, and 71.5% of KNOX(AM)-KTYN(FM) Grand Forks, all North Dakota. Hansen is officer of KKBJ(AM) Bemidji. (BPH-81112AN). Action Nov. 18.

■ **Birch Tree, Mo.**—Jack G. Hunt granted 109.1 mhz, 3 kw, HAAT: 300 ft. Address: 204 Washington Street, Doniphan, Mo. 63935. Principal: Hunt owns KDFN(AM)-KOE(AM) Doniphan, Mo., and also holds CP for new AM at Birch Tree, Mo. (BROADCASTING, May 18, 1981). (BPH-820309VB). Action Nov. 19.

■ **Concord, N.H.**—Rumford Communications Corp. granted 105.5 mhz, 1.32 kw. Address: Brown Rd., S. Newbury, N.H. 03221. Estimated construction cost: \$146,400, first quarter operating cost: \$114,900. Format: MOR. Principal: Lindsay M. Collins, Michael M. Colby, and Stuart E. Richter (each one-third). Collins owns Bradford, N.H.-based broadcast technical consulting firm. Colby is program director at WLLH(AM) Lowell, Mass. Richter is sales representative for WKBK(AM) Keene, N.H. They have no other broadcast interests. (BPH-810123AA). Action Nov. 19.

■ **Sidney, N.Y.**—Broadcast Facilities Co. granted 100.9 mhz, 640 w, HAAT: 577 ft. Address: 431 South Wilbur Avenue, Syracuse, N.Y. 13204. Estimated construction costs: \$51,000; first-quarter operating cost: \$22,500. Principal: Robert Raide (100%), who owns Syracuse, N.Y., canvas company and is applicant for new AM at Penn Yan, N.Y., and new TV at Utica, N.Y. (BPH-820204AJ). Action Nov. 19.

■ **Hugo, Okla.**—DLB Broadcasting Corp. granted 95.3 mhz, 1.6 kw, HAAT: 400 ft. (BPH-820514AO). Action Nov. 19.

■ **Allendale, S.C.**—Good-Radio Broadcasting Inc. granted 93.5 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 442, Allendale 29810. Principals: H. Carl Gooding and wife, Lisa B. (50% each). They own and operate WDOG(AM) Allendale. (BPH-820222AW). Action Nov. 18.

■ **Milbank, S.D.**—Beverly J. McKee granted 104.3 mhz, 98.7 kw, HAAT: 220 ft. Address: 310 10th Avenue, N.E. Watertown, S.D. 57201. Principal: McKee is former 40% owner of KSDR(AM) Watertown, S.D., which was sold for \$125,000 (BROADCASTING, Jan. 11). McKee and husband also last year bought KMSD(AM) Milbank, S.D., for \$475,000 (BROADCASTING, Sept. 21, 1981). (BPH-820323AP). Action Nov. 19.

■ **Freemont, Tex.**—Latin Broadcasting Ltd. granted 104.9 mhz, 3 kw, 300 ft. (BPH-820618AO). Action Nov. 18.

TV action

■ **Lynchburg, Va.**—Lynchburg Television Associates Ltd. granted ch. 21; ERP: 1,148 kw vis., 115 kw aur.; HAAT: 1,973 ft. (BPCT-820504KE). Action Nov. 19.

Ownership changes

Applications

■ **WPRN(AM) Butler, Ala.** (1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Butler Broadcasting Co. to Broadcasters and Publishers Inc. for swap of WJDQ(AM) Meridian, Miss. Assignor: Debra W. Jackson (100%), who also owns 51% of co-located WQGC(FM) Butler, Ala. Assignee: Houston L. Pearce and Don Partridge (50% each), who, besides owning WJDQ also own co-located WJDQ-FM, and 40% each of WJKX(AM) Moss Point and WGUD(FM) Pascagoula, both Mississippi. Pearce also owns 50% of WARF(AM) Jasper, Ala., WTSK(AM)-WTUG(FM) Tuscaloosa, Ala., and 30% of WJQY(FM) Chickasaw, Ala. Filed Nov. 19.

■ **WTAK(AM) Huntsville, Ala.** (1000 khz, 10 kw-D)—Seeks assignment of license from Barber Broadcasting Inc. to Grant Broadcasting Corp. for \$400,000. Seller: Peter P. Barber (51%) and R. Parker Griffith (49%), who have no other broadcast interests. Buyer: R. Parker Griffith (100%), who owns 49% of seller. Filed Nov. 24.

■ **KNLB(FM)[CP] Lake Havasu City, Ariz.** (91.1 mhz, 115 w, HAAT: 452 ft.)—Seeks transfer of control of New Life Christian School from board of directors to new board of directors. Consideration: none. Principals: Transferees: Richard Tatham, Blase Sugamele and Art Shenfeld (one-third each). Application seeks change in board of directors and no financial consideration is involved. Transferees: Tatham, Sugamele, Dennis Franks, Joe Grohocki and Steve Davis (16.6% each). Construction permit was granted Oct. 26, 1982 (BROADCASTING, Nov. 15). Filed Nov. 26.

■ **KDON-AM-FM Salinas, Calif.** (AM: 1460 khz, 5 kw-U; FM: 102.5 mhz, 18.5 kw, HAAT: 2,270 ft.)—Seeks assignment of license from Forrest Cal-Central Corp. and Forrest Communications to Grace Broadcasting Inc. for \$2.8 million. Seller: Principally owned by Robert A. Forrest and wife, Grace, who also are principal owners of KBBY(AM)-KBBQ(FM) Ventura, Calif. Buyer: Principally owned by Harvey Grace, who is less than 1% owner and former president of WTTV(TV) Indianapolis. Filed Nov. 23.

■ **WNHC(AM) New Haven, Conn.** (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Daniel Meister, trustee in bankruptcy for New Haven Radio Inc. to Wardoco Inc. for \$500,000. Seller has no other broadcast interests. Buyer: Larry Wardlaw (100%), who is New Haven fuel oil broker and has no other broadcast interests. Filed Nov. 18.

■ **WRCC(FM) Cape Coral, Fla.** (103.9 mhz, 3 kw, HAAT: 300 ft.)—Seeks transfer of control of Radio Cape Coral Inc. from Mariner Group Inc. (100% before; none after) to Trans-Florida Broadcasting Inc. (none before; 100% after). Consideration: \$1.55 million (BROADCASTING, Dec. 6). Principals: Seller is group of more than 50 stockholders headed by Robert M. Taylor, president, and 19.7% owner. It has no 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). Varas, DiMento, Sullivan, Chafitz and Cutter own WIZD(FM) Fort Pierce, Fla. Filed Nov. 23.

■ **WEXY(AM) Oakland Park, Fla.** (1520 khz, 1 kw-D)—Seeks assignment of license from Celebrities Inc. to Number 1 TV Inc. for \$1.5 million (BROADCASTING, Dec. 6). Seller: James S. Beattie, who also owns WVCF(AM) Ocoee, Fla. Buyer: Mary J. Arthur, president (44.4%) and others. Arthur is president and 51% owner of WKEM(AM) Immokalee, Fla. Filed Nov. 30.

■ **WTMP(AM) Tampa, Fla.** (1150 khz, 5 kw-D)—Seeks assignment of license from Gulf South Communications Inc. to Westerville Broadcasting of Florida Inc. for \$1,083,420 (BROADCASTING, Dec. 6). Seller: Principally owned by R.M. McLeod, who has no other broadcast interests. Buyer: Westerville Communications Inc. (52%) and Paul C. Major and G. Rand Smith (24% each). Westerville Communications is principally owned by Paul Major. 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. Filed Nov. 19.

■ **WRIP-TV Rossville, Ga.** (Chattanooga, Tenn.) (ch. 61, 595 kw vis., 91.2 kw aur., HAAT: 980 ft.)—Seeks assignment of license from WRIP Inc. to Chatt-Chann 61 for \$1.5 million (BROADCASTING, Sept. 13). Seller: Jay Sadow, who is former owner of WRIP(AM)-WOWE(FM) Rossville, Ga., which he sold last year for \$1,060,000 (BROADCASTING, May 17). WRIP-TV returned to air March 4 after destruction by fire last year (BROADCASTING, Nov. 9, 1981). Buyer: David Smith and Ron Hess (50% each). Hess is chairman and 75% owner of WPML-TV Mobile, Ala. Smith owns 4.8% of WPTT-TV Pittsburgh. Broker: Walker Media & Management. Filed Nov. 23.

■ **KIOA(AM)-KMGK(FM) Des Moines, Iowa** (AM: 940 khz, 10 kw-D, 5 kw-N; FM: 93.3 mhz, 100 kw, HAAT: 420 ft.)—Seeks assignment of license from Mid America Broadcasting Inc. to Midwest Communications Inc. for \$1.75 million (BROADCASTING, Nov. 15). Seller: Subsidiary of Mid America Audio-Visual Inc., which is controlled by Reva G. Small. It is Kankakee, Ill.-based group owner of six AM's, four FM's and cable system serving Hilton Head Island, S.C. Buyer: Ducey E. Wright (92%) and Orville N. Heinz (8%). Wright owns WRIG(AM)-WDEZ(FM) Wausau, Wis. Midwest Communications also owns and operates WGEE(AM)-WIXX(FM) Green Bay, Wis. Broker: The Ted Hepburn Co. Filed Nov. 30.

■ **KBIU(FM) Lake Charles, La.** (103.7 mhz, 100 kw, HAAT: 470 ft.)—Seeks assignment of license from Stream Broadcasting Inc. to Dixie Broadcasters Inc. for \$684,200 (BROADCASTING, Dec. 6). Seller: Harold H. Stream III, (100%), who owns KOYL(AM)-KUFO(FM) Odessa, Tex.,

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and is applicant for new TV at Knoxville, Tenn. Buyer: Principally owned by Albert D. Johnson, president, who also is president and principal owner of co-located KCOU(AM). Filed Nov. 24.

■ **WKJL-TV [CP]** Baltimore (ch. 24)—Seeks transfer of control of Jesus Lives Inc. from board of directors to new board of directors. Consideration: none. Principals: Jesus Lives Inc. is noncommercial corporation that was granted its construction permit on Dec. 8, 1980. Transfer application seeks to change majority of board of directors. Transferees are George Storer, William Collinge, Randolph Broske and Richard Smith. Transferees are Charles Benton, Rev. David Longobardo, Nancy Pascal, Alonzo Moss and William Nickerson. Filed Nov. 23.

■ **WHGR(AM)-WJGS(FM)** Houghton Lake, Mich. (AM: 1290 khz, 5 kw-U; FM: 98.5 mhz, 100 kw, HAAT: 480 ft.)—Seeks assignment of license from Sparks Broadcasting Co. to Shea Broadcasting Co. for \$800,000 (BROADCASTING, Nov. 15). Seller: Garnet G. Sparks and brother, Gordon A. Sparks (50% each), who own WEXL(AM) Royal Oaks, Mich. Buyer: Edmund T. Shea (100%), who is Grand Rapids, Mich., real estate broker and has no other broadcast interests. Filed Nov. 19.

■ **WJDQ(AM)** Meridian, Miss. (1330 khz, 5 kw-D)—Seeks assignment of license from Broadcasters and Publishers Inc. to Butler Broadcasting Co. for swap of WPRN(AM) Butler, Ala. Principals: see WPRN(AM) Butler, Ala., above. Filed Nov. 19.

■ **KBHM(AM)-KIRK(FM)** Branson, Mo. (AM: 1220 khz, 1 kw-D; FM: 106.3 mhz, 3 kw ant. 210 ft.)—Seeks transfer of control of Shepherd of the Hills Broadcasting Inc. from Robert Neathery Sr. (100% before; none after) to Donald E. Holley and Ralph J. Rhodes (none before; 100% after). Consideration: \$390,000. Principals: Seller also owns KWPM(AM) West Plains; 51% of KUKU(AM) Willow Springs; and 51% of KALM(AM)-KAMS(FM) Thayer, all Missouri. Buyers are owned by Donald Holley (50.93%), Ralph Rhodes (49.07%). Holley is vice president and general manager of KFPW-TV Fort Smith, Ark. Filed Nov. 22.

■ **WSUL-FM** Monticello, N.Y. (98.3 mhz, 2 kw, HAAT: 360 ft.)—Seeks assignment of license from Daw Communications Inc. to Radio Monticello Inc. for \$475,000 (BROADCASTING, Oct. 18). Seller: Daniel S. Dayton (100%), who has no other broadcast interests. Buyer: C.E. Feltner Jr. (100%), who is president of Krypton Corp., New York and Palm Beach, Fla., motion picture library, and has no other broadcast interests. Filed Nov. 24.

■ **WSHB(AM)** Raeford, N.C. (1400 khz, 1 kw-D, 250 kw-N)—Seeks assignment of license from Duncan B. McFadyen III, receiver to Service Media Inc. for \$54,000. Seller has no other broadcast interests. Buyer: Robie S. Butler and Oscar N. Harris (40% each) and Donald R. Eaton Jr. (20%). Butler owns 40% of WCKB(AM) Dunn, N.C. Filed Nov. 24.

■ **KQDJ-AM-FM [CP]** Jamestown, N.D. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 95.5 mhz, 40.8 kw, HAAT: 338 ft.)—Seeks assignment of license from Great West Broadcasting Inc. to Sorenson Broadcasting Corp. for \$500,000 (BROADCASTING, Dec. 6). Seller: Roger F. Greenley, president, and David B. Aamodt (22% each); Robert H. Ferguson (18%); David Middaugh (10%); Jay H. Schmallen (69%) and Dean Rott (4%), who have no other broadcast interests. Buyer: Dean Sorenson and Jerry Simmons (50% each), who are Pierre, S.D.-based group owners of five AM's and six FM's that also sold, subject to FCC approval, KOBH-AM-FM Hot Springs, S.D., for \$550,000 (BROADCASTING, Nov. 29). Filed Nov. 19.

■ **KEOR(AM)** Atoka, Okla. (1110 khz, 5 kw-D)—Seeks assignment of license from Southern Oklahoma Radio Inc. to Drew Ballard for \$195,000. Seller: Ron L. Ricord, president (51%) and four others. Ricord also owns 51% of KASX(FM) Ada, Okla. Buyer: Ballard owns KCYL(AM)-KLTD(FM) Lampasas, and 40% each of KLF(AM) Lubbock and KRGT(FM) Taylor, all Texas. He also is applicant for new FM at Atoka, Okla. Filed Nov. 10.

■ **KGBR(FM) [CP]** Gold Beach, Ore. (92.7 mhz, 2.6 kw, HAAT: 1,030 ft.)—Seeks assignment of construction permit from James N. Hoff to Chambers Broadcasting for \$4,200. Seller: Hoff also owns 98% of KRED(AM) Eureka, Calif., and 49.8% of KPDJ(FM) Eureka, and 37% of applicant for new FM at Rohnert Park, Calif. Buyer: George L. Chambers and wife, Bonnie (50% each), who each own 30% of KTPJ(FM) Tehachapi, Calif. Filed Nov. 23.

■ **WQOK(AM)** Myrtle Beach, S.C. (1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Rawley Communications to Phidian Communication Inc. for \$318,750 (BROADCASTING, Dec. 6). Seller: David Rawley Jr. and family, who are newspaper publishers and also own co-located WJYR(FM) Myrtle Beach, S.C. Buyer is headed by Daniel

F. Gibbons, former vice president of news at Durham Life Broadcasting, Raleigh, N.C. Filed Nov. 23.

■ **KMIO-AM-FM** Merkel, Tex. (AM: 1500 khz, 250 w-D; FM: 102.3 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Big Country Broadcasting Co. to KMIO Broadcasting Inc. for \$350,000. Seller: Ted C. Connell and Gaylon W. Christie (50% each), who also own KOOF(FM) Copperas Cove, Tex. Buyer: Robert D. Hanna (100%), who is Dallas media broker and 50% owner of KICS(AM)-KEZH(FM) Hastings, Neb.; controlling shareholder of KCLW(AM) Hamilton, Tex.; and minority stockholder in KERV-AM-FM Kerrville, Tex., and KROX(AM) Crookston, Minn. Filed Nov. 30.

■ **KBIL(FM)** San Angelo, Tex. (92.9 mhz, 100 kw, HAAT: 729 ft.)—Seeks assignment of license from San Angelo Broadcasters Inc. to Baron Radio Corp. for \$1.5 million (BROADCASTING, Dec. 6). Seller: Bill Jamar Jr. (51%) and wife, Jane Ellen (49%), who also sold, subject to FCC approval, KBWD(AM)-KXOE(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 KVVM(AM)-KGEE(FM) Monahans, Tex., for \$730,000 (BROADCASTING, March 16). Buyer: Roger W. Pipkin III (100%), who is Houston businessman and has no other broadcast interests. Filed Nov. 15.

■ **WDIC(AM)** Clinchco, Va. (1430 khz, 5 kw-D)—Seeks transfer of control of Dickinson County Broadcasting Corp. from stockholders (100% before; none after) to Salvation Broadcast Network Inc. (none before; 100% after). Consideration: \$425,000 (BROADCASTING, Dec. 6). Principals: Seller is owned by group of local stockholders, none who have other broadcast interests. Buyer is owned by David Salyers, president (12.5%) and seven others. Salyers is general manager and vice president of WWMO(FM) Reidsville, N.C. Filed Nov. 18.

Actions

■ **KBEE-AM-FM** Modesto, Calif., and KOH(AM)-KNEV(FM) Reno, Nev. (KBEE: 970 khz, 1 kw-U; KBEE-FM: 103.3 mhz, 10.5 kw, HAAT: 150 ft.; KOH: 630 khz, 5 kw-D, 1 kw-N; KNEV: 95.5 mhz, 50 kw, HAAT: 530 ft.)—Granted assignment of license from McClatchy Newspapers to Sierra Pacific Broadcasting Inc. for \$4.5 million. Seller is subsidiary of Sacramento-based McClatchy Newspapers, publisher of *Fresno Bee*, *Modesto Bee* and *Sacramento Bee*, all California, and owner of KFBK(AM)-KAER(FM) Sacramento and KMJ-AM-FM Fresno and 90% of WCPT-TV Crossville, Tenn. McClatchy also holds cable franchises in Fresno, Tulare and Visalia, all California, and Reno, C.K. McClatchy is president. Buyer is owned by John Price and family, who own KKR-D-FM Wichita, Kan., which was bought for \$1.25 million (BROADCASTING, Aug. 4, 1980) and KROW(AM) Reno, which was bought last year for \$2 million (BROADCASTING, Sept. 21, 1981). They are spinning off KOH(AM) for \$950,000 (see below). (BAL-H-821014F2, GA, FY,FX). Action Nov. 24.

■ **KSTR(AM)** Grand Junction, Colo. (620 khz, 5 kw-D)—Dismissed assignment of license from Lincom Partners to Media Financial Corp. for \$400,000 (BAL-820010EY). Action Nov. 24.

■ **WTRR(AM)** Sanford, Fla. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Seminole Radio Corp. to Sunshine Air Corp. for \$320,000. Seller is principally owned by Robert Smith, who also is principal owner of WIXK-AM-FM New Richmond, Wis. Buyer: William Udell (51%) and James Harbart (49%). Udell owns WIMS(AM) Michigan City, and WKAM(AM)-WZOW(FM) Goshen, all Indiana. Harbart owns 51% of applicant for new FM at Haysville, Kan. (BAL-82091GG). Action Nov. 24.

■ **WDWD(AM)-WHIA(FM)** Dawson, Ga. (AM: 990 khz, 1 kw-D; FM: 92.1 mhz, 3 kw, HAAT: 230 ft.)—Granted transfer of control of Dawson Broadcasting Inc. from W.C. Woodall Jr. (100% before; none after) to Dawson Wireless Communications Inc. (none before; 100% after). Consideration: \$450,000. Principals: Seller is owned by William C. Woodall Jr. (100%), who also owns 51% of WBBK(AM) Blakely, Ga., and 51% of WGSW(AM) Greenwood, S.C. Buyer is owned by William G. and Janice Evans and John and June Thacker (25% each), who own WFFG(AM) Marathon, Fla. Thackers also own WMUM(FM) Marathon, Fla. Evans is general manager of WRCB-TV Chattanooga, Tenn. (BTC,H-821012FA,B). Action Nov. 24.

■ **WGEC(FM)** Springfield, Ga. (103.9 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Effingham Enterprises Inc. to Christian Enterprises for \$305,000. Seller: Group of 10 stockholders. Arte Tebeau is president. Buyer: Noncommercial corporation headed by James N. Birckitt Sr., president. Christian Enterprises also is licensee of WIVE(AM) Ashland, Va. (BALH-821004HC). Action Nov. 24.

■ **KJLS(FM)** Hays, Kan. (103.3 mhz, 100 kw, ant. 44 ft.)—Granted assignment of license from Lesso Inc. to Radio Inc. for \$1.35 million plus \$100,000 for five-year non-compete agreement (BROADCASTING, April 13). Seller: Lawrence E. Steckline (100%), who owns KWLS-AM-FI Pratt, Kan., and KSLF-FM Liberal, Kan., and with his wife Wah-leeta Steckline, WWLS(AM) Norman, Okla. Lawrence Steckline also bought KXXX-AM-FM Colby, Kan. for \$1.5 million (BROADCASTING, March 8). Buyer: Bruce V. Kent, Donald L. Buster, Norman W. Branderberry (30% each) and Lloyd D. Nygaard (10%). Kent is Hays attorney Branderberry is Russell, Kan.-based oil investment company executive. Buster is Hays investor. (BALH-820325EK). Action Oct. 28.

■ **WABX(FM)** Detroit (99.5 mhz, 35 kw, HAAT: 78 ft.)—Granted assignment of license from Century Broadcasting Corp. to Liggett Broadcast Inc. for \$6 million. Seller is Chicago-based group owner of one AM and four FM's. Buyer is principally owned by Robert G. Liggett Jr., who is principal owner of one AM and five FM's, and recently sold WLWL(FM) Minneapolis-St. Paul. (BALH-820917HP; Action Nov. 24).

■ **WAVN(AM)** Stillwater, Minn. (1220 khz, 5 kw-D)—Granted transfer of control of WAVN Inc. from stockholder (100% before; none after) to Steven T. Moravec (none before; 100% after). Consideration: \$420,000. Principal: Sellers are Henry Sampson (14.5%), D. Eldon Lumma and Bryce B. Smith (38.45% each) and James Moffet (7.7%). None have other broadcast interests. Buyer is principal owner and president of KWEB(AM)-KRCH(FM) Rochester, Minn. (BTC-820914FR). Action Nov. 24.

■ **KOH(AM)** Reno, (630 khz, 5 kw-D, 1 kw-N)—Granted assignment of license from Sierra Pacific Broadcasting Inc. to Klein Broadcasting Inc. for \$950,000. Seller acquires KOH(AM) with purchase of McClatchy Newspapers stations (see above) and is spinning off KOH(AM) to comply with FCC's one-to-a-market rule. Buyer: Jeffrey S. Klei and ESK Land Co. (50% each). ESK Land Co. is owned by Jeffrey Klein and mother, Kris T. Evans. Broker: Blackburn & Co. (BAPL-821014 FY). Action Nov. 24.

■ **WQII(AM)-WZNT(FM)** San Juan, P.R. (AM: 1140 khz, 10 kw-U; FM: 93.7 mhz, 50 kw)—Granted transfer of control of Pueblo Communications Inc. from Pueblo International Inc. (100% before; none after) to Huella Broadcast Corp. (none before; 100% after). Consideration: \$850,000. Principals: Seller is publicly traded San Juan-based corporation that has no other broadcast interests. Harold Toppel is chairman. Manuel I. Vallecillo is president. Buyer is owned equally by Francisco M. Vazquez Santoni, Luis E. Dubon Jr., Manuel H. Duban, Carlos A. Vazquez Santoni and Atgoni Alejandro Saul Romay. (BTC,H-821015GN,O) Action Nov. 24.

■ **WGSF(AM) [CP]** Arlington, Tenn. (1220 khz, 1 kw-D)—Granted assignment of construction permit from George S. Flinn Jr. to brother, Fred R. Flinn for \$29,500. Seller: George Flinn Jr. is permittee of new AM at Kellogg, Idaho, and part owner of permittee WBAH(TV) Memphis, Tenn. Buyer is former part time announcer at KWAM(AM) Memphis, Tenn., and has no other broadcast interests (BAP-820621GU). Action Nov. 24.

■ **KGAF-FM** Gainesville, Tex. (94.5 mhz, 100 kw, HAAT: 370 ft.)—Granted assignment of license from First IV Media Inc. to Mel Wheeler Inc. for \$600,000. Seller: Richard Klement (100%), who owns co-located KGAF(AM) and KOGT(FM) Orange, Tex. Buyer is owned by Mel Wheeler and family, who own WSLC(AM)-WSLQ(FM) Roanoke, Va., and KDNT(AM) Denton, Tex. (BALH-821007EL) Action Nov. 24.

■ **KPAR(AM)** Grandbury, Tex. (1420 khz, 500 w-U)—Granted assignment of license from Granbury Radio Co. to Granbury Broadcasting Inc. for \$385,000. Seller: G. A. Day (75%) and Roy Parker (25%), who own KIUN(AM) KPTX(FM) Pecos, Tex., and KTAT(AM)-KYBE(FM) Fredrick, Okla. Parker also owns 60% of KCOM(AM) Comanche, Tex. Buyer is principally owned by Garry C. Luker and Tom Ward. Luker is Hood county, Tex., businessman and real estate developer. Ward is Cranberry, Tex., accountant. Neither have other broadcast interests. (BAL-820917HC) Action Nov. 24.

■ **KLUF(AM)** Lufkin, Tex. (1420 khz, 5 kw-D, 1 kw-N)—Granted transfer of control of Radio Lufkin from Ralph Ridinger (100% before; 20% after) to Rodger Watkins and others (none before; 80% after). Consideration: \$300,000. Principals: Seller needs new capital after making major facilities changes. Buyers are William Roman Jr. and Lawrence Beal Jr. (26.7% each, Roger Watkins (26.6%) and Ridinger (20%). Watkins owns WTAW-AM-FM Bryan, Tex., (BTC-820819HD). Granted Nov. 24.

■ **KDWT(AM)** Stamford, Tex. (1400 khz, 1 kw-D, w-N)—Granted assignment of license from ABKO Broadcasting Co. to MAB/MAC Inc. for \$190,000. Sellers principally owned by A. Boyd Kelley and Robert A. Prichard, who have no other broadcast interests. Buyer: Mobel McGarvey, presi-

dent (50.5%) and three others. (BAL-820927FO). Action Nov. 24.

Facilities changes

AM Actions

- KUET (710 khz) Black Canyon, Ariz.—Granted modification of CP (BP-800311AC) to change hours of operation by adding 1 kw-N. DA-2; major environmental action under section 1.1302. Action Nov. 23.
- KAYT (970 khz) Rupert, Idaho—Granted CP to increase power to 2.5 kw and correct TL and SL. Action Nov. 19.
- KXLA (990 khz) Rayville, La.—Granted CP to change hours of operation to U by adding 250 w-N; increase D power to 1 kw; install DA-2; change TL, and make changes in ant. sys.; major environmental action under section 1.1305. Action Nov. 23.
- KERR (750 khz) Polson, Mont.—Granted CP to change frequency to 750 khz; increase critical hours to 50 kw; change from DA-2 to DA-N. Action Nov. 24.
- KVEG (1400 khz) North Las Vegas—Granted modification of CP (BP-781103AL) to augment N directional pattern. Action Nov. 23.
- WCEL (990 khz) Southern Pines, N.C.—Granted CP to increase power to 1 kw. Action Nov. 24.

FM actions

- KNTD (95.9 mhz) Livingston, Calif.—Granted modification of CP (BPED-800616BA) to change station location; change TL and respecify SL and RC. Action Nov. 19.
- *WWEV (89.5 mhz) Cumming, Ga.—Granted modification of CP (BPED-800616BA) to make changes in ant. sys.; change type of trans.; change type of ant.; correct geographical coordinates to read 34 14' 04" and 42 09' 42". Action Nov. 17.
- WMRI (106.9 mhz) Marion, Ind.—Granted CP to change TL; change ERP to 50 kw and make changes in ant. sys.; major environmental action under section 1.1305. Action Nov. 20.
- KSOF (91.1 mhz) Wichita, Kan.—Granted CP to change TL; increase HAAT to 345 ft., and make changes in ant. sys. Action Nov. 17.
- WUSM (91.1 mhz) North Dartmouth, Mass.—Granted CP to increase ERP to 1,209 kw. Action Nov. 17.
- WMBN-FM (96.7 mhz) Petoskey, Mich.—Data filed 8-24-82 in accordance with FCC's first report and order adopted 11-30-81 and released 12-3-81 in Doc. 81-504 showing proposed operation on frequency of 96.3 mhz and make changes in ant. sys.; major environmental action under section 1.1305. Action Nov. 24.
- KIEE (100.7 mhz) Harrisonville, Mo.—Granted CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; increase ERP to 100 kw; increase HAAT to 664 ft., and change TPO. Major environmental action under section 1.1305. Action Nov. 16.

- KQNM (93.7 mhz) Gallup, N.M.—Granted CP to change ERP to 61.5 kw and change HAAT to 162.4 ft. Action Nov. 19.
- WDJQ (92.5 mhz) Alliance, Ohio—Granted CP to change TL; increase ERP to 20 kw; increase HAAT to 500 ft., and change TPO. Action Nov. 23.
- KPRB-FM (92.7 mhz) Redmond, Ore.—Data filed 7-9-82 in accordance with FCC's first report and order adopted 7-9-81 and released 9-17-81 in Doc. 81-438 showing proposed operation on frequency of 102.9 mhz; decrease ERP to 2 kw; increase HAAT to 354 ft., and change TPO. Action Nov. 23.
- WQLO-FM (98.7 mhz) Beaufort, S.C.—Granted CP to change TL; change ERP to 100 kw; change HAAT to 597 ft., and make changes in ant. sys.; major environmental action under section 1.1305. Action Nov. 19.
- KWLW (93.9 mhz) San Angelo, Tex.—Granted CP to change TL; change ERP to 100 kw; change HAAT to 698 ft., and make changes in ant. sys.; major environmental action under section 1.1305. Action Nov. 19.
- WIZM-FM (93.3 mhz) La Crosse, Wis.—Granted CP to change TL; increase HAAT to 1,021 ft., and change TPO. Action Nov. 17.

TV actions

- WSTE (ch. 13) Fajardo, P.R.—Granted MP (BPCT-2439, as mod.) to change ERP to 170 kw visual, 17 kw aural, and change HAAT to 2,825 ft. Action Nov. 10.
- KBTX-TV (ch. 3) Bryan, Tex.—Granted CP to change ERP to 70 kw visual, 7 kw aural; change trans.; and make changes in ant. sys. Action Nov. 17.

In Contest

FCC actions

- FCC granted Waters Broadcasting Corp. CP for new FM on 105.3 mhz at Hart, Mich., thereby reversing Review Board decision which granted CP to competing application of West Michigan Broadcasting Co. Review Board based its award on West Michigan's management integration proposal and local residence and past civic participation of its principals. Although Review Board considered Waters' 100% female minority ownership advantageous, principal lived in Muskego, Mich., 30 miles from Hart. FCC said Board did not give enough credit to Waters for local residence and past participation in civic activities, and should not have held West Michigan's enhancement for local residence and civic activities of its principals above Waters' enhancement for minority and female ownership. Action Oct. 21.
- FCC Review Board granted Hassayampa Broadcasting CP for new FM on 105.5 mhz at Wickensburg, Ariz., and denied competing application of Shoblom Broadcasting Inc. Review Board affirmed ALJ Byron Harrison's decision which found Hassayampa superior on grounds of diversification of media interests [Shoblom owns KUUK(AM) Wickensburg] and integration of ownership with management. Action Nov. 23.

Call letters

Applications

Call	Sought by
New FM's	
WIMV	Madison Communications Corp., Madison, Fla.
WFMM	LDM Broadcasters Inc., North Muskegon, Mich.
KBEV	Beverly J. McKee, Milbank, S.D.
New TV's	
KTVJ	Boulder Telecasting Corp., Boulder, Colo.
KXRM-TV	Light Communications Inc., Colorado Springs
KDRV	Sunshine Television Inc., Medford, Ore.
WBGY-TV	Quin-Abi Broadcasting Inc., Tullahoma, Tenn.
Existing AM	
WPFR	WAAC Terre Haute, Ind.
Existing FM's	
WEGN-FM	WTII Evergreen, Ala.
WLYT	WHV-FM Haverhill, Mass.
KBOZ-FM	KBZN Bozeman, Mont.
WWOK	WTHD Columbia, N.C.
WKQB	WDWO St. George, S.C.
KAOC-FM	KGUL-FM Port Lavaca, Tex.
Existing TV	
KQOL-TV	KGPC Lawton, Okla.

Grants

Call	Assigned to
New AM	
WXKY	Cory Communications Inc., Milan, Tenn.
New FM	
KRFM	KBW Associates Inc., Show Low, Ariz.
New TV's	
WGRB	Green River Broadcasting Inc., Campbells-ville, Ky.
WERF	Hazleton TV Associates, Hazleton, Pa.
Existing AM's	
WCOT	WLOF Orlando, Fla.
KIJN	KZOL Farwell, Tex.
Existing FM's	
WKYO-FM	WIDL Caro, Mich.
KFLQ	KNFR Albuquerque, N.M.
WLZN	WVCD Hazleton, Pa.
Existing TV's	
WRSP-TV	WBHW Springfield, Ill.
KSKN	KUAA Spokane, Wash.

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

Investor/working partner wanted for top-rated Southeast Radio Station. Owner will help finance. Write Box K-1.

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.

Expanding radio chain has purchased two new stations: one, a successful daytime in the fastest growing city in Texas; the other, a turn around fulltime station in northern Texas. We need two qualified GM's. Applicants must be take-charge, sales and bottom line oriented. Send resume and references to Box K-39. EOE, FM.

Managing partner for only station in beautiful college town of 8,500. WKXO, Box 307, Berea, KY 40403.

Aggressive and professional major market Bible-centered, religious radio group looking for experienced advertising sales and marketing management people. Must be a goal-oriented achiever. No losers, please! Position offers management growth and top pay for top performance. Contact Rich Bott, Bott Broadcasting Company, 10841 East 28 Street, Independence, MO 64052.

General Manager, WETA/FM 91, Washington, D.C. A listener-supported non-commercial radio station. Duties include full responsibility as station manager. Overall responsibility for programming decisions, personnel management, development and public relations. Applicants should have a minimum of five years experience in broadcasting management and knowledge of radio production. Thorough knowledge of classical music and public affairs essential. Salary: \$38,000-\$48,000. Contact: Bernadette Banks, Personnel Department, WETA TV/FM, P.O. Box 2626, Washington, DC 20013. EOE/AA.

HELP WANTED SALES

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.

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.

Career opportunity for experienced account executive with new FM facility in beautiful east Texas area. If you are a hard-driving, proven producer with a desire to move up with a growing company, we want to talk to you. Start Jan. '83 in Tyler, Texas. Send resume: Lois Morrow, KFML, Box 1029, Whitehouse, TX 75791.

New York City. Looking for street wise, aggressive individual with retail sales and development capability. Send resume in confidence to Box K-33. We are an equal opportunity employer.

Radio Mgr./S. Mgr.—East Coast, medium market. Growth opportunity—small chain. Salary open. Send resume; references a must. EEO. Box K-48.

Newly acquired station in central Florida looking for self-starting sales manager & staff. Great potential! WFXI, P.O. Box 1445, Haines City, FL 33844. 813-422-6998.

HELP WANTED ANNOUNCERS

Opening for evening shift announcer. Experience a must, as well as good production. Dave Madi, KWHW, Box 577, Altus, OK 73521.

Southern Maryland top 40 FM looking for mid-day jock. Hard work/low pay & 6-day week. \$140. Send T&R to WMDM, Box 760, Lexington Park, MD 20653, or call 301-475-3158. EOE.

MOR announcer, heavy news. AM-FM. 60 miles from D.C. Resume to Box K-54.

HELP WANTED TECHNICAL

Chief Engineer for 1000w non-directional AM. Part-time position. Chicago area resident preferred. Call L. Migala, 312-282-6700. EOE.

Chief engineer, class IV AM, class C FM, in growing west Texas medium market. Include broadcast experience, salary requirements, and references in first letter. Must be capable of, and dedicated to, providing clean, high quality audio consistently. EOE. 915-263-7326; Giraffe Communications, Inc., P.O. Box 1713, Big Spring, TX 79720.

WCHL Radio and the Tar Heel Sports Network in Chapel Hill, North Carolina, are interviewing for a chief engineer. Experience with AM radio and production engineering preferred. First Class license required. Send resume to Dianne Smith, The Village Companies, P.O. Box 3300, Chapel Hill, NC 27514. EEO.

Chief engineer needed now. Dynamite AM/FM stereo operation. Good pay and benefits. Must be experienced, creative, good. Top line new equipment. References please. Write Box K-42.

South Florida—Chief Engineer wanted for 100kw FM, 1200 ft. tower. Must be experienced in transmitter and microwave operation and maintenance. Also, extensive experience maintaining studio equipment. Must be able to work independently. We are group-owned and are looking for someone who can grow with us. Send resume and salary requirements to: Garrett Clancy, Operations Manager, WIZD Radio, 2000 Palm Beach Lakes Blvd., Suite 640, West Palm Beach, FL 33409.

Chief Engineer, FM station, Corpus Christi, Texas. Some AM experience also desirable. Good personal growth opportunity. Metro area offers excellent quality of life and living atmosphere. Compensation open. Replies in confidence. Send position and salary history resume. No previous or present employer contacted without your consent. EOE Write Box K-43.

HELP WANTED NEWS

News Manager for Virginia News Network/WRNL/WRXL in Richmond, VA. Minimum of two years' experience as News Director in medium market with news operation of at least five anchor/reporters. Tapes, references and resumes to: Vice President/General Manager, Greg Pearson, WRNL/WRXL, P.O. Box 9608, Richmond, VA 23228. EOE.

Sports Director for one of America's three great radio stations. We have reviewed over 90 applicants 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, edited cassette with samples of all PBP sports you did plus interview, sportscast, and other special feature 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 Habadank, WJON Radio 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: WSRB, Box 961, We Side Station, Worcester, MA 01602.

News professional: Small market AM in love western Massachusetts town seeks quality person to anchor morning and run news department. Excellent facility and staff. Immediate opening. Tape, resume references to S.J. Bacherman, WPOE, P.O. Box 152, Greenfield, MA 01302. EOE/MF.

WZZK-FM, Birmingham's top-rated station, seeks morning co-anchor; some street reporting. Deliver and voice most important. Must be good writer. Minimum 2 years' on-air news experience. WZZK, part of the growing employee-owned Katz Broadcasting Company. Tape and resume to Ley Garnett, News Director, WZZK, 530 Beacon Parkway West, Birmingham, AL 35209. No phone calls. EOE. Minorities and women encouraged to apply.

Local newperson wanted. We want an experienced newperson who knows how to gather, write and report local news. If you are looking to grow with an aggressive company, this may be the place for you. Send tape and resume to Woody Woodward, KSUA KFMC Radio, Box 491, Fairmont, MN 56031. EEO.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

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 3113, Shreveport, LA 71130. Equal opportunity employer.

Southwest. Number one, 12+, large market, easy listening station seeking production director. Mellow voice for additional mid-day on-air shift. Must be creative, able to write copy. Excellent facilities, salary benefits. Experienced pros only. Tape and resume to: Al Baker, PD, KKJY, 5000 Marble NE, Albuquerque, NM 87110.

SITUATIONS WANTED MANAGEMENT

Experienced General Manager looking for turnaround situation in medium rated market. Proven sales and audience builder. Organizer, teacher & motivator. Good with goals, budgets, bottom line & people. Dick Lange, 3005 Ft. Jackson Dr., Jacksonville, FL 32211. 904-641-1885.

Former Sales Manager wants to return to broadcast as General Manager. Do both positions to save money. Small, medium market experience. Many program ideas that generate sales. First-phone, sober adult, New York preferred, but other areas considered. Write Box K-38.

SITUATIONS WANTED MANAGEMENT CONTINUED

11-year-old professional with twenty years' experience broadcast or related fields. Have done it all from jock to manager. Very good engineer (1st class license), very good announcer. Want solid management position in medium/small market. Preferably in Southeast and easy listening format, but have worked in all formats. Presently convalescing from automobile accident and working as announcer at beautiful music 'M in Florida. Will be ready to make move after 1st of year. Write Box K-50.

General Manager. Excellent background management, programming, sales. Prefer Calif./MD. areas; consider all opportunities. Write Box K-26.

Cannonade is instant turnaround. Management, sales, profit-making promotions. 813-831-2787; Box 320276, Tampa, FL 33679.

Motivation and knowledge will make your organization grow. Gen. Mgr. with experience in management, sales, programming, and promotion with ability to win looking for progressive organization. Understands bottom line and achiever of goals. Seeking warm climate, consider all. Small/medium market. Good references. Write Box K-52.

SITUATIONS WANTED SALES

Female, 39, mature/dependable, seeks position in sales and announcing. West or Southwest. Kam Murphy. 1115 S. Arbutus Street, Lakewood, CO 80228. 303-988-5393, after 5:00 p.m.

General Sales Manager, TV, wanting to return to radio. 16-year pro with experience in all phases of radio & TV. Prefer medium market. Write Box K-28.

SITUATIONS WANTED ANNOUNCERS

Personality Country DJ, 37 years' experience, 24 stations. Best recommendations, never been late, missed 10 days in 24 years. Desires morning drive show with top station. Contact Bill Buchanan, 919-776-5239.

Female broadcaster-writer, light experience, extensively trained. DJ/newscaster, good production and equipment skills. Meticulous, dedicated worker. Write Box J-130.

Attractive, personable, 26-year-old male seeks announcing position in radio or TV. Graduate Columbia School of Broadcasting. Originally from Paris, France; speaks fluent English. Daniel Lasquier, 2030 Peachtree Rd, 7-C Atlanta, GA 30309.

Have tongue, will travel - entry level position - DJ, news, flexible - EOE satisfaction - cassette or reel to reel. Gilbert E. Bowen, 215-922-2530.

Air personality, original, spontaneous and entertaining. 20 years' experience. Phone Joe Fletcher, 502-125-8773.

3-year dependable professional wants stable, permanent position. Mike, 904-255-6950, or write Box C-29.

I'm dangerous! Now nighttime CHR cooker and MD in Mississippi's No. 2 market. Hot production, strong personality. Top 100 only. 601-649-3945.

Sick of time/temp. Jocks? News experienced college graduate with a special, versatile voice. Midwest preferred. Dean Smith, 312-423-5577.

Chicago and suburbs—I'm the best PD/announcer you'll ever hire. 6 years in Chicagoland. Great references (some are even legitimate). These ads are expensive, so call me now. Bob, 312-279-7269.

Available for best opportunity. New announcer with good voice, personality, and ability. Evenings preferred. Ohio, adjoining state, consider elsewhere. Doug Hendricks, 21692 TR-175, Mount Blanchard, OH 45867.

Sportscaster/Announcer. College degree. Play-by-play experience. Willing to work in any sports capacity very cheaply. Aggressive, dedicated and very eager. I don't want big money, just an opportunity. Jerry Schemmel, 6131 Candlerline Dr., Apt. 9 Topeka, KS 66614.

Pittsburgh's entertainment talker is available. Want the best? Call 412-321-5071.

Established pro seeking station with mature sophisticated audience. NYC based many years. Top commercial announcer/air personality w/low key humor. News, sports background. Tape speaks for itself. Something special. Ingram, 324 E 93rd, NYC 10028.

SITUATIONS WANTED TECHNICAL

12 years' experience AM directional, FM stereo, automation, proofs. Heavy on audio processing. Rock or AC, med or large market. Write Box K-36.

SITUATIONS WANTED NEWS

Major market experienced play-by-play/reporter looking for sports director/reporter position in small-medium market. Please call Bob Harden, 714-957-5808 or 714-968-3867.

Crackerjack reporter with solid experience and writing. Good voice and street reporting. Northeast preferred. Jeff, 914-647-3925.

Experienced, versatile—morning drive, phone, interview-talk, and major market quality PBP—employed, ready to move now—midwest only—Steve Rawlings, 312-588-2379.

Sports Director - professional, solid, stable. Excellent managerial skills, PR, and 5-sport PBP. Mid-Atlantic region preferred, but will consider others. Major market and ACC experience. Call before 12 noon EST. 812-372-0309.

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 experience, looking for new challenge in 1983. Now in mid-Atlantic area. Write Box K-9.

Helicopter pilot/reporter. Radio traffic reporter and live TV reporter. Full services available including helicopter of your choice. Pilot is also news photographer and tape editor. Call 402-896-1444 for information package and 3/4" video tape showing our work. Ask for Leo or Lyle.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Need a good PD for your major/medium market AC or CHR-FM? Call me! My credits are: top 5 market research director, production director, top 50 market PD, promotions director. I am currently working in America's fourth largest market at one of the nation's leading A/C stations. I also consult a top 50 market A/C-AM and CHR-FM. If you're interested, Call Bill, 713-975-8483.

Literate writer available. Experience. Peter Nash, 3053 Barkley Ave., Bronx, NY 10465; 212-822-3076.

Major market programmer wants to join a growing group. An experienced professional with solid credentials. 302-764-8929. Dean Tyler, 34 Baynard Blvd., Wilmington, DE 19803.

Black male seeks production or announcing position. 1 1/2 years film/video editing, and cinematographic experience. Northwestern and U of M Graduate. John Larrier, 313-662-6779, (eves). 411 High St., Ann Arbor, MI 48104.

TELEVISION

HELP WANTED MANAGEMENT

Station Sales Manager. New UHF station in southern N.H. seeks energetic, innovative Sales Manager. Tremendous resources, responsibility, and opportunity will be given the right person. Must be innovative and experienced at agency and direct selling. Resumes only to: William H. Smith, Pres., CTV of Derry, Inc., 36 Commerce Way, Woburn, MA 01801. EOE.

HELP WANTED SALES

Television Syndication Sales.—New York base. Minimum 5 years' experience with network, local station, rep sales, or syndication sales organization. Responsible for specific sales territory. Salary plus commission, plus fringes open. Resumes only. Box J-134.

Account executive. No. 1 independent seeking aggressive A.E. with minimum of 5 years T.V. sales experience. Send resume to Local Sales Manager, KPHO-TV, 4016 North Black Canyon, Phoenix, AZ 85017. Equal opportunity employer.

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.

Local/regional Sales Manager in medium size Northeast Market to manage six-person sales staff. position involves input into traffic and creative service departments. Opportunity for growth within company. Prefer prior broadcast sales management experience; however, will consider candidate looking to move into first sales management position. Send letter and resume to Box K-31. Equal opportunity employer.

Account executive. TV network affiliate in top 15 market is seeking a person with substantial experience in direct and agency sales. Send resume to Personnel Director, P.O. Box 24525, Seattle, WA 98124. EEO/MFH.

HELP WANTED TECHNICAL

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/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.

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.

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.

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.

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.

Maintenance Engineers. KSTW-TV (Seattle-Tacoma) needs maintenance engineers with general class license, high school diploma or equivalent, and two years specialized training in electronics. Also requires two years broadcast-related maintenance experience. Excellent wages, benefits. Confidentiality assured. For further information, phone 206-572-5789, ask for Mr. Crittenden or Mr. Holman. EOE.

Engineer/technician: search re-opened. For PTV station WNMU-TV in Michigan's beautiful Upper Peninsula. A.S. degree in electronic technology and broadcast related experience. Requires FCC general class license. Entry level position. Excellent fringe benefits. Send resume to Personnel Department, Northern Michigan University, Marquette, MI 49855. EOE/AA.

HELP WANTED TECHNICAL CONTINUED

WTOG-TV is seeking an Assistant Chief Engineer. Applicant must possess an FCC 1st Class License or equivalent, experience in FCC rules and regulations, have a strong broadcast maintenance background, have administrative capabilities and a working knowledge of television production techniques. Satellite communications helpful. Experience with RCA broadcast equipment, with five years recent broadcast experience and management background, preferred. Send resumes to John Kays, WTOG-TV, P.O. Box 20144, St. Petersburg, FL 33742. WTOG-TV, a division of Hubbard Broadcasting, Inc., is an affirmative action, equal opportunity employer, M/F.

HELP WANTED NEWS

News Director.—Top flight news director needed for ABC affiliate in beautiful coastal city in S.E. This is 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, PO Box 100, Cape Girardeau, MO 63701.

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.

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, PO 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. Large market television station seeks assignment editor with 3-5 years' assign. ed. experience in a mid-sized to major market television newsroom. High energy, hardworking, self-starter, able to make decisions and work without supervision. Send resumes to: Human Resources Dept., KPIX, 855 Battery St., San Francisco, CA 94111.

Anchor/reporter - CBS affiliate in 80th market needs hard worker with commitment to television news: 2 years' television experience required. Send tape and resume to Dale Pandelis, News Director, WDEF-TV, 3300 Broad Street, Chattanooga, TN 37408. No phone calls.

Night Assignment Editor: major market ABC affiliate needs a creative, enthusiastic, people-oriented assignment manager. If you've had 2-3 years' experience on the desk, call Larry Lyle, 813-577-1010. Equal opportunity employer.

Executive producer: major Midwest market looking for an aggressive, imaginative producer who is ready to move up. Producing skills must be matched by strong leadership abilities. Experienced only. Resume and salary requirements to Box K-46. An equal opportunity employer, M/F.

Anchor/Reporter. We've promoted our noon anchor to the six and eleven shows, so WTOL-TV, an aggressive CBS affiliate in Toledo, is looking. You'll produce and anchor and report. Previous experience is a must. Send resume only in your first letter to: Kirk Winkler, News Director, WTOL-TV, P.O. Box 715, Toledo, OH 43695. EOE, M/F.

Top New York agent has opportunities for personable, creative anchors, reporters, weathercasters, specialists. Send tape/resume to Box 1103, NY, NY 10101.

News reporter: We need an experienced reporter who can shoot ENG as well as edit. Send tapes and resumes to: David Webb, News Director, KAVU-TV, 3808 N. Navarro, Victoria, TX 77901. No phone calls. EOE.

General assignment reporter-top rated New England television station seeking qualified TV reporter with at least two years of street experience. Successful applicant will know how to write and produce visual, people-oriented packages. We need an aggressive, enterprising individual who can work quickly and accurately under deadline pressure. Must be available nights and weekends. Send resume to Box K-47. Equal opportunity employer.

T.V. Editor. Public affairs department of major market TV station wants a bright, dynamic, fast and responsible E.N.G. editor for magazine-format program. Film experience helpful. News background desirable; at least two years' experience required. Send resume and tape (no calls) to Michael Cascio, Director of Public Affairs, WPVI-TV, 4100 City Line Avenue, Philadelphia, PA 19131. An equal opportunity employer.

Weekday evening anchor sought for an aggressive, small market news department. Broad responsibilities. Not entry level. No phone calls, please. Send resume, videocassette, and salary requirements to David Cupp, News Director, WVIR-TV, P.O. Box 751, Charlottesville, VA 22902. AA-EOE.

News Director: Houston's leading independent, KRIV-TV, Metromedia Television, is looking for a top flight, experienced News Director, who is capable of starting up a new news operation in America's fastest-growing city in the Sunbelt. Person must be fully capable of doing it all. Full employee benefits. Send resume and salary requirements to: Jerry Marcus, VP/General Manager, KRIV-TV, Metromedia Television, P.O. Box 22810, Houston, TX 77227. No phone calls please. An equal opportunity employer.

Would you like to make a California ABC affiliate the source for news? If you have strong writing and leadership skills, know news, and would like to be involved in producing, then send resume to Box K-49. No beginners. Our staff knows of this job. An EOE employer.

New York producer seeks on-air TV lawyer for syndicated production. Send resume to Box K-51.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

TV Producer/director/instructor II. University PTV in southern New Mexico. Develop, write, research, produce and direct on tape, film or live both in-studio and on-location. Design proposals, prepare budgets, post-production. Teach college level TV production course. Requires relevant Bachelor's Degree, 3 years full-time professional TV production experience; at least one year as producer/director. Preference to candidates with Master's, teaching experience, and/or supervisory experience. Letter and resume to: Production Manager, KRWG-TV, Box TV-22 NMSU, Las Cruces, NM 88003, by Dec. 27. Salary \$11,500-\$16,000. KRWG-TV is an EEO/AA employer at N.M.S.U.

Traffic/continuity coordinator for the South Dakota Public Television Network, Vermillion, South Dakota. Responsible for coordinating all network traffic-continuity, production of local promotion and broadcast aspects of network promotion (writing and coordinating the network station breaks). Applicant must have a college degree with course work in broadcast casting 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 \$11,715-\$12,500, depending on qualifications. Available early January. Application deadline: December 17, 1982. Send resume (including social security number) to 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 salary requirements to: Station Manager, KFVS-TV 310 Broadway, Cape Girardeau, MO 63701.

Movie promotion producer needed for top 10 net 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.

Major affiliate: seeking feature reporter for award winning locally produced magazine show. Looking for strong on-air personality and demonstrated skills writing, producing and reporting human interest and news-related magazine stories. Send audition tape and resume to P.O. Box 9494, Seattle, WA 98109. EOE.

Documentary producer. Large market Midwest network affiliate wants experienced documentary producer/writer to produce long form documentaries for award winning unit. Minimum 3 years producing experience required. Resumes only to Box K-41. EOE.

SITUATIONS WANTER MANAGEMENT

Promotion professional: award-winning and effective. In a small market now, and ready to move up. Reply Box K-8.

Major Sunbelt market broadcaster, 15 years sales and management experience, seeks challenging GM or GSM position. Bottom line orientation. Employer Box K-34.

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 te market. Experienced in studio, remote, ENG videotape. Transmitter: UHF and FM radio. Good tear player. For resume, write Box K-7.

Master control-videotape eng. with major market and network experience. Can relocate immediately. Major market preferred, medium markets considered. Write Box K-37.

SITUATIONS WANTED NEWS

15-year veteran with major local radio and TV and network experience. Write Box K-6.

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.

News anchor with heavy background seeks position in Texas or nearby state. 42-year-old male with strong delivery, sound judgment, excellent writing, and better than 20 years' experience. Box K-27.

Please help me! break into broadcasting as a new photographer. I'll go anywhere and work like heck because I am desperate. I am degreed and licensed. Please call Hilliard Reeves, Jr., 215-879-0333.

Hard-working sports anchor/reporter/producer seeks position with small to medium market station. Recent grad with 3 years professional experience. Excellent production skills. Mark, 607-748-8591.

SITUATIONS WANTED NEWS CONTINUED

Helicopter pilot/reporter. Radio traffic reporter and live TV reporter. Full services available including helicopter of your choice. Pilot is also news photographer and tape editor. Call 402-896-1444 for information package and 3/4" video tape showing our work. Ask for Leo or Lyle.

Cleveland State/Ohio School of Broadcast graduate with B.A. in political science and on-air/news writing experience seeks entry level sports/news position. Will relocate. Call Jim, 216-228-2724 or 741-1972.

Experienced sportscaster who excels in local sports coverage. Currently working in medium market and looking to move on. Write Box K-30.

Reporter-creative, personable, hardworking. Ready to relocate small-medium market. B.A. with 2 1/2 years as professional radio & TV anchor/reporter. Tracy Bryan, 405-848-1544 or 405-525-0940.

Videoographer/editor. Creative, experienced ENG, EFP. Editing 2, 3/4, 1/2 inch. FCC General, BSEE degree, expertise in "live" ENG. Want top-notch news operation. Will relocate. Reply Box K-35.

Entertainment editor/reviewer. Dynamic, imaginative, experienced entertainment reporter will bring complete entertainment coverage to your viewers. Demo tape says it all. Please call 402-558-7037, mornings.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Versatile, dedicated seeks medium market station that desires director/announcer/switcher/sportscaster, all for one paycheck. Presently employed as switcher in union shop. Write Box K-25.

Production/Talent: 31-year-old male interested in magazine or news format. Experience: 3 years radio personality, 3 years TV production, off and on camera, managerial, teaching. Contact David Robertson, 3817 W. North Ave., Milwaukee, WI 53208, 414-445-0348.

Commercial Producer/Director, experienced professional. Background in creative writing, one-inch, EFP and computer post-production systems. Excellent client rapport. Rick Smith, 316-686-1590.

CABLE

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Major market radio programing manager wants to bring his expertise to cable. Dean Tyler, 302-764-8929, 34 Baynard Blvd., Wilmington, DE 19803.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Cable TV franchise administrator. The City of Dubuque, Iowa (pop. 62,000), is seeking an aggressive and imaginative administrator to assume responsibility for regulating a cable services delivery system franchise. The position will report to the City Manager and will provide staff assistance to the Cable Regulatory and Community Programing Commissions. The position will be responsible for compliance reviews, promotion of access/institutional/local origination, utilization, problem resolution and monitoring. The successful candidate shall possess a minimum of three years progressively responsible experience in cable television, utility broadcasting or administering authority and shall have graduated from an accredited college or university with major coursework in communications, business/public administration or electrical engineering; or any equivalent combination of experience and training that would provide the necessary knowledge, skills and abilities. This is a management level position with an annual salary range of \$23,192 to \$28,038. Please address requests for a formal application to: Personnel Manager, City Hall, 13th and Central, Dubuque, IA 52001. All requests for a formal application must be received by December 22, 1982. EOE.

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 INSTRUCTION

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.

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.

Assistant Professor of broadcasting (television). The University of Maine/Orono, Journalism/Broadcasting Dept., seeks Assistant Professor of Television for tenure-track, 9-month academic-year appointment to teach television broadcasting, basic production, writing, law, effective Sept. 1, 1983. Ph.D. preferred, Master's degree accepted, professional experience, demonstrated teaching ability required. Salary commensurate with qualifications. Deadline: Jan. 7, 1983. Send letter and resume to Jonathan Tankel, Search Committee Chairman, 107 Lord Hall, Journalism/Broadcasting Dept., University of Maine, Orono, ME 04469. The University of Maine is an equal opportunity/affirmative action employer.

Los Angeles area University, assistant professor, tenure track, September 1983. Two years university teaching in TV production and management required; industry experience in TV production and management required. Prefer terminal degree, doctorate or MFA in related field. \$18,044-\$22,896. Deadline: February 1, 1983. Search/Screen Committee 83-8, RTVE, California State University, Northridge, CA 91330.

Broadcast Journalism—The journalism department at Ohio Wesleyan University is seeking instructor or assistant professor for new tenure-track position. Experience in broadcast journalism required, television preferred. Master's degree required, doctoral preferred. Ability and interest in teaching undergraduates a must, as is commitment to liberal arts education. Responsibilities: teach basic and advanced broadcast journalism courses, develop and advise broadcast laboratory, teach introductory journalism course. Possibility of developing courses in other areas of expertise. Nationally-known department has about 50 majors, an independent student newspaper, a 10-watt FM radio station, access to local cable television facilities. Salary about \$16,000-\$22,000 for 9 months, depending upon qualifications. Position begins Sept., 1983. Send resume, references, college transcripts by Jan. 31, 1983, to: Verne Edwards, Chairman, Department of Journalism, Ohio Wesleyan University, Delaware, OH 43015. Ohio Wesleyan University is an EO/AA employer.

Dean, School of Communication, The University of Alabama. The University of Alabama School of Communication is searching for a Dean to begin in the Fall of 1983. Applicants must have an earned Ph.D., a demonstrated scholarly record, professional experience, administrative experience (preferably in an academic setting), teaching experience at a senior college, and leadership ability. The School of Communication is comprised of four academic departments: advertising and public relations, broadcast and film communication, journalism, and speech communication. It includes three service units: the research center, university radio services (operating a full-service, NPR affiliated station, WUAL-FM), and university television services (operating a production facility for the state educational television network). Approximately 35 full-time faculty members serve 1,600 students enrolled in undergraduate and Master's degree programs. The University of Alabama is located in historic Tuscaloosa, a city of 90,000 in west central Alabama. Current enrollment at the University is approximately 16,000 students in 11 colleges and schools. Please send letters of application, vita, names of references and supporting materials as soon as possible to: Dr. Charles C. Self, Chairman of the Dean's Search Committee, The University of Alabama, School of Communication, P.O. Box 1482, University, AL 35486. The University of Alabama is an equal opportunity, affirmative action employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash-highest prices for your broadcast equipment. Urgently need towers, transmitters, antennas, transmission line, studio equipment. Call Bill Kitchen, Quality Media Corporation, 404-324-1271.

\$1,000 Reward for UHF transmitters—for information which leads to our purchase of a UHF TV transmitter. Call Bill Kitchen, Quality Media Corporation, 404-324-1271.

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.

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.

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 1 kw 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.

FOR SALE EQUIPMENT CONTINUED

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. Cooper, 215-379-6585.

Copper strap, wire, screen. Check our prices. 317-962-8596, ask for copper sales.

AM transmitters: CCA 5000 D, 1977, on-air, mint. RCA-BTA-1R & Gates BC-1G, 1 kw AM's. M. Cooper, 215-379-6585.

Norelco PC & PCP 70 cameras. COHU film chain. Monitors. 213-467-6272.

GE Model BTA-50, 50,000 watt AM transmitter; available early 1983. Amber 4400-A audio test set. Bill Massey, KZLA Radio, 5700 Sunset, Los Angeles, 90028.

Dorrough DAP 310, audio processor. 16 months old, excellent. \$1700. Call George Drake, WLIM, 516-475-1580.

Ampex VR 1100, \$3,000. Modified for color. Contact Mr. Setzer, 704-464-4361, Newton, NC.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letterhead). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

CONSULTANTS

Need video technicians? Call VTI. Trained techs available. No fee. 214-263-2613.

RADIO

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.

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.

Help Wanted Sales Continued

\$24,000 ANNUAL, GUARANTEED!!

We are a dynamic growth group in need of a "super star" account executive. Join us at a great Sunbelt coastal market and make \$30 to \$40,000 annually. Then move up in our management team to one of the two new stations we are buying each year. interested? Send your resume to Box K-44.

Situations Wanted Management

WALT HOWARD

- 10 years' experience, small & medium.
- Background as Operations Manager & morning personality. Available for PD or air talent, A/C or CHR. Call 817-691-3426.

NY-NJ-CT PROGRAMING/OPERATIONS

First rate Program/Operations Director wants to tie together your programing, production, and promotion. Programs for sales without sacrificing on-air sound. Knows bottom line. Team player. Leader. Working in top-20 market. Available early '83. Reply Box K-32.

TELEVISION Help Wanted Technical

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.

TV MAINTENANCE ENGINEER

The State University of New York Central Administration, New York Network, located in Albany, New York, invites applications for the position of TV maintenance engineer to be responsible for maintenance of TV plant and equipment. Performs adjustment and repair of network transmission, studio and other electronic and mechanical equipment; works with highly sophisticated laboratory and field measurement devices; assists in design of communications systems; performs modification on equipment to ensure optimum performance; designs modification circuitry; installs equipment as required; performs technical operation tasks as required.

Qualifications: minimum seven years satisfactory and significant television broadcast equipment maintenance; or B.S.E.E. plus three years significant television broadcast operations and maintenance experience.

Excellent fringe benefits are available; salary will be commensurate with qualifications and experience. The search committee will begin review of applications on January 17, 1983. Letters of interest and resumes should be sent to:

State University of New York Central Administration

Office of Personnel and
Affirmative Action, S-125
State University Plaza
Albany, NY 12246

An affirmative action/equal opportunity employer.

Help Wanted News

ASSOCIATE DIRECTOR ABC SPORTS

This DGA position with our on-air promotion unit requires an individual with 1 to 3 years solid directing experience including studio and remote application. You must have a solid knowledge of sports, excellent communication skills and work well in a team structure. CMX editing know how is essential. Position is long on hours and high on creativity.

For prompt, confidential consideration, please send detailed resume with salary requirements to: Armand Fabiano, American Broadcasting Companies Inc., 1345 Avenue of the Americas, New York, NY 10019. Equal opportunity employer, M/F/H/V.

American Broadcasting Companies Inc. 10019



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-40.

For Fast Action Use BROADCASTING's Classified Advertising



Help Wanted Management

WKBS TV

PROMOTION MANAGER TOP 10 MARKET

WKBS in Philadelphia is looking for a take charge promotion manager. We need an individual with experience who can assume the demands and responsibilities of a major market independent. Resumes should be sent to: Vincent Barresi, Vice-President & General Manager, WKBS-TV, 3201 S. 26th Street, Phila., PA., 19145. WKBS/Field Communications is an EOE.

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.

Help Wanted Programing, Production, Others

CO-HOST KOMO-TV SEATTLE

Award-winning, locally produced magazine show seeking co-host to join current female co-host. Anchor/co-host experience preferred. Strong story producing skills are essential. Send audition tape and resume to Personnel Dept., KOMO-TV, 100-4th Ave., No., Seattle, WA 98109. ABC-TV network affiliate. EOE.

PROMOTION PRODUCER

Metromedia's WTTG is seeking a promotion producer for station on-air promotion. Minimum 2 years' experience in television production/directing. Must be experienced with video production techniques and television editing. Good copywriting skills, organized, self-motivated and takes initiative. Send resume to:

Personnel Department
WTTG, Metromedia Inc.
5151 Wisconsin Avenue, NW
Washington, DC 20016
An equal opportunity employer, M/F

LOOKING FOR A COMPLETE STAFF

for an LPTV station. Sales, camera operators, news and others. Send complete resume and references to Bruce Fenske, Channel 22, P.O. Box 487, New Ulm, MN 56073.

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.

CABLE

Help Wanted Management

BUSINESS MANAGER

We're one of the country's largest MSO's seeking a Business Manager for our Long Island programming department. Your responsibilities will include: developing, analyzing, and executing aggressive and effective advertising sales plans and programs.

You should possess a degree in communications, marketing, or business and experience in media sales or station management.

We offer a competitive salary and outstanding benefits. Please send your confidential resume to:

Personnel Administrator
4175 Veteran's Highway
Ronkonkoma, NY 11779
Equal Opportunity Employer



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.

Business Opportunity

SATELLITE TRANSPONDER

Will sell or Joint Venture

SPACENET I • Projected/36MHz
Long Term • Starting 1984

Send Inquiries to:

P.O. Box 3615 • Tulsa, OK 74194

Miscellaneous

SATELLITE EARTH STATIONS

BARTER

for air time. Radio-TV.
Complete ADM pkgs.
Showcase Marketing, ph.
217-967-5436.

Miscellaneous Continued

TELEVISION STATIONS AND CABLE SYSTEMS

Exclusive half-hour interviews with Tom Wolfe and Saul Bellow are available to selected television stations and cable operators at no charge. No commercial inserts or barter, but participating outlets must agree to list programs in newspapers and program guides. Market exclusivity guaranteed with declaration of air dates. Additional 90-second news features also available. Produced by Parkhurst Communications for Pocket Books.

Call collect:

212-686-6859, or toll-free
800-431-2797.

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.

PUBLIC NOTICE APPLICATIONS FOR CABLE TELEVISION LICENSE

DUXBURY, MASSACHUSETTS

The Town of Duxbury, Massachusetts, will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 4:00 p.m. on February 22, 1983. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a \$100.00 non-refundable filing fee, payable to the Town of Duxbury. It is requested that not less than four copies of the application be submitted. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commission. All applications received will be available for public inspections in the Town Clerk's Office during regular business hours and for reproduction at a reasonable fee. This is the only period during which applications may be filed. Board of Selectmen, John P. Leonard, Chairman, Pauline M. Harrington, James G. Kelso, Town Office Building, 878 Tremont Street, Duxbury, MA 02332.

For Sale Stations



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

STATION

CONTACT

SE	Suburban	C1.C FM	\$3,250K	Cash	Bill Chapman	(404) 458-9226
SW	Metro	FM	\$3,000K	Terms	Corky Cartwright	(303) 740-2224
NE	Metro	AM/FM	\$1,700K	\$800K	Jim Mackin	(207) 623-1874
FL	Medium	Fulltime	\$1,500K	Cash	Bill Cate	(904) 893-6471
MW	Small	FT/C1.C	\$1,100K	Cash	Peter Stromquist	(612) 831-3672
SE	Small	AM/FM	\$1,000K	29%	Ernie Pearce	(615) 373-8315
MW	Medium	Fulltime	\$789K	\$225K	Peter Stromquist	(612) 831-3672
SW	Medium	AM/FM	\$775K	\$175K	Greg Merrill	(801) 753-8090
E	Small	AM	\$600K	Terms	Warren Gregory	(914) 454-9643
SE	Small	Fulltime	\$410K	\$75K	Mitt Younts	(804) 355-8702

To receive offerings within your area of interest, or to sell, contact John Emery, General Manager, Chapman Co. Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. (404) 458-9226.



Wilkins and Associates Media Brokers

LA	FM	\$20,000	downpayment
GA	FM	\$30,000	downpayment
CO	FM	\$30,000	downpayment
AR	AM	\$20,000	downpayment
ND	AM/FM	\$15,000	downpayment
NY	AM	\$20,000	downpayment
MS	AM	\$35,000	downpayment
MN	AM	\$15,000	downpayment
KS	AM	\$30,000	downpayment
AZ	AM	\$35,000	downpayment
MT	FM	\$25,000	downpayment
PA	AM	\$35,000	downpayment
VA	AM	\$35,000	downpayment
IA	AM	\$35,000	downpayment
MO	AM	\$15,000	downpayment

109 North Main, 2nd Floor
Sioux Falls, SD 57102 605/338-1180

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) 581-1038

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.

MEDIUM MARKET AM FULLTIMER

in Southeast. Station in receivership & off the air. \$150,000 free & clear-no assumptions. Write Box J-162.

- Fulltimer Ft. Payne, AL. Assume liabilities or acquire minority interest with option.
- AM-FM. SE AL. \$690,000.
- Fulltimer So. CA coastal. Powerful. Big population. \$600,000.
- Fulltimer Coastal city. NW FL. \$580,000.
- FM, Guam. \$890,000.
- Fulltimer, Powerful, Hawaii. \$850,000.
- FM. No. Michigan. Nice college town. \$1.2 million.

88 LISTINGS NATIONWIDE
CALL TO GET ON OUR MAILING LIST

BUSINESS BROKER ASSOCIATES
615-756-7635 (24 Hours)

SOUTHWEST

(1) 10 kw fulltime regional giant. Now profitable; great potential. Serious inquiries only. One million range, terms. (2) Class A FM, very low down payment; hard work necessary to build into moneymaker. \$250,000, with terms. (3) Low power AM. Billing over \$300,000—near major market. Will need to promote & compete. 29% down; with terms. \$850,000.

ROCKY MTS.

AM-FM, highly profitable, excellent equipment. No. 1 in market. Qualified buyer must have cash & good broadcasting record. Cash only—\$1,000,000.

PACIFIC NW

Fulltime, top 75 ADI; needs TLC. \$150,000 down. Total—\$500,000; would trade for smaller going station. Terms. Other listings in radio & cable: All inquiries handled with professionalism, dispatch, complete confidentiality. Your listings receive our personal attention. The oldest media broker in the Rocky Mountain West—since 1965.

**MOUNTAIN STATES MEDIA BROKERS,
LTD.**
PO BOX 99
BROOMFIELD, CO 80020

Mrs. Hank Brouhall Jim Smith
303-466-3851 303-465-1674

RALPH E. MEADOR

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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).

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Fates & Fortunes

Media

John Charlton, founder and head of Cosmo Graphics, Dallas, joins Tele-Communications Inc., Denver, as national director of programming and advertising on all TCI cable systems. He will coordinate pay-per-view and interconnect programs and oversee production of TCI's new monthly program guide.

Ric Thom, general manager, KRKE(AM)-KWXL(FM) Albuquerque, N.M., named VP, broadcast division of parent, Peoria Journal Star Inc., responsible for all operations of group's nine radio stations.

Tommy Vascocu, VP and general manager, KDIQ(AM)-KDKB(FM) Mesa, Ariz., named senior VP of parent, Sandusky Newspapers Inc. radio division. He will assume corporate planning responsibilities for group's nine radio stations, working with radio division president, Toney Brooks.

Donald O'Connor, general sales manager, WLRE(TV) Green Bay, Wis., joins KSPR(TV) Springfield, Mo., as general manager.

Mark Schwartz, senior VP, general manager, KTKT(AM)-KLPX(FM) Tucson, Ariz., joins KJYO(FM) Oklahoma City as VP and general manager.

A. Maurice Myers, from Continental Airlines, Los Angeles, joins ON TV there as VP, operations.

Robert Ashbrook, from Rio Rancho, Calif., cable system of Capital Cities Communications, joins Storer Cable as operations manager of its Anaheim, Calif., system.

John Mackin Ade, general sales manager, WTAE(AM) Pittsburgh, joins KLVU(FM) Dallas as VP and general manager.

Richard Fraim, VP and general manager, WTAR(AM)-WLTJ(FM) Norfolk, Va., joins KNTV(TV) San Jose, Calif., in same capacity.

Robert Hensky, general manager, KUDL(FM) Kansas City, Kan., joins KTFX(FM) Tulsa, Okla., in same capacity.

Donald Bentley, general manager, WMBG(AM)-WQKS(FM) Williamsburg, Va., resigned.

Alden Shipley, regional sales manager, WVCG(AM)-WYOR(FM) Coral Gables, Fla., joins WMAD(AM)-WERU(FM) Sun Prairie, Wis., as general manager.

Connie Hirvela, office manager, WRTR(AM) Two Rivers, Wis., named station manager.

Charles Warren, VP and general counsel, noncommercial WNET(TV) New York, named senior VP and chief administrative officer.

Marketing

Barry Loughrane, president and chief executive officer of DDB-West, named president and chief executive officer of new Doyle



Loughrane



Grace

Dane Bernbach division DDB-U.S., consisting of DDB-New York and DDB-West. **Roy Grace**, vice chairman and chief executive and creative director of DDB-New York, named chairman and executive creative director of DDB-New York and DDB-U.S. **Arie L. Kopelman**, executive VP DDB-New York, with supervisory responsibility for various accounts, named executive VP of DDB-New York.

E. William Munsell, president of Young & Rubicam's Creswell, Munsell, Fultz & Zirbel, Cedar Rapids, Iowa, named executive VP and member of board of directors of Y&R, and chairman of CMF&Z. **Richard Meycocks**, executive VP and managing director, CMF&Z, succeeds Munsell.

Donald G. Sullivan, executive VP, Ketchum/US, and president, Ketchum Advertising, San Francisco, named president, Ketchum/US, responsible for offices in San Francisco, Pittsburgh, New York, Philadelphia, Cleveland and Houston. **Dan Odishoo**, executive VP, Ketchum, San Francisco, succeeds Sullivan as president of that office.

Allan Wilson Jr., senior VP, finance, Foote, Cone & Belding, Chicago, elected executive VP and chief financial officer, succeeding **Robert Trump**, retired.

Named VP's at NW Ayer in New York: **Howard Stoner**, management supervisor; **Susan McFeaters**, creative supervisor; **Joyce McClure**, manager of Diamond Information Center of Ayer Public Relations and **Robert Schultz**, account supervisor.

Paul Bernbach, partner in Bernbach & Plotkin, New York real estate firm, elected director of Doyle Dane Bernbach, co-founded by his father, late William Bernbach, who was chairman of agency's executive committee until his death last October (BROADCASTING, Oct. 11). Paul Bernbach controls 651,816 shares of DDB stock, about 11% of agency total.

William Booth, from Scali, McCabe, Sloves Toronto, joins Stone & Adler as VP and general manager of newly opened Toronto office. **Sharon Johnson**, account supervisor S&A Chicago, joins Toronto office in same capacity.

Geoffrey Kintgen, associate research director, and **Dan Levinson**, and **William Sawyer**, account supervisors, BBDO, New York, elected VP's.

Following reassignment of Symon Cowles VP, creative services, ABC-TV, New York, to VP, ABC Video Enterprises and director of international development (BROADCASTING Nov. 29), ABC-TV advertising and sales promotion, sales development and affiliate projects, presentations and special projects, and art department will report to **George H. Newi** VP and general manager of ABC-TV. As part of realignment, **Paul W. (Pete) Barrett**, VP advertising, named VP, advertising and sales promotion; **Chuck Gabelmann**, VP, sales development, named VP, sales development and affiliate projects.

Robert Burriescl, VP, account supervisor Doyle Dane Bernbach, New York, joins Geer Dubois there as account supervisor.

Robert Harrison, general sales manager, WHJJ(AM)-WHJY(FM) Providence, R.I., elected VP of parent Franks Broadcasting.

Anglela (Judy) Hundley, sales manager, WNOR-FM Norfolk, Va., joins WQKS(FM) Williamsburg, Va., in same capacity.

Lisa Morrison, executive producer, *PM Magazine*, WJAR-TV Providence, R.I., named to newly created position of marketing director.

Jaclynn Kaas, from Country Music Association, Nashville, joins KRSP-AM-FM Salt Lake City as sales development director.

Thomas J. Burkhart, from WCSC-TV Charleston, S.C., joins WDBJ-TV Roanoke, Va., as general sales manager.

Joanna Montgomery, account executive, NBC-TV Spot Sales, Chicago, joins NBC-owned WKYC-TV Cleveland as national sales manager.

Mike Adachi, national account executive KBIG(FM) Los Angeles, named national sales coordinator.

Maggie Ross, from WBOS(FM) Brookline Mass., joins WCOZ(FM) Boston as account executive.

Reggie Bates, general sales manager KWKN(AM) Wichita-KGCS(FM) Derby, both Kansas, joins KRMG(AM) Tulsa, Okla., as account executive.

Paul Shakeshaft, account executive with KTYD-TV Santa Barbara, Calif., joins



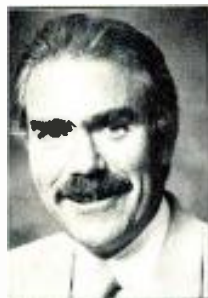
Big ten. Jack W. Fritz (second from left) celebrates his 10th anniversary as president of John Blair & Company at luncheon last month at Laurent restaurant, New York. Helping him celebrate are: (l-r) Harry Smart, chairman, Blair Television; Fritz; Joseph P. Dougherty, president, broadcast division, Capital Cities Communications; Tom Harrison, former president of Blair Radio and a current Blair Director, and Wally Schwartz, president of Blair Television.

YUU(FM) San Francisco as account executive.

Andy Cox, from Jones Toyota-Volvo, Little Rock, Ark., joins KKYK(FM) there as account executive.

Programing

Jim McGillen, VP, in charge of sales of advertising time in *Airliner Magazine*, Telepictures, Beverly Hills, Calif., named senior VP of new division to encompass marketing of I.I.W.S. (News Information Weekly Service), *People's Court*, *So You Think You've Got Troubles* and *Newscape*, and advertising sales on Air-



McGillen



Stone

iner Magazine. **Scott Stone**, manager of production services for Telepictures, named VP, program development, responsible for development of new product and liaison between Telepictures and producers for on-going product.

Michael Klein, director of development, 20th Century-Fox Television, Beverly Hills, Calif., named VP, development.

Frederick Jaworski Jr., director of planning, for CBS/Fox Video International, New York, named to new post of director, divisional affairs.

Ray Voyer, VP, Post-Newsweek Stations Inc., and president, Post-Newsweek Productions, Los Angeles, joins PolyGram Television here as VP, special projects.

J. Joseph LaBonte, former president and chief operating officer, 20th Century-Fox Film Corp., has formed venture company, The Vantage Group, with offices in Los Angeles, San Francisco, Boston and New York. LaBonte is based in Los Angeles.

New appointments in business affairs department, CBS Entertainment: **Joella West**, associate director, New York, assigned to work with motion pictures for television and miniseries, Los Angeles; **Peter Kane**, staff attorney, MGM Film Corp., named associate director, Los Angeles, working in talent and program acquisition; **Douglas Bergmann**, talent and program negotiator, Los Angeles, named associate director, talent and program acquisitions.

James Forbush, manager of market planning, Avon Products, New York, joins Rainbow Programing Services, Woodbury, N.Y., as director of marketing.

Tom Sims, director of information systems, Knight-Ridder Newspapers, Miami, named director of joint venture partnerships for Viewdata Corp. of America, wholly owned subsidiary. Sims will be responsible for coordinating start-up of VCA's videotext system, Viewtron.

Harvey Hefley, director of employee relations, Oak Communications Systems, named to same post at Oak's ON TV subscription television service, relocating from Carlsbad, Calif. to Los Angeles.

Jack Garrison, VP, sales, Midwest region, Metromedia Producers Corp., St. Louis, joins PolyGram Television there as sales manager, central division.

News and Public Affairs



Pearce

David Pearce, assistant news director, WDVM-TV Washington, named news director.

Bill Miller, from WWSA(AM) Harrisonburg, Va., joins non-commercial station WMRA(FM) Harrisonburg, Va., as news director.

Robert Flaherty, executive director, News Election Service, New York, will succeed **J. Richard Eimers** as executive director of service, which provides election information to U.S. news organizations, including ABC, CBS, and NBC, when Eimers retires Dec.

31. Flaherty handled election operations for CBS for 10 years before joining NES as its first executive director in 1965.

Eric Jacobson, attorney for CBS Publishing, New York, joins ABC News there as assistant general attorney.

John Edwards, executive producer, WPXI(TV) Pittsburgh, joins KTVX(TV) Salt Lake City as head of news operations.

Appointments, ABC News: **Steve Skinner**, senior producer, *World News Tonight*, Los Angeles, to Washington in same capacity; **David Bohman**, senior producer, *Nightline*, New York, succeeds Skinner; **Howard Schoenholtz**, assignment editor, New York, to assignment manager, London; **Don Wall**, freelance news producer, joins New York office as producer, and **Jim Hickey**, general assignment correspondent, Chicago, to Frankfurt, Germany, in same capacity.

Richard Gilbert, president of Gilbert Communications, New York, named senior adviser to Financial News Network, Santa Monica, Calif.

Dana Millikin, executive producer, KTBC-TV Austin, Tex., and **Gary Smith**, news producer, KABC-TV Los Angeles, join KTTV(TV) Los Angeles as executive producers.

Joseph Gambardello, reporter, metropolitan desk, UPI, New York, named city editor, succeeding **Mike Battenfeld**, who transfers to Hong Kong as deputy news editor, Asia-Pacific division.

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Technology

Barry Knepper, chief financial officer, Unitel Video, New York, named VP, finance, and assistant secretary of firm.

David McConnell, corporate secretary, Penn Central, New York, joins General Cable Co. division of GK Technologies, which is subsidiary of Penn Central, Greenwich, Conn., as VP and general counsel.

Jack Brouhard, from Corning Glass Works, Solon, Ohio, joins Siecor Optical Cable, Hickory, N.C., as sales engineer.

Harvey Berger, from NBC, Los Angeles, joins Technicolor-Vidtronic Division there as videotape editor.

Bob Hess, chief engineer, KSEE(TV) Fresno, Calif., joins KQVR(TV) Sacramento, Calif., in same capacity. **Curt Peterson**, assistant chief engineer, succeeds Hess in new position of director of engineering and plant facilities.

David Jones, chief engineer, KPOM-TV Fort Smith, Ark., joins KSPR(TV) Springfield, Mo., in same capacity.

Promotion and PR

Sandra Gonzalez Bar-Levav, producer with Policano Productions, New York, joins By/Media Satellite Network, radio, television and film subsidiary of Carl Byoir & Associates, New York public relations firm, as pro-

ducer.

Sue Bacialli, copywriter, Shaklee Corp., San Francisco, joins KRON-TV there as manager, on-air promotion.

Kevin Salyer, promotion assistant and interim publicity director, WKW-TV Cleveland, named promotion coordinator.

Allied Fields



Holt

Samuel C.O. Holt, senior vice president for programming of National Public Radio, has resigned, effective Dec. 31. He will continue to assist network in launching its new NPR Plus service for several months into 1983 while pursuing other ventures. Holt was first programming chief for Public Broadcasting Service in 1970-73 period, has been key factor in NPR development.

Michael Berg, attorney, National Association of Broadcasters, Washington, named associate general counsel. **Timothy Moore**, recent MBA graduate, Tulane business school, Tulane University, New Orleans, joins NAB as congressional liaison manager.

Elected officers, Connecticut Cable Television Association, Plainville, Conn: **G. Jeffrey**

Still on top. Brandon Tartikoff has signed new long-term contract to continue as president of NBC Entertainment. "We still have a considerable program job to do, and it couldn't be in better hands," said Grant Tinker, chairman of NBC, when announcement was made Wednesday (Dec. 8). Tartikoff, 33, was youngest division president in NBC history, when named to post in January, 1980.

Reynolds, Valley Cable Vision, president **Donna Lukenbill**, Sammons Communication: of Connecticut, vice president, and **Michae Petrucci**, Northwest Cablevision, secretary-treasurer.

John M. Lyons, chief engineer, WRKS-FM New York, elected president, Veterans Hospital Radio and Television Guild, New York.

Inducted into Hall of Fame of Deadline Club, New York chapter of Society of Professional Journalists, Sigma Delta Chi: **George Brown**, WOR(AM) New York; **Douglas Edwards**, CBS, and **Robert Trout**, ABC.

Deaths

Herbert Eisler, 64, attorney for 30 years with William Morris Agency, New York, specializing in contract law for radio, theater and television, died Nov. 30 of cancer at Lenox Hill hospital, New York. He is survived by his sister, nephew and niece.

Walter Troy Spencer, 44, news editor of CBS News's *Nightwatch* newscasts on CBS-TV, was found dead of a bullet wound in head in his New York apartment Dec. 6. Police listed death as apparent suicide. Friends said he had been in ill health. Spencer joined CBS News last fall, shortly before nightly four-hour *Nightwatch* was launched, after more than 12 years as news writer, producer and on-air film critic for WOR(AM) New York and, before that, as staff writer for *Television* magazine in 1967-68 and, after *Television* was merged into BROADCASTING, as associate editor of BROADCASTING in 1968-69.

Irving Wolff, 88, VP, research, RCA Laboratories, Princeton, N.J., until his retirement in 1959, died Dec. 5 at Princeton hospital. He was pioneer in development of radar during his career at RCA which began in 1924. He is survived by his wife, former Consuelo Hope Hughes, and daughter.

Maurice Corken, 79, former VP and general manager, WHBF-AM-FM-TV Rock Island, Ill., died Nov. 19 at Boswell Memorial hospital, Sun City, Ariz. He is survived by his wife, Helen, and son.

Stan Bran, 62, host of *Outdoors Calling* sports program WMTV(TV) Madison, Wis., died of respiratory failure Nov. 14 at Madison hospital. He is survived by his wife, Marion, and four daughters.

Karen Key, 28, helicopter pilot and television news reporter, KOA-TV Denver, died in crash of helicopter while on assignment 30 miles south of Denver.

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Andrew Wald: Master of Fox hunt in pay TV

Andrew Wald dates his involvement in pay television to the night of the heavyweight title boxing bout between Muhammed Ali and Joe Frazier in 1971. Sipping champagne with media entrepreneur Jerry Perenchio after the match, Wald, then involved in children's programming, asked Perenchio what the entertainment industry's future held. "Over-the-air pay television," Wald recalls Perenchio replying. "He said his goal was to get signals or events like that fight into people's homes."

Soon after that conversation, Wald joined Perenchio, who had distributed television coverage of the contest to closed circuit venues, in starting ON TV and the first subscription television service to Los Angeles. Perenchio partnered with Oak Industries in the venture, which began originating programming over KBSC-TV Corona, Calif., on April Fool's Day, 1977.

"It was an idea that a lot of people thought was bad," Wald reflects now, "I was the chief cook and bottle washer, in charge of programming, when I started, and executive vice president when I left."

By the time Wald left ON TV to become president of 20th Century-Fox Pay Television last June, he had seen the STV service become the most successful in the country and broken new ground with the first pay-per-view concert, sporting event and movie showing.

Wald's programming savvy is cited in the STV industry as a major factor in the success of ON TV in Los Angeles. The showcase system counts more than 380,000 subscribers, triple what SelecTV has and the largest system total in the nation. Observers view Wald's shift to Fox as a sign that the studio will live up to predictions that it will be a trailblazer in video's new frontier. With This Friday's (Dec. 17) pay-per-view concert by The Who expected to generate at least \$2 million for the studio, the pay television division is emerging as a major revenue center for Fox. Other Hollywood studios, including the new CBS/Time/Columbia venture, have indicated strong interest in pay-per-view, and are keeping an eye on Wald's pioneering efforts.

Wald didn't need much orientation when he took over Fox's new pay TV division last summer. The Los Angeles native is the son of the late motion picture producer, Jerry Wald, whose credits included the movie version of "Peyton Place" and running RKO Studios for Howard Hughes.

"It's a happy circle," Wald explains. "When I was a kid I used to come to the Fox lot on weekends and during the summer. I grew up wanting to be involved [in the entertainment business]."

After earning his college degree, Wald served as a photographer with Yongestreet Productions for such shows as *Hee Haw*, *The Don Knotts Comedy Hour* and *Hollywood Palace*.



Andrew Ross Wald—president, 20th Century-Fox Pay Television; b. Los Angeles, Aug. 11, 1946; BA political science/modern European history, Stanford University, 1968; photographer and executive assistant, Yongestreet Productions, 1968-72; untitled executive, Valentine Smith Co., 1972-74; program director, National Subscription Television, 1974-79; executive vice president, 1980-82; present position since June 1982; single.

From 1972 to 1974 he helped his brother's firm, the Valentine Smith Co., distribute educational programming on videocassettes and publish a children's magazine, *Kids*.

Wald is enthusiastic about the leadership role he feels Fox has taken in the new video technologies among major Hollywood studios.

"I think and hope that Fox will be a leader in original programming for pay television," Wald declares. "I believe that series programming is the key to the success of network television and will be the real differentiation in the future between pay services. . . I think production of original series and movies for pay TV is right around the corner."

Production is actually already under way on a series of new episodes of *Paper Chase*, the short-lived network series being revived by Fox for Showtime. Since Wald's arrival, the studio has also made the first-ever pay-per-view offering of its popular motion picture, "Star Wars," which returned an estimated \$2 million to Fox last September. This Friday (Dec. 17), Wald's division will present what is billed as the last North American concert by The Who, as a live pay-per-view event from Toronto.

"Pay-per-view is something that Fox is very much interested in," says Wald, hesitating to state whether or not the studio has any current interest in becoming partners with any pay or basic cable programmer. "Personally, I don't think there are enough viewers for 20 cable channels on top of the networks, the independents and the pay services. I just don't think there are enough audience shares."

Wald acknowledges that Fox has looked at

the possibility of following Universal's lead in offering a first-run movie in a pay-per-view release, but feels most operators would be reluctant to commit themselves to a film sight-unseen. "If it were a 'Rocky IV' or 'Rocky V' or a 'Superman VI', there would be a pre-sold market. But then it's a clear case of economics, theatrical versus other means of distribution," he points out.

Beyond pay-per-view, Wald's unit is responsible for distributing Fox-produced films to the pay TV market, as well as the development and acquisition of new programming for pay TV. For some events, such as The Who concert, the operation is in charge of all video distribution, including videodisks and cassettes, STV, cable, syndication and closed circuit outlets in areas without pay-per-view capacity.

"We're wide open to all kinds of new ideas," Wald emphasizes. "I think the day is just around the corner when the [pay TV] business is big enough to afford the big creative talents. When you begin to attract the Lorimars, Tandems, Larry Gelbarts—the guys who have original ideas—pay TV will be very interesting."

Does Wald see a danger of pay television siphoning off major sporting events from conventional television?

"There's a simple reason why the Super Bowl, for example, will never be a pay-per-view event," he insists: "To be eligible to bid on it, you have to carry the regular-season games. That's why the NFL has a \$2 billion [network] contract. Even if pay TV were willing to pay a quarter of that—\$500 million—that's more than the total retail income of the entire pay TV industry today." As for boxing, Wald maintains that "even if there weren't pay TV, the networks couldn't touch it because of the amount of money commanded by closed circuit [exhibitors]."

The competitive position of pay television could change dramatically over the next 10 years, Wald admits, although he believes that "commercial television is clearly here to stay. It is the only medium that can deliver, immediately, an audience of tens of millions of people. And there are advertisers that only want to deliver a message to that kind of audience."

He is less sanguine about the future of STV: "It's a single-channel entertainment source. In a down economy it's probably one of the last things someone is going to sign up for and may be one of the first things they think about getting rid of." STV's best chances for success, says Wald, are in noncabled areas where it is backed by "strong marketing and strong management."

The bottom line, as Wald sees it, is software. "There is no loyalty to a distribution system," he notes. "There is only loyalty to programming."

Wald demonstrates that commitment during his infrequent leisure hours, which he often spends "channel switching" in search of "a good movie. I love them. In fact, I'd rather watch a great old movie than an average new one."

In Brief

FCC has granted ABC conditional renewal for WABC-TV New York, but chided licensee for "failure to supervise the operation" of station adequately. Under conditions, ABC's next renewal application will be reviewed by commissioners themselves, rather than staff, and ABC will be required to submit pair of reports on any further "deceptive and misleading" programming and on effectiveness of its own measures to prevent such practices. WABC-TV's deceptive programming consisted primarily of broadcasts passing off letters from staffers as letters from public and spurious interviews ((BROADCASTING, June 1, 1981). In other action, commission rejected petitions by New Jersey Coalition for Fair Broadcasting and New Jersey's governor and legislature seeking denial of WABC-TV's renewal. Petitioners alleged that station had failed to meet commitment to provide service to New Jersey. Although commission said WABC-TV would be required to submit report with its next renewal application detailing its use of its New Jersey facilities, commission also said ABC's proposal for program service to New Jersey was "entirely in keeping with the concept of physical presence in the state which in 1980 it urged New York and Philadelphia stations to adopt."

Nation's major MSO's have spurned Detroit. Three companies bid for city's 471,000-home cable franchise last Friday afternoon: City Communications, Barden Cablevision and Detroit Inner City-Unity Bell Cable Systems. None is affiliated with any large MSO. City Communications' principals include David Chase, president of Chase Enterprises, owner of WTIC(AM) Hartford, Conn.; local attor-

neys Edward Bell, Robert Zeff and Lester Hudson, and Robert Green, head of Michigan State University's urban studies program. Barden Cablevision is cable operator now serving Detroit suburb Inkster, Mich.; Don Barden is president. Third applicant is partnership, including Bell Broadcasting Co., licensee of WJZZ(FM) Detroit and Inner City Broadcasting Corp., group radio owner headed Percy Sutton.

FCC Commissioners Joseph Fogarty and Henry Rivera last week released blistering statement dissenting from majority's decision to approve sale of WJAN(TV) Canton, Ohio, by PTL of Heritage Village Church and Missionary Fellowship Inc. (BROADCASTING, Dec. 10). and its refusal to rationalize its decision to public. Although commission also voted to refer findings of investigation into PTL's fund-raising activities to Department of Justice for possible legal action, Fogarty and Rivera said PTL's application should have been denied for hearing. "The majority has short-circuited proper procedure with no explanation, thereby signifying it lacks the courage of its own convictions have led it to this malodorous result. Lack of official notice of the basis for this action, we dissent from the stench," they said. Commissioner Anne Jones, who also dissented, said she would issue statement of her own. Commissioner Stephen Sharp, who sided with majority, said "the perjorative character [Rivera and Fogarty's] dissent is a measure of its validity and unfortunately leaves the public with an erroneous impression of the commission action."

Cable showdown will come to New York this Thursday (Dec. 16) city's cable working group voted last week to recommend **Board Estimate adopt what is being called final compromise in attempt to resolve impasse between Cablevision and Warner Amex** over what gets what territory in Brooklyn. Cablevision has already rejected proposal while Warner would accept compromise that calls for Warner Amex and Cablevision to receive one-half of Brooklyn each with Warner getting middle section and Cablevision getting southern section. Northern section would be divided between two. Two companies must be prepared to accept or reject compromise at meeting. Speculation is that if Cablevision stands fast, Board may remove company from process altogether, leaving city with no candidate to win Bronx and significant portion of Brooklyn.

Members of Broadcasting Industry Revenue Reporting Committee said after meeting Friday they were "extremely disappointed" in stations' response—or nonresponse—to committee's efforts to collect 1981 broadcast revenue data. They said about 65% of TV stations, and 35% of radio outlets, submitted figures, meaning approximately one-third of TV stations and two-thirds of radio stations didn't. Members said it remained to be determined how much, if any, significant industry data could be compiled and published (though they said they would release as much as possible to stations that contribute data). Another meeting, probably final, set for mid-January. Committee—formed and financed by Broadcast Financial Management Association, National Association of Broadcasters, National Radio Broadcasters Association and Radio Advertising Bureau after FCC stopped collecting financial data—recommended against making new effort next year. Bill for this one is expected approach \$70,000.

Multiweek cume report was one of highlights Arbitron Radio Advisory Council heard at last week's meeting in Palm Springs, Calif. ("Closed Circuit" Dec. 6) and urged Arbitron rating service to launch full-scale test as "soon as possible." Results came after pilot study indicated in some cases four-week cumes might produce numbers almost 40% higher than present week cumes, convincing council further tests should start immediately. Council has pledged "full support for full-scale test." Council also endorsed Arbitron plan to expand from 44 weeks a year to 48 weeks, beginning 1983, "with provision no additional costs would be incurred by broadcasters as result of additional four weeks of measurements."



Fritts fete. Broadcasters gathered last week at the National Communications Club in Washington to honor National Association of Broadcasters President Edward Fritts (top photo, center). Fritts, who has been at the helm of the NAB since October, talked with two Washington communications attorneys, Richard M. Schmidt, Cohn & Marks (l), and former FCC Chairman Richard Wiley, Kirkland & Ellis. The FCC was well represented at the affair by (l-r) Commissioner Mimi Weyforth Dawson, Chairman Mark Fowler as well as NAB joint board chairman, Bill Stakelin, executive vice president, Bluegrass Broadcasting, Lexington, Ky.

2-TV has announced plans to revamp its Thursday night prime lineup, although exact dates for shifts had not been set following their disclosure late last week. Network will move *Taxi* from 10 p.m. slot to same period on Saturdays. *Cheers* will move to 9 p.m. position and be preceded by *Gimme A Break* at 9 p.m. *Love, American Style* will go on hiatus as result of move. In unrelated moves, NBC expected to announce cancellation of at least three new fall series: *Merlin*, *Devlin Connection* and *Gavilan*. Likely replacements said to include *Eunice*, half-hour comedy series based on old *Al Burnett Show*, and has ordered nine additional segments of *St. Elsewhere*, seen 10-11 p.m. Tuesdays (NYT).

□

MS programmers have won another piracy case. Federal Judge in Milwaukee has ordered local electronics retailer to pay Movie Systems Inc., Des Moines, Iowa-based MDS programmer, \$476,000 for using receivers and antennas capable of intercepting MSI's local S signal, according to MSI General Counsel Ray Conley. When Judge Terrence Evans finalizes decision Tuesday (Dec. 14), Conley said, he'll also permanently enjoin MWH Enterprises from selling S reception equipment. Conley said award was largest in piracy case to date.

□

Local Communications of California Inc., licensee of KRBK-TV, Sacramento, Calif., filed \$25 million antitrust suit against KTXL (TV), Sacramento, alleging it has monopolized Sacramento market for independent TV's by purchasing significant amounts of off-network programming.

□

Twentieth Century-Fox Film Corp. has reported net loss of \$16.9 million for fiscal year ended Aug. 28, primarily attributed to poor returns at box office and \$39-million write-off in "excess costs" paid studio owner Marvin Davis when he bought company in June 1981. Loss compares with \$40.4-million net profit reported by studio in eight months before it went private in 1981 and \$54.6-million profit in fiscal 1980. Fox's 1982 revenue was \$567.5 million, compared with \$371.8 million reported during first eight months of fiscal 1981 and \$561 million in fiscal 1980.

□

Access Inc. (A Community Cable Entertainment/Services System) has submitted bid for south central Los Angeles area cable franchise, one of city's last unfranchised districts. Bid is only one received in latest round of competition and could be approved within months, following evaluation by city officials and private consultants. Company is owned by local insurance and home construction firms, Kaufman and Broad Inc., and group of local investors. Access estimates it would spend \$48 million building system for 210,000-home area. City council rejected bids from two other firms last May, and time in two years proposals had been tossed out.

□

Daniel Kwit, former president of MGM/UA, has been named president of United Satellite Television which plans to launch DBS service, beamed from Canada's Anik-C2 satellite, after that bird is launched in April 1983. Service will include all-news and all-sports channels, pay-per-view channel and two movie channels which TV intends to program itself. USTV spokesman said that company has secured backing from "major financial institution" to launch project, but details were not available.

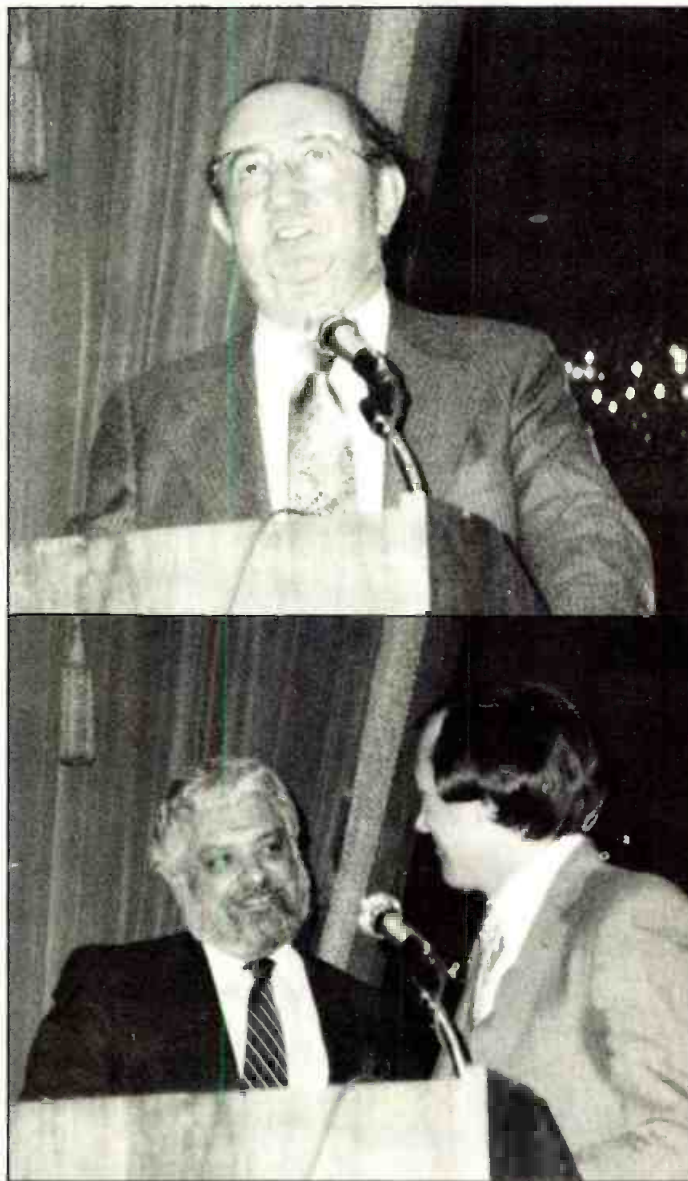
□

Why shouldn't some arm of government step in and protect children's interests of television programming? That was question posed FCC Commissioner Henry Rivera in remarks before National Association of Broadcasters' "Hispanics in Telecommunications symposium" last week. "Other than family, television has perhaps the greatest influence on our young people. This is an awesome responsibility and, like every other segment of a free society, broadcasters must be held accountable for shaping America's future through their influence on America's future adults," Rivera said. "I

recognize that this is a sensitive matter from a First Amendment perspective and I certainly hope the FCC will not have to resort to rulemaking to resolve this problem."

□

John Blair & Co. announced filing with Securities and Exchange Commission for \$80-million offering of subordinated debentures due in 1998. Blair has earmarked \$19 million to prepay certain existing debt, says remainder of proceeds "will be available for acquisitions and other corporate purposes."



The late Sol Taishoff, chairman and editor-in-chief of BROADCASTING magazine, was named posthumously as the first recipient of an award given in his honor by the Washington Area Broadcasters Association at their second annual holiday banquet in Washington last Friday (Dec. 10). Larry Taishoff (1), president and publisher of BROADCASTING, accepted the first Sol Taishoff Award from Bill Dalton, president and general manager of WXTR-AM-FM La Plata, Md. Dalton quoted Julian Goodman, former president of NBC, who said of Taishoff that "broadcasters are fortunate that we were his chosen few." Awarded the second Sol Taishoff Award was Robert E. Lee, former FCC commissioner and chairman, whom Dalton praised as a "champion, an exponent of the true American system of free broadcasting." Lee said that he hoped the Taishoff Award would continue to be bestowed upon broadcasting's best after they've retired from active service.

Editorials

Whatever became of standards?

Delco Electronics has at last made its choice of an AM stereo system to put in General Motors cars. The choice was Motorola, but it may have raised as much dust as it was expected to settle in the windblown marketplace. None of the other contenders with stereo systems of their own, Magnavox, Harris and Kahn, show any signs of conceding.

At this point, the AM broadcasters who have been watching their audiences leave for the better sound of stereo FM are helpless to accelerate the introduction of AM stereo on a measurable scale. They cannot act in unison to adopt one system without violating the antitrust laws. They can only hope that manufacturers of receiving sets will somehow arrive at a standard that encourages mass production. It is wholly understandable that broadcasters would be regretting more than ever that the FCC decided early this year to let AM stereo standards be selected by the marketplace.

Still, it was not irresponsibility that led the FCC to its decision. In 1980, the FCC picked an AM stereo system as the standard for the nation—Magnavox's—and proudly presented its choice on the eve of the National Association of Broadcasters annual convention. At the convention, broadcasters and their engineers rose en masse to berate the FCC. As Commissioner Joe Fogarty remembered it two years later, when voting to let the marketplace decide the outcome this time, "the engineers took us apart."

Among the reasons cited by the FCC for leaving matters to be resolved by competition was that the process would probably take less time than a government decision and inevitable court appeals would take. That assumption is being put to sterner test as time goes on. Unless Delco's decision begins a discernible trend or other manufacturers of equal clout can force a direction in the market, the FCC will increasingly be asked to get back into the standards business.

Two eminent hardware specialists, Joe Flaherty of CBS-TV and Julie Barnathan of ABC, stated the case for FCC action in an "At Large" interview in this publication's issue of Nov. 29. The next problem to be confronted by the FCC, they noted, is teletext.

The evident sentiment at the FCC has been to turn rival teletext systems loose in a race for marketplace survival. If the moment of decision on teletext arrives and AM stereo systems are still canceling one another out in their competition for acceptance, the FCC will have been denied one of its principal reasons for standing back.

Full of beans in Boston

Television broadcasters in Boston may be putting the popular theory of television broadcasting survival to its first real-world test. The theory is that television stations will find a lasting niche among the merging media only if they establish a local presence that cannot be duplicated. As reported in last week's issue of this magazine, Boston broadcasters are locked in an expensive scramble for individuality. One of the most aggressive competitors put it simply: "We want to be the station that survives"

The chips on the table in Boston are all blue. Anchors for news blocks are being hired at more than \$600,000 a year. The new owners of the VHF facility that RKO General lost are betting \$3 million that a two-hour local program at 4-6 p.m. will outshine the syndicated fare and local news available on other stations. The older newcomer in town, which took over the VHF facility lost by the now-defunct *Herald-Traveler* a dozen years ago and became perhaps the most active local programer of all television stations, is

now engaged in a costly face-lifting before reaching adolescence. The established Westinghouse V is running with youthful vigor. Independent UHF's are growing factors: Witness Gannett's purchase of one of them last month for \$47 million.

The explosion of energies in Boston broadcasting would be all the test that most competitors would want in these uncertain times. But next month Cablevision Systems begins connecting subscribers in a new 106-channel cable build that is to pass 240,000 homes. Sy Yanoff of WBZ-TV was being cool when he remarked: "The excitement has just begun."

Whew

An FCC that has been on the verge of moving from its convenient headquarters in Washington to the Virginia boonies may at last unpack. For many reasons, not excluding Chairman Mark Fowler's determination to undo the mischief of his Democratic predecessor, whose name escapes this page, the lease on present offices has been renewed.

Recent arrivals in the capital may be unaware that the former chairman almost pulled off a personal coup that would have installed the FCC in a Virginia high-rise from which Washington could have been seen only on a clear day. At the last moment that plot was foiled by the defeat of the chairman's political benefactor, Jimmy Who, now of Plains, Ga.

By the time Fowler became chairman of the FCC, however, the commission's present landlord was demanding more rent than the General Services Administration was willing to pay. The search moved farther into Virginia—to the site of a building yet unbuilt. The rescue last week from that commitment may be credited to Washington's faltering real estate market. The FCC's landlord came to terms.

Persons having business with the FCC will be relieved by the news. A Federal Communications Bar Association survey estimated that it would have cost at least \$6.7 million in man hours per year and \$300,000 in subway and taxi fares to commute to the FCC in Virginia.

Footnote to former chairman's near-coup: It cost the FCC \$198,000 to settle a suit brought by the agent that arranged the lease later canceled for the Virginia high-rise.



Drawn for BROADCASTING by Jack Schmidt

"Don Carmody here, with WJAS-TV mobile one."

Steelcase, world's largest maker of office furniture, concentrates wood office furniture operations in WSPA-TV land

The Fletcher, N.C. plant produces Steelcase's **Designs in Wood** line, wood seating, and the new wood systems **Design 9**—all outstanding examples of fine office furniture with national acceptance.

Opened in 1973, the plant now employs 410 people. The parent Grand Rapids company chose Fletcher, in the nation's 37th TV market,* for its extensive furniture-making labor force, availability of raw materials, desirable energy sources, and remarkable transportation facilities.

The WSPA-TV market, replete with operations like Steelcase's, is well-balanced among manufacturing, farming, transportation and tourism income—a worthwhile target for

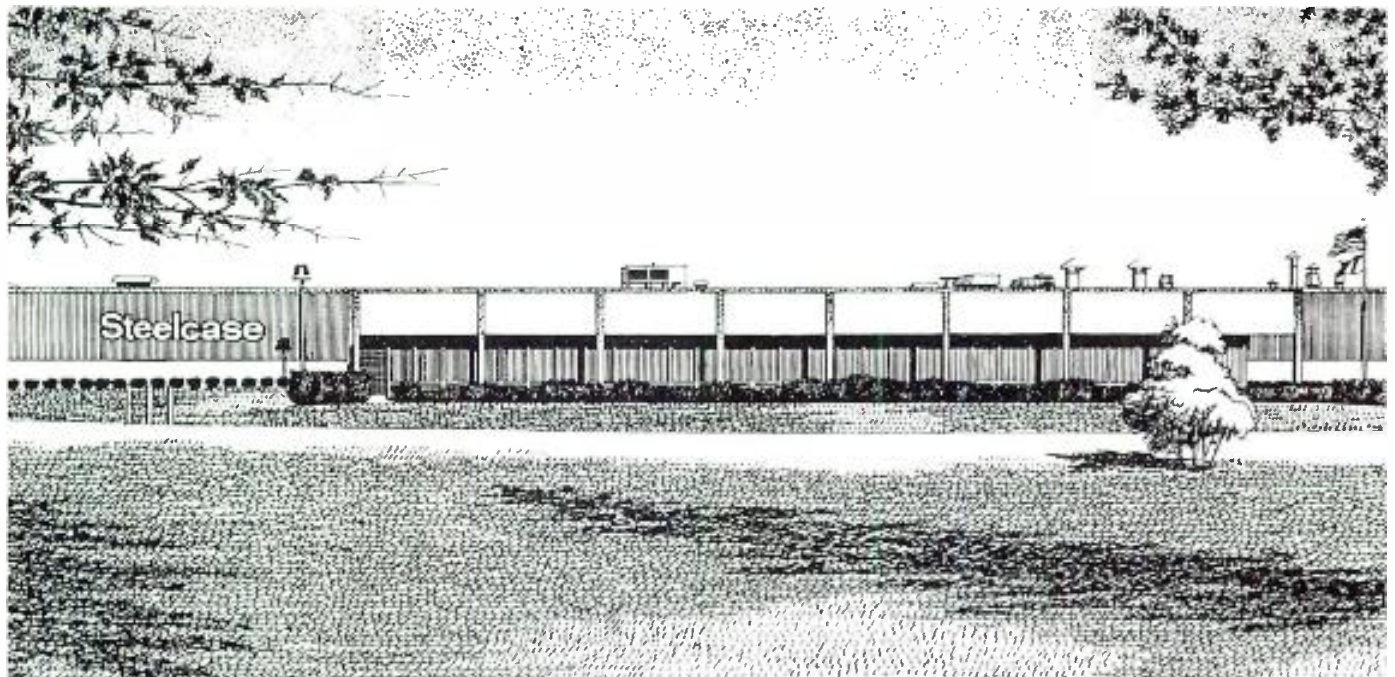
advertisers of consumer goods. For access to the 584,700 TV households in our designated market area,* please check our national representatives for availabilities.



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*Nielsen '82-'83



NEW YORK WAS SUPPOSED TO BE DIFFERENT IT WASN'T



Doubleday's WAPP (FM) Is Now The Most Listened To Rock Station In America.

When we started WAPP in New York on June 15th, there was a lot of curiosity about what would happen. After all, Doubleday had scored big in other start-up situations ... but this was New York City ... the toughest market in America.

Well, the summer Arbitron is in. In just three short months WAPP has become the number one station in New York among 18-34 year old adults. In many dayparts,

the sum total of the two major competitors doesn't even equal our share. With a weekly cume audience of nearly 2 million people, WAPP delivers more listeners in the metro than any other rock station in America.

What everybody forgot was ... New York is our hometown. Nobody knows the Big Apple like "New York's Apple." And nobody does that kind of job but Doubleday Broadcasting.

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Source: Arbitron, Summer 1982
Adults 18-34 Mon-Sun AQ
Total persons 12+ Metro Cu
Subject to stated limitation