

The Fifth Estate

R A D I O T E L E V I S I O N C A B L E S A T E L L I T E

Broadcasting Jan 24

NIELSEN and ARBITRON AGREE!



**The people you want to reach are
watching KSTP-TV Eyewitness News
at 5, 6, and 10 P.M.**

Nielsen, Arbitron, Nov. 1982: KSTP-TV Eyewitness News is number one in persons 18 to 49, Monday through Friday in the total survey area at 5, 6, and 10 P.M.



KSTP-TV

Minneapolis - St. Paul

For more information, call KSTP-TV Sales at (612) 646-5555 or your nearest Petry office.

36112 LIBRARY
A U L I B R A R Y
U S A I R F O R C E
S E R I A L A C Q U I S I T I O N
M O N T G O M E R Y
A L 36112

52d Year 1983

Top 50 advertising agencies
Independents' blue skies
convention NAB's
Mexico meeting

Research
shows
women
25 to 54

love

Breakaway®

THE EARLY FRINGE FRANCHISE TO NEWS,
DEVELOPED BY BROADCASTERS FOR BROADCASTERS, IS READY.

☒ They love Monte Markham.

☒ They love Martha Lambert.

☒ They love the 45 weekly contributors.

☒ They love the 15 entertaining and relevant segments.

☒ They love the LIVE, constantly evolving format.

☒ They love the 6 local windows including 2 news envelopes.

☒ The only thing they don't love is having to wait until September 12th to watch it regularly.

Break Away[®]

CALL TODAY. SEE THE PILOT. SEE WHAT WOMEN LOVE TO WATCH JUST BEFORE LOCAL NEWS.

CTV COLBERT TELEVISION SALES

(212) 687-4840
(213) 277-7751

ORION
ENTERTAINMENT CORPORATION

(212) 758-5100
(213) 551-5135
(312) 346-9142

A joint venture of The Bennett Group and Ohlmeyer Communications
One Dag Hammarskjold Plaza • New York, New York 10017 • (212) 940-8304

THE VERDICT:

The Judges awarded 5 GOLDEN MIKES to KHJ-TV News Team members Nathan Roberts, Wendy Gordon, Scott St. James, Hank Plante, and Ginger Casey.



THE EVIDENCE:

Channel 9 gives you the news, all the news, and nothing but the news.

KHJ-TV
Los Angeles **9**

5515 MELROSE AVE.

LOS ANGELES, CALIFORNIA 90038

(213) 467-5459

Breaking billions

ABC Television Network President James Duffy's claim that with 1982 sales, his network became the first to break \$2 billion mark in revenues (see page 42) is, taken literally, accurate. But it should also be noted that tallying this year's results will show that CBS network also passed \$2 billion in 1982, although later than ABC. NBC has not passed that mark, but is getting close.

Radio tally

Leading radio advertiser for first nine months of 1982 is Anheuser-Busch, spending \$33.2 million on medium, according to top 20 listing appearing in next week's BROADCASTING. Second is General Motors Corp. with expenditures numbering \$27.5 million. Figures represent combination of national spot and network dollars as computed by Radio Advertising Bureau from data compiled by Radio Expenditure Reports Inc. (national spot) and Leading National Advertisers Inc. (network). The 20 top radio advertisers spent total of \$287.5 million during this time period.

ADI splinters

Three TV markets, maybe four, are expected to get their own ADI's under new formula that Arbitron Television has adopted for crediting single-station areas of dominant influence, effective with 1984-85 season. It will mean corresponding losses, of course, for ADI's they are in now, and that could affect market rankings. New formula, in effect, requires that station get at least 5% share, rather than present 20% share, at least, of home-county viewing and not be beaten there by outside stations.

How many and which ones will get own ADI's will depend on 1984 measurements, but Arbitron sources say leading candidates, based on past measurements, are Flagstaff, Ariz. (now part of Phoenix ADI); Sarasota, Fla. (now in Tampa-St. Petersburg ADI), and Visalia, Calif., (now in Fresno ADI). All three have had own ADI's at one time or another.

Noted

FCC's proposal to repeal network syndication and financial interest rules was

debated in earnest by two former FCC chairmen at Association of Independent Television Stations annual convention last week (see page 35), with Richard Wiley arguing network position for repeal, and Dean Burch, under whose chairmanship rules were adopted, arguing for retention. Some observers found that piquant, noting that Burch had vociferously dissented to prime time access rule, which commission adopted in tandem with network syndication and financial interest rules, (even though Burch's dissent focused completely on PTAR). Financial interest and network syndication rules also received spotlight at Washington conference sponsored by Telecommunications Research and Action Center (see story, page 79). Observers there noted that while Sam Simon, TRAC executive director, told conference his group had taken no position on proposed repeal, Simon himself apparently has. FCC sources said Simon, in personal visits to commissioners' offices last spring, had argued strenuously against repeal.

Lighter load

To speed up applications processing, and to free commission engineers for other tasks, FCC Chairman Mark Fowler is said to be considering proposals to drop commission review of engineering exhibits for applications for new and major modifications for FM's and TV's. Under proposal, burden of insuring that engineering is accurate would fall heavily upon applicant, whose operation could be shut down if, in fact, it caused unpredicted interference.

Game plan

Because of "serious structural problems" with Super Sports Network, cooperative pay sports service proposed by Robert Schmidt and three major league baseball teams (BROADCASTING, Jan. 17), Kansas City Royals baseball club will probably not participate. But, according to Royals' Brian Burns, team has been taking a hard look at regional sports networks. Team has received proposals from three or four groups trying to put together networks that would serve all or part of Missouri, Nebraska, Iowa, Kansas, Oklahoma and Arkansas, he said. Royals would be active partner with equity interest in some deals, he said, but simply supplier of programming for percentage of take in others. Alternative to joining SSN or one of

regional networks in works is to do nothing until just right deal comes along. Decision regarding pay cable is "extremely important," he said.

Eagle eye

CBS Sports auditioned former Philadelphia Eagles football coach Dick Vermeil last Wednesday for position as game analyst in network's coverage of next season's National Football League games. Contract negotiations were under way Friday, and announcement is expected this week.

Not moving 'Elsewhere'

NBC-TV has no plans to move *St. Elsewhere*, critically-acclaimed Tuesday-night series that failed to respond with higher ratings after network's efforts over last three weeks to promote program by scheduling strong lead-ins. Program's producer, MTM Enterprises Inc., has revamped program reducing number of storylines and bringing each week's major plot to resolution. NBC is also betting on boost from new regular lead-in for *St. Elsewhere*, one-hour continuing drama, *Bare Essence*, set to begin airing Feb. 15.

Getting organized

First Amendment fans can be on lookout for announcement in early spring of establishment of foundation devoted expressly to working toward achievement of full First Amendment protection for broadcasters. Foundation will seek broad-base support from within and outside industry. Senator Bob Packwood (R-Ore.), who is leading drive for constitutional amendment that would provide full First Amendment rights to electronic media, is expected to play major role in kickoff for foundation.

Few takers

Prospect of being able to offer locally originated programming apparently hasn't turned on television translator licensees. Although FCC's order authorizing low-power television (BROADCASTING, March 8, 1982) permitted translator licensees (there are about 4,800 of them) to switch over to LPTV status (so they could originate local programming) by simply notifying FCC, only about "10-50" have bothered, according to FCC official.

Pay north of the border

Pay television, the service that rejuvenated the cable industry in the U.S. in the mid-1970's, makes its debut in Canada next Tuesday (Feb. 1), promising increased revenues and profits for the nation's cable operators. "It's an opportunity that we fought for for the better part of 10 years," said Michael Hind-Smith, president of the Canadian Cable Television Association. "And in the process we have allowed ourselves to fall far, far behind the U.S."

Cable operators will have a chance to catch up quickly. The Canadian Radio-Television Telecommunications Commission (Canada's counterpart to the FCC) has authorized six private companies to provide pay services. Two will offer a national service and four will offer regional or local service.

First Choice Canadian Communications Corp. will launch First Choice, a national 24-hour-a-day service featuring movies and specials. Lively Arts Market Builders will offer C Channel, a 56-hour-a-week cultural service, programming a mix of performing arts and foreign films. Alberta Independent Pay TV and Ontario Independent Pay TV have gotten together to jointly offer Superchannel, an around-the-clock movie and sports channel to cable systems in Alberta and Ontario. Worldview TV Ltd. will provide Vancouver, B.C., with a multicultural (multilingual) service, and Star Channel Services will serve the maritime provinces.

As a national mass appeal service, First Choice fancies itself the Home Box Office of Canada. Spokeswoman Hester Riches said the service expects to sign up some 500,000 subscribers through its 177 cable affiliates by the end of the year. That would amount to more than 10% of 4.9 million basic cable subscribers in the country. First Choice

would like to count eventually one million names on its subscriber rolls, Riches said. First Choice's competition in the national market is the C Channel, which has more modest ambitions. The C Channel's Lana Iny said the service will be happy if it can sign up 200,000 subscribers.

The pay services will be considerably more expensive than those in the U.S. Cable subscribers will be charged between \$14 and \$16 per month for either the First Choice or C Channel. And the bulk of the revenues will flow to the pay service. According to Riches, the wholesale price of First Choice is \$9.25.

That pay television will be a boon to the cable industry is far from certain in Hind-Smith's mind. Cable operators who decide to offer pay services will have to invest millions in pay encoding and decoding equipment, he said, and the pay services will be "a much tougher sale in Canada because they are priced so much higher." What's more, cable operators will have their hands full marketing all the services. "Our American friends are telling us we are crazy. 'You can't launch six services simultaneously.' We hope to prove it can be done."

Ammunition

The cable industry continues its efforts to fight the Copyright Royalty Tribunal's royalty rate increase for distant signals carried by cable systems. The campaign launched by the industry to combat the ruling is being called "Black Tuesday," to signify the impending day the rate increase goes into effect, Tuesday, March 15. By then, many cable systems are expected to drop distant signals rather than pay the new rates. Superstations such as WGN-TV Chicago, WOR-TV New York, and WTBS(TV) Atlanta, feeling threatened, are urging the public to write

congressmen about the CRT increase.

United Video Inc., Tulsa, the common carrier for WGN-TV, sent a packet containing letters and promotional materials to assist cable operators in informing the public. The packets, mailed out last week, "contain a press release that can be individualized by the operators for local distribution, three different newspaper advertising slicks and a radio announcement. Also available is an information slide that can be used by operators who elect to follow the lead of a Massachusetts operator who blanked out-of-town channels," United Video said.

Pirates prevented

Home Box Office had some bad news for pirates of satellite programming. It announced last week that it had selected a system to scramble its satellite feeds. It also had some bad news for Scientific-Atlanta and Oak Industries. It opted to get its scrambling system from M/A-COM Linkabit. The digital system is designed to accommodate stereo audio, giving HBO's cable affiliates yet another incentive to market FM stereo hook-ups. It will also permit HBO to address the descramblers individually at the headends of affiliates. Since the descramblers cost around \$2,000 each and HBO has 4,400 affiliates, the total value of the deal with M/A-COM may be more than \$8 million.

Scrambling will not happen overnight. HBO will begin installing the descramblers at affiliates in the Pacific and mountain time zones by midyear. Systems in the East will receive them later. Actual scrambling of the HBO feeds will not begin until 1985.

Now that it has the contract for the scrambling of cable's pre-eminent cable service, M/A-COM is hoping that other pay services follow suit.

Pirates purchased

You can't have a stellar attraction if the star goes dark. That seems to be one message behind Warner Communications's agreement to purchase a 49% interest in the Pittsburgh Pirates baseball team. Late last year (BROADCASTING, Dec. 6, 1982), Warner Amex Cable Communications announced a five-year exclusive pay cable package with the Pirates to provide the cornerstone for a regional sports network. (Warner Amex holds the cable franchise for the city of Pittsburgh.) That deal included Warner Amex picking up the tab for 100,000 tickets a year, tickets the company would give away, helping to "increase parking and concession revenues" to Three Rivers Stadium and boosting rent and tax revenues to the city.

But poor attendance and rising stadium maintenance costs had put the ball club, owned by the Galbreath family through the Pittsburgh Athletic Co., \$10 million in the hole with losses continuing. Although the purchase price was not disclosed, the sale of



Southwest gets SNC and MTV. Representatives of Group W Cable, Warner Amex Satellite Entertainment Corp. and Satellite News Channels held a press conference in Los Angeles last Wednesday (Jan. 19) to mark the launches of SNC and WASEC's Music Television by Group W Cable's southwest region systems. (They serve 170,000 subscribers, mostly in southern California.) On hand for the press conference and luncheon that followed (l-r): Frank McNellis, vice president, Group W Cable, southwest region; John Wasielewski, regional director, public affairs, Group W Cable, southwest region; Bob Pittman, senior vice president, programming, WASEC; Burton Stanier, president and chief operating officer, Group W Cable; Tom Capra, vice president and managing editor, SNC, and Jondi Whitis, manager of programming, Group W Cable.

the minority interest to WCI should pretty much take care of the team's red ink, the proposed partners said.

The deal requires the approval of major league baseball, but it is not the first ownership stake of a baseball club by an electronic media concern—Taft paid \$115 million for roughly a half-interest in the Philadelphia Phillies (Taft owns WTAF-TV there) and CBS once owned the New York Yankees. Warner already has one team, but in another sport, the New York Cosmos soccer team.

Pirates pay-per-view

The lineup of cable systems STV networks committed to carry the pay-per-view premiere of "Pirates of Penzance" now includes Cox Cable's San Diego and Santa Barbara, Calif., cable systems, according to Universal Pay Television, the distributor of the film. The movie will be shown on Feb. 18, the same day it is released to theaters around the country. "PPV will be a major part of sequential distribution of any program or entertainment product," says Hawley Chester, manager of program acquisition at Cox. "and Cox wholeheartedly supports Universal's efforts to supply us with the best possible programming at the earliest possible moment."

The future is now

"Somewhat disappointed with the speed with which cable operators have been adding [Black Entertainment Television]," Bob



Johnson

Johnson, president of the black-oriented network, has come up with an incentive for the operators to act faster. Systems that sign up for the service prior to Aug. 31 and launch it before the end of the year will be charged the current subscriber fee of one cent per subscriber per month, he told reporters in Washington last week, but systems that add BET after those dates will be charged three cents. The top 20 MSO's are committed to carrying BET, he said. "We are now looking for a little more speed."

Part of the urgency to boost BET's subscribership, which plummeted from nine million to two million in a shift of satellites and expansion of hours and now stands at about three million, is BET's contractual promise to its advertisers to have five million subscribers by next August and nine

million by August 1984. If BET falls short of its audience projections, Johnson said, it must refund money to its national advertisers. "It is extremely vital that we meet our growth projections," Johnson said.

BET has a second reason for increasing its subscriber fees: program production. "There is not an existing inventory of quality black-oriented programming available that we can draw upon, so we must create and produce new shows ourselves," Johnson said. "While our ad revenues cover the majority of these expenses, BET believes an increased subscriber fee will provide additional support for these program costs."

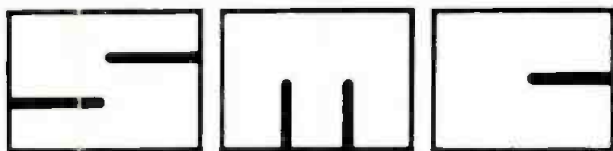
And BET has another tactic for encouraging cable systems to add the service: a national public relations campaign to solicit the support of the black community. Ed Maddox, BET's new executive vice president who will direct the campaign, said BET will attempt to make blacks aware of the service and the programming it offers. If they demand BET, he said, the cable operators will respond. Johnson said BET has targeted between 130 and 140 cities with large black populations for the campaign.

Name change

The Modern Satellite Network will begin its fourth year of operation with a new name. Bob Finehout, vice president, programming, said the new name is MSN The Information Channel and it will soon appear in trade and consumer magazines advertising and in on-air promos and logos. "We feel that this new designation better describes the services we are providing the cable industry."

If You're Considering Automation, Check with the World Leader SMC

Whether it's a simple live assist programmer or a complex multi-language system, SMC leads the industry. The automation professionals and only maker of The CAROUSEL.



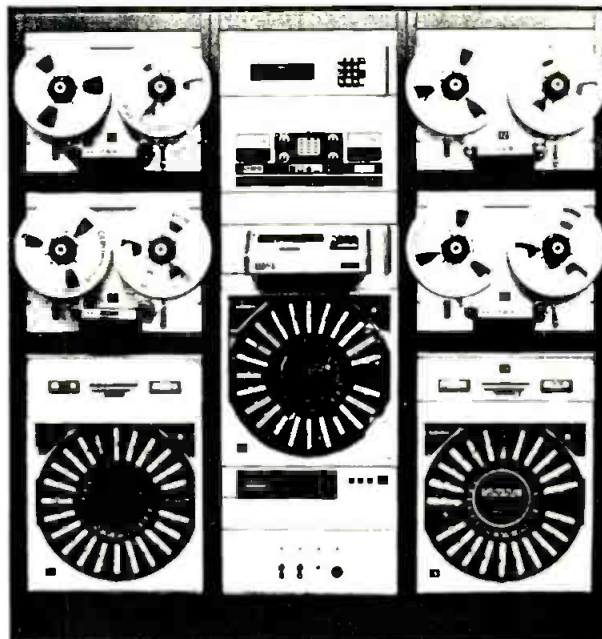
SONO-MAG CORPORATION

1833 W. Hovey Ave.

Normal, Illinois 61761

Tel. 309-452-5313

Telex 510-352-2506



Midwestern States

Bob Popke
Radio Automation Services LTD.
850 Yale Lane
Highland Park, IL 60035
312-433-1253

Southwest and Southeastern States

Pete Charlton
The Management
491 Elbow Court
Weatherford, Texas 76086
817-441-8045

Western States

Jerry Bassett
P.O. Box 101
Elk Grove, Calif. 95624
916-685-8660

Northeastern States and International Areas

Stephen S. Sampson
Marketing Director
SONO-MAG CORPORATION
1833 West Hovey Avenue
309-452-5313
Telex 510-352-2506

Business Briefly

TV ONLY

Specialty Brands Inc. □ Campaign for Aunt Millie's spaghetti sauces begins this month in 25 markets. Flight will run throughout year in day, early fringe, late fringe, early and late news times. Theme of commercial is "Aunt Millie's had a good, old-fashioned taste then. It has a good, old-fashioned taste now." Target: women, 18-49. Agency: Geers Gross, New York.

Car-X □ Campaign for mufflers begins in mid-February in 10 markets. Spots will run through November for varying flights in early and late news times. Target: men, 25-54. Agency: CPM Inc., Chicago.

Showell Farms Inc. □ Campaign for Cookin' Good fresh chicken begins this month in seven southern markets. Flight

will run through March in day and news times. Target: women, 25-54. Agency: LeMand Morrissey Stockwell & Associates, Orlando, Fla.

Squibb □ Campaign for Theragran-M begins this month in 20 markets. Flight will run through first quarter in all dayparts. Target: women, 18-49. Agency: SFM Media Corp., New York.

Sun-Diamond Growers □ Campaign for Sunmaid raisins begins Feb. 7 in about 19 markets. Eight-week flight will run in day and prime access times. Target: women, 25-54. Agency: D'Arcy-MacManus & Masius, San Francisco.

Riviana Foods Co. □ Campaign for Carolina Mahatma and Water Maid rice brands begin Feb. 7 in about 35 markets. Flight will run 6 to 13 weeks in day, early fringe and fringe times.

Target: women 25-54. Agency: The Bloom Cos., Dallas.

Jameson Home Products □ Campaign for smoke alarm emergency light begins Jan. 31 in Pittsburgh; Kansas City; Charleston and Huntington, both West Virginia, and Jacksonville, Fla. Six-week flight will air in day and prime access times. Target: adults, 25-54. Agency: CPM Inc., Chicago.

Celestial Seasonings □ Campaign for herb teas begins this week in four markets. Flight will run about six weeks in day, early fringe, prime and late fringe times. Target: women, 18-49. Agency: Doyle Dane Bernbach, Los Angeles.

Florida Citrus Commission □ Campaign for grapefruit juice begins this week in 26 markets. Five-week flight will run in day and fringe times. Target: women, 25-54. Agency: Dancer Fitzgerald Sample, New York.

Carter Products (Division of Carter Wallace) □ Campaign for Pearl Drops tooth polish begins Jan. 31 in 12 markets. Five-week flight will run during fringe times. Target: adults, 18-34. Agency: Grey Advertising, New York.

Boeing Co. □ Campaign inaugurating Boeing's new fuel-efficient 757 jet begins Jan. 31 in Atlanta, Miami, Minneapolis-St. Paul and Seattle. Eastern will be first airline to use new jet. Flight will run four weeks in fringe, prime access and weekend times. Target: men, 25-54. Agency: Cole & Weber, Seattle.

Volkswagen of America □ Campaign for various Volkswagen automobiles begins Jan. 31 in 20 markets. Spots will run about four weeks in news, late fringe, fringe, sports and day times. Target: men, 18-49. Agency: Doyle Dane Bernbach, New York.

Chrysler Corp. □ Campaign for Chrysler New Yorker begins Feb. 7 in about 12 markets. Flight will run three weeks in news, late fringe, sports and prime times. Target: men, 25-54. Agency: Kenyon & Eckhardt, Birmingham, Mich.

New England Apple Products Inc. □ Campaign for various apple products begins this week in seven markets. Flight will run three weeks in day, early fringe and fringe times. Target: women, 25-54. Agency: Harold Cabot & Co., Boston.

Time-Life Books □ Campaign for home repair & improvement book series begins Jan. 27 in 44 markets. Flight will

AdVantage

Commercial first. For first time, this year's AWRT Certificates of Commendation for local and network radio and television programs will include commercials as category in awards presentation. Sponsored by American Women in Radio and Television, awards are based on how women are portrayed in positive fashion, their image and professionalism and how they contribute to society's image of them. Consideration for eligibility rules state commercials or local programs must have aired between Jan. 1 and Dec. 31, 1982. Network programs must air between March 31, 1982, and March 31, 1983. Deadline for entries is March 1. Further information can be obtained from AWRT national headquarters in Washington: (202) 296-0009. Certificates will be presented during association's national convention May 3-7 in Toronto.

□

Self promotion. Corinthian Communications Inc., New York, media buying service, is running schedule on four New York television stations in effort to enlist advertisers and agencies as clients. Thirty-second commercial depicts large eagle flying while voice-over says: "A break from commercials from the company that brings you lots and lots of commercial breaks." Commercial is scheduled to air on WABC-TV, WGSB-TV, WNBC-TV and WNEW-TV throughout January in news and late fringe periods to reach advertising prospects.

DON'T GET STUCK IN YOUR OWN TRAFFIC.

The Nidus Broadcast Management System can get you back in the fast lane.

With Nidus computer hardware and software you control the flow. Information is instantly at your fingertips.

Nidus can tailor a system for you.

Traffic Management.
Sales Management.
Financial Management.

You'll receive a new level of decision-making information. And all at a price you'll appreciate.

Call Nidus now for more details
1-800-525-0331

4090 Youngfield
Wheat Ridge, CO. 80033

nidus
Systems Company

1-303-422-6889
1-800-525-0331

SKREW YOURSELF A FAVOR

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

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

- | | | |
|------------------------|---------------------------------|--------------------|
| 1. Bullwinkle | 6. Dudley Do-Right | 12. Roman Holidays |
| 2. Rocky & His Friends | 7. Young Samson | 13. Devlin |
| 3. Underdog | 8. Space Kidettes | 14. Jonny Quest |
| 4. Tennessee Tuxedo | 9. Korg | 15. The Jetsons |
| 5. Uncle Waldo | 10. Inch High, Private Eye | 16. Sport Billy |
| | 11. Wheelie & The Chopper Bunch | 17. King Leonardo |

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



Bullwinkle, Rocky & His Friends



Underdog



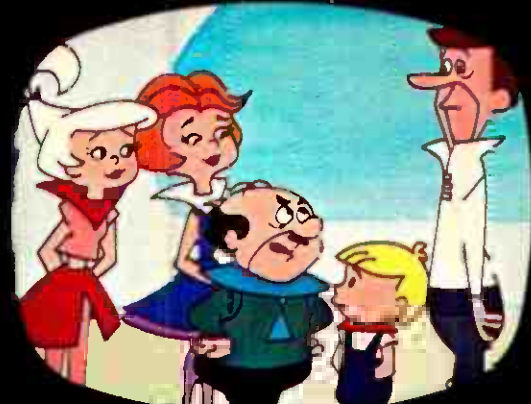
Dudley Do-Right



Space Kidettes



Jonny Quest



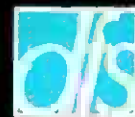
The Jetsons



Tennessee Tuxedo Uncle Waldo

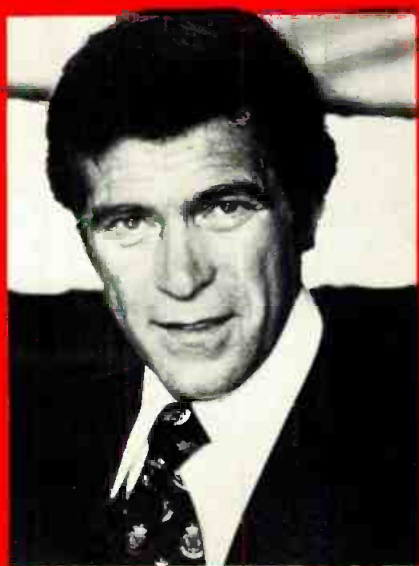


Sport Billy



The Ultimate Challenge...

SURV



Hosted by
Christopher George

Weekly half-hour

Boston (617) 449-04



now in production for Fall '83

METROMEDIA
P R O D U C E R S
C O R P O R A T I O N

New York (212) 953-1744 L.A. (714) 644-9078

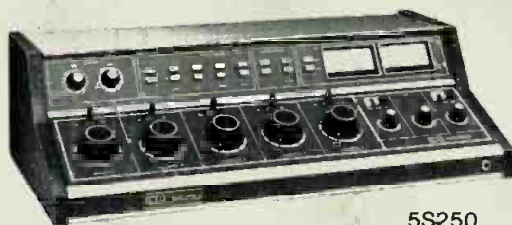
The Classic Look in Audio Consoles

Audio performance? Exceptional! For both 150 and 250 series: Distortion .05% IM and THD from 30 Hz to 20 kHz at +18 dBm output with ± 0.5 dB frequency response. Each mixer in every model has a preamp selectable for either microphone or high level plus a full complement of line, monitor, cue and headphone amplifiers...all plug-in.

Choose from 10 different models, mono or stereo.



5M150



5S250



8M150



8S250



10S250

For more information, contact your local Broadcast Electronics distributor, or write for our new brochure.



**BROADCAST
ELECTRONICS INC.**

4100 N. 24th STREET, P.O. BOX 3606, QUINCY, IL 62305. (217) 224-9600. TELEX: 25-0142

run one week in day and early fringe times. Target: men, 25-49. Agency: Wunderman, Ricotta & Kline, New York.

Pro Golf Distributor □ Campaign for golf equipment begins this week in seven markets. Spots will run in all dayparts and target men, 25-plus. Agency: Varon Advertising, Bloomfield, Mich.

RADIO ONLY

Lloyd's Bank California □ Campaign for consumer services, commercial and agricultural business begins Jan. 31 in Los Angeles and San Francisco. Flight will run throughout year in all dayparts. Target: men, 25-54. Agency: Della Femina, Travisano & Partners, Los Angeles.

RADIO AND TV

Pennzoil Products □ Campaign for motor oil and lubricants begins Feb. 1 in 40 radio markets for 19 weeks and in another 60 markets for varying 52-week flight. Spots will air during 6 a.m.-6 p.m. times. TV will also begin Feb. 1 in 93 markets for varying 20-week flight in early fringe, prime and late fringe times. Products will target men, 18-49. Agency: Eisaman, Johns & Laws Advertising, Houston.

Pulsar Time Inc. □ TV campaign for Pulsar watches will begin April 25 in 50 markets and will also begin running first week in May on NBC's *Tonight Show* starring *Johnny Carson* and during early and late evening news on all three networks. Additionally, 60-second radio commercial will run on Spanish Broadcasting Network in New York, Chicago, Los Angeles, Miami, San Francisco and parts of Texas. Flights will conclude May 21. Among new Pulsar models featured will be "The Wizard," watch designed as full analog with digital displays. Target: adults, 25-54. Agency: Sawdon & Bess, New York.

Rep4Report

KJLA(AM) Kansas City, Mo.: To Lotus Reps from Roslin Radio Sales.

□

KFMJ(FM) Grants Pass, Ore.: To Lotus Reps (no previous rep).

□

KWA-TV Farmington, N.M.: To Katz Television Continental from Avery-Knodel Television.

□

KBCB(FM) Corpus Christi, Tex.: To RKO Radio sales (no previous rep).

□

WOKY(AM)-WMIL(FM) Milwaukee: To RKO Radio sales from Hillier, Newmark & Wechsler.



OTHER VIEWS, OTHER VOICES

This fall, American television audiences will have a half hour series that probes the most critical issues of our time in a unique way. From both points of view.

OTHER VIEWS, OTHER VOICES travels all over the American landscape to create the kind of balanced telejournalism we can all be proud of.

PolyGram

OTHER VIEWS, OTHER VOICES

Produced by the NBC Television Stations Division
Created and executive produced by Judd F. Hambrick
Distributed by

PolyGram Television

LOS ANGELES (213) 202-4400 ST. LOUIS (314) 391-8616 NEW YORK (212) 399-7806

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

Introducing The Dual Beam TVRO Modification

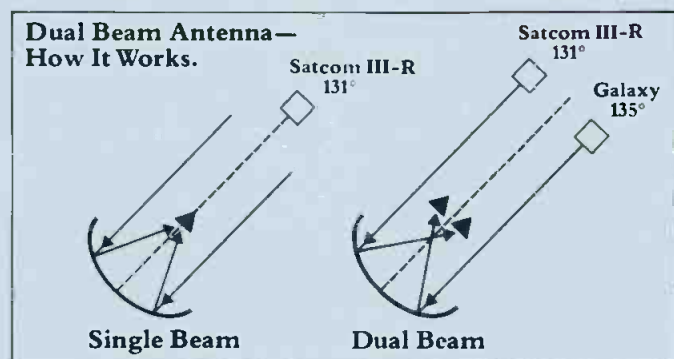
Engineers have long known that a single parabolic dish with two feedhorns can receive signals simultaneously from adjacent satellites. Ten years ago, Hughes Aircraft Company built such an antenna. And as the years went by, the Hughes engineers continued to test and experiment with what came to be called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

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

But now there is an opportunity for widespread application.

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

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



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

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

BENEFITS

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

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



THE LINEUP

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

Galaxy I (135° W)

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

Satcom III-R (131° W)

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

TECHNICAL FEATURES

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

Once modified, the antenna will perform as follows:

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

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

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

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

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

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

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

M/A-COM VIDEO SATELLITE, INC.

Duke Brown
National Sales Manager
323rd Ave.
Burlington, Massachusetts 01803
(617) 272-3100

MICRODYNE CORPORATION

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

SCIENTIFIC ATLANTA

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

For additional information contact:

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

HUGHES COMMUNICATIONS

HUGHESHUGHES AIRCRAFT COMPANYHughes Communications, Inc., a wholly owned subsidiary
of Hughes Aircraft Company, P.O. Box 92424

This week

Jan. 24—*National Academy of Television Arts and Sciences, New York chapter*, drop-in dinner. Topic: "Are More and More Television Writers Coming Home to New York?" Speakers: Sybil Adelman, *Mary Tyler Moore Show*; Lee Kalcheim, *All in the Family*; Marilyn Miller, *Saturday Night Live*, and Peter Stone, *The Defenders*. Host: Bill Persky, writer, director and known as creator of *Dick Van Dyke Show*. Copacabana, New York.

Jan. 24-25—*Centel Cable Television Co.*, cable TV conference for cable TV company accounting managers. O'Hare Hilton, Chicago.

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.

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.

■ Indicates new or revised listing

60611.

Jan. 25—*Ohio Association of Broadcasters* Cincinnati managers' luncheon. Westin hotel, Cincinnati.

Jan. 25-26—"The Ethics of the Sports Story" conference sponsored by *University of Nevada-Reno*. Harrah's hotel-casino, Reno.

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. 26—*New York Women in Communications* "Career Night." J.C. Penney Co., New York.

Jan. 26—*Ohio Association of Broadcasters* state legislators luncheon. Columbus Athletic Club, Columbus, Ohio.

Jan. 26—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Dan Curtis, producer-director of television version of *The Winds of War*. Copacabana, New York.

Jan. 26-27—"Cable Television and Satellite Broadcasting" conference sponsored by *Financial Times*. Hotel Inter-Continental, London. Information: Leslie Collins, Financial Times conference organization, 135 West 50th Street, Suite 1920, New York, N.Y. 10020, (212) 245-7784.

Jan. 27—*Pacific Pioneer Broadcasters* "Nostalgia Night," honoring Metropolitan Opera Broadcasts. Home Savings, Los Angeles.

Also in January

■ **Jan. 27**—*American Women in Radio and Television, Washington chapter*, monthly meeting. Black Horse Tavern, Washington.

■ **Jan. 29**—"Telecommunications Career Conference," sponsored by *Indiana University chapter of Alpha Epsilon Rho and Indiana University department of telecommunications*. Indiana Memorial Union, Indiana University, Bloomington, Ind.

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

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

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

Jan. 31—Deadline for entries in J.C. Penney-Missouri Television Awards for Community Leadership sponsored by *University of Missouri-Columbia, School of Journalism*, with educational grant from J.C. Penney Co. Awards are designed to "encourage local television stations to take leading roles in making communities better places in which to live and work and to recognize those stations already providing such leadership." Information: J.C. Penney-Missouri Television Awards, University of Missouri-Columbia, Box 838, Columbia, Mo., 65205.

■ **Jan. 31**—Lecture on "Broadcast Reform in the 98th Congress" by Representative Timothy Wirth (D-Colo.) sponsored by *Reuters Ltd. and Communications Media Center of New York Law School*. New York Law School campus, New York.

February

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. 1—*Electronic Media Rating Council* board of directors meeting. Television Bureau of Advertising headquarters, New York.

Feb. 2—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Robert Weisberg, director of programming, Bravo cable service. Copacabana, New York.

Feb. 2—*Ohio Association of Broadcasters* state legislators' luncheon. Columbus Athletic Club, Columbus, Ohio.

■ **Feb. 2**—*Arkansas Broadcasters Association* busi-

Major Meetings

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

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

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

March 17-22—*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—*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 17-21—*National Public Radio's* annual conference. Hyatt Regency, Minneapolis.

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

May 3-7—*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—*ABC-TV* affiliates annual meeting. Century Plaza hotel, Los Angeles.

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

May 18-21—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va. Future meetings: March 11-14, 1984, Canyon, Palm Springs, Calif., and May 15-18, 1985, Greenbrier, White Sulphur Springs, W. Va.

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

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

June 12-15—*National Cable Television Association* annual convention. Astro Hall, Houston. Future conventions: May 20-23, 1984, San Francisco; March 31-April 3, 1985, New Orleans; March 16-19, 1986, Dallas, and May 15-18, 1988, Las Vegas.

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

June 23-27—*Broadcasters Promotion Association/Broadcast Designers' Association* annual seminar. Fairmont hotel, New Orleans. Future seminars: June 10-15, 1984, Caesars Palace, Las Vegas; June 5-9, 1985, Hyatt Regency, Chicago, and June 10-15, 1986, Loew's Anatole, Dallas.

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

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

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

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

Oct. 2-5—*National Radio Broadcasters Association* annual convention. Hilton hotel, New Orleans. Future convention: Sept. 23-26, 1984, Kansas City, Mo.

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

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

Nov. 7-10—*AMIP '83, American Market for International Programs*. Fontainebleau Hilton, Miami Beach. Information: Perard Associates, 100 Lafayette Drive, Syosset, N.Y., 11791, (516) 364-3686.

Nov. 14-16—*Television Bureau of Advertising* 29th annual meeting. Riviera hotel, Las Vegas. Future meetings: Nov. 7-9, 1984, Hyatt Regency, Chicago; Nov. 11-13, 1985, Hyatt Regency, Dallas; Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

THE ORIGINAL'S BACK.



ness meeting and legislative reception. Coachman's Inn. Little Rock. Ark.

Feb. 2-4—*Texas Cable TV Association'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. 4—*New York State Cable Television Association* lunch with Thomas Wheeler, president. National Cable Television Association. and Representative Al Swift (D-Wash.). Gallagher's Steak House. Albany, 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. 5**—*Radio-Television News Directors Association* regional meeting. Bay Bridge Holiday Inn, Emeryville, Calif.

Feb. 6—Memorial concert for Dave Garroway, with proceeds to go to fund established by family and friends of late radio-TV personality, to promote and recognize quality in fields that were of interest to Garroway: astronomy, communication and music. Guest performers will include Peggy Lee, Jackie Cain and Roy Kral and Marian McPartland. Lang Concert Hall, Swarthmore College, Swarthmore, Pa. Tickets available (gift tax deductible) from The Dave Garroway Fund, P.O. Box 28, Swarthmore, 19081.

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

Feb. 7—*Advertising Club of Greater Boston* meeting featuring viewing of Clio Awards. Boston Park Plaza, Boston.

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

Feb. 9—*Alfred I. duPont-Columbia University*

Awards in Broadcast Journalism telecast from Columbia University. N.Y.

Feb. 9—*West Virginia Broadcasters Association* sales seminar. Ramada Inn Morgantown. W. Va.

Feb. 9—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Jonathan Hayes, president. Group W Satellite Communications. Copacabana, New York.

■ **Feb. 10**—*National Academy of Television Arts and Sciences, Washington chapter*, drop-in luncheon. Speaker: Edward Fritts, president. National Association of Broadcasters. Blackie's House of Beef, Washington.

Feb. 10—*West Virginia Broadcasters Association* sales seminar. Charleston House Holiday Inn, Charleston, W. Va.

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. 14**—*National Academy of Television Arts and Sciences, Syracuse University chapter*, "speakers" series. Speaker: Van Gordon Sauter, president, CBS News. S.I. Newhouse School of Public Communications. Syracuse, N.Y.

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

Feb. 15—*Ohio Association of Broadcasters* legal workshop. Hilton North, Columbus, Ohio.

Feb. 15—Deadline for entries in Clarion Awards, sponsored by *Women in Communications*, to recognize excellence in communications. Information: WICI national headquarters, P.O. Box 9561 Austin, Tex., 78766; (512) 345-8922.

■ **Feb. 15**—Public affairs seminar sponsored by *American Women in Radio and Television*. Speakers include Elizabeth Dole, secretary-designate of transportation; Anne Jones, FCC commissioner. Senator Bob Packwood (R-Ore.); Representative Al Swift (D-Wash.); Thomas Railsback, Motion Picture Association of America, and Marilyn Nejelski, National Women's Political Caucus. Vista International hotel, Washington. In-

formation: (202) 862-5704.

■ **Feb. 15**—*American Women in Radio and Television* Congressional gala. Senate Russell caucus room, Washington. Information: (202) 296-0009.

■ **Feb. 15**—*Southern California Cable Club* seminar/workshop on "Selling and Servicing the Cable Consumer." Speaker: Jack Haire, national director of direct sales, Warner Amex. Luncheon speaker: Trygve Myhren, chairman and chief executive officer, ATC. Proud Bird Restaurant, Los Angeles.

■ **Feb. 15-16**—*Wisconsin Broadcasters Association* annual winter meeting and legislative reception. Concourse hotel, Madison, Wis.

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. 16—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Cory Dunham, executive vice president and general counsel, NBC Inc. Copacabana, New York.

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—"Communications 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

FROM THE INTERNATIONAL LUTHERAN LAYMEN'S LEAGUE

A New Easter Radio Special

In Spanish.

Delight your Spanish-speaking audience with a winning combination of the new and the familiar! "Creer Es Ver" ("Believing is Seeing") is narrated by Uncle Julio, a character enormously popular with Hispanic audiences in the U.S. and Latin America. In a fresh approach to the Biblical Easter story, "Creer Es Ver" takes the viewpoint of the once-doubting Apostle Thomas. This leads to an inspiring message of faith, applicable to today's living.

Your listeners will appreciate this Spanish-language offering for its warmth, originality, and excellent production values. You can schedule "Creer Es Ver" as one 30-minute program or as two 15-minute segments.

To order free of charge, return the coupon or call Vi Knickrehm at 314-647-4900.

Please Send Me "Creer Es Ver" Easter Special

Name _____

Station _____

Address _____

City _____

State/Zip _____

Mail To: International Lutheran Laymen's League
"Creer Es Ver" Easter Special
2185 Hampton Avenue, St. Louis, Missouri 63139

MARY HARTMAN, MARY HARTMAN.



She'll turn around that time period.



EMBASSY

TELECOMMUNICATIONS

1901 Avenue of the Stars, Los Angeles, CA 90067
© 1983 Embassy Telecommunications

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. 25**—*Women in Cable, New England chapter*, luncheon meeting. Speaker: Representative Barney Frank (D-Mass.). Hotel Sonesta, Cambridge, Mass.

Feb. 25-27—*Oklahoma Broadcasters Association* annual winter meeting. Lincoln Plaza, Oklahoma City.

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

March 1—*Academy of Television Arts and Sciences* "forum series" luncheon. Speaker: Peter Ueberroth, president. Los Angeles Olympic Organizing Committee. 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 1—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: Deborah Arney, AWRT, 1321 Connecticut Avenue, N.W., Washington, D.C., 20036.

March 1—Deadline for entries in Achievement in Children's Television Awards, sponsored by *Action for Children's Television*. Awards are given annually for "significant contributions toward improving service to children on broadcast and cable television and radio." Information: ACT, 46 Austin Street, Newtonville, Mass., 02459, (617) 527-7870.

March 2—*Pennsylvania Association of Broadcasters* Congressional/Gold Medal reception and dinner. Washington Hilton, Washington.

■ **March 3-April 14**—"Cable Television: Skills and Opportunities," course offered by *New York University, School of Continuing Education*. NYU campus, New York. Information: (212) 598-2371.

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

■ **March 5**—"Creating Programming for the New Television Markets" seminar sponsored by *Programs in Communications, New York University School of Continuing Education*. Speakers include Frank Biondi, HBO; Jack Willis, CBS Cable; Tom Kuhn, RCA Selectavision, and Michael Brandman, Lorimar Pro-

Stay Tuned

A professional's guide to the intermedia week (Jan. 24-30)

Network television □ PBS: *Wagner's Ring Das Rheingold* (opera), Monday, 9-10 p.m.; American Playhouse: *Miss Lonelyhearts* [Nathaniel West], Tuesday, 9-10 p.m.; *The 6th Annual Humana Festival of New American Plays* (dramatic showcase), Tuesday, 10-11 p.m.; *Idomeneo* (Mozart opera), Wednesday, 8-11 p.m.; NBC: *4th Annual TV Guide Special: 1982—The Year in Television*, Monday, 9-11 p.m.; CBS: GE Theater: *Running Out*, Wednesday, 9-11 p.m.; *Phantom of the Opera*, Saturday, 9-11 p.m.

Radio (check local listings on all times) □ CBS Radio: *Super Bowl XVII Special* (overview of season), Saturday-Sunday, 16 parts; *Super Bowl XVII* live coverage, Sunday, 5:45-until; ABC FM: *'F' is for Football* (concluding five parts of 10-part series on high school athletics), Monday-Friday, 7:38 a.m., 10:38 a.m., 5:38 p.m.; ABC Information: *Sunday Slump* (five-part series on church attendance), Monday-Friday, 2 a.m., 6 a.m., 8 a.m., 10 a.m., 4 p.m., 9 p.m.; ABC Entertainment: *Wellness*, (five-part series on health), Monday-Friday, 7:30 a.m., 9:30 a.m., 3:30 p.m., 8:30 p.m.; ABC Direction: *Airport Security Systems: 10 Years Later* (five-part series), Monday-Friday, 7:45 a.m., 12:45 p.m., 6:45 p.m.

Cable □ ARTS: *Marcel Marceau's Seven Deadly Sins*, Monday, 9-9:45 p.m.; *American Art in the Sixties* (movie), Monday, 9:45-11:25 p.m.; *Samson & Delilah* (opera), Sunday, 9-11:40 p.m.; USA: *The Night Train Jazz Hour*, Sunday, 3:30-4:30 p.m.; *Nuclear Nightmares* (BBC documentary), Sunday, 10-midnight.

Museum of Broadcasting □ (1 East 53d Street, New York) *Muppets: Past, Present and Future*, (varied exhibits throughout run), now-Feb. 19; *Sid Caesar: Master of Comedy*, (exhibit), extended: now-March 5.

*indicates a premiere episode

ductions. NYU campus, New York.

■ **March 6-8**—*Society of Cable Television Engineers* eighth annual spring engineering conference, "Business and Data Communications." Biltmore hotel, Los Angeles.

March 7-9—*Advertising Research Foundation's* 29th annual conference and research exposition. Keynote address: John Bowen, president and chief executive officer, Benton & Bowles, and president of American Association of Advertising Agencies. New York Hilton, New York.

March 8—*Ohio Association of Broadcasters* congressional dinner. Hyatt Regency Capitol Hill, Washington.

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 10**—"The Market for Videotext," seminar sponsored by *New York University, School of Continuing Education*. NYU campus, New York. Information: (212) 598-2371.

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

March 14-15—*New York State Cable Television Association* spring legislative conference. Empire State Plaza, Albany, N.Y. Information: Susan Shufelt, (518) 463-6676.

■ **March 15**—"Telemarketing seminar," for broadcasting, advertising and newspaper customers of *New York Telephone*. Communications Planning Center, Astor Plaza, New York.

■ **March 15**—*Southern California Cable Club* luncheon. Speaker: Paul Klein, president, Playboy Network. Proud Bird Restaurant, Los Angeles.

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 17-22—*NATPE International* 20th annual conference. Las Vegas Hilton.

■ **March 21**—*National Academy of Television Arts and Sciences, Syracuse University chapter*, "speakers" series. Speaker: Sy Arlen, vice president, ABC Entertainment. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

March 21-23—"How to video-conference successfully," sponsored by *Public Service Satellite Consortium*. PSSC Technical Center, Denver. Information: (202) 331-1154.

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.

■ **March 24-26**—*Radio-Television News Directors*

THE BEST LITTLE SATELLITE PROGRAMMER ON EARTH!



... meets all of your needs in mixing local spots, ID's, weather, etc. with your satellite programming. SATMASTER controls satellite audio and will random select cartridges from three separate carousels, instacarts or go-carts. One thousand events for more than 24 hours of operation. Direct start, insert and delete, instant review, 4 large LED displays and many more convenient features.

MEI MICROPROBE ELECTRONICS INC

Call Dave Collins at (312) 440-3111 for a free brochure.
875 NORTH MICHIGAN AVENUE, CHICAGO, ILLINOIS 60611

EVERYTHING YOU NEED AT A LOW START-UP COST!

WJKS-TV JACKSONVILLE, FLORIDA
JANUARY 03, 1983
EMBASSY COMMUNICATIONS
ATTENTION: HAL GABA

HAL:

THE NIELSEN'S ARE IN AND THE NUMBERS ARE SIMPLY SENSATIONAL!

5:00 PM

WJKS	<u>ONE DAY AT A TIME</u>	9/29	10/32 METRO
WJXT	BOB NEWHART	7/21	7/21 METRO
WTLV	CHARLIE'S ANGELS	5/16	6/17 METRO
WAVS	INCREDIBLE HULK	3/10	4/12 METRO
WXAO	SCOOPY DOO	3/8	3/10 METRO

THIS IS THE HIGHEST SHARE EVER RECORDED BY WJKS-TV IN
THIS TIME PERIOD!

5:30 PM

WJKS	<u>THE JEFFERSONS</u>	12/32	13/32 METRO
WJXT	ENTERTAINMENT TONIGHT	7/18	7/18 METRO
WTLV	BARNEY MILLER	7/18	7/20 METRO
WAVS	INCREDIBLE HULK	4/9	4/11 METRO
WXAO	PINK PANTHER	2/6	3/7 METRO

THIS IS ALSO THE HIGHEST SHARE EVER RECORDED BY WJKS-TV IN
THIS TIME PERIOD.

HAL, THE ABOVE FIGURES ILLUSTRATE THAT WITH PRIME PROPERTIES,
PREMIUM PROMOTION, AND EXCELLENT SUPPORT FROM EMBASSY, A
UHF STATION CAN CONSISTENTLY BEAT A VHF STATION IN THE
JACKSONVILLE MARKET.

I HOPE YOUR NEW YEAR IS A HAPPY AND HEALTHY ONE!

BEST REGARDS,

RUSS MYERSON
PROGRAM DIRECTOR
WJKS-TV
JACKSONVILLE, FLORIDA

Telex/TWX

western union

The perfect show for every audience!



Amarillo, KAMR

4-4:30 PM, M-F

NUMBER ONE in: Rating,* Total Women and Men 18-49.*

Burlington-Platts., WCAX

5:30-6 PM, M-F

NUMBER ONE in: Rating, Total Women, Women 18-49, Total Men, Men 18-49, Teens and Children.



Columbus, Ga., WTVM

7:30-8 PM, M-F

NUMBER ONE in: Rating,* Total Women, Women 18-49, Men 18-49, Teens and Children.

El Paso, KTSM

4-4:30 PM, M-F

NUMBER ONE in: Total Women and Total Men.

Johnstown-Altoona, WTAJ

5:30-6 PM, M-F

NUMBER ONE in: Rating, Teens and Children.

Joplin-Pittsburg, KOAM

4-4:30 PM, M-F

NUMBER ONE in: Rating, Total Men, Men 18-49 and Teens.

Las Vegas, KVVU

5:30-6 PM, M-F

NUMBER ONE in: Women 18-49, Teens and Children.

Lexington, WKYT

1-1:30 PM, M-F

NUMBER ONE in: Total Men,* Men 18-49 and Children.

Los Angeles, KTTV

6:30-7 PM, M-F

NUMBER ONE in: Rating,* Total Women, Women 18-49 and Men 18-49.

Louisville, WAVE

5-5:30 PM, M-F

NUMBER ONE in: Rating,* Total Women, Total Men and Men 18-49.

Monterey-Salinas, KNTV

7:30-8 PM, M-F

NUMBER ONE in: Women 18-49,* Teens and Children.

Odessa-Midland, KOSA

4-4:30 PM, M-F

NUMBER ONE in: Rating, Total Women, Women 18-49, Total Men,* Teens and Children.

Raleigh-Durham, WTVD

4:30-5 PM, M-F

NUMBER ONE in: Rating, Total Women, Women 18-49, Total Men and Men 18-49.*

Savannah, WTOG

7-7:30 PM, M-F

NUMBER ONE in: Rating, Total Women, Total Men, Men 18-49, Teens and Children.

Springfield, Ma., WGGB

7-7:30 PM, M-F

NUMBER ONE in: Women 18-49, Teens and Children.

Terre Haute, WTHI

7:30-8 PM, M-F

NUMBER ONE in: Rating,* Women 18-49, Total Men, Men 18-49, Teens and Children.

Utica, WKTV

7-7:30 PM, M-F

NUMBER ONE in: Rating and Women 18-49.

Washington, D.C., WTTG

6:30-7 PM, M-F

NUMBER ONE in: Women 18-49, Men 18-49, Teens and Children.

Wausau-Rhineland, WSAU

4:30-5 PM, M-F

NUMBER ONE in: Rating, Total Women, Women 18-49, Teens and Children.



*Tie. Source: Arbitron November 1982 and 1981 Reports. Data are estimates subject to qualifications in reports used.

☆☆☆ **117 MARKETS SOLD!** ☆☆☆

ALICE

Warner Bros. Television Distribution



A Warner Communications Company

Association regional meeting. Holiday Inn, Gulf Shores, Ala.

■ **March 25**—Deadline for entries in second annual *International Radio Festival of New York*, worldwide awards competition in programming, promotion and advertising. Categories for programming include news, entertainment, service, information and editorials; for promotions, program, news, station and contest promotion, and for commercials, 30- and 60-second humor, music, local and public service announcements. Information: International Radio Festival of New York, 251 West 57th Street, New York, 10019, (212) 246-5133.

■ **March 31**—Deadline for entries in *American Osteopathic Association's* 27th annual journalism awards competition, recognizing "outstanding performance by journalists who report and interpret osteopathic medicine to the scientific community and the general public." Information: Journalism Awards Committee, American Osteopathic Association, 212 East Ohio Street, Chicago, 60611.

April

■ **April 5**—*Cabletelevision Advertising Bureau* sales workshop. Sheraton Center, New York.

■ **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 6**—*Cabletelevision Advertising Bureau's* second annual cable advertising conference for both cable and advertising executives. Conference follows sales workshop on April 5 (see above). Sheraton Center, New York. Information: Lela Cocoros, (212) 751-7770.

■ **April 9**—*Radio-Television News Directors Association* regional meeting. Curry College, Milton, Mass.

■ **April 9**—*Radio-Television News Directors Association* regional meeting. Sheraton Spokane, Spokane, Wash.

■ **April 10-12**—"The Independent Documentary: Implications and Diversity" conference sponsored by *American Film Institute and Corporation for Public Broadcasting*. Kennedy Center, Washington.

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

■ **April 10-13**—*National Gospel Radio Seminar*. Radisson Plaza hotel, Nashville.

■ **April 11**—Matrix Awards luncheon sponsored by *Women in Communications*. Speaker: Senator Edward Kennedy (D-Mass.). Waldorf-Astoria, New York.

■ **April 14**—*National Academy of Television Arts and Sciences, Syracuse University chapter*, "speakers" series. Speaker: Harry Smith, vice president, new venture development, CBS. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

■ **April 15-17**—*Alabama AP Broadcasters Association* annual convention. Gulf Shores State Park, Gulf Shores, Ala.

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

■ **April 20-25**—*Pennsylvania Association of Broadcasters* annual spring convention. Princess Tower hotel, Freeport, Bahamas.

■ **April 21-23**—Edward R. Murrow symposium, "The Murrow Heritage: A Challenge for Tomorrow," sponsored by *Washington State University* with grants from Boeing Co., Gannett Newspapers and Saul and Dayee Haas Foundation of Seattle. Participants in symposium include Charles Kuralt, CBS correspondent; William Small, president of UPI; Richard C. Hottelet, veteran CBS correspondent; Barry Serafin, ABC News correspondent, and former CBS News presidents Fred Friendly and Richard Salant. WSU campus, Pullman, Wash.

■ **April 24-26**—*West Virginia Broadcasters Association* spring meeting. Oglebay Park, Wheeling, W. Va.

■ **April 25-27**—Satcom '83, sponsored by *International Association of Satellite Users*. Hyatt Orlando, Orlando, Fla.

■ **April 26**—*Academy of Television Arts and Sciences* "forum series" luncheon. Speaker: Grant Tinker, NBC

Broadcasting

1735 DeSales Street, N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

☐ **Broadcasting Magazine**
☐ 3 years \$160 ☐ 2 years \$115 ☐ 1 year \$60
 (Canadian and international subscribers add \$20 per year)

☐ **Broadcasting Cablecasting Yearbook 1983**

The complete guide to radio, television, cable and satellite facts and figures—\$75 (if payment with order \$65) **Billable orders must be accompanied by business card, company letterhead or purchase order. Off press April 1983.**

Name _____ ☐ Payment enclosed

Company _____ ☐ Bill me

Address _____ Home? Yes ☐ No ☐

City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations ☐ Yes ☐ No

For renewal or address change
place most recent label here

The one to read when there's time to read only one.

BROADCASTING PUBLICATIONS INC.

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

The Fifth Estate Broadcasting

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

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

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. Ditingo, 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-Telecasting* introduced in 1946. *Television* acquired in 1961. *Cablecasting* introduced in 1972. Reg. U.S. Patent Office.
 Copyright 1983 by Broadcasting Publications Inc.

TELEVISION. Cablecasting.

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

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.

May 8-11—*International Television Association's* 15th international conference. Keynote speaker: Dr. Frederick Williams, Annenberg School of Communications, University of Southern California, Los Angeles, Royal York hotel, Toronto.

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

May 12-13—*Federal Communications Bar Association* conference on international communications, co-sponsored by Georgetown University's International Law Institute, Capital Hilton hotel, Washington.

■ **May 12-14**—*International Broadcasters Idea Bank* convention. Host broadcaster: Tad Fogel, WINH-(AM)-WGMB(FM) Georgetown, S.C. Myrtle Beach Hilton, Myrtle Beach, S.C.

■ **May 13-14**—25th anniversary celebration of WDCR(AM)-WFRD(FM) Hanover, N.H., stations at Dartmouth College, Dartmouth campus, Hanover, N.H.

May 13-15—*Florida Associated Press Broadcasters* 35th annual meeting/RTNDA region 14 annual meeting, Busch Gardens, Tampa.

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

■ **May 16-19**—*Arbiter Radio Advisory Council* meeting, Homestead, Hot Springs, Va.

Open Mike

One for all

EDITOR: Your Jan. 10 editorial, "Call to Battle," urging broadcasters to fight proposals by land mobile interests to share UHF television spectrum, was right on target.

The diversity of programming, expanded minority ownership and media productivity which could result from use of UHF spectrum for low-power TV will never be realized if the land mobile interests lay claim to it first.

This is no time for public interest groups (ourselves included) to indulge in the usual knee-jerk opposition to broadcasters. If those of us who represent viewers are serious about preserving future video alternatives, we need to get in the trenches with the National Association of Broadcasters and the Association of Maximum Service Telecasters and fight to keep UHF all-television.—*Pluria W. Marshall, chairman, National Black Media Coalition, Washington.*

Public opinion

EDITOR: In the Jan. 10 issue, under the "Riding Gain" section, you noted that WEZG-AM-

FM Syracuse, N.Y., launched a two-week audience survey, asking the listening public to decide what format should be aired. You stated that you believed this to be a first.

I became general manager of WCVI(AM) Connellsville, Pa., on Nov. 8, 1982, and on Nov. 15 began a survey of what WCVI should be programming, as voted on by the listeners. We invited listeners to send us cards or letters about their preferences—what they liked or disliked about the station. We also discussed the survey on our *Talkline* program, in which I talked directly with the listeners. Our local cable channel also had the message about the survey on the digital channel.

Our *Talkline* program airs every Monday through Friday from 9 a.m. to noon, and features what Bell of Pennsylvania says is a first for a locally originated talk show: an 800, toll-free number for incoming listener calls. There are other talk shows with an 800 number, but as far as we can determine, they are all network originated. Our 800 number is a statewide one, and has been getting extensive use.—*Ralph Prinkey, general manager, WCVI(AM) Connellsville, Pa.*

HOW DOES AN EVOLUTION BECOME A REVOLUTION?

CMX KNOWS.

ABC RADIO PRESENTS PRO FOOTBALL'S SPRING SEASON.





INTRODUCING THE UNITED STATES FOOTBALL LEAGUE.™ PRO FANS WANT IT. YOUR STATION CAN PROFIT FROM IT.

The United States Football League has been created to satisfy the sports fan's thirst for pro football action in the spring.

Never before has a new professional sports league started off so fast. Months before the new 12-team league's first kick-off, season ticket sales are running way ahead of the most optimistic projections. Top coaches have been signed. Games will be played in America's best stadiums, including Denver's Mile High Stadium, Giants Stadium in the Meadowlands and Washington's RFK Stadium.

ABC Radio has won the rights to broadcast a schedule of 36 regular season games on Monday and Saturday nights, starting March 6, plus 2 playoffs and the Championship game on July 17.

Give pro sports fans the Spring Football they want. You'll attract premium advertisers. And you can convert your new audience into regular listeners.

Join the ABC Radio Network's broadcasts of USFL Spring Football. Pro fans want it. Your station can profit from it.

For full details, contact Stuart Krane, Director, ABC Radio Network, at (212) 887-5285.

TM designates a trademark of the United States Football League. ©1982

ARIZONA WRANGLERS  COPYRIGHT 1983 TM	BIRMINGHAM STALLIONS  COPYRIGHT 1983 TM	NEW JERSEY GENERALS  COPYRIGHT 1983 TM	PHILADELPHIA STARS  COPYRIGHT 1983 TM	TAMPA BAY BANDITS  COPYRIGHT 1983 TM	OAKLAND INVADERS  COPYRIGHT 1983 TM
BOSTON BREAKERS  COPYRIGHT 1983 TM	L.A. EXPRESS  COPYRIGHT 1983 TM	WASHINGTON FEDERALS  COPYRIGHT 1983 TM	DENVER GOLD  COPYRIGHT 1983 TM	CHICAGO BLITZ  COPYRIGHT 1983 TM	MICHIGAN PANTHERS  COPYRIGHT 1983 TM



Exclusive radio broadcasters of the 1984 Summer Olympics.

ABC RADIO NETWORKS

A news promotion commentary from Henry E. Price, promotion consultant, Communications Sciences Group

Changes in news promotion techniques

A few years ago the Broadcasters Promotion Association produced a videotape entitled *How To Be A Promotion Manager*. It was a classic work, in tune with its day. I still remember its description of a promo: "an announcement designed to create sampling of a program... spots that run in a station's unsold commercial time."

That was a pretty accurate description during that era. Promos were thought of as devices to create sampling—a sort of moving *TV Guide*. A good show promo was one that creatively caught the viewer's attention and listed the air time boldly. News was often promoted by showing lots of reporters and equipment getting ready for a newscast.

Understandably, a promo by the above definition rarely received a high station priority for availabilities, nor should it have. As viewers, we tend to form pretty hard opinions. We either like a station's newscast, or we don't. We tend to place priorities on viewing, and a promo reminding us that *M*A*S*H* is on tonight at 8 is unlikely to change our opinion of the show. Regular viewers know what time a program is on. Viewers who have already sampled and rejected a show don't care.

A chief engineer I used to know put it best when he said: "Why remind people you're going to carry a program they don't like? Telling them an unwanted newscast is on at 6 p.m. just helps the viewer remember that's the time to change channels."

Often in researching promotion for stations around the country, we find that news campaigns have not only reminded people they don't like a show, but also reinforced other negative attitudes. For example, a station that is generally thought of as having an inferior news operation will not help its case by claiming to have the "best, latest, most up-to-date, professional newscast in town." The viewer will often see the claims as "just advertising," and that negative reaction can hurt ratings.

A great promoter once said: "All promotion works. Some promotion builds audiences; other promotion drives people away." Television stations in general have a history of saying: "Any publicity is good publicity" when, in fact, the opposite is true.

As broadcasters, we have a natural tendency to equate high production values with a "quality" product. We are impressed by 35mm film, musical backgrounds recorded by symphony orchestras, expert cutting and creative ideas that come to life. We are impressed because we understand the skill required to produce such work. Because we are impressed, we assume the audience will also be impressed... and thus watch our newscast.



Henry E. Price is promotion consultant with Communications Sciences Group, a division of Frank N. Magid Associates, Marion, Iowa. He has been a commercial producer and production manager at television stations in addition to background in promotion and marketing.

Unfortunately, time after time, research has shown that the audience doesn't share our enthusiasm. As a matter of fact, the average viewer couldn't care less. The motivation to do almost anything—including choosing a television newscast—is usually based on the simple question: "What's in it for me."

We know from both research and practical experience that viewers can be impressed with a television station and yet choose not to watch a newscast on that same station. Why? Usually because another newscast is offering the viewer direct benefits in return for watching. Those benefits vary from market to market, but they all have one thing in common: a viewer orientation.

Every general manager, news director and promotion manager should take a few moments from time to time to ask himself or herself: "What message is my promotion giving viewers?" If that message is "brag and boast" or just a nice jingle with pretty pictures, the station may have problems.

The quality of the product is the primary key to ratings success. But if the products are equal—or nearly equal—the station with the best strategy, not the best tactics, will win. Don't misunderstand: Production values matter greatly, but the content of a promo is far more important than the style.

If much of promotion has, in the past, been counterproductive, where does that leave the role of television promotion today, especially with fierce competition from the new media? The answer is that good promo-

tion today is where it should have been all along: a marketing service designed to help influence attitudes and opinions of viewers.

A successful television newscast is usually thought of by viewers as offering certain attributes that are not available from the competing stations. These attributes may range from likable personalities to in-depth news coverage, but they all have one thing in common: They address the needs of the viewers in the market and give the newscast an identity to which viewers can easily relate. This identity is developed through *both* the product and the promotion.

For want of a better word, we call this concept "positioning." Similar to product positioning, television positioning is more closely related to marketing services than marketing goods. The bottom line is to change, reinforce or modify the way a viewer perceives a television program. It's true you can't make people like a bad show, but you can change the way a person thinks about almost any program.

One of the most fascinating concepts to come out of positioning is the idea of repositioning, in which a station attempts to change the attitudes of viewers toward a competing newscast. For instance, a station that has been the established ratings leader in a community can sometimes be made to look old and stuffy by another station's promotion. Or a number-one station, through skillful marketing, can often make competing stations look like lightweights.

If the viewer is saying, "What's in it for me?" the job of the promotion or marketing manager is to answer that question in a way that will either reinforce or change loyalties.

If television programs can be marketed, instead of merely promoted, then it stands to reason that promotion departments should receive more air availabilities than merely "unsold commercial time." After all, a promo is really a commercial.

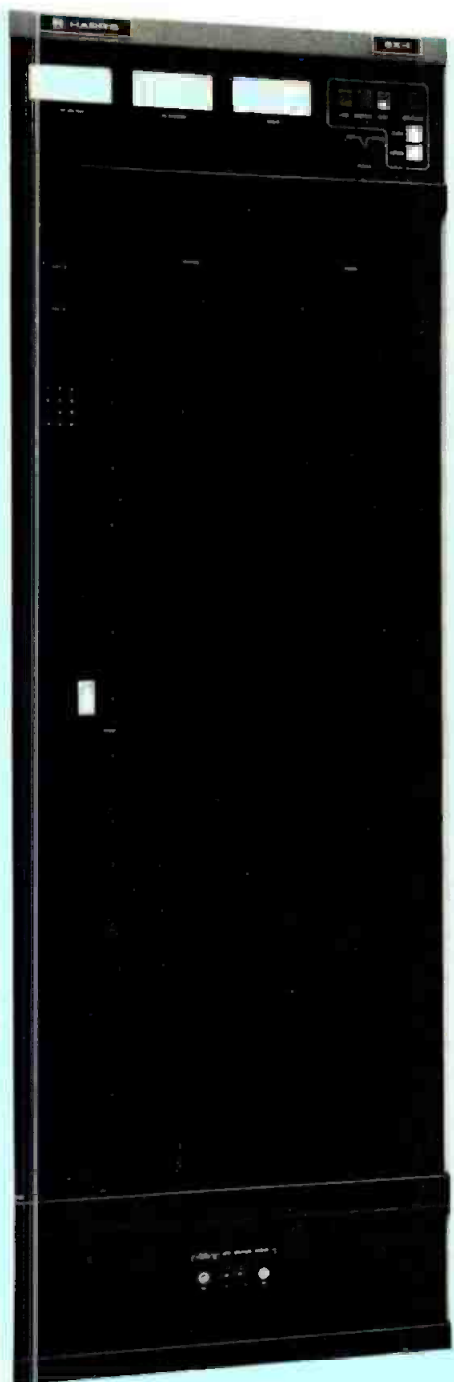
In the media-use studies we conduct to help clients allocate their advertising dollars, we have never found a case where other media equaled the persuasive power of television. The relative strength of advertising carriers varies from market to market, but in every case, television is the strongest motivator.

A station I work with recently asked me, "Who is our most important client?" The answer, of course, was the station itself. It's not unusual today for promotion departments to have substantial on-air budgets and to be treated by the sales department like any other television advertiser.

Of course, there's still a role for promotion to play in creating and sampling—and unsold commercial time should still be filled with promos—but the function of station promotion has changed radically in the past few years, and will undoubtedly continue to evolve.

Save up to 44% on power costs alone . . .

. . . with Harris' SX-1 1000 Watt All-Solid-State AM Transmitter



Harris combined the best of broadcast technology and computer science to create the SX-1—the new all-solid-state high performance, high reliability AM transmitter.

Built to provide a 26% to 44% power saving compared with other 1 kW transmitters now in use, the SX-1 also eliminates tube replacement costs. With Harris' SX-1, you save critical dollars while gaining exceptional sound and maximum reliability.

Exciting new technology includes Harris' Polyphase Pulse Duration Modulation* for improved levels of AM audio performance. And a *Flat-Pass* output network gives you unmatched phase and amplitude linearity for optimum mono or *stereo* performance.



Status monitoring keyboard offers a wealth of diagnostic information that cuts service time.

Computer designed and computer tested, the SX-1 is equipped with microprocessor control and status monitoring for sophisticated diagnostic capability which reduces down time. In addition, a unique cooling system simplifies maintenance by reducing component dirt build-up.

The SX-1 is a technological advancement built to meet the needs of today's demanding broadcaster.

Find out more about what the SX-1 can do for you. Contact Harris Corporation, Broadcast Division, P.O. Box 4290, Quincy, Illinois 62305-4290. 217-222-8200.

*Polyphase PDM—U.S. Patent 4,164,714 and other U.S. and foreign patents pending.



HARRIS

PM MA

AGAIN NUMBER ONE AMONG A



Image courtesy of [illegible]

GAZINE

FIRST-RUN STRIPS IN ACCESS



Wins Head-to-Head

vs. First-Run and Off-Network

vs. Family Feud	PV WINS	58%
vs. Tic Tac Dough	PV WINS	58%
vs. People's Court	PV WINS	60%
vs. Three's Company	PV WINS	64%
vs. Entertainment Tonight	PV WINS	73%
vs. Barney Miller	PV WINS	82%
vs. Little House on the Prairie	PV WINS	88%
vs. The Jeffersons	PV WINS	90%
vs. All in the Family	PV WINS	100%
vs. You Asked For It	PV WINS	100%
vs. Jokers Wild	PV WINS	100%
vs. Madame's Place	PV WINS	100%
vs. Soap	PM WINS	100%
vs. Alice	PV WINS	100%
vs. Laverne & Shirley	PV WINS	100%
vs. WKRP in Cincinnati	PV WINS	100%
vs. Sanford & Son	PV WINS	100%
vs. Charlie's Angels	PV WINS	100%
vs. CHiPs	PV WINS	100%
vs. Star Trek	PV WINS	100%
vs. Saturday Night	PV WINS	100%
vs. More Real People	PV WINS	100%
vs. The Muppets	PV WINS	100%



**GROUP W
PRODUCTIONS**

WESTINGHOUSE BROADCASTING AND CABLE, INC.
100 UNIVERSAL CITY PLACE • UNIVERSAL CITY, CA 91608 (213) 760-5800
© 1990 WESTINGHOUSE BROADCASTING AND CABLE, INC.

The Research Group and Cox Communications, Inc. have signed a long term audience research agreement.

The Group's proven and patented Comprehensive Music Test is now being used on the SRP Beautiful Music format. We're testing the SRP play list, cut by cut.

What that will mean to radio stations using the SRP format is that every vocal or instrumental title played will be exactly what the listeners have already told us they want to hear.

FIRST, AGAIN!

SRP

(201) 753-0444

Schulke Radio Productions, Ltd.,
3001 Hadley Road, South Plainfield, New Jersey 07080

Broadcasting Jan 24

Vol. 104 No. 4

TOP OF THE WEEK

Words of the week: financial interest and syndication

The opposition to repeal of the FCC's financial interest and domestic syndication rules came out of the closet last week. After a long period of relative quiet on the subject, the annual convention of the Association of Independent Television Stations, in Los Angeles, served as a forum for those broadcasters and others who don't want the networks back in the syndication business and those producers who don't want the networks as partners in their creations.

There were three principal focuses for last week's dialogue: (1) A panel session devoted formally to the subject of "The Future of Network Programming"; (2) A solo appearance by Thomas T. Ryan presenting the Association of National Advertisers' position on the matter, and (3) the convention's closing session featuring a debate between two former FCC chairmen—Dean Burch and Richard Wiley—who are now hired guns for the principal opposing parties in the financial interest-syndication controversy. What was said on those occasions is detailed in the stories that follow.

The issue will be joined officially in Washington this week (on Wednesday, Jan. 26); that's the deadline for the first round of comments on the proposal to repeal the rules. The issue is expected to occupy the policy community for a number of months, with final action not coming before summer (see box, page 37).

Burch and Wiley square off

INTV debate offers pros and cons of getting rid of rules; with spirited discussion following the presentations

Two former chairmen of the FCC—both now attorneys in the employ of opposing interests—took the center stage at INTV last week to ventilate this year's most pressing policy issue in Washington: suggested repeal of the FCC's financial-interest and domestic syndication rules. The result was a rip-roaring crowd pleaser, and if no minds were changed, many were impressed by the performance of the advocates.

Wearing the white hat, insofar as the sentiments of INTV delegates were concerned, was Dean Burch, of the Pierson, Ball & Dowd law firm and representing the Committee for Prudent Deregulation (which means, in this instance, not to repeal the aforementioned rules as well as the prime time access rule). The villain (he remarked at the start that he felt as apprehensive as a

turkey at Thanksgiving) was Richard E. Wiley, of Kirkland & Ellis and representing CBS.

Burch set the stage for the discussion by reminding his audience of the legislative and regulatory history that had led up to adoption of the now disputed rules in 1971—a trail that included the Barrow Report, the Pastore hearings on network dominance and the 1965 proposals that ended in the rules' adoption (by the FCC of which he was then chairman). Altogether, some 15 years of investigation had been devoted to the subject, he said, with all having reached the same conclusion on network dominance.

After reciting statistics to show that all segments of the industry have grown healthily since the rules became television law, Burch asked: "If things are that rosy, why are we changing?" His own answer: the network inquiry staff report conducted during the Ferris administration, which concluded that the rules were misguided and haven't served the FCC's purposes. (The report, Burch noted,

was never adopted by the FCC itself.) Moreover, he said, the country had a new President, a new FCC chairman and a new regulatory philosophy in 1982 (when the effort for repeal began). (Burch also said that the Department of Justice, which successfully entered consent decrees with all three networks in the same general area of production restraints, might well file comments with the FCC advocating repeal—a signal that Justice might then move to vacate the consent decrees.)

Burch labeled as "simply revisionism" the assertions that even if the networks had been bad guys back then they would be good guys this time around. "If they get the power, they'll use it," he declared. And he charged the networks with saying different things to different audiences, crying the blues to the FCC while being bullish before Wall Street analysts and stockholders. Referring to network assertions that repeal is necessary to permit their competition in the new media, Burch cited a long list of new media ventures by all three network companies, and said they seemed to be saying: "Save us from ourselves."

The issue of greatest concern to independent broadcasters was that of warehousing—the charge that, were the networks allowed back into syndication, they would hold successful series off the syndication market. Burch read from a communication from James Babb, head of the CBS-TV affiliates board, who was urging affiliates to support the network's repeal effort. Among the benefits cited: an impact on the "premature" release of off-network product.

Burch concluded that the rules in question had indeed turned out to be the "modest prophylaxis" they were originally intended to be, and said that until the marketplace is truly free—that is, until it is not dominated by just three networks—the rules must be retained.

Wiley's basic presentation addressed several "horror stories" he said were being circulated by opponents of repeal. The first was that the prime time access rule also would fall to the deregulatory axe if the financial-interest and syndication rules were repealed. That simply isn't true, he said ("I say it, the networks say it, the FCC says it"). The second "horrible" was that networks would warehouse programs to protect their schedules. Wrong again, said Wiley: "It doesn't make economic sense; no rational network would restrict supply." The third was that networks would discriminate against independents. That wasn't right either, he said, noting that the three networks had only 18% of the syndication market when they were forced out in 1971, and suggesting they would likely have a far smaller market posi-



The hired guns shoot it out

tion from which to operate were the rules repealed. And, again, it would not make economic sense to discriminate, he said.

Wiley's presentation not only was aggressive in defending the network efforts at re-entry, but at one point he even asserted that independents might benefit from their return. "The re-entry of the networks [into syndication] will create a less concentrated and far more competitive marketplace," he said. The statement was met by derisive laughter.

After the formal presentations, the discussion became more nearly a free-for-all, with broadcasters and producers vying for opportunities to challenge the network position represented by Wiley (who at one point asked if there were no questions for Burch). During one of the exchanges (on the question of whether the networks would act in concert to withhold programs from syndication) Burch remarked that "anyone who knows anything about networks knows that all the executives are interchangeable. I'm not talking collusion, I'm just talking paral-

lelism. They all act the same way." And at another point, after Wiley had said: "I might be wrong, but . . .", Burch came back with the comment, "If you're wrong, the folks in this room are dead."

Two of the producers who spoke up—Norman Horowitz of Polygram and Jim Victory of Victory Television—"confessed" to having participated in warehousing while they were members of network-owned syndication organizations, and Horowitz also admitted to having "wrested" interests from outside program producers. Victory, who headed CBS's domestic syndication for 10 years, said he had wanted to syndicate *I Love Lucy* at one point, but was denied the show for another three or four years.

The session ended on an impassioned plea by Harry Pappas of KMPH-TV Fresno, Calif., to his fellow independents that they all file pleadings with the FCC in the first round of comments on the financial-interest, syndication issue. "There are just eight days left," he said last Tuesday (Jan. 18). The deadline is Wednesday (Jan. 26). □

vertisers, are in a strong position to exercise cost control," but "if they are permitted to abdicate their buyer position and become partners with the sellers of programming, it seems to us self-evident that they would no longer have the same incentive to hold costs down."

The ANA "recognizes" that the networks must now compete with pay cable services for programming, said Ryan, but it "fails to see how rescinding the financial interest/syndication rule will solve that problem."

Cable and other new media have not yet developed as strong alternatives to network television said Ryan. "The networks are still the dominant outlet for programs and the primary means used by national advertisers to reach their markets efficiently."

Philosophically, we are in support of deregulation," he added. "We believe, however, that timing is critical." □

Latest champion of repeal: ABC

Network's comments urge FCC to drop financial interest and syndication restrictions

The network syndication and financial interest rules, which bar television networks from domestic syndication and prohibit them from acquiring financial interests in independently produced programming, must go. That's the unsurprising conclusion of comments ABC intends to submit this week in the FCC's proceeding proposing repeal of those rules.

Although many of the arguments ABC uses to justify its case for repeal have by now been well aired, it does offer fresh evidence—primarily drawn from a study it commissioned from the Denver consulting firm of Browne, Bortz & Coddington—to support its central contention: As the FCC's own network inquiry staff had concluded, the rules are "misguided at best" and should be repealed.

One of the primary arguments used to justify the rules ABC said, is that the three networks possess and can exercise monopsony (a market situation where a single buyer confronts many sellers) power in licensing television programs from independent producers. That's an argument ABC claims it refutes. According to its study, network program expenditures, particularly payments to outside producers, have been rising more rapidly than network advertising revenues for years.

While network program expenditures in 1971 accounted for 59.9% of total advertising revenues, by 1980 that number had increased to 67%, ABC said. "An important characteristic of the monopsonist is the ability to control its costs—that is, the ability to extract economic rent from its suppliers," ABC said. However, ABC said, its evidence suggested that the program producers were the ones with the bargaining power. "Taken collectively, the data makes clear that pro-

Latest foe of repeal: ANA

Advertiser, say association's Ryan, will ask FCC to keep network financial interest and syndication rules so ad rates will stay competitive

The Association of National Advertisers announced last Tuesday (Jan. 18) that it will recommend this week that the FCC keep its financial interest and syndication rules until "such time as the television advertising market is genuinely competitive." Announcing the association's position at last week's INTV convention in Los Angeles, Tom Ryan, immediate past chairman of ANA and vice president, advertising services of Gillette North America, said the ANA board of directors "unanimously approved" a recommendation from its television committee to oppose repeal and that it did so with the "overwhelming approval" of its membership.

The cost of network advertising has risen 194% since 1972, while the Consumer Price Index has risen 132%, said Ryan. The financial interest and syndication rules have enabled independent stations to compete for spot dollars with network affiliates, he said, and "in markets where independent stations

are strongest, spot costs are lowest."

"We believe it is reasonable to assume that if the networks are permitted to gain an ownership position in the programs they carry, they will take whatever action they can to prevent further erosion of their audiences and provide protection to their affiliates in the marketplace," he said. What's more, "the networks, as the primary buyers of programming and under some pressure from ad-



Ryan

gram producers possess substantial bargaining power in their transactions with the networks. Indeed, program producers in the aggregate have continually been able to extract a steadily increasing share of network revenues," ABC said.

Any "residual" justification for the rules is undermined by the "new and rapidly evolving" competitive conditions in television, ABC said. According to ABC, the networks have experienced, and will continue to experience, a decline in their share of audience. According to its study, for example, the composite three-network prime time share dropped from 90.7% in 1977-78 to 79.6% in 1981-82. "Predictions are that this composite share will decrease by another 10 to 20 points by the end of the decade," ABC said.

"This decline in the network share of viewing corresponds to a simultaneous growth in the audience for cable and other pay services," ABC said. "Indeed, the expansion of such non-broadcast services will produce a vast new program market—one which by the end of the decade will surpass in dollar size the three-network program market. Accordingly, to the extent that [the rules] were a reaction to a television economy where composite three-network audience shares were in the 90% range and there were thought to be few significant viewing alternatives for most Americans, no such reaction can be justified today or for the foreseeable future."

Not only is there no demonstrable need for the rules, but the rules also frustrate the public interest by inhibiting competition, ABC said. "At present, competition in the television marketplace is artificially restrained because the traditional networks must abide by special rules which limit the terms upon which they, but not their competitors, may develop and acquire programming," ABC said. "The newer nonbroadcast networks with which the traditional networks must now compete, are free to engage in syndication, to realize syndication revenues from programs which they own or license and to bargain with producers for syndication rights and interests. These are important tools in the intense competition for programming to attract viewers, and they are likely to be even more so in the future when, as developments already reflect, major Hollywood producers will operate their own networks, and the distributors of programs will produce for their own networks."

ABC also contended that none of the principal arguments advanced supporting the rules are sound. The often-cited charge that the networks would "warehouse" programming—that they would withhold programs from the market to protect network programming—if the rules were dropped—is "complete fiction," ABC said.

"Warehousing would be an unsound business practice," ABC said. "Syndication represents an important potential source of revenue to a network. Its interests do not lie in subordinating those revenues; they lie in maximizing them. Even if a case existed where warehousing a particular program to some limited degree seemed attractive, a

Commission odds. The Committee for Prudent Deregulation—and others arguing for retention of the network syndication and financial interest rules—will have to present a compelling case in their comments this week on why those rules should be retained. For the consensus among FCC insiders and interested observers alike is that the burden will be on those arguing for retention of the rules to demonstrate why they shouldn't be scrapped.

Unless the Mass Media Bureau sets a world record in turning around the commission's proposal to do away with those rules (reply comments aren't due until April 26, and Chairman Mark Fowler has indicated that the commission would permit rule proponents and opponents to square off in oral argument after the reply comments have been filed), the bureau won't have its final recommendation up for a vote until after June 30, when the terms of both Commissioners Joseph Fogarty and Stephen Sharp expire.

Of the five commissioners remaining, the indications are that Fowler, Mimi Dawson and Anne Jones would need the most persuasion to get them to support retaining the rules; Commissioners James Quello and Henry Rivera would need the least.

network would know that its long-run interest in being allowed to act as distributor and to enjoy syndication profit shares would be jeopardized by comporting itself other than in a responsible manner," ABC said.

The claim that the networks would favor their affiliates if they were allowed into syndication is equally fictitious, ABC said. "Network companies did not favor their own affiliates (over independents and affiliates of other networks) before the rules nor, in the competitive syndication market which would follow network company re-entry, could they do so. In fact, doing so would mean disregarding independent stations—typically the syndicator's best customer. Such a business judgment is extremely unlikely and if attempted would surely lead to lawsuits by profit participants whose interests the syndicator must maximize."

There also are a number of reasons why repeal of the rules should not lead to network domination of the syndication market, ABC said. "Foremost among these is the fact that before the rules, and with nearly two decades of participation in syndication, the networks did not achieve anything even approaching a dominant role in the syndication market," ABC said. "In the dramatically altered video marketplace that lies ahead, with its new distribution modes, network companies will be less able to bargain more effectively than others for such rights and interests, and therefore less able to achieve a dominant position," ABC said.

ABC also called it "pure myth" that network program selection would be distorted without rules. "Networks would be foolish to select programs on the basis of whether they obtain syndication rights or interests. Business reality dictates program selection on the basis of the potential for attracting viewers in the network runs. If programs are not successful in their network runs, they are not likely to be successful in syndication."

Also, ABC said, "contrary to the contentions of some, the future of the prime time access rule is in no way tied to the continuing existence of the syndication and financial interest rules. To whatever extent such an interrelationship may have been thought to exist in 1970, it clearly does not exist today."

On the positive side of the ledger, ABC said, repeal would foster competition in program supply (by permitting the networks to deal with producers who need or desire to exchange syndication rights and interests for greater license fees); foster competition in

the syndication market (because networks will become potential additional competitors in that market); foster competition between the traditional networks and pay services (by removing the "unfair competitive advantages" that the rules currently confer on pay services, and foster competition within the new video services, ABC said.

ABC also argued, as the network inquiry staff had, that the rules didn't advance any particular public interest objective. "In fact, the principal result they appear to accomplish is the shift of some monies from the networks and their hundreds of affiliates to a handful of Hollywood program suppliers," ABC said. "In ABC's view, it is not a proper function of this commission to maintain rules which do no more than shift monies from one component of the television industry to another." □

Fate of home taping at Supreme Court

It hears oral arguments on whether it's illegal to use VCR's to record off-the-air; decision expected this summer

After more than six years of litigation, the so-called Sony Betamax case is coming to a close. The Supreme Court heard oral arguments last Tuesday on the case, which will determine whether recording broadcast programming on home videocassette recorders is a violation of copyright law and, if so, whether makers of the machines are indirectly liable. All that remains is the court's decision, which is expected this summer.

The case stretches back to 1976 when two movie studios—Universal City Studios Inc. and Walt Disney Productions—alleged in a suit that off-the-air recording violates the copyright law and seriously affects their future earnings. Although the suit named numerous defendants, including some retailers and individual users, it was clear from the start that the real target of the suit was the Sony Corp. of America, a major manufacturer and, through its advertisements, promoter of the machines. The movie producers claimed that while the users were the direct infringers of their copyrights, Sony was a "contributory infringer."

The federal court system flip-flopped on

the case. In October 1979, the U.S. District Court for the Central District of California found in favor of the defendants (BROADCASTING, Oct. 8, 1979). It declared that neither the 1909 nor the 1976 copyrights laws "gave copyright holders monopoly power over an individual's off-the-air copying in his home for private, noncommercial use." Two years later, the three-member U.S. Court of Appeals reversed the District court, holding that off-the-air copying was illegal and that Sony was indirectly liable for that infringement because it "knew that the VCR's would be used to reproduce copyrighted materials and induced, caused or materially contributed to the infringement conduct of VCR owners" (BROADCASTING, Oct. 26, 1981). Responding to a Sony petition, the Supreme Court took up the case last summer.

"The issue before the court," Sony attorney Dean Dunlavey told the court last Tuesday, "is whether all Americans, broadcasters and audiences alike, are to be denied the benefit of time-shift home television viewing because a few program owners object." For Stephen A. Kroft, the attorney for the movie companies, the case had a decidedly different cast. "All this case really involves is unauthorized copying of motion pictures," he said. "That has never been permitted by copyright laws, and the fact that it is being done at home makes no difference."

Regardless of what the Supreme Court decides, the copyright problems created by the advent of home VCR's will probably be resolved in Congress. Following the decision of the Ninth Circuit, VCR manufacturers and the programmers went to Congress. The former demanded legislation that would exempt home taping from copyright liability; the latter, legislation that would establish a compulsory license through a surcharge on VCR's and blank tapes. Bills espousing both

positions were introduced last year, and although none came close to becoming law, similar bills are expected to be introduced early in the current session. Whoever wins the court battle will have much greater leverage in the legislative battle.

(An anti-Sony ruling by the Supreme Court will also be of great interest to record



SONY®
THE ONE AND ONLY

A Sony Betamax unit: the high-tech consumer item that started a revolution in the home electronics field and a seven-year court fight over copyright infringement.

manufacturers who would love to have such a precedent to use to stop audio taping of music off the radio.)

In his briefs and oral arguments before the Supreme Court, Dunlavey resurrected the findings of the District court in fashioning Sony's defense. First of all, Dunlavey said, off-the-air recording is a "fair use" of any

broadcast programing. Fair use is a court-developed doctrine under which persons in certain cases are permitted to use copyrighted material without the copyright owners permission. "These people have put their programs on television with the intent and purpose that anybody who has means of reception can see it," Dunlavey argued. The broadcast is, in effect, "implied consent" that the programs can be time-shifted, recorded and played back at a more convenient time.

Dunlavey's second line of defense was a principle of patent law. He claimed that the home VCR was a "staple item of commerce" suitable for substantial non-infringing uses. Consequently, even if some VCR users were to use the machines to illegally copy programs, Sony and other VCR manufacturers and promoters could not be held liable as contributory infringers. There are plenty of non-infringing uses of the VCR, he said, since there is plenty of non-copyrighted material on television. "In fact, the amount of free off-the-air TV programing available for unchallenged home VTR reception far exceeds that which is challenged." The material includes sports, religious and educational programing, he said. And ABC, he pointed out, is planning to launch a service, Home View Network, which will require subscribers to receive and record scrambled broadcasts on a VCR at night for later viewing. And Universal itself was party to an agreement that permits educators to record its programing under certain guidelines. There are, he said, "so many legitimate uses" that it is "grossly unfair" to hold manufacturers liable.

Dunlavey also denied that Sony, through its advertisement or other promotions, "induced" VCR users to infringe on copyrights. Sony, he said, has neither the right nor the ability to control the use of its machines. Sony has, however, included in the product literature that comes with every unit a warning that unauthorized recording may be contrary to the copyright laws, he said.

In his brief, Kroft attacked the "fair use" and "staple item of commerce" arguments. The fair use defense is inapplicable. The defense can be "invoked only where the unauthorized activity results in the creation of new works," Kroft said. "Since home [VCR] copying involves no independent creativity and therefore does not meet the fundamental justification for the fair use defense." Kroft called Sony's use of the staple item of commerce argument "misplaced." It is predicated on the belief that "it would be difficult or impossible to devise a remedy without unjustifiably inhibiting alleged non-infringing uses of [VCR's]." Kroft found other faults with the defense. Assuming the patent principle is applicable to copyright law, Kroft said in his brief, it "shields the seller of a staple article from contributory infringement liability only if the seller does not actively cause, urge, encourage or aid purchasers to use the article for infringing purposes and the article is suitable and actually used for substantial non-infringing uses." According to Kroft's reading of the evidence, Sony fails to meet both criteria. □

Senate television. Senate Majority leader Howard Baker (R-Tenn.) indicated last week that the chances for passing a resolution this year to allow televising of the Senate are good. So good, in fact, that Baker who is leading the drive for the resolution told reporters that he thinks there will be televised coverage of the Senate, although he is uncertain on what basis. During a breakfast meeting with the *Los Angeles Times*, Baker said he will bring up the issue soon.

"I told Senator Byrd and Senator Long and a few others who oppose it, who are opposed to gavel to gavel coverage, that I was ready to deal on some basis and do it at the very beginning of the session," Baker stated. The Senator also said he didn't know yet what he will settle for. "I don't know, but Russell (Russell Long [D-La.]) will ask me that, I hope, then I'll start dealing. But I know Russell well enough that it is better not to start dealing ahead of time," he added. Senator Long has threatened to filibuster the measure if it is brought to the floor.

Senator Pete Domenici (R-N.M.), who is reported as being undecided on the issue, during an interview on the Cable Satellite Public Affairs Network last week concurred that the resolution's chances for passage are getting better. "My gut tells me that it is a very close vote, but he's [Baker] going to work very hard to try on the first three or four months of this year and I think if it's going to happen, it's going to happen then, very early this year," Domenici said.

According to Senator Dennis DeConcini (D-Ariz.), a proponent of the measure, who also appeared on C-SPAN last week, it will "eventually" pass. But when that will occur, DeConcini notes, depends on "how much time the majority leader, Mr. Baker, wants to put in to keep the Senate on that subject matter." In addition, DeConcini points out that "we've got other problems that need to be addressed."

Some senators are still making up their minds—Senator William Proxmire (D-Wis.), also on C-SPAN, says he is "not adamantly opposed," but is uncertain how coverage should be handled. Proxmire had been listed as being against the resolution, according to a C-SPAN survey (BROADCASTING, Dec. 6, 1982). While Senator John Danforth (R-Mo.), who was listed by the survey as undecided, told C-SPAN he is now opposed.

Laid back in Puerto Vallarta

NAB joint board actions in Mexico include approval of \$9.3 million budget, award of DSA to Wasilewski, official dissolution of code boards

The joint board of directors of the National Association of Broadcasters met in the land of manāna last week to deal with what few pressing issues seem to face that organization at this moment. By week's end most had been caught up in the tempo of their tropical site; tomorrow seems soon enough to deal with most of NAB's problems.

If there was new news in Puerto Vallarta it was good news. For one thing, a new harmony seemed to exist between the radio and television sides of the association. That, at least, was the assessment of radio board chairman Martin Beck of Beck-Ross Communications, who said the NAB's new spirit was that "if it's their problem, it's our problem." He referred specifically to the assistance radio members gave to TV during the recent congressional battle over cable copyright, and of the help TV gave radio on 9 khz (the attempt to narrow AM spacing) and the Cuban interference issue.

Generally speaking, the NAB boards followed the agenda expected of them (BROADCASTING, Jan. 17). They dissolved the radio and television code boards, while directing that a high-level committee study "the future of industry self-regulation in the public interest." They approved a new budget that, at \$9,387,500, is some 4% ahead of last year's (see box below). And they named Vincent Wasilewski, the long-time NAB president who retired last fall, to receive the organization's highest honor, the Distinguished Service Award, at the NAB's Las Vegas convention in April.

One of the few areas of controversy involved an effort to broaden the NAB's reach to embrace a number of new technologies—low-power television and subscription television conspicuously among them. The matter was of most concern to radio broadcasters, who fear they could end up outnumbered in association affairs by the LPTV operators, most of whom are expected to compete primarily with radio for local revenues. A study group was named to examine the matter and to report back to the board at their June meeting.

An as yet unresolved controversy arose over minority representation on the NAB board. Glenn Mahone representing the Sheridan Broadcasting Network, initiated the discussion on the radio board level, pointing out that his seat in the NAB hierarchy was endangered by the petition of a seven-radio network—RKO General—for admission into the race for the six radio network openings. Mahone argued that minority ownership is still insufficient to insure adequate representation on the NAB boards and asked that special consideration be accorded minorities. At the closing session Friday the joint boards instructed the executive committee to make sure that participation by minorities and women was assured. One

possible approach is to admit nonvoting members from these groups.

The NAB also took an expansionist view of the international arena during the Mexico meeting. In one resolution, in the First Amendment area, it pledged full support to all U.S. efforts to ensure "the completely free flow of information throughout the world." And it also resolved that the NAB should be better prepared for dealing with issues involving international spectrum allocations.

The boards expressed concern over the failure of efforts to achieve a voluntary system of revenue reporting to replace the data formerly released by the FCC and pledged



DSA winner Wasilewski

renewed efforts to achieve that goal. Among the first targets will be a move to secure radio revenue data in the top 30 markets.

A concern over children's television—fueled by the attention given that subject by FCC Commissioner Henry Rivera and by the demise of the TV code—resulted in a "sense of the board" resolution to appoint a new chairman of the children's television committee. The call is expected to go to Crawford Rice of Gaylord Broadcasting.

The future of the Television Information Office, which had been under a cloud since the NAB's futures committee report urging TIO reorganization, was assured last Friday when the joint boards formally accepted the

recommendation of an ad hoc committee that TIO be fully supported in its present form. A number of members questioned TIO's request for budget increase in the face of its \$1.2 million surplus, but the boards accepted director Roy Danish's explanation that the reserve was needed as a hedge against hard times.

There was a last minute surprise involving TIO. Jerome Lansner, who has been NAB's senior vice president in charge of the now-defunct code authority, will join TIO as a senior executive in New York. The transfer was seen as part of an accommodation for TIO's remaining in that city and retaining its present autonomy vis a vis NAB. Lansner will remain available for consultation with the NAB's committee investigating self-regulation.



TIO's Lansner

In terms of immediate legislative problems, the TV board singled out the must-carry and syndicated exclusivity issues as being "fundamental to the underpinning of the nation's system of free over-the-air local television" and directed that "the very highest priority" be given to enacting legislation "embodying these bedrock principles." Discussion of the must-carry matter also brought out a feeling that TV broadcasters in general had not worked hard enough on the issue—a lack of support some felt may have been responsible for the cable industry's success with the last minute "CRT compromise" in the 97th Congress.

Can there be too much "marketplace?"

Budget breakdown. The NAB anticipates it will cost \$9,211,065 to perform its activities in fiscal 1983 (April 1, 1983-March 31, 1984). Happily, it expects to have an income of \$9,387,500 to pay the bills.

Those were the key figures in the budget approved by the NAB's joint boards in Puerto Vallarta last Friday (Jan. 21). The largest single area of budgetary increase will be for the science and technology department, up 85.9% to \$530,176. Next in line is government relations, up 28.1% to \$958,050. Other departmental totals: legal \$653,300, public affairs \$626,900, broadcasting \$359,665, membership \$857,660, station services \$989,693, research \$643,900. The general administrative budget is \$3,591,721.

Elimination of the \$491,429 in TV code expenses was credited with enabling the association's TV side to defer any dues increase this year.

The boards were advised that 1983 staff salary increases were at the 9% level except for top staff, which received increases at the 6.7% level.

The NAB radio board thinks so, and last week appointed Richard Oppenheimer of KIXL(AM)-KHFI(FM) Austin, Tex., to lead an ad hoc committee whose goal will be to explain radio's problems to the FCC. The feeling among radio broadcasters is that the industry has been successful in making its engineering arguments heard but has been far less so with its economic arguments.

Also matters for radio attention: an effort by small-market broadcasters to secure exemption from the tax on long-distance phone calls; investigation of a report that a Del Rio, Tex., broadcaster is sending a signal across the border into Mexico for rebroadcast back into the U.S., at 250 kw, and the addition of Lum & Abner and Benny Goodman to the Radio Hall of Fame.

Among other odds and ends:

- It was announced that the NAB and Japanese broadcasters have agreed to a joint meeting in New York this fall, to be funded by the Japanese American Friendship League.

- The NAB agreed to reimburse state associations \$50,000 for expenses incurred in connection with NAB legislative activity, under a formula to be determined by the executive committee.

- The joint boards voted down, by a margin at least two to one, a proposal to increase the per diem allowance for NAB board members from \$75 to \$100.

- The boards approved a proposal for a for-profit operation within the NAB headed by senior vice president James Hulbert—to seek out new income for the association. Among the possible areas of business: the management of an insurance program; the sale of calendars, Christmas cards and calculators, and the publication of various magazines and journals supported by advertising.

Satellite switching: a hornet's nest

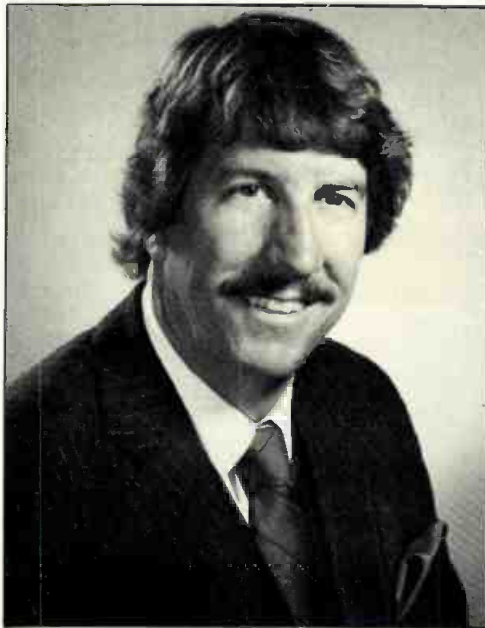
Financial News Network's move from Westar to Satcom over disagreement with Wold leads to lawsuits on both sides

The Financial News Network switched satellites last Monday—a move that may enhance the cable-broadcast service's marketing, but also may land it in court. FNN abandoned the Westar IV transponder it leased from Wold Communications, claiming Wold had breached their contract, and began distributing its seven hours of daily programming from a Satcom IV transponder leased from Rainbow Programming Services.

According to FNN President Norm Potter, FNN's deal with Rainbow, a joint venture of Cablevision, Cox Cable and Daniels & Associates, is "absolutely phenomenal." Under their agreement, he said, FNN receives expanded satellite time, increased exposure and marketing support for less than what FNN had been paying Wold for satellite time alone. In the next year, he said, the savings will be in the "mid six figures." In a separate

deal, Compact-Netcom, a joint venture of Compact Video Services and Netcom International, has agreed to provide microwave and uplinking services to FNN.

All would be well with FNN except that Wold has no intention of allowing FNN to walk away from their contract, which was signed last November and which runs through the end of November 1983. Wold Communications President Gary Worth told



Potter

BROADCASTING last Thursday that Wold would sue FNN for breach of contract, seeking damages amounting to the payments FNN would have paid Wold for service from January to November.

Ironically, Wold was prepared to boot FNN off its transponders on Monday because of FNN's failure to make its January payment for service. According to Worth, after FNN missed the January payment that was due Jan. 1, Wold notified FNN that if it did not make its payment by Jan. 14 it would be in default of its contract. That payment never came, Worth said. By not paying the bill, Wold said, FNN may have "wanted to induce a breach of contract in order to arrange for services elsewhere." But that is "pure speculation," he added.

FNN's Potter sees the situation differently. FNN did not meet the deadline for the January payment, Potter said, but only because it felt Wold was in breach of the contract. FNN sent Wold a letter Jan. 14, Potter said, telling it that it was severing its relationship because of the breach. The letter instructed Wold to subtract from FNN's \$100,000 deposit what was due them for the 14 days of service in January and to return the balance. On attorney's orders, Potter said he could not detail how Wold breached their contract, but said it had to do with Wold's history of poor service.

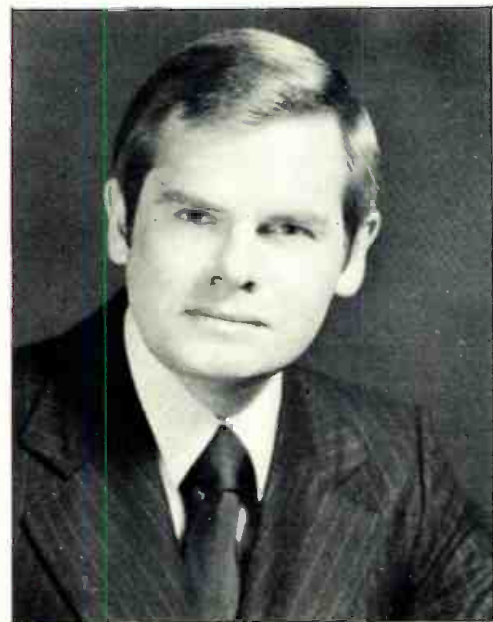
Because of FNN's dissatisfaction with Wold's service, Potter said, it has been looking for a new satellite carrier since early December. It talked with Group W, Satellite Program Network, RCA Americom and Citibank, he said, and was ready to make a deal with Hughes when Rainbow came along about two weeks ago looking for a daytime

service to complement its prime time Bravo cultural service. Potter said that Wold was aware of these talks because Wold warned two of the other carriers that if they made a deal with FNN they could be drawn into a breach of contract suit.

Worth quickly dismissed the notion that the service Wold has provided FNN could be grounds for breaching the contract. What Potter is complaining about, Worth said, is Wold's switching of FNN from one Westar IV transponder to another last December. Although Wold gave FNN four months notice of the move, he said, FNN did not object until the day after the switch was made. "The complaint that there is a material breach of the contract is ridiculous," he said.

Potter has threatened legal action of his own. A press release issued by Wold last Monday suggested that Wold was terminating service to FNN simply because FNN was unable to pay its bills. The release quoted Worth: "We cooperated on previous occasions with FNN's payment problems but this time, we have been unable to obtain assurance that we will be paid." Potter said he was on the phone all day Monday and Tuesday last week explaining to reporters that the network is not going out of business and that it is indeed in sound financial health. (FNN has just benefitted from a call of warrants that raised \$3.6 million [BROADCASTING, Jan. 17].) "Our attorney advised [Wold] that if it continued to put out what we consider to be slanderous and libelous press releases," he said, "we will be forced to take the necessary legal action against them."

Under FNN's agreement with Rainbow, FNN will distribute its programming from transponder 2H, which Rainbow is leasing for the life of the satellite from CBS. On July 1, Bravo, whose lease on another Satcom IV transponder lapses June 30, will join FNN on the transponder and FNN hours of programming will increase to 12 a day (7 a.m. to 7 p.m. NYT). Rainbow's Robert Weisberg said the two services would be marketed to cable systems as one around-the-clock ser-



Worth

Added Attractions

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

- March 14  **Pre-NATPE.** In advance of the year's largest program market, a day-by-day agenda and a complete list of all the companies (some 300) that will be exhibiting programs or services.
- March 21  **NATPE.** This year in Las Vegas, March 17-22. Upwards of 5,000 from all over the world—and a full contingent from BROADCASTING—will be there.
- March 28  **Post-NATPE.** A complete report on what programs were bought and sold, and what was learned.
- April 4  **Pre-NAB.** Getting ready, getting set and ...
- April 11  **NAB** ... going on the 61st annual convention in Las Vegas, April 10-13. A list of the four days of workshops and sessions, and a complete list of exhibitors for the industry's largest equipment show.
- April 18  **Post-NAB.** Gavel-to-gavel report on the broadcasting business's yearly self-examination of where it's at within the radio and television media, and where those two continue to fit within the evolving context of telecommunications. **Pre-MIP.** An advance report on the international television program market held each year in Cannes.

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

You Belong in Broadcasting Every Week

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

vice. "Effective immediately," Potter said, "I've got 40 people criss-crossing the country signing up cable systems for FNN at no cost to me at all."

The deal also promises other benefits for FNN. The network will get immediate clearance on Cablevision systems, Potter said, and later on Cox and Daniels systems. "We estimated that we will increase our cable coverage from 7.1 million homes to well over eight million." (Counting the homes reached through its broadcast affiliates, FNN claims a potential audience of more than 31 million homes.) FNN will also fill the daytime hours of Cablevision's regional New York sports service, the Sportschannel. "It's part of my master plan to try to hook up with the regional sports networks and be the thread that ties all of them together," Potter said. "This allows me to test the market in the strongest [regional sports network] of all."

Compact-Netcom, according to spokeswoman Ruth Macy, is transmitting by microwave the FNN feeds from the network's headquarters in Santa Monica, Calif., to the Compact-Netcom earth station in Burbank, Calif., and uplinking them from there to Satcom IV. Netcom Enterprises, a subsidiary of Netcom International, has in addition agreed to provide FNN with satellite time for a daily, half-hour live feed from New York, she said. □

Sharp's for liberalized definition of control

Commissioner says 1% criterion inhibits marketplace forces

The levels of ownership considered as controlling under the commission's multiple ownership rules are "ridiculously low," and the commission's "immediate priority" should be to revise them, Commissioner Stephen Sharp said last week at the annual Georgia Radio-Television Institute.

Those low levels inhibit capital investment in the broadcast business, Sharp said. "A change in the attribution rules would result in more readily available financing for minority group applicants," Sharp said. "The current rules, which inhibit capital formation, also inhibit the growth in minority



Sharp

group ownership."

Sharp noted that the rule considers a 1% interest controlling in a corporation with more than 50 stockholders. "The commission needs to consider increasing that percentage significantly, bounded only by the 20% ownership limitations contained in the statute which apply to ownership by non-U.S. citizens," he said. "If this level is set high enough, there need be no separate limit for financial institutions."

While one share of a corporation with fewer than 50 shareholders is also considered controlling, Sharp said he thought the commission should explore whether it would be more realistic to establish a "rebuttable presumption" that any interest less than 50% is not controlling. "A simpler solution might well be to abolish any distinction between corporations based on size," he said.

"With respect to reporting and disclosure, the commission may require a report based upon its attribution level, or may rely upon filings made with the Securities and Exchange Commission. Thus a licensee which would normally file with the FCC might fulfill its obligation by providing a copy of its filing with the SEC." □

Other side to deregulation. Although the FCC's deregulation of radio eliminated the requirement that commercial radio stations keep program logs, that shouldn't prevent the commission from resolving comparative challenges. Or so said FCC Chairman Mark Fowler in response to questions House Commerce Committee Chairman John Dingell (D-Mich.) submitted to follow up on the FCC's oversight hearing last year (BROADCASTING, Dec. 6, 1982).

In eliminating that requirement, Fowler said, the FCC recognized that in challenges to renewal applications, it might be necessary to compare an incumbent's program performance with the promises of a new applicant, but that such comparisons are based on program responses to community issues. "As such, program logs, as they have been required by the commission, would be of little evidentiary value. Those logs contained nothing more than a program title, time, duration and classification. Program content, and its responsiveness to community issues would be established by other licensee-maintained records. Such evidence could include the annual issues/programs list, voluntarily kept logs, program summaries, guest lists, tapes or other records. A licensee that did not keep records of the content of programs broadcast in response to community issues would be hard pressed to make a case that its programming entitled it to a comparative preference in a challenge situation." □

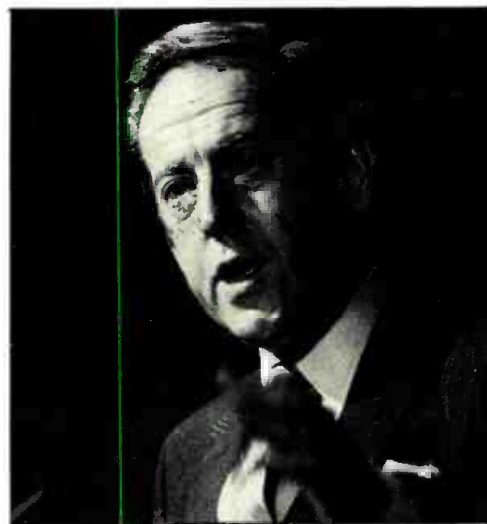
ABC-TV's first \$2-billion year

Duffy says his is the first television network to hit that mark; outlook for 1983 looks to be very upbeat

Despite the recession, the ABC Television Network last year scored a record year, and according to network president James E. Duffy, became the first of the three networks to pass the "\$2-billion mark." Duffy's observation came in an address delivered to sales and marketing executives in Milwaukee last Thursday. The ABC executive went on to say that 1983 "is off to a strong start"—reiterating the word ABC Inc. President Fred Pierce gave BROADCASTING the week earlier (BROADCASTING, Jan. 17) that the network is 96% sold out in prime time, while adding that ABC scatter rates are up 20% from upfront pricing.

ABC, said Duffy, is also optimistic about the second quarter of 1983—the second is a quarter that is historically strong and "at this time advertiser are picking up their options with us at better than a 90% rate."

Duffy's remarks, which opened with a pitch to the advertisers on the merits of television in general as a single advertising medium, and ABC "the largest single advertising medium in the world") in particular, gave him an opportunity to take note of ABC's latest affiliation gain—luring WDAY-TV Fargo, N.D. and its satellite, WDAZ-TV Devil's Lake-Grand Forks, N.D., from NBC. The change, to take place within six



Duffy

months, will give ABC 208.

Duffy also took the opportunity to plug the "novel for television" format, with ABC not coincidentally having "Winds of War" and "The Thorn Birds" waiting in the wings. The former, he noted, cost \$38 million to produce.

Closing with a look ahead to 1984, when ABC will present both the Sarajevo winter Olympics and the Los Angeles summer Olympics, Duffy said that four of the L.A. games, ABC has "practically sold out the \$450-million worth of commercial time availabilities" in the coverage. □

ALBANY-RENSSELAER **WQBK** • BALTIMORE **WCBM** • BOISE **KTOX** • CHARLESTON **WKCN** • CHARLOTTE **WAYS** • CHICAGO **WIND**
 CLEVELAND **WERE** • COLORADO SPRINGS **KVOR** • DALLAS **WFAA** • DENVER **KNUS** • EUGENE **KBDF** • FRESNO **KMJ** • GRAND RAPIDS **WTWN**
 GREENVILLE, SC **WCVL** • HAGERSTOWN, MD **WHAC** • HONOLULU **KGU** • INDIANAPOLIS **WIFE** • JACKSONVILLE **WOKV** • KANSAS CITY **KCMO**
 LANSING **WKHM** • LAS VEGAS **KVOV** • LOS ANGELES **KABC** • MINNEAPOLIS/ST. PAUL **KSTP** • NEW ORLEANS **WCOS** • NEW YORK **WABC**
 NORFOLK **WNIS** • N. MYRTLE BEACH **WGSN** • PALM SPRINGS **KPSI** • PENSACOLA-MILTON, FL **WSWL** • PHOENIX **KSUN** • PITTSBURGH **WTN**
 PORTLAND, ME **WMER** • PORTLAND, OR **KLIQ** • PROVIDENCE **WEAN** • RENO **KOH** • ROCHESTER **WRTK** • SACRAMENTO **KGNR** • SAGINAW **WSGW**
 SALISBURY **WSBY** • SALT LAKE CITY **KZJO** • SAN DIEGO **KCNN** • SAN FRANCISCO **KGO-FM** • SANTA BARBARA **KTMS**
 SPOKANE **KSPC** • TOLEDO **WOHO** • TUCSON **KNST** • TULSA **KELI** • WEST PALM BEACH **WJNO** • WHEELING, WV **WOMP** • WINSTON-SALEM **WSJS**

ALL TALK AND NO COMPETITION.

ABC TALKRADIO HELPED THESE STATIONS CONVERT TO A PROVOCATIVE NEW FORMAT.

TALKRADIO can give your station a unique new personality and attract a whole new kind of listener. When you broadcast ABC TALKRADIO in your market, you lock up an advantage on your competition—because no other network or service comes close to matching our 18 hours a day of the best programming in the business.

ABC TALKRADIO personalities know the secret of successful talk shows—informative and provocative programs that make listeners sit up, take notice, and pick up the phone.

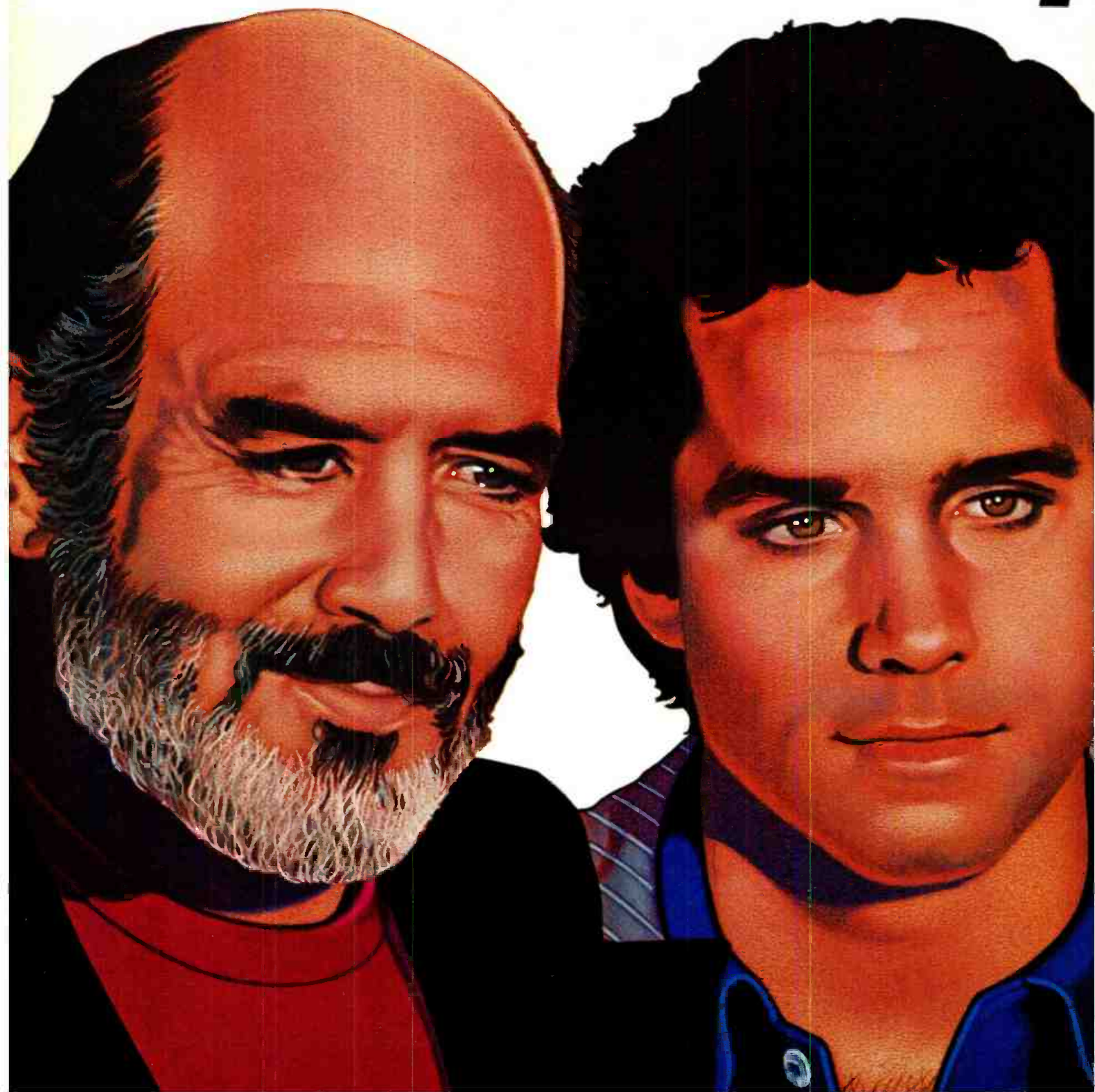
ABC TALKRADIO stars include Michael Jackson, the talk radio giant, Dr. Toni Grant, the original radio psychologist, and Ira Fiestell, "the human encyclopedia." They share the spotlight with Ray Briem, "the giant of all-night radio," psychologist-author Dr. Susan Forward, and Owen Spann, known for his witty, "take-charge" style.

The special skills of these ABC TALKRADIO stars make each program sound like it originates on your station. Because of this compelling immediacy, it's your programming involving your listener. And it's your involved, loyal listener that advertisers like best.

To talk in more detail about how to build some of broadcasting's most intense, involved audiences, and the ratings and advertising dollars that follow them, call Bob Chaisson, (212) 887-5938 or Al Racco, (212) 887-5638.



***The world's g
couldn't sweep***



Dearest lovers is off our feet.

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

They came at us with Hollywood's top romantic stars, comic film masterpieces, blockbuster action movies, TV mega-specials, 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 Pernell Roberts and Gregory Harrison—well, it jumps right through the tube. Our guest personalities, spicy. And our supporting cast? They've built a following all their own.

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

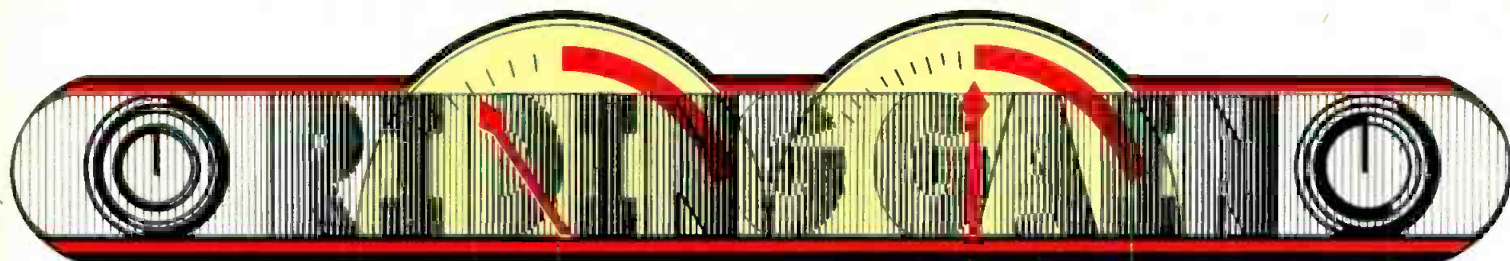
Available to your station in Fall '84.

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

Trapper John

#1 in our time slot.





Sunshine by satellite

A 24-hour live urban contemporary satellite-delivered service for both radio stations and cable systems is scheduled to be launched in late January by the newly formed Cocoa, Fla.-based Sunshine Entertainment Network (SEN). The flagship station for the new network will be WOL(AM) Washington, according to SEN President James Thompson. WOL currently programs a contemporary black format.

Programing will be transmitted over RCA's Satcom IV satellite for the radio affiliates and Satcom III-R for cable systems. SEN will charge radio stations monthly fees starting from \$1,000, while cable systems will pay one cent per subscriber per month, according to Thompson. Radio affiliates will pay for their own earth dishes through a leasing arrangement with Cosmos Systems of Juno, Fla., said Thompson.

The new network is operated by three principals: James Thompson, president, who has an engineering background; Otis Gamble Jr., vice president of programing, who has worked as program director for stations in Jacksonville, Fla., and New Orleans; and W.J. Martin, marketing and sales consultant, who has served as general manager at several stations. The full-time format will include both jazz and reggae music as well as live and taped concerts, said Thompson.

Texas turmoil

Recent station format changes show radio outlets in major Texas markets abandoning country music for the top hits of yesterday and today. The latest station to switch from country is KNUZ(AM) Houston, which just adopted an oldies format.

"We tested the market on our sister station, KOUE(FM), with an oldies show called *The Time Machine*, and it attracted a tremendous number of adults," said David Morris, president and station manager of the two outlets. KNUZ, which had been programing country for the past 10 years, will continue to remain an affiliate of ABC's Direction Network.

Last month, KIXX(FM) Dallas changed from country to a "classic hits" format—contemporary hit music from 1965 to the present ("Riding Gain," Jan. 3).

Waves of laughter

Who's on first? What are the seven dirty words you never say on television? To find out, stay tuned to WJOK(AM) Gaithersburg, Md., the nation's first all-comedy radio station (according to its president), due to go on the air at the end of this month or early February. It's the brainchild of Bob Cobbins, president, general manager and one of three partners who initially applied for the station eight years ago after the FCC took away the



license of WHMC(AM) which then occupied the slot at 1150 khz.

The concept has been "18 years coming to fruition," said Cobbins, who first developed it upon learning of a "dial-a-joke" service in New York. Since "40,000 people a day" were willing to pay the price of a phone call to get a laugh, explains Cobbins, a comedy-formatted radio station seemed like a natural winner. "Our objective is to be everybody's second choice," he says, "be it just a change of pace from listeners' favorite music station or in circumstances when one really needs a laugh, such as being stuck in rush-hour traffic."

It has taken years to garner enough material to launch the station, says Cobbins. "You can't tell the same joke for eight weeks like a song." The variety of material ranges from such classics as the Marx Brothers and Abbott and Costello, to Bill Cosby and "blue" humor such as that often indulged in by George Carlin. The latter would be aired in

late evening hours. So far, Cobbins says he has enough material "to go 18 months without duplicating."

He emphasizes that WJOK is a full-service station, with news, sports and weather updates and intends to serve its community as seriously as any other station.

Cobbins, who has been selling radio time in the Washington market for 30 years, says he has already sold \$500,000 in advertising commitments, about \$100,000 less than it cost him to put the station on the air. Plans call for about 16 minutes of commercials per hour. With a directional antenna (1 kw day, 500 w night) WJOK claims to be able to cover most of the Washington market.

"I think the country needs a good laugh," concludes Cobbins. And if all goes well at WJOK, he may syndicate the concept nationally.

King feature

After being in the planning stages for some time, *Larry King... In Focus*, a two-and-a-half-minute weekday interview feature, will be offered by Mutual Broadcasting beginning next Monday (Jan. 31). The program, which is designed to attract the "daytime" listener, is to be an original production with no excerpts taken from King's popular overnight program heard over Mutual. Jan. 31 also marks the fifth anniversary of *The Larry King Show*.

Instructional effort

Western Public Radio, a San Francisco-based production center, has received grants totaling nearly \$250,000 in support of its international training program in the art of radio. The bulk of support for the series of 10-day workshops came in the form of a \$221,000 grant from New York's Markle Foundation, with additional contributions from the Skaggs Foundation, the National Endowment for the Arts, Ampex Corp. and the Otari Co. The National Radio Training Project is also supported by the Corporation for Public Broadcasting, the California Arts Council and California Council for the Humanities.

According to WPR's founding president, Leo Lee, more than 900 radio producers have requested applications for the workshop series, which consists of three sessions each year conducted at the nonprofit organization's studios in San Francisco. The fourth of nine planned workshops begins Jan. 17. Western Public Radio is at Building D, Fort Mason Center, San Francisco, 94123.

Youthful slant

"Young people are addicted to radio," declares Louis Freedburg, special projects director for Youth News, a nonprofit radio pro-



New home. Larry Patrick (l), senior vice president for research and planning, National Association of Broadcasters, will be joining the Pebble Beach, Calif.-based broadcast research firm of Hiber & Hart ("Closed Circuit," Jan. 17) on Feb. 15, it was announced by company president, Jhan Hiber (r). The company will be renamed Hiber, Hart & Patrick. Patrick, who will be senior vice president, will be responsible for expanding the company's radio clientele as well as developing TV and cable clients for ratings and market research. He will be based at the firm's office in the Arbitron building, Laurel, Md.

MOTOROLA AM STEREO. ONE BIG STEP CLOSER TO AN INDUSTRY STANDARD.

The world's largest maker of automobile radios has decided that Motorola has the winning AM stereo system for its 1984 model cars. This might make your decision about what kind of AM stereo your station should broadcast a lot easier.

For more information about the significance of this decision, call Chris Payne at 202/862-1549 or Dick Harasek at 312/576-3591.

MOTOROLA AM STEREO. THE WINNING SYSTEM.





Digital debut. Last Monday (Jan. 17) ABC Radio affiliates WTKN(AM)-WWSW(FM) Pittsburgh became the first stations in the country officially receiving network programming via RCA's new satellite-delivered audio digital distribution system over Satcom I ("In Brief," Jan. 10). The receiving equipment includes a 2.8-meter dish manufactured by Scientific-Atlanta, along with special electronics that decode the digital signals. WTKN is a Talkradio affiliate and wwsf is a primary Contemporary Network affiliate. Present at the transmitter site are (l-r): Jack Kelly, executive vice president, Scientific-Atlanta; Edward F. McLaughlin, president, ABC Radio Networks, and Michael Harvey, president and general manager, WTKN-WWSW.

ducer/syndicator that is introducing a 90-second weekday feature, *Listening to Young America*, on a barter basis next spring. "We are trying to create a forum to articulate ideas and issues of interest to young people, and their medium is radio," says Freedburg.

The five-day-a-week program is being made available to commercial stations at no cost with a 60-second national spot inserted. The Oakland, Calif.-based group is tar-

geting adults as well as teen-agers with features that look at topics such as video games, rock music, relationships, politics and fashion.

"We're trying not to exclude the adult audience," Freedburg explains. "This program gives them a window on youth culture—something they otherwise might not have."

A 15-minute weekly news/feature program, *Youth On the Air*, also is available as

an unsponsored public affairs offering from Youth News. The series recently completed initial distribution over the public radio satellite network and airs on commercial and noncommercial outlets in the San Francisco Bay area. The program, and its training project for young news reporters, is funded by grants from the Corporation for Public Broadcasting, National Public Radio and several public foundations.

For information and demo tapes: Youth News is located at 1419 Broadway, Suite 433, Oakland, Calif. 94612.

Expansion

ABC is looking to expand its Talkradio service to include live programming during daytime hours on the weekend, according to ABC Radio officials. Currently, the Talkradio service, which started last May, provides up to 18 hours of live weekday programming to more than 50 affiliates. Additionally, KABC(AM) Los Angeles personality and psychotherapist, Dr. Susan Forward, has signed to host a daily program for Talkradio.

Sebastian leaves

John Sebastian, president of Sebastian/Casey & Associates, a consulting firm specializing in the album-rock format, announced last week that he will no longer be consulting as of June 1 because of his desire to program a new format he is developing. The firm will be reorganized and continue as a new company under the name, Steve Casey & Associates. Casey is currently vice president of Sebastian/Casey & Associates.

Before forming the present firm in early 1981, Sebastian was program director for WCOZ(FM) Boston. Casey was formerly director of music programming for Warner Amex Satellite Entertainment Corp.'s MTV. Sebastian/Casey & Associates currently has 23 clients.

Playback

KKGO-FM Los Angeles, a 24-hour all-jazz station, wants to become a superstation. It will offer its programming to cable systems throughout the country free of charge beginning in April via RCA's Satcom IV satellite.

□

TM Programming of Dallas has changed the name of its "Beautiful Rock" format to "TM-A/C" (adult contemporary) "to better reflect its current sound and programming philosophy," according to company officials. The format is now heard on more than 40 stations.

□

The United Stations will debut *The Great Sounds*, a four-hour weekly program centering on the music of the 1930's and 40's and the "nonrock" hits of the 50's and 60's, next weekend on approximately 100 stations with featured artist Benny Goodman.

□

Narwood Productions' *Country Closeup* and the *Music Makers*, weekly one-hour series, celebrate their first anniversary this month. *Country Closeup*, which debuted on 125 stations, is now heard on more than 400, and *Music Makers* (big band and MOR music and artists of the 1940's to the 60's), is now aired on 210 stations after starting on 80.

THE CBS RADIO STATIONS NEWS SERVICE PRESENTS BYLINE MAGAZINE™

The CBS Radio Stations News Service now offers BYLINE MAGAZINE™—13 enterprising news features from top flight journalists and experts. Two minute reports that are designed to build your audience.

- REPORT ON MEDICINE: Mel Granick
- REPORT ON WOMEN: Anna Mae Sokusky
- ON RECORD: Peter Bekker
- REPORT ON TRAVEL: Steve Birnbaum
- INSIDE BUSINESS: William S. Rukeyser
- ON FITNESS: Dr. Gabe Mirkin
- AROUND THE HOUSE: Clem Labine/Bob Douglas
- IN THE LYONS DEN: Jeffrey Lyons
- THE LEARNING CENTER: Dr. Louie Canton
- REPORT ON SCIENCE: Dr. Allen Hammond
- SPEAKING OF HEALTH: Dr. Steven Andrew Davis
- REPORT ON RELIGION: Richard Ostling
- FOOTNOTES: Rolland Smith

"...the features fit perfectly into the format (and) have generated considerable revenue..."

"It is a first rate service for the station that insists on quality programming..."

Call Allen Balch
202-451-4366 (Collect)

BYLINE MAGAZINE™

2020 M Street, N.W.
Washington, D.C. 20036

Expense budget
million
housing
Books, supplies, lab fees

\$1,833

1,950

180



The Donald W. Reynolds Foundation, Inc., knows the importance of good journalism...and how much it costs.

Last year, The Donald W. Reynolds Foundation, Inc., began its \$80,000 scholarship program at ten universities. Because of the overwhelming response to last year's program, for 1983, the foundation has increased the funds available to \$100,000. This is the largest journalism scholarship program in the nation.

The foundation believes that if we want to have

good journalists in our media tomorrow, we're going to have to support them with something other than words today.

The expenses these students are facing are accelerating at an enormous rate. But the ten students selected for these \$10,000 scholarships won't have to worry about money for their junior and senior years. They can spend their time becoming better

journalists and communicators.

We think this scholarship program will not only help some exceptional students, but will also eventually help our profession.

Participating universities for 1983

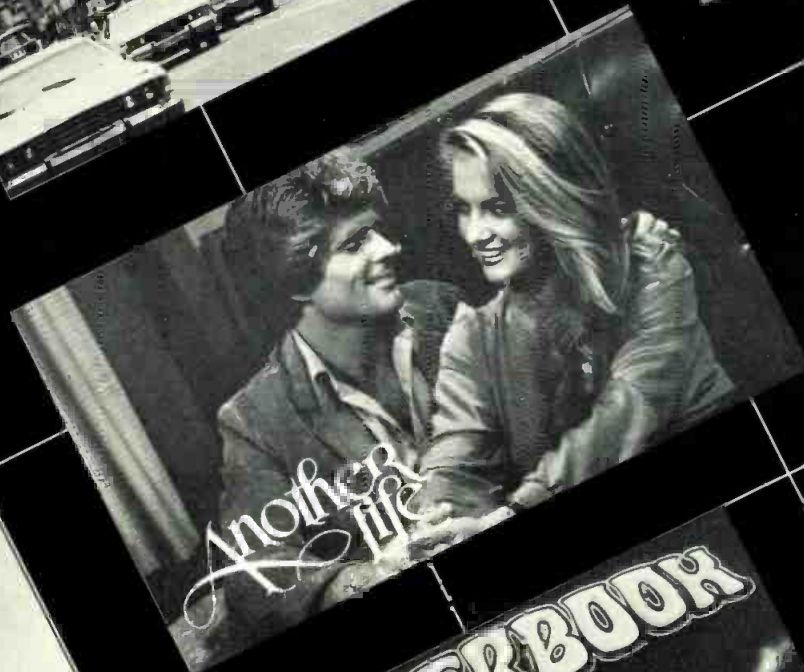
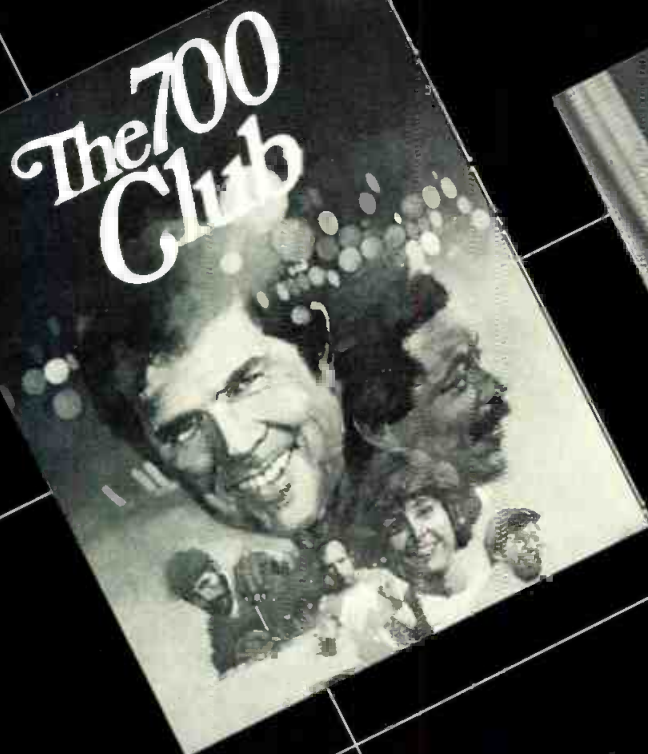
Baylor University
Brigham Young University

California State University
at Fullerton
Oklahoma State University
University of Arkansas at
Fayetteville
University of Hawaii at
Honolulu
University of Missouri at
Columbia
University of Nevada at
Reno
University of Oklahoma
University of Texas at
Austin

CBN SYNDICATION

A STEP INTO THE FUTURE

CBN programs boldly step into the future of broadcasting. The 700 Club, anchor program of the Network brings you entertainment, information and inspiration. SUPERBOOK and THE FLYING HOUSE reach never explored heights in children's animated series. ANOTHER LIFE, a continuing drama, surges, involves and captivates. X-POSE' explodes American apathy on pornography. Step into the future of broadcasting with CBN programming.



CBN Syndication
P.O. Box 23463
Virginia Beach, Virginia 23463
214-777 TWX-710-882-4339

Ally &
Gargano

Avrett Free &
Ginsberg

N W Ayer

Backer &
Spielvogel

Ted Bates

BBDO

Benton &
Bowles

Bozell &
Jacobs

Leo Burnett

Campbell-
Ewald

Campbell-
Mithun

Chiat/Day

Compton

Creamer

Special Report

Cunningham
& Walsh

Dailey &
Associates

Dancer
Fitzgerald
Sample

D'Arcy-
MacManus
& Masius

Della
Femina,
Travisano &
Partners

W.B. Doner

Doyle Dane
Bernbach

A. Eicoff

Eisaman,
Johns & Laws

William Esty

Foote, Cone
& Belding

Gardner/
Advanswers

Grey

Humphrey,
Browning,
MacDougall

Jordan, Case
& McGrath

Kenyon &
Eckhardt

Ketchum

Kornhauser
& Calene

Laurence,
Charles
& Free

Marschalk

McCaffrey
& McCall

McCann-
Erickson

Needham,
Harper &
Steers

Ogilvy &
Mather

Parkson

Rosenfeld,
Sirowitz
& Lawson

Ross Roy

Scall,
McCabe
& Sloves

SSC&B

Tatham-
Laird &
Kudner

J. Walter
Thompson

Tracy-Locke

Waring &
LaRosa

Warwick

Wells, Rich,
Greene

Young &
Rubicam

BROADCASTING'S

**TOP
50**

AGENCIES

Ad agencies break \$10 billion in broadcast billings

Top 50 agencies report spending up 13% from last year; Y&R holds lead for fifth year; JWT second

Combined broadcast billings for the top-50 advertising agencies in broadcasting totaled more than \$10.5 billion in 1982, up 13% from the 9.3 billion booked in 1981. The \$1.2 billion increase is the second highest billings gain reported by the top-50 in one

year, just short of last year's \$1.26-billion gain.

Television billings for the year totaled slightly more than \$9.3 billion, up 14.1% over the \$8.35 billion logged in 1981. Radio billings by the top-50 broke the billion-dollar barrier in 1982, rising 9.6% to \$1.02 billion.

Young & Rubicam emerged in first place for the fifth straight year with combined

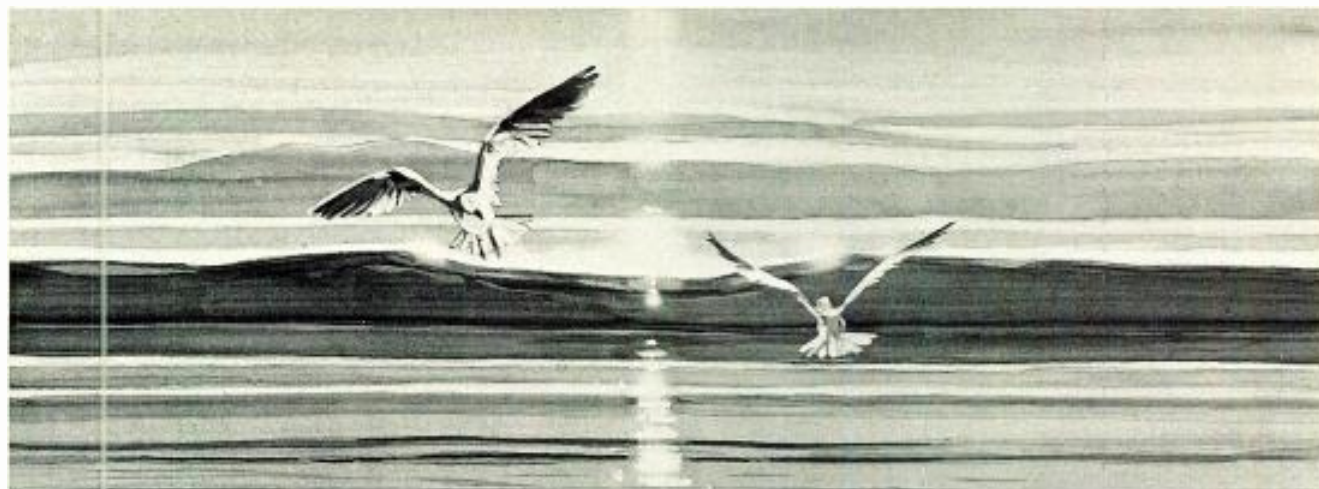
broadcast billings of \$926.2 million, an increase of more than \$62 million over 1981. The runner-up again was J. Walter Thompson with \$903.4 million, a boost of almost \$52 million. BBDO retained its third slot with \$609 million, with a mammoth jump of \$162 million.

Leo Burnett Co. captured the fourth spot with \$609 million in TV-radio spending, up \$99 million from 1981. Dancer Fitzgerald

BROADCASTING's top 50 agencies

All figures in millions

Agency	Combined broadcast billings	Total TV	TV network	TV spot	Total radio	Radio network	Radio spot	Broadcast percent of agency's total billings	Broadcast billings % change from 1981	Last year's rank
1. Young & Rubicam	926.2	861.3	603.9	257.4	64.9	18.8	46.1	61	+ 7.2	1
2. J. Walter Thompson	903.4	833.4	531.3	302.1	70.0	17.0	53.0	71	+ 6.0	2
3. BBDO	609.0	552.0	349.0	203.0	57.0	21.0	36.0	60	+36.2	3
4. Leo Burnett	545.0	515.0	376.0	139.0	30.0	3.0	27.0	59	+22.1	4
5. Dancer Fitzgerald Sample	487.5	464.6	295.3	169.3	22.9	8.6	14.3	86	+19.1	5
6. Ogilvy & Mather	467.2	439.3	289.3	150.0	27.9	7.2	20.7	70	+18.6	6
7. Grey Advertising	448.2	425.1	314.7	110.4	23.1	1.3	21.8	69	+16.0	7
8. Doyle, Dane, Bernbach	382.9	362.4	213.6	148.8	20.5	—	20.5	45	+ 4.9	8
9. D'Arcy-MacManus & Masius	380.0	325.0	170.0	155.0	55.0	10.0	45.0	60	+18.4	10
10. Foote, Cone & Belding	369.0	325.0	205.5	120.0	44.0	12.0	32.0	70	+27.6	12
11. McCann-Erickson	300.2	254.1	120.9	133.2	46.1	3.2	42.9	100	-12.0	9
12. William Esty	300.0	275.0	185.0	90.0	25.0	3.0	22.0	59	+19.5	14
13. Ted Bates	283.0	267.5	165.2	102.3	15.5	6.2	9.3	77	+ 5.7	13
14. Benton & Bowles	275.1	264.5	165.0	99.5	10.6	1.1	9.5	72	- 6.7	11
15. SSC&B	227.7	210.7	153.7	57.8	16.2	1.6	14.6	76	+11.2	18
16. Campbell-Ewald	220.4	187.0	150.6	36.4	33.4	10.1	23.3	58	+47.7	22
17. NW Ayer	218.0	189.8	153.5	36.3	28.2	10.4	17.8	57	+33.4	19
18. Backer & Spielvogel	208.6	172.9	126.0	47.0	35.7	3.0	32.3	75	+44.1	23
19. Needham Harper & Steers	200.7	173.0	133.1	39.9	27.7	14.1	13.6	55	-13.8	15
20. Wells, Rich, Greene	189.0	160.0	80.0	80.0	29.0	3.0	26.0	46	- 8.5	17
21. Kenyon & Eckhardt	186.0	155.0	95.0	60.0	31.0	6.0	25.0	74	+22.1	21
22. Compton	166.6	154.5	123.5	37.5	5.6	5.6	—	65	-26.6	16
23. Gardner/Advanswers	160.5	149.5	104.0	45.5	11.0	1.0	10.0	74	+ 1.9	20
24. Cunningham & Walsh	143.8	131.2	96.0	35.2	12.6	3.0	9.6	46	+ 6.5	24
25. Campbell-Mithun	126.2	107.6	31.2	76.4	18.6	1.3	17.3	60	+23.1	27
26. Bozell & Jacobs	123.5	91.5	15.5	76.0	31.9	1.4	30.5	30	+11.9	25
27. Della Femina, Travisano & Partners	113.0	93.6	32.3	61.3	19.4	—	19.4	70	+10.0	26
28. Ross Roy	108.5	81.9	8.9	73.0	26.6	—	26.6	49	+85.2	37
29. Marschalk	104.3	97.3	52.9	44.4	7.3	.3	7.0	61	+ 9.8	28
30. Ketchum Communications	99.3	87.3	42.0	45.3	12.0	—	—	32	+ 5.3	29
31. W.B. Doner	86.5	69.7	2.8	66.9	16.8	1.0	15.8	70	+37.3	36
32. Jordan, Case & McGrath	83.0	72.0	38.0	34.0	9.0	2.0	7.0	66	+23.9	33
33. Scali, McCabe & Sloves	81.0	69.0	24.0	45.0	12.0	1.0	11.0	56	+ 5.2	30
34. Tracy-Locke/BBDO	76.7	61.9	31.1	30.8	14.0	2.7	11.3	75	+17.8	34
35. Creamer	75.0	68.0	40.0	28.0	7.0	—	7.0	41	+ 7.1	32
36. Kornhauser & Calene	72.7	61.6	52.1	9.4	11.1	3.0	8.1	66	+ 2.8	31
37. McCaffrey & McCall	68.7	61.8	54.8	7.0	6.9	1.3	5.6	49	+ 6.7	35
38. Chiat/Day	67.5	54.0	22.1	30.8	13.5	1.1	12.4	50	+78.1	48
39. Eisaman, Johns & Laws	66.1	50.6	5.3	44.9	15.5	2.1	13.4	61	+35.7	41
40. Parkson Advertising	60.1	60.0	57.0	3.0	0.1	—	0.1	90	+13.2	38
41. Rosenfeld, Sirowitz & Lawson	60.0	56.0	14.0	42.0	4.0	1.5	2.5	—	—	—
42. Tatham-Laird & Kudner	58.5	58.0	37.0	21.0	0.5	0.2	0.3	47	+31.2	42
43. Humphrey, Browning, MacDougall	57.6	49.6	24.0	25.6	8.0	3.0	5.0	70	+66.5	49
44. Avrett Free & Ginsberg	56.7	50.4	18.0	32.4	6.3	—	6.3	81	—	—
45. Dailey & Associates	55.4	39.1	19.9	19.2	16.3	1.1	15.2	43	—	—
46. Warwick Advertising	55.2	49.2	36.0	12.8	6.0	4.4	1.6	46	+36.0	46
47. A. Eicoff	53.8	50.5	2.8	47.7	3.3	—	3.3	95	+ 5.3	40
48. Ally & Gargano	52.5	50.0	28.5	21.0	2.5	0.5	2.0	70	—	—
49. Laurence, Charles & Free	52.0	50.0	30.0	20.0	2.0	0.5	1.5	31	+ 3.8	39
50. Waring & LaRosa	49.6	43.4	32.5	10.9	6.2	3.4	2.8	68	+21.6	45



“Oh, What A Beautiful Morning!”

An Easter Radio Offering Of Music And Inspiration

From the International Lutheran Laymen's League comes a special half-hour Easter program of extraordinary appeal: “Oh, What A Beautiful Morning!” The Easter message of hope and joy is conveyed in music by the acclaimed Concordia College Choir of Bronxville, New York...and in a strong contemporary homily by Dr. Oswald C. J. Hoffmann on the Easter promise of Ephesians 4:8.

“As they have in past years, the young singers impressed the audience with their crisp attacks and overall spirit and assurance. The conductor, Dr. Ralph C. Schultz, drew from his charges a fine blend, and there was never less than careful attention to shadings.”
The New York Times

“Their program was an artistic contribution to our musical season.”
Providence Journal

“There is something both aesthetically and spiritually pleasing about a program of sacred music brought to life by their well-trained voices.”
Buffalo Courier Express

The Concordia College Choir has appeared on national TV, has received critical praise from *The New York Times* and other major newspapers, and performed at Lake Placid for the 1980 Winter Olympics.

“Oh, What A Beautiful Morning!”—oh, what a beautiful way to reach an important segment of your radio audience. To order this 30-minute program at no charge, return the coupon or call Vi Knickrehm at 314-647-4900.

MAIL TO:
International
Lutheran Laymen's
League
“Morning”
Easter Special
2185 Hampton Ave.
St. Louis, Mo. 63139

Please send me “Oh, What A Beautiful Morning!”

Name _____

Station _____

Address _____

City _____

State/Zip _____

The Lutheran Hour

International Lutheran Laymen's League
2185 Hampton Avenue, St. Louis, Missouri 63139
In Canada, PO Box 481, Kitchener, ONT N2G 4A2

Sample held the fifth position with \$487.5 million, a climb of \$78 million.

BBDO was the agency registering the largest gain over 1981 in combined broadcast billings. It dwarfed the 1981 total by \$162 million, attributed in part to its acquisition of Tracy-Locke Advertising. Other agencies with dramatic increases were Burnett, up \$99 million; Dancer Fitzgerald Sample, up \$78 million; Ogilvy & Mather, up \$73.4 million; Campbell-Ewald, up \$71.2 million; Backer & Spielvogel, up \$63.8 million; Young & Rubicam, up \$62.6 million; Grey Advertising, up \$61.7 million; Ayer, up \$54.6 million, and J. Walter Thompson, up \$51.7 million.

Broadcast billing increases were amassed by 46 agencies of the top 50 while four showed declines. They were McCann-Erickson, down \$41.2 million; Needham, Harper & Steers, down \$32 million; Compton Advertising, down \$26.6 million, and Benton & Bowles, down \$19.9 million.

Added to the top 50 compilation for 1982 were Rosenfeld, Sirowitz & Lawson; Ally & Gargano; Dailey & Associates, and Avrett Free & Ginsberg. Dropped from the listing were John F. Murray Advertising; Calet, Hirsch, Kurmit & Spector; Bloom Advertising, and Al Paul Lefton.

Reflecting their huge investments in television and radio, Young & Rubicam romped off with top honors in various categories of broadcasting. Y&R was the front-runner in total broadcast billings (\$926.2 million); total television (\$861.3 million) and total network television (\$603.9 million). JWT was the leader in spot television (\$302.1 million); total radio (\$70 million), and spot radio (\$53 million). BBDO was number one in network radio (\$21 million) and in largest broadcast gain (\$162 million).

BROADCASTING also canvassed the agencies for their investments in cable television. Cable billings for 1982 were initially expected to be in the \$250-million range. Those estimates have been revised downward to about \$150 million. Only time will tell how significant cable will become as an advertising medium. While that debate rages on, suffice it to say that the top-50 advertising agencies in broadcasting dominate the cable advertising scene as well. Thirty agencies on BROADCASTING's top-50 list this year reported cable billings—with 15 reporting \$1 million or more. The total cable billings figure for the 30 reporting was \$91.6 million, more than 61% of estimated \$150 million for 1982. Young & Rubicam led the list with \$22 million in billings for cable during the past year. J. Walter Thompson estimates that its cable business amounted to roughly \$8 million during 1982. Dancer Fitzgerald Sample's cable figure was \$7.0 million and Compton's, \$6.5 million. Foote, Cone & Belding logged \$5.5 million, with Backer & Spielvogel and D'Arcy-MacManus & Masius both reporting \$5 million. Campbell-Ewald reported \$4.7 million and Grey Advertising and Ted Bates reported cable billings of \$4.5 million and \$4.4 million respectively. Kenyon & Eckhardt reported \$3.2 million and Cunningham & Walsh had \$2.9 million. Jordan, Case & McGrath and

Laurence, Charles & Free each reported \$2 million and Chiat/Day had \$1.08 million. Agencies reporting \$1 million in cable included Campbell-Mithun, William Esty, Kornhauser & Calene and Wells, Rich, Greene.

The following is an alphabetical listing of the top 50 broadcast-billings agencies. Most figures were obtained from the agencies themselves; in others, estimates were gathered from various sources.

48

Ally & Gargano □ Estimated radio and television billings for Ally & Gargano were \$52.5 million. The agency is a strong television investor, having spent approximately \$50 million in the medium. Known for its creativity, A&G's television total was enhanced by such substantial advertisers as Calvin Klein Ltd., Donuts of America, Federal Express Corp., MCI Communications, Saag-Scania of America, Travelers Insurance Co. and Times Inc.

44

Avrett Free & Ginsberg □ With broadcast investments of \$56.7 million, Avrett Free & Ginsberg joins the "Top 50" agency compilation. The agency is heavily involved in television and radio, allotting 81% of its expenditures to the electronic media during 1982. Avrett Free & Ginsberg obtained the Ogden Foods account and received additional business from Ralston Purina. Lost during the year were Abbot Laboratories and Leisure Dynamics (games and hobbies). Active in network and spot TV were such clients as Ponderosa Inc., Dana Perfumes, Lehn & Fink, Carter-Wallace, Estee Corp., Ralston Purina and Pfizer Corp. Spot radio buyers included Ponderosa, Iberia Airlines, Lehn & Fink and Carter-Wallace.

17

N.W. Ayer □ One of the better gains in 1982 broadcast billings, 33.4%, was logged by this agency. Helping boost its total to \$218 million were the additions of accounts from ABC, *Business Week* magazine, Conde Nast Publications, General American Foods and Toshiba. And the gains were scored despite the loss of Ralston Purina, Van Camp Sea Food and the Scholl Inc. division of Schering-Plough. While total billings were up, radio showed some slippage at the agency, from \$29.3 million to \$28.2 million, but the \$55 million gained in television billings more than compensated for that shift.

18

Backer & Spielvogel □ This agency logged impressive gains across the board for an aggregate 44.1% increase in broadcast billings, which totalled \$208.6 million in 1982. Network television billings accounted for close to half of the overall gain, climbing from \$97.4 million to

\$126 million. TV spot billings almost doubled during the past year, increasing by 97.5% to \$47 million. Radio gains totalled more than 51%, due largely to radio spot activity, which accounted for \$32.3 million of Backer's \$35.7 million in radio billings. Among the agency's new accounts for 1982: Helene Curtis' Finesse conditioner; Noxell Corp.'s Raintree facial moisturizers and hand and body lotion; Seven-Up Co.'s Like cola, and Sony Corp.'s line of Betamax videocassette recorders. Account resigned—Bon Jour International (jeans, apparel). Backer also logged more than \$5 million (mostly network) in cable billings.

13

Ted Bates □ This agency reported a modest 5.7% gain in broadcast billings in 1982, without taking into account its acquisition of number William Esty, which reports separately. All broadcast billings areas shared in the gains, for a total of \$283 million. Bates has made no secret of advising television network clients to put 5% of their money into certain cable buys; and the agency reported it billed \$4.4 million in cable, compared with \$165.2 million in network television. Additions to the Bates account lineup include Duffy Mott apple sauce, Dr. Scholl products, and Beiserdorf's Nivea line. The agency lost Mego Toys and Richardson-Vicks. Continuing major accounts include Colgate-Palmolive, Coors, HBO, M&M Mars, Warner Lambert, Matsushita (Panasonic) and Prudential Insurance.

3

BBDO □ Agency broadcast billings soared in 1982 by more than \$160 million as BBDO acquired Tracey-Locke, which added an estimated \$70 million, and a raft of new accounts were obtained. New advertisers in the BBDO fold last year were Wrigley's Spearmint Gum, Stroh Brewery, Lever Bros. for several products, Quaker 100% Natural Cereal, Pepsi-Cola Bottling Group, International Multifoods (Kretschmer wheat germ), Specialty Brands Inc. and First Bank of Minneapolis. Two new accounts landed in 1982 will not be effective until early this year: Dodge cars and trucks and Taco Bell. Resigned during the year were Avis Rent-A-Car, Right Guard, Omega Watches, Church's Fried Chicken. Active in network television program sponsorships were General Electric, Gillette, Campbell Soup and American Cyanamid. Other substantial broadcast investors were Pepsi-Cola, Firestone, Wrigley's, Stroh Brewery and Frito-Lay.

14

Benton & Bowles □ Broadcast billings were down at Benton & Bowles in 1982, off 6.7% to \$275.1 million. Radio billings were particularly hard hit, slashed almost 50% from the year earlier, to \$10.6 million. Television's drop, almost equal in dollars, was relatively miniscule, spread almost evenly in \$5 million chunks between network, which logged \$165 million and spot at \$99.5 million. Spot clients Pinkerton and

A message for radio broadcasters from Scientific-Atlanta

Preparing for the next generation of radio

The age of digital satellite radio transmission is beginning now. Here's how to make sure you're a part of it.

Four radio networks are in the process of converting to digital audio program distribution.

In 1983, the networks will begin offering programs available only via satellite. In less than two years, you will lose almost all land-line distributed programming. You need to prepare for the change today.

Why the switch to digital audio?

The signal that can be transmitted by digital satellite to your station is crystal clear and dependable. Distribution is genuinely transparent. The use of a digital audio earth station gives you flexibility you've never had before. Because the earth station is yours, you can use it any way you like to pick up a whole new range of programs from any number of sources. You have, for the first time, full control and flexibility.

Why Scientific-Atlanta?

After carefully studying the options, the technical experts at ABC, CBS, NBC, and RKO independently chose Scientific-Atlanta as the best source for both sending and receiving equipment for digital satellite operation.

Scientific-Atlanta is the pioneer in this type of broadcast equipment. We're the largest manu-



The familiar Scientific-Atlanta satellite dishes will soon be in use at network affiliated radio stations all over the U.S.

facturer and installer of earth stations.

Because of our advanced technology, our system is also the most cost effective. At the same time, it's the one best suited to the current and future needs of the radio broadcast industry.

There's an added benefit. Because these major networks are all using Scientific-Atlanta equipment, you're guaranteed compatibility. Several other networks are also evaluating the system for their own use.

Low cost

The cost of a digital satellite receiver is very reasonable when you consider the technology involved, and the vastly increased programming flexibility that comes along with it.

If you own or lease the station, you get the benefits of available tax credits and depreciation allowances.

Scientific-Atlanta and your affiliated network will help arrange the most advantageous payment plan for you.

What kind of programming?

There are network plans for TV

simulcasts, music specials, remotes, overnight and weekend specials.

The effect on your network news coverage will be phenomenal. Because each network will be able to distribute multiple channels, you'll be able to carry live events, more on-the-spots, more extended coverage. You'll be able to receive long-form stereo programming without being interrupted by scheduled news broadcasts.

This is the first major advance in radio technology in thirty years, a chance to increase your program selection, the quality of your signal, your coverage of news events, your appeal and saleability to your public and your advertisers. It gives you the freedom to access and broadcast national programming of every description, something you've never had before.

Installation has started

Over 1000 stations have already made the commitment with Scientific-Atlanta and are planning the installation of their earth stations.

Call for details

For more information about the equipment, call Scientific-Atlanta now. You need to be a part of the next generation of radio. Contact Digital Audio Sales at (404) 449-2313.

**Scientific
Atlanta**
Telecommunications

Showtime were additions, as was network client Sunnyland Refining. Major accounts are Procter & Gamble, General Foods, Richardson-Vicks, Texaco (Bob Hope specials and *Texaco Star Theater* sponsorships) Morton-Thickol, Emery and Jos. Garneau.

26

Bozell & Jacobs □ Broadcast billings for Bozell in 1982 were up 11.9% in 1982 to \$123.5 million. Television billings were up 10.9% to \$91.5 million (network \$15.5 million and spot \$76 million). Radio billings were up 14.3% to \$31.9 million, although network radio was down 58.3% to \$1.5 million. Accounts added—Armour Foods, Avis, Ingersole-Rand and Jar Tran. Accounts resigned—Godfather Pizza.

4

Leo Burnett □ Burnett added \$99 million in broadcast billings in 1982, raising its total to \$545 million. A significant chunk of the increase was attributable to the \$75 million McDonald's account, landed in the fall of 1981 but whose full effects were not felt until 1982. Also acquired during the year was Miller Brewing Co.'s Miller's Special Reserve. Lost in 1982 was Steak & Ale Restaurants. Burnett's active broadcast spenders in 1982 included Allstate Insurance Co., Kimberly-Clark, Maytag, Nestle Co., Pillsbury, Procter & Gamble, Star-Kist Foods, Union Carbide and United Airlines. Burnett uses cable TV but combines its expenditures with those of television.

16

Campbell-Ewald □ Largely due to an increase of almost \$49 million in network television billings, Campbell-Ewald's broadcast billings increased by 47.7%. And if cable is included (\$4.7 million), growth in 1982 amounted to 55%. Network TV buys totalled \$150.6 million, with spot billings amounting to \$36.4 million. Radio billings growth was also impressive for C-E during the past year, climbing 28.5% to \$33.4 million, with spot dollars outpacing network dollars by more than 2 to 1. Eastern Airlines and American Tourister were among the accounts added by C-E last year. No resignations were reported. Major clients include Chevrolet, Delco and Delco Electronics, General Motors Acceptance Corp., Goodyear, National Car Rental, Magnavox, Odyssey, Burroughs Corp., Reynolds Metal, Stokely, Gatorade and Wendy's International.

25

Campbell-Mithun □ Broadcast billings for this agency in 1982 were up 23.1% to \$126.2 million. On the television side, billings totalled \$107.6 million (\$31.2 million network and \$76.4 million spot) an increase of 30.4%, while radio billings were up almost 88% to \$18.6 million. Spot accounted for the bulk (\$17.3 million). Republic Airlines, Pentax, Toro and Dourthe Wines were among the new accounts added in 1982, while Uniroyal Ag Chemicals and Woodbridge foot-

wear were resigned. Other major clients include GMI, Kroger, G. Heileman, Land O'Lakes, American Egg Board and International Dairy Queen.

38

Chiat/Day Inc. □ This agency posted an impressive 20% increase in total radio and TV billings for 1982 at \$67.5 million—up from \$37.9 million the previous year. Total TV billings for the agency jumped from \$28.7 million in 1981 to \$54 million last year. Network TV soared from \$9.2 million to \$22.1 million and spot TV billings rose from \$19.5 million to \$30.8 million. Total radio billings for last year were \$13.5 million with the majority going to spot, \$12.4 million, up from \$8.2 million in 1981—and the remainder going to network. Current agency accounts include: Olympia Brewing, Pioneer Electronics, Yamaha Motors, Transamerica Corp., Wienerschnitzel Corp. and Apple Computer.

22

Compton Advertising □ Compton's parent Compton Communications merged last June with the largest agency in the United Kingdom, Saatchi & Saatchi, in a move some called the largest agency merger in history. Still, Compton's domestic broadcast billings were down for the year 1982, dropping 26.6% to \$166.6 million. Network television dropped over \$45 million, spot over \$10 million, and radio billings were almost sliced in half, with spot radio disappearing. Major Compton accounts in 1982 were Procter & Gamble, American Motors, *The National Enquirer*, Johnson & Johnson, Thompson Medical, Molson and Paine Webber.

35

Creamer Inc. □ Creamer reported a 7.1% increase in broadcast billings for 1982, totalling \$75 million. Television billings accounted for \$68 million (\$40 million network and \$28 million spot), with \$7 million in radio spot billings. Major accounts include Stouffers (TV network and spot), Alcoa (radio spot and TV network and spot) and Sheraton hotels (spot radio and television).

24

Cunningham & Walsh □ Exchanging a 39% increase in network television billings (to \$96 million) for a 37.5% decline in TV spot billings (to \$35.2 million) and adding \$42.6 million in radio buys, Cunningham & Walsh finished out the year with a 6.5% increase in total broadcast billings. Among the new accounts added by C&W over the past year were the Jergens Clear Complexion Bar; CBS (video games and software); Somnex; Procter & Gamble (Puffs facial tissue and Citrus Hill orange juice); Ricoh Copiers; Sterling Drug LoSal antacid tablets and Phiso Puff; American Home Products (new product assignments and Easy Off window cleaner), and Harcourt Brace Jovanovich. Accounts resigned included Lea & Perrins Inc., Southern Railway Systems and the Royal Viking Line. Other major accounts included AT&T Yellow Pages; various

products for American Home Products, Sterling Drug and Procter & Gamble; Blue Nun, and Beecham Products.

45

Dailey & Associates □ Los Angeles-based Dailey & Associates is a newcomer this year to the top 50 listing, amassing broadcast expenditures of more than \$55.4 million. Dailey is highly active in both spot radio and spot television, reflecting the regional nature of many of its accounts, reporting \$19.2 million in the latter and \$15.2 million in the former. Dailey's long list of accounts in 1982 included Beatrice Foods, KNXT(TV) Los Angeles, Ford Dealers Association of Southern California, Guild Wineries, Hunt-Wesson Foods, Thomas J. Lipton Inc., Purex Corp. and Bay Area Taco Bell.

5

Dancer Fitzgerald Sample □ Abetted by a rash of new accounts, Dancer's broadcast total climbed by \$78.3 million in 1982. The agency also invested more heavily in television and radio as its share moved up to 85.5% from 78.7% in 1981. New accounts landed by the New York office included several products from Kenner Toys, Candel Inc. (bras), Life Savers (Bubble Yum and Replay Gum) and Tender Leaf Tea. The San Francisco office was tapped for TeleVideo Systems (computer terminals), Businessland, Inc. and Telophase (cremation services). New accounts in the Los Angeles office included National Subscription Television (ON TV) and the Sands Hotel & Casinos Inc. Lost during the year were *Women's Day* magazine and J.B. Williams. Heavy broadcast users were Toyota, General Mills, Procter & Gamble, Leggs, Life Savers, Wendy's, American Cyanamid (Shulton) and CPC International. DFS billed about \$7 million last year in cable television from advertisers including Duracell, General Mills, Leggs, Procter & Gamble and Toyota.

9

D'Arcy-MacManus & Masius □ The loss of one cable industry client, ESPN, and the gain of another The Weather Channel, highlighted the media news generated by D'Arcy in 1982. Overall, the company reports a gain of 18.4% in broadcast billings in 1982. Gains were recorded across the board, with the exception of network radio billings, which stayed flat at \$10 million. D'Arcy also counted \$5 million in 1982 cable billings for its clients. Among major accounts on the D'Arcy roster are Amoco Oil, Anheuser-Busch, CPC International (Mazola and other products) General Motors, Heublein, Lorillard, Mars Inc., and Pitney Bowes.

27

Della Femina, Travisano & Partners □ Broadcast billings for Della Femina et al. were up 10% over the past year to \$113 million. Television billings totalled \$93.6 million (\$32.3 million network and \$61.3 million spot) and radio placements accounted for the remaining \$19.4 million, all of which fell into the spot category.

31

W.B. Doner □ This agency showed a 37.3% gain in broadcast billings for 1982, totaling

**IN HEAD-TO-HEAD
COMPETITION,
ONLY OUR COURT
IS SUPREME!**



THE PEOPLE'S COURT

Head-to-head Competition vs. Family Feud PM

			THE PEOPLE'S COURT			FAMILY FEUD PM				
			HOMES	WOMEN 18-49	MEN 18-49					
PHILADELPHIA	7:30PM	KYW	357	157	124	WCAU	369	130	77	
MINNEAPOLIS	6:30PM	KMSP	140	69	57	WTCN	136	43	34	
TAMPA	7:30PM	WTSP	130	44	44	WFLA	159	32	28	
WILKES BARRE	7:00PM	WBRE	73	37	30	WDAU	51	8	10	
JACKSONVILLE	7:30PM	WJXT	104	46	39	WJKS	44	19	12	
ROANOKE	5:30PM	WSET	41	27	19	WDBJ	41	15	7	
YOUNGSTOWN	7:30PM	WFMJ	34	15	12	WYTV	43	16	10	
SAVANNAH	7:30PM	WSAV	41	20	21	WTOG	45	24	19	
ERIE	7:30PM	WSEE	23	10	8	WICU	33	10	7	
TOTALS			943	413	354	921			297	204

THE PEOPLE'S COURT ADVANTAGE: +2% +39% +74%

Head-to-head Competition vs. Entertainment Tonight

			THE PEOPLE'S COURT			ENTERTAINMENT TONIGHT			
				WOMEN	MEN				
			HOMES	18-49	18-49	HOMES	WOMEN	MEN	
				18-49	18-49		18-49	18-49	
SAN FRANCISCO	7:30PM	KGO	311	129	120	KRON	129	61	49
CLEVELAND	7:00PM	WKYC	223	97	76	WJLW	146	51	35
MINNEAPOLIS	6:30PM	KMSP	140	69	57	KSTP	135	65	58
TAMPA	7:30PM	WTSP	130	44	44	WTVT	204	64	51
BALTIMORE	7:30PM	WBAL	192	89	71	WMAR	84	32	26
CHARLOTTE	7:30PM	WPXI	61	30	31	WSOC	109	55	42
COLUMBUS, OH	7:00PM	WCNH	90	40	31	WTVN	89	46	33
OKLAHOMA CITY	6:30PM	KWTV	95	36	32	KOCO	54	20	20
HARRISBURG	5:30PM	WHP	26	11	7	WGAL	59	19	13
TOLEDO	7:00PM	WEHO	52	27	23	WIVG	72	26	25
YAKIMA	7:00PM	KAPP	31	10	11	KNDO	14	6	5
ARLINGTON	5:00PM	KRBC	23	8	6	KEXS	5	3	2
TOTALS			1,374	584	509	1,100	448	359	

THE PEOPLE'S COURT ADVANTAGE: +25% +30% +42%

Head-to-head Competition vs. Tic Tac Dough

			THE PEOPLE'S COURT			TIC TAC DOUGH			
			HOMES	WOMEN 18-49	MEN 18-49				
				WOMEN 18-49	MEN 18-49	HOMES	WOMEN 18-49	MEN 18-49	
DETROIT	7:30PM	WXYZ	316	137	134	WDIV	283	88	57
CHARLESTON	7:00PM	WOWK	96	57	43	WCHS	84	27	15
KNOXVILLE	7:00PM	WATE	105	52	54	WTVK	56	18	16
WICHITA	4:00PM	KACB	18	6	5	KTVH	28	8	2
GREEN BAY	3:00PM	WBUR	38	19	9	WFRV	29	9	2
PORTLAND, ME	12:00PM	WGAT	21	9	7	WMW	16	6	2
HUNTSVILLE	5:00PM	WHNT	42	19	14	WATF	21	7	5
LAS VEGAS	4:30PM	KTNV	12	5	5	KVBC	16	4	2
BAKERSFIELD	4:00PM	KERO	14	6	5	KPWR	6	1	1
TOTALS			662	310	276	539	168	102	

THE PEOPLE'S COURT ADVANTAGE: +23% +85% +171%

JUDGE THE NUMBERS FOR YOURSELF.

THE PEOPLE'S COURT GETS THE DECISION!

"The People's Court" is a Ralph Edwards Production in association with The Bullitt Productions.

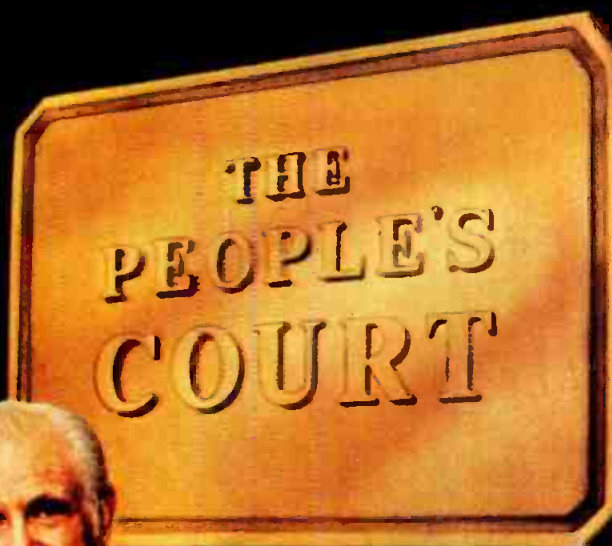
COURT IN NOVEMBER

Head-to-head Competition vs. PM Magazine

		THE PEOPLE'S COURT			PM MAGAZINE				
			WOMEN	MEN		WOMEN	MEN		
		HOMES	18-49	18-49	HOMES	18-49	18-49		
SAN FRANCISCO	7:30CPM	KGO	311	129	120	KPLX	281	118	89
DETROIT	7:30CPM	WXYZ	316	137	134	WJBK	128	55	35
MINNEAPOLIS	6:30CPM	KMSP	140	69	57	WCCO	168	57	49
BALTIMORE	7:30CPM	WBAL	192	89	71	WJZ	153	54	52
CHARLOTTE	7:30CPM	WPCQ	61	30	31	WEV	169	69	58
OKLAHOMA CITY	6:30CPM	KWTV	95	36	32	FTV	93	28	25
CHARLESTON	7:00CPM	WOWK	96	57	43	WSAZ	125	47	43
WILKES BARRE	7:00CPM	WBRE	73	31	30	WNEP	89	32	27
TOLEDO	7:00CPM	WDHO	52	21	23	WTOL	81	33	26
CHATTANOOGA	7:30CPM	WTVC	69	43	36	WRDB	57	24	19
TOTALS		1,405	642	577	1,344	517	423		

THE PEOPLE'S COURT ADVANTAGE: +5% +24% +36%

Source: Arbitron NOV '82



Telepictures

CORPORATION

One Long Island City Plaza, New York, NY 10017, (212) 639-1122, Telex 645365

291 South La Brea Ave., Suite 410, Beverly Hills, CA 90212, (213) 651-8450, TWX 810-321-1232

35 East Wacker Dr., Chicago, IL 60601, (312) 726-1235

©1982 TELEPICTURES CORPORATION

\$86.5 million. The largest increase was in the television spot category which rose 42.3% to \$66.9 million. Radio billings were up 20% to \$16.8 million with \$15.8 million falling into the spot category. Champion Sparkplugs (for co-op), American Home Video, Color Tile and Stater Brothers supermarkets were among accounts added by Doner in 1982. The agency's Chatter account was resigned. Among Doner's major accounts are Colt 45, McCormick, Commercial Credit, Pizza Hut (regional), Eckerd Drugs, Richway and Faygo Beverages.

8

Doyle, Dane Bernbach □ This agency last year suffered the death of one of its co-founders, William Bernbach, who at 71 was still active in the creative area for Doyle, Dane, Bernbach. Earlier in the year, a planned merger with number 10 on BROADCASTING's "Top 50" list, Foote, Cone & Belding, was canceled—a union that would have formed an entity with \$2.3 billion in worldwide billings. On the domestic front, Doyle, Dane Bernbach experienced a modest rise of 4.9% in 1982 broadcast billings, which slipped to 45% of total domestic billings from the year-earlier 50%. Major agency accounts include Airwick, Atari, Bulova Watch, CBS/Broadcast Group, GTE, MCA, Mobil Oil, Polaroid, Seagram and Volkswagen. The agency reports only minor cable billings—\$350,000; and radio billings fell nearly \$5 million as 1981's \$4 million in network spending dwindled to zero.

47

A. Eicoff □ This agency's broadcast billings rose an estimated 5.3% over 1981 to \$53.8 million. Spot television billings account for most of Eicoff's business, which totalled about \$47 million. Eicoff specializes in direct-response advertising.

39

Eisaman, Johns & Laws □ Eisaman's broadcast total increased by more than \$17 million in 1982. Contributing to the growth were new accounts including Magnetic Tape International, which will be a strong user of broadcast in 1983; Skaggs Drug Center, which spent \$1.5 million in spot TV and radio last year; Wendy's Restaurants in Phoenix; Albuquerque, N.M.; Tulsa, Okla., and Oklahoma City, and Cadillac Dealers Advertising Associations in several major markets. Dropped during the year were Air California Inc. and Suzuki Motorcycles.

12

William Esty □ Although it continues to be operated separately, William Esty was acquired early last year by Ted Bates Worldwide, creating an association representing \$2.4 billion in domestic and international billings. Esty's broadcast billings jumped 19.5% in 1982, as television billings climbed almost \$50 million to \$275 million, \$30 million of the increase in network, \$20 million in spot. Radio billings overall were flat at \$25 million, with \$4 million shifting out of network and into spot, which logged \$22 million in 1982. Esty also reported \$1 million in cable

billings. Among Esty's clients were American Home Products' Whitehall Laboratories (Anacin and Dristan); Chesebrough-Ponds, Colgate-Palmolive, Datsun, Nabisco Foods and Union Carbide's Everready line.

10

Foote, Cone & Belding □ Dropping its merger plans with Doyle, Dane Bernbach didn't harm this agency—it reports a 27.6% increase in broadcasting billings in 1982 to \$369 million. Those gains came in all quarters, most remarkably perhaps in the better than 70% increase noted in spot television billings, to \$120 million. Included among its accounts are Clairol, Coors, Clorox, Fotomat, Fritolay, Plough, Levi Strauss, Ore-Ida Foods and Swift & Co., FC&B's New York, Chicago and Los Angeles offices also serve major banks in their respective areas. Foote, Cone & Belding reported \$5.5 million in cable billings in 1982.

23

Gardner/Advanswers Media Programing Inc. □ That long title, the agency hastens to stress, is *the* proper name to accurately depict the Gardner/Advanswers relationship. Gardner subsidiary Advanswers, which replaced the Gardner media department years ago, handles a great deal of business independent of Gardner, including a syndicated programing operation. To add to the mix, Advanswers conducts all media planning and spot broadcast placement (and magazine placement) for Gardner and Advanswers clients, while an Advanswers subsidiary, The Paul Schulman Co. does all network placement. From that agglomeration, \$160.5 million in broadcast billings resulted last year, up 1.9%. Notably, network television billings fell \$6 million, though they were more than made up by a \$9.5 million spot television gain. Account additions in 1982 were Airwick Industries media work, a pet food assignment from Ralston Purina and Southwestern Bell Telephone Co.

7

Grey Advertising □ A long list of account additions (not offset by a few resignations) helped boost broadcast billings for Grey Advertising by 16% in 1982. Danskin, Holly Farms Poultry, Canon Business Machines, a number of Beecham products, P&G's Puritan Oil, Almaden Vineyards and Regina Co. new products among those gained by Grey in 1982. Canada Dry and Taco Bell resigned. Among Grey's major clients (virtually all of whom are participating television network and spot television buyers) were ABC Movies, AMC, Block Drug, Beecham, Canon, General Foods, Panasonic, Procter & Gamble, Remington, Shearson, Timex and Warner Bros. Grey notes that it placed \$4.5 million in cable billings in 1982, for such clients as Block Drug, Borden, General Foods, Procter & Gamble and Shearson. A slight (\$6 million) decline in spot television billings was more than offset by the \$53 million in network gains; radio was the reverse, with spot's \$4.5 million gain eradicating the \$2 million drop in network billings.

43

Humphrey, Browning, MacDougall □ For Boston-based HBM, 1982 was a stellar year. Its total broadcast billings rose 66.5% to \$57.6 million, with network and spot television accounting for most of those revenues (\$24 million and \$25.6 million, respectively). Contributing to that growth was the acquisition of Stiefel/Raymond (now called HBM/Stiefel), based in New York, adding two major accounts to HBM's list—Cumberland Packing Corp. (Sweet 'N Low) and W.P. Goebel Manufacturers (Hummel figurines). Among HBM's other new accounts for 1982 were Colibri gold pocket lighters, Jordan Marsh and Evan-Picone men's wear, and Stride Rite Corp.'s Sperry Top-Sider. No accounts were resigned. Among HBM's existing major accounts are General Mills, Parker Bros., Stanley Works, United Brands, First National Bank of Boston, Melville Corp.'s Consumer Value Stores (CVS) and Palm Beach Inc.

32

Jordan, Case & McGrath □ JC&M increased its broadcast billings in 1982 by 23.9% for a total of \$83 million. Television accounted for \$72 million, \$38 million in network and \$34 million in spot. Of the \$9 million in radio billings, \$2 million represented network and \$7 million represented spot buys. Accounts added during the past year include Tonka Toys, Selchow & Righter (Scrabble), Chambourcy (Nestle), Jones Dairy and Group W Cable. Accounts resigned included the Drackett Co. and Colombo Inc. Among JC&M's major accounts are Aetna Insurance, Long John Silver, Kobrand, Hanes, Tums, Welch's, Nestle (\$100,000 Bar), Chapstick, Lip Quencher, Squibb and Richardson-Vicks.

21

Kenyon & Eckhardt □ This agency increased its broadcast billings by 22.1% over the past year to \$186 million, rebounding well from its flat performance in 1981 when broadcast billings were up less than 1%. TV placements accounted for \$155 million, up 29.2%, and radio billings were up \$5 million to \$31 million. Prudential Bache Securities, Renuzit Air Freshener, Datril Analgesic and Mattel Co. were among the accounts added by K&E during 1982. Accounts resigned included Cinzano Wines and the Dodge Division of Chrysler Corp. Other major accounts include Chrysler, Colgate-Palmolive, Ocean Spray, Quaker State, Underwood Foods and Air France.

30

Ketchum Communications Inc. □ Broadcast billings for Ketchum were up 5.3% in 1982, totaling \$99.3 million, with \$87 million accounted for by television (\$42 million network and \$45.3 million spot) and \$31.8 million by radio. Radio billings were up 25% to \$12 million. Accounts added during the past year included Gray Drug Fair, Castle & Cook, Weyerhaeuser, Roffler Industries and wcau-tv Philadelphia. Accounts resigned included New York Air, Japan Air Lines, Rubbermaid, H.G. Parks Inc. and Granny Goose Foods

Inc. Among Ketchum's major accounts are Clorox, Hunt-Wesson, Pizza Hut, C&P Telephone, Pillsbury, Heinz, Pittsburgh National Bank, Safeway, Beef Industry Council, Pennsylvania Tourism and Gordon Jewelry.

36

Kornhauser & Calene Inc. □ During the past year this agency's TV spot billings declined 51.8% to \$9.4 million. But its radio billings rose to \$11.1 million from \$2.4 million in 1981; overall, a 2.8% gain in broadcast billings. Accounts added included Goya, Grumman, Computer Strategies and Preparation H. Accounts resigned included Commodore computers and Torrington. Major clients include Whitehall Laboratories, American Home Foods, Church & Dwight and J.P. Stevens.

49

Laurence, Charles & Free Inc. □ Broadcast billings for this agency were up 3.8% in 1982 to \$54 million with all but \$2 million accounted for in television revenues (\$30 million in network and \$20 million in spot). Tronolane, Shower Shaver and Adidas were among the major accounts acquired by the LC&F in the past year. In the same period, the agency resigned Alfa-Romeo. Existing accounts include Extra Strength Bufferin, Endust, Comtrex Night Time, Ban, Gorton's, Sally Hansen, Selsun Blue, Murine Eye Drops and Mr. Muscle.

29

Marschalk □ Television and radio spending at Marschalk grew by almost 10% to \$104.3 million. New assignments from existing clients were from Stroh Brewery Co. (Stroh's Bohemian Beer); Thompson Medical Co. (Aspercreme, Sportscreme, Prclamine, and new products) and the Upjohn Co. (Cortef). Advertisers added during the year were Chattem Inc., Olympus Camera Corp. and Medac Inc. Lost during 1982 were Maybelline (cosmetics) and Revlon (Mitchum anti-perspirant). Broadcast accounts at Marschalk included Bob Evans Farms, Coca-Cola Co. (food division), Gillette, Glenbrook Laboratories, Heublein, Stroh Brewery, and Upjohn.

37

McCaffrey & McCall □ Broadcast billings for McCaffrey & McCall were up 6% in 1982, a little more than half the 11% gain logged by the agency the previous year. Total broadcast billings equaled \$68 million, with \$54.8 million of that accounted for by the network television category. New accounts added last year included Avis, Guest Quarters, T. Rowe Price and Falcon Jet. Accounts resigned included Del Taco Inc. Broadcast billings account for about half of the agency's total domestic billings. Other major accounts include ABC, Air Canada and Hartford Insurance.

11

McCann-Erickson □ As broadcast billings for this agency slipped 12% in 1982 to \$300.2 mil-

lion one factor exerting downward pressure was the closing of the company's Chicago office, spurred by Sears, Roebuck's decision to consolidate many of its accounts with a competitor. Billings slipped in all categories except spot radio, which posted a gain of \$1.9 million to \$42.9 million. Among major McCann-Erickson accounts are: AT&T Long Lines, Coca-Cola, Exxon, Gillette, Levi Strauss Activewear, NBC, Nestle and Sony Consumer Products.

19

Needham, Harper & Steers □ Reorganizing of the management structure was the big news at

Needham Harper & Steers in 1982, as the holding company NH&S Inc. was formed, and the management divided into three separate companies NH&S/USA, NH&S International and Issue and Images Inc. Combined billings were down for the year by 13.8% to \$200.7 million. Network television took the hardest hit, \$39.3 million, with a \$8.5 million gain in spot television slightly offsetting that drop. Accounts gained by the agency last year were John Blair & Co. and E.J. Galo Winery. Lost were Bacardi Imports, Third National Bank & Trust Co., Arco and Wrigley Spearmint gum. Major continuing accounts include Anheuser-Busch's Bud Light, Clorox Co., Rubbermaid Inc. and Sears Roebuck & Co.

Celebrate the Good Life in the Sandhills North Carolina's Playground



PUT MOORE IN YOUR LIFE

- 6½ MILES OF RACE TRACK
- 27 GOLF COURSES
- 131 TENNIS COURTS
- 3,460 ACRES OF LAKE AND POND WATERS, AND ...

1 POWERFUL VOICE



celebration
station AM-99



Southern Pines · Pinehurst · Aberdeen
Moore County, North Carolina



Daily Service by Mid-South Airlines Connecting
with Raleigh-Durham, Charlotte, Richmond & Washington, DC

6

Ogilvy & Mather □ O&M reported a healthy 18.6% rise in broadcast billings for 1982, putting its total broadcast billings at \$467.2 million. (The company doesn't make a breakout for cable billings from that figure.) With that increase, the percentage of domestic billings represented by the broadcast totals climbed from 57% in 1981 to 70% last year. Among the major accounts in the O&M stable are General Foods, Mattel, American Express, TWA, Hershey, Sears, Kimberly Clark, Lever, Shell and Avon. The overall gain logged by O&M for broadcast billings came despite a drop in radio billings, from \$33.3 million in 1981 to \$27.9 million in 1982.

40

Parkson Advertising □ Parkson's broadcast investment rose by almost 12% to \$59.7 million, as the agency beefed up its TV spending. All but \$100,000 of its broadcast total is in TV, heavily in network. Parkson's expenditures in television were for the Ace Comb Co. and a long list of brands for Nabisco (Triscuit, Escort, Wheat Thins, Chicken-in-a-Biscuit crackers) and the J.B. Williams Co. for both its toiletries and pharmaceutical divisions.

41

Rosenfeld, Sirowitz & Lawson □ Estimated broadcast billings for 1982 for RS&L were \$60 million, overwhelmingly in television. New to the

"Top 50" listing, the agency had a well-balanced list of clients in 1982, including numerous brands of American Home Products and the 4C Foods Corp., plus advertisers including R.C. Bigelow (teas), Harlequin Enterprises (books), International Playtex, Luzianne Blue-Plate Foods, McDonald's Corp. Owner/Operator Association, Monarch Wine, Pfizer Inc., Sharp Electronics Corp. and Six Flags Inc.

28

Ross Roy □ This Detroit-based agency was, on a percentage basis, one of the biggest gainers in 1982. Combined broadcast billings totalled \$108.5 million, compared with \$58.6 million for 1981, an impressive 85.2% increase. The biggest gains came on the spot sides of both television and radio, where Ross Roy places the bulk of its broadcast business. The agency's TV spot figure was up 143.3% to \$73 million and spot radio was up 58.3% to \$26.6 million. Accounts added during the past year included the Michigan Department of Commerce and Sinai Hospital of Detroit. Accounts resigned included McDonald's Restaurants Inc. (Michigan and Toledo, Ohio). Major accounts include K-Mart, Michigan Bell, Upjohn, Coca-Cola Detroit Bottlers, Tuff Cote and La-Z-Boy.

33

Scali, McCabe, Sloves □ Combined broadcast billings for this agency were up 5.2% to \$81 million in 1982. The entire gain came on the television side, with radio billings, for the third straight year, remaining flat at \$12 million (\$1 million for network and \$11 million spot). TV network buys totalled \$24 million, down 17.2% from 1981, with television spot dollars up 25% to \$45 million. Western Union, Continental Airlines and The Movie Channel were among the accounts added by Scali during the past year while Singer was resigned. Other major accounts serviced by Scali include Hertz, Sperry, Maxell, Nikon, Castrol, Perdue and Volvo.

15

SSC&B □ Another of the 1982 industry mergers, Interpublic last April completed the process of acquiring SSC&B, making the Interpublic Group a \$3.7 billion worldwide billing group. Reporting separately, SSC&B's billings for the year rose 11.2%, to \$227.7 million. Most of that gain was attributable to a \$19.1 million gain in spot television billing, to \$57.8 million. Major additions to SSC&B's account lineup were Coca-Cola's Diet Coke, Diner's Club International, S&A Restaurant Corp. and Scannon Ltd. Account resignations were Olympus Camera and Monet.

42

Tatham-Laird & Kudner □ This agency's broadcast billings swelled by almost \$14 million as TL&K added a long list of clients, including Interfood Ltd. (Andies Candies), Sunline Brands, California Canners & Growers, Famous Footwear Inc., York Steak House Systems, International Harvester (corporate) and Procter & Gamble (Coast deodorant soap). Accounts ac-

Biggest spenders

Total broadcast billings

Young & Rubicam—\$926.2 million

Total TV billings

Young & Rubicam—\$861.3 million

Network TV billings

Young & Rubicam—\$603.9 million

Spot TV billings

J. Walter Thompson—\$302.1 million

Total radio billings

J. Walter Thompson—\$70.0 million

Network radio billings

BBDO—\$21.0 million

spot radio billings

J. Walter Thompson—\$53.0 million

Biggest broadcast gain

BBDO—\$162.0 million

tive in radio and television included Dean Foods Co., Interfood, Kimberly-Clark, Miles Laboratories, Monsanto, Ralston Purina and Sunmark.

2

J. Walter Thompson □ Last year was not the best of times for JWT with the discovery of accounting irregularities showing a \$30-million shortfall in its syndication unit, but the agency managed to wind up 1982 with a gain in TV and radio billings of 6% to bring its total up to \$903.4 million, putting it in second place (behind Young & Rubicam). Thompson acquired during year accounts including Grand Union, Timex Computer Corp., Toys 'R' Us and American Postal Workers Union. Resigned in 1982 were three brands of Jos. Schlitz Brewing. Thompson was the leading agency for spot television in 1982, amassing a total of more \$302 million. Thompson's long list of TV-radio accounts includes Burger King, Eastman Kodak, R.T. French Co., Grand Union, Lever Bros., Miles Laboratories, Nabisco, Nestle, Pepsi-Cola Co., Reynolds Metals, Samsonite, Scott Paper, Timex Computer Corp., Warner-Lambert, H&R Block, Dart & Kraft, Jovan (beauty care products), Oscar Mayer & Co., Quaker Oats, Sears, Roebuck & Co., Activision, Ford Dealer Advertising Association and Chevron.

34

Tracy-Locke/BBDO □ In 1982, when the agency was acquired by BBDO, Tracy-Locke had broadcast billings totaling \$76.7 million, an increase of 17.8% over the previous year. The lion's share of that total, \$61.9 million, was divided almost equally between network and spot television, while radio billings increased by more than 55% to \$14 million. A \$20-million Taco Bell account was added during the past year while the Poulan account was resigned. Other major accounts include Frito Lay, Phillips, Haggard, Pepsi Bottling Corp., Imperial, Ben Hogan AMF and Best Products.

TUNE IN TO SUCCESS IN BROADCAST SALES

A six-cassette (eight-hour) success-oriented seminar that shows you how to be more productive ... increase sales ... multiply your income.

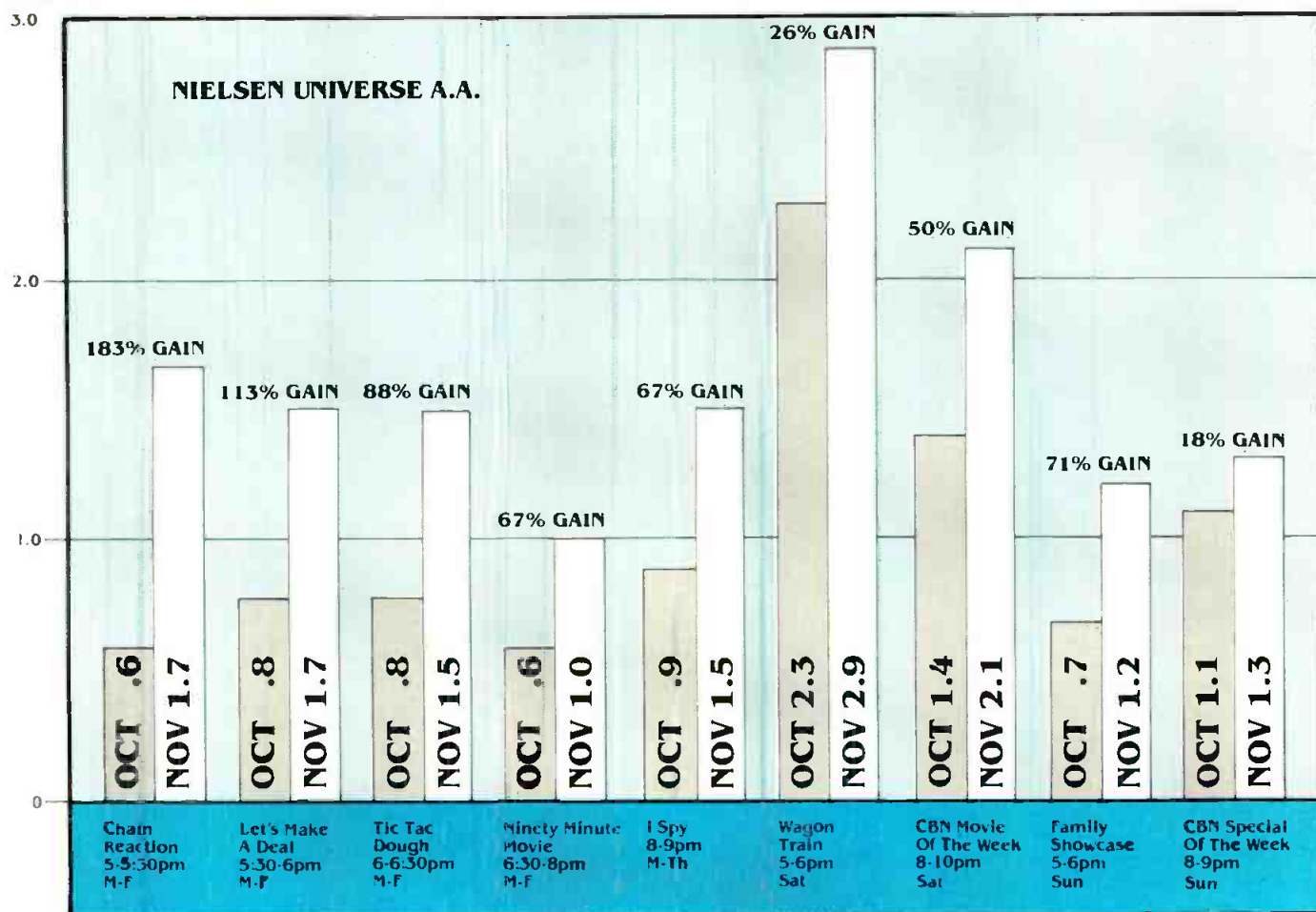
Prepared and produced by Pam Lontos, nationally-known sales wizard, you'll learn how to: organize yourself ... prospect by telephone ... sell persuasively ... research your clients ... sell benefits ... eliminate/overcome objections ... sell to "non-believers" ... close the sale fast ... and much, much more.

Equal—at least—to a \$500 sales clinic, this seminar-at-home (or in your car) is available now for only \$150.

Send order and payment in full to: Broadcasting Book Division, 1735 DeSales St., N.W., Washington, D.C. 20036-4480.

VIEWERS DECIDE ON THE FAMILY ENTERTAINER

RATING %



One month after the new CBN program lineup premiered, our viewers saw the difference in our programming, and we saw a difference in our viewership.

Plus, during the highest period of "households using television," cable viewers showed a preference for The Family Entertainer.

5:00 to 11:00PM, SUN-SAT*

CBN CABLE NETWORK 1.2 UNIVERSE A.A.
CABLE NEWS NETWORK 1.1 UNIVERSE A.A.

*Source: November 1982 Nielsen HVI.



**THE FAMILY
ENTERTAINER**

NEW YORK
John Fernandez,
Director of Sales
Jim Watson,
Marketing Sales Manager
(212) 661-2600

CHICAGO
Doug Greenlaw,
Midwest Sales Manager
(312) 782-8695

HEADQUARTERS
Ted Norman,
Vice President/Sales
(804) 424-7777

THE ONLY WAY TO REACH TV VIEWERS WITH RADIO.



The number of TV watchers is astounding. Now there's a way to reach them with radio.

It's TV TONITE with Ron Hendren. One-minute, daily Monday through Friday previews of TV shows. It tells audiences what's worth watching. What to avoid. And it's the only way to offer sponsors TV audiences—at radio prices.

Contact Watermark today. And find out how TV can work for you. Not against you.



Watermark
ABC RADIO ENTERPRISES

TV. Tonite

with RON HENDREN

10700 VENTURA BOULEVARD, NORTH HOLLYWOOD,
CALIFORNIA 91604 (213) 980-9490

©1983 Watermark/ABC Radio Enterprises

50

Waring & LaRosa Inc. □ This agency's total radio and TV billings for 1982 was at \$49.6 million—up from \$40.8 million in 1981—while the broadcast billings percentage of the company's total billings stood at 68%, the same as in 1981. Total TV billings placed by the agency were \$43.3 million, with \$32.5 million going to network and \$10.9 million to spot. Total radio billings were \$6.2 million—\$3.4 million for spot network and \$2.8 million for spot, no dramatic change from the previous year. The following are some of the accounts the agency added last year: Adolph's Ltd., Insilco Corp., Ragu Foods, Sony Corp. of America and the Quaker Oats Co. Current accounts include Perrier and Smith Corona.

46

Warwick Advertising □ Warwick bolstered its broadcast spending by more than \$14 million in 1982, helped by the acquisition of several brands from Plough Inc., Maybelline Inc. and U.S. Tobacco. It reported no account losses last year. Active in network and/or spot television in 1982 were Benjamin Moore Paints, Brooke Bond Foods, Burlington Industries, Economics Laboratory (cleansers), Sterling Drug, Pfizer (Coty), Plough and U.S. Tobacco. Advertisers in spot and/or network radio were Plough and U.S. Tobacco.

20

Wells, Rich, Greene □ Broadcast billings reported by Wells, Rich, Greene went down 8.5% from year earlier totals, to \$189 million. While radio billings showed a respectable gain of \$7 million to \$29 million, television's total dropped more than \$22 million, with a \$45 million fall in network responsible, and even offset by a \$20-million gain in spot television billings. Wells, Rich, Greene accounts include Ford Motor Co., Max Factor, Procter & Gamble and Ralston Purina.

1

Young & Rubicam □ For the fifth straight year in 1982, Young & Rubicam won laurels as the front-ranking agency in BROADCASTING's "Top 50" agency compilation. Y&R reported television and radio billings of \$926.2 million, a jump of \$62.6 million over 1981. New account activity in 1982 was sparked by the acquisition of Del Monte Foods, Hallmark, Canada Dry, Ford's North American Automotive operation, Suzuki Motorcycle, Gillette's Right Guard, AT&T (calling card and credit card), Japanese Airlines, Sanyo Electronics and Hunter Fans. Lost during the year was Miller Beer's Special Reserve. Y&R's extensive roster of substantial radio-TV accounts include American Home Products, Atari, Canada Dry, Dr. Pepper Co., Eastman Kodak, General Foods, Frito-Lay, Gulf Oil, Hallmark, Kentucky Fried Chicken, Lincoln-Mercury Division of Ford Motor Co., Oil of Olay, Procter & Gamble, Richardson-Vicks, Union Carbide, Warner-Lambert, Del Monte, Clorox and United Vintners. Y&R reported that its cable TV advertising expenditures in 1982 were about \$22 million.

Katz Sports Presents THE OLYMPIAD

**The award-winning series of
Olympic Legends, Performances and Champions**

**Created by Emmy Award Winners
Bud Greenspan and Cappy Petrash Greenspan**

**Hailed the world over as the finest sports programming
ever produced for television**

**22 Hours and 20 Half-Hours are now available
for September 1983**

**For more information call Pat Garvey
Vice President/General Manager of Katz Sports
(212) 572-5252**



Katz Sports. The best.

KATZ SPORTS/A DIVISION OF KATZ COMMUNICATIONS INC.

Independents show their muscles in L.A.

Annual INTV convention finds upbeat attitudes toward ad hoc networking, renewed interest in fighting FCC regulations

If annual conventions can be thought to offer accurate readings on the pulse of the industry, then independent television is where much of the action is in today's telecommunications industry. Highlights of the Association of Independent Television Stations annual convention which ended last Tuesday (Jan. 18) at Los Angeles's Century Plaza hotel included a proposal from one of the world's largest advertising agencies to create a new ad hoc network for the production of original programming, a prediction from the FCC's newest commissioner that independent stations will dominate broadcast television in the not-too-distant future and an invitation from the cable industry for unified lobbying to rid both industries of some of their most onerous government regulations.

Independent stations are likely to bill \$2 billion in 1983, just three years after the industry "broke the \$1-billion mark" in 1980, according to INTV President Herman Land, who predicted his association, now 83-member stations strong, will "have over 100 member stations" by next year.

Advertiser interest in a strong independent television industry that can provide increasing leverage against rising network rates was a recurring theme of the convention, as were predictions that traditional biases of advertisers against buying independent television are breaking down. The top 15 advertisers bought 49% of their television advertising on independent stations in 1982, said Archa Knowlton, executive vice president, Vitt Media International, New York. In 1980, the independents' share was 44%.

A soon-to-be released Simmons Market Research report on the national television audience reveals that independent station audiences are the same in "key socio-economic segments" as those of the networks, according to Robert Jones, director, INTV marketing, East. That report also found that independents draw a larger percentage of viewers in the professional-managerial category in prime access than do network affiliates and that in other dayparts, there is no difference in the percentage of that audience captured by independents from that drawn by affiliates.

On the regulatory scene, independent station operators face a number of major challenges, paramount among them, the FCC's proposal to eliminate its network financial interest and syndication rules (see "Top of the Week"). "Prospects for a new cable copyright compromise are not good," said INTV counsel J. Laurent Scharff, "but there is likely to be some action there." The INTV is also fighting a plan by the National Collegiate Athletic Association to restrict broadcasts of college football, he said.

FCC Mass Media Bureau Chief Larry Harris urged independents to "make their wishes known" on a petition from the land-mobile radio industry for the allocation of

more spectrum—to be taken from that already allocated for UHF broadcasting—for their service. "You'll find no justification for more spectrum for land mobile," he said, and the Mass Media Bureau is "extremely sensitive to your desires."

The FCC is likely to wait for a court decision on a review of the agency's deregulation of radio before initiating action toward deregulating TV, said Harris. "We may have some guidance... from the courts." The FCC is currently looking for a way to develop criteria for "reasonable expectation of license renewal," he said.



Independents, and the competitive marketplace they help provide, are what deregulation is "all about," according to **Larry Harris**, chief, FCC Mass Media Bureau, who addressed the opening general session.

Independent television "is what deregulation is all about," said Harris, because it "creates the marketplace" that makes deregulation possible.

During a post-convention news conference Tuesday afternoon, INTV President Herman Land said he was pleased with the high turnout—about 790 registrants—compared with about 650 registered for last year's snow-hampered gathering in Washington. He said INTV will return to Los Angeles in 1984, and probably schedule a meeting of key members and staff in Washington during May.

Land said attempts will be made to rectify some complaints voiced by syndicators at this year's convention regarding fees and facilities for screenings, indicating INTV will move toward a MIP-style booth approach to program display rather than hotel suites. Land predicted that screening opportunities will also be expanded beyond the two afternoons set aside this year.

His organization is "forcefully on the record" as a supporter of retention of the FCC's financial interest and syndication

rule, Land said, noting INTV will file a brief with the commission by the Jan. 26 deadline. He estimated that virtually 100% of the managers attending the convention's closed management session on Jan. 15 also support retention, and said INTV will "probably" ask its members to file comments reflecting that viewpoint. Land said it is likely that independent stations—in some configuration—would take the commercial networks to court if the rules were removed, leading to a protracted and "impractical" court fight. □

A down-the-road view from a Sharp eye

FCC member says independents' ranks may swell by decade's end when networks will distribute by satellite and affiliates will be set free in video marketplace

Never mind George Orwell's 1984. It's Steve Sharp's vision of 1990 that may give greater concern to today's broadcaster—and particularly today's TV network affiliate. By the end of this decade, the FCC's newest commissioner advised the INTV last week, most of those stations that are now network affiliates may be independents, while the networks themselves reach their audiences via direct broadcast satellite.

Sharp sketched out for INTV delegates a "scenario" that begins with the launch of DBS service by Comsat in 1985. After three years, he said, that service should reach some six million home earth stations plus a large number of cable headends. Then, in Sharp's view, the networks would have the option of "stacking" another satellite at the same azimuth and elevation so that their signals could be received—without decoding—by those same subscribers. That would amount to about 60% of homes using television (Sharp's equation contemplates cable penetration at 50% of homes using television and the DBS penetration by that point at 10%). Most of those homes will be outside the top 10 markets, Sharp estimates. Within the top 10, the networks have their owned and operated station groups that each reach some 22% of all TV households. Put it all together and the networks will be able to achieve an 82% penetration by 1988, Sharp concludes.

The FCC commissioner conceded that this total is down from the present network reach of about 96%, but he believes networks could absorb a short-term decline in homes reached to save the cost of affiliate compensation. And he left room for the possibility that, in the short term, the networks may even keep some key affiliates to maintain a high percentage of homes reached. "Nevertheless," Sharp said, "the networks eventually will drop most of their terrestrial affiliates because they have no reason to pay compensation for carriage of a program which may be delivered to the same homes for a lower cost."

Sharp also calculated the networks could justify program distribution via DBS simply

on interconnection costs alone. He estimated those expenses to be \$35 million to \$40 million for networks annually by 1988, which Sharp noted was in the same ballpark as Direct Broadcast Satellite Corp.'s \$39-million rate for a full-time, protected channel.

"This is likely to result in the ranks of INTV suddenly being swelled by ex-affiliates," Sharp noted.

For the conventional broadcaster, the challenge will be to reduce operating costs while at the same time coming up with "an imaginative programming mix." In Sharp's view, that translates into localism: all the local news, sports and public affairs that will not be provided by the satellite-borne national networks.

Going beyond that point, Sharp said the real challenge for broadcasters would be to use technology imaginatively to reduce operating costs. He cited use of the vertical blanking interval, television stereo, constructive use of subcarriers and employment of computer technology as four ways to do so, and he expects to see the growth of such



Sharp

specialized networks as INN to provide national news to local stations.

Independents are ahead of the game, Sharp said. They already are old hands at innovative programming, and they can plunge ahead at full speed to prepare for the next wave of competition. Affiliates must proceed cautiously in preparing for the end of their network ties lest they hasten the coming of that end, he said.

Sharp drew a parallel with the history of radio in the 1950's, when market dominance shifted from the then network affiliates to the independent stations that had learned to program on their own. Following that thought, and remarking that radio had developed into a medium of specialized formats based on recorded music, he remarked that the emergence of the laser optical videodisk "offers new opportunities for the distribution of programming and the development of automated operation."

The commissioner stayed with the videodisk theme to emphasize that technology's

apparent advantages over videotape. Disks take no transponder time, he said, nor recording technicians' salaries and benefits, nor large amounts of tape stock nor special storage arrangements.

The commissioner's preoccupation with technology continued to the prediction that television program directors eventually would be able to store large libraries on disks and to call up program choices via computer for automated station operation.

Sharp noted a number of regulatory—or deregulatory—issues that would arise as a consequence of his scenario. The first would be that the FCC would no longer play a role in telling stations how to serve their local communities; "the marketplace will dictate that," he said. Moreover, the limits of station ownership would have to be lifted to give terrestrial broadcasters the economic muscle to compete with the networks. Sharp suggested that a station complement that reaches 20% to 25% of all TV households might be about right.

As for the prime time access rule, Sharp said it would become a "nullity." "The former affiliates will have more prime time access than they ever bargained for," he declared. But he also said "there will be regulatory pressure" on the must-carry rules to keep the disenfranchised affiliates on cable systems. Also on Sharp's deregulation list: the one-affiliation-per-station rule, the rule against territorial exclusivity and rules governing contracts between networks and affiliates.

Ad perspective: better programming through joint projects

Agency officials say challenging
network product will be key in future

"I suggest the establishment of a joint venture—an organization of stations, production companies, advertisers and their agencies—that would, like a much-expanded Operation Prime Time, develop and produce original programming" for airing on independent stations. With that proposal, Gene DeWitt, executive vice president and director of media services in the U.S. for McCann-Erickson, New York, offered a solution to what he sees as the primary challenge for independent stations in the coming years: finding high-quality original programming to compete effectively against rapidly developing new sources of TV entertainment.

Advertisers "are willing to pay for the development of original programming," said DeWitt. All independent station operators would have to do is "be receptive to setting aside a specific time period regularly and predictably."

DeWitt joined the other members of the panel—Don Martin, media director, Checkboard Advertising, Ralston-Purina Co., St. Louis; Ethel Rosner, vice president and director, spot broadcasting buying unit, Ted



John Kluge (r), chairman and president of Metromedia Inc., accepted the INTV Service award for "outstanding leadership in independent television" from INTV Chairman Edward Q. Adams, executive vice president and general manager of WCIX-TV Miami.

Bates Advertising, New York, and Bob Jones, director of marketing, East, INTV—in asserting that advertisers are growing increasingly disenchanted with network prices and more and more inclined to explore alternatives.

"Advertisers have discovered the power of TV advertising, especially in tough economic times," said DeWitt. The "demise of the [National Association of Broadcasters] code, the alienation of advertisers from the networks after the last up-front buying season" and the impending "demand for spots in coverage of the 1984 Olympics" add up to a terrific opportunity for independent television, he said.

The costs of network advertising are rising much faster than national spot, said Martin, and according to Jones, "independents deliver more viewers per rating point than do affiliates." Agencies are "zeroing in on time periods instead of buying run-of-schedule," said Rosner, and they are "targeting toward smaller demographic groups" more and more.

Independent stations are expected to bill about \$2 billion in advertising revenues in 1983, said DeWitt. "but \$2 billion is a small share of the \$16-billion television advertising pie," of which networks and their affiliates are "likely to bill about 87%" this year.

"If you were my client, I'd urge you to focus on where the big bucks are... national advertisers," he said, and the way to do that is through higher ratings generated by original, high-quality programming. "The time has come to recognize we are in the same business," said DeWitt, "advertiser-supported TV."

The logical source of funds for program development is "not pay TV," said DeWitt, referring to an earlier session in which Greg Nathanson, senior vice president for programming, Showtime, proposed an alliance among independent stations and pay cable networks for the syndication of off-cable programming (see story, page 68).

"Advertisers share an interest in maintaining free television's share of audience," said

DeWitt. That goal is threatened increasingly, however, by the networks' "moves to gain control of program syndication and their moves to get into additional programing outlets."

Multipoint distribution systems, because they are likely to be able soon to deliver multiple channels of programing into a market at a much lower cost than those of cable or direct-to-home broadcasting, are a "very

overlooked" source of potential competition of independent television stations, he said. "The real competition will get tougher and probably much sooner than we expect," he said.

"You are rich enough to handle whatever happens to the financial interest and syndication rules," he told independent operators, "if you work with advertisers to develop new programing." □

Independents speak of new alliance

Session on network programing finds independents ready for more ventures with producers for prime time networks

The session was convened to address the future of network programing. It turned out, instead, to be the beginning of (a) a joint independent station-production company counterattack on the "multimillion [dollar] propaganda effort" of the major networks to win repeal of financial interest and domestic syndication rules and of (b) a new alliance among independents and producers to create prime time networks.

Only time will tell whether the new alliance will get off the ground, but it was clear that the counterattack was under way. It was led in Los Angeles last week by Anthony B. Cassara, president of the television division of Golden West Broadcasters, who said all those reports about the networks going under in the face of competition from cable and other technologies were just "the [network's] party line." Cassara said the networks had a different story to tell everyone. For Hollywood, it is that production costs are making it impossible to compete. For advertisers, it is that rates have to rise because Hollywood is demanding so much. For the FCC, it is that the new technologies are putting the networks out of business. And for Wall Street, said Cassara, the message is that "this has been our greatest year in history."

"They act like three aging dinosaurs," said Cassara, "but these are intelligent, clever companies that will not be put away by being pelted with off-network product." He asked those in the INTV audience—if they took away nothing else from last week's convention—to remember that "if the networks are allowed back into syndication, the growth of independents will be reversed."

Gary Nardino, president for TV production, Paramount Television, began his presentation with a story about a peg-legged pig that could perform many wonders (saving the farmer's wife from drowning, saving his son from being run over, etc.). But when a visitor asked why the pig had a peg leg, the farmer replied: "When you have a pig like that you don't eat him all at once."

So too with networks, Nardino related. They will be the dominant programing influence—and for producers the principal consumers—for years to come, and it would be foolhardy to disregard them as customers.

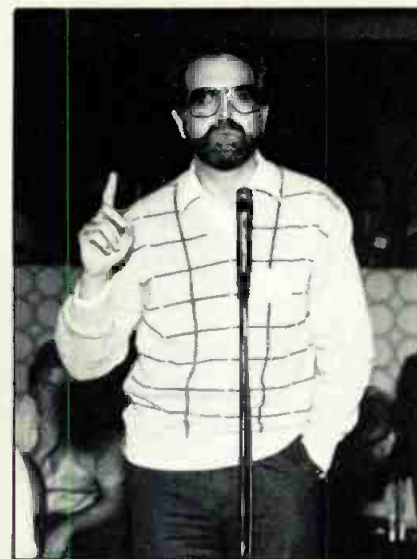
Nardino remarked that ABC was hurt by trying to carry program experimentation too far after making it to first place in prime time television, and subsequently fell back to second. CBS, on the other hand, "showed patience" by staying with its programs and made it back to first place. He gave NBC credit for innovation and an attempt at quality programing, however uneven the results to date. Nevertheless, "the creative juices

seem to have slowed down at all three networks," Nardino said, and this is a good time for independents to make inroads against them. "But you must be willing to invest time and money" in the process, he said.

Nardino also urged the independents to man the barricades on financial interest and domestic syndication. "Do you think you would be playing *M*A*S*H* or *Happy Days* now if the networks were in control of their destinies?" Nardino asked.

Ed Vane, president of Group W Productions, described the current state of first-run syndication by saying: "It's tough out there these days." The primary problems: expansion of networks into more and more time periods and expansion of local news. Syndication companies have come to rely largely on clearances in early fringe, he said. And reporting that Group W's *Hour Magazine* has taken two-and-a-half years to work its way into the black, Vane said the game is not for the faint hearted.

Included in the good news of today's programing environment is the availability of satellite interconnection, which allows syndicators to get into the network business (as with *Entertainment Tonight*, he said). On top of that there is an increasing willingness by affiliates to pre-empt, leading Vane to



Paramount TV's **Rich Frank** asks for a show of hands on a special independent network to showcase first-run product.



Talking partnership. The question of an alliance between independents and cable networks occupied this panel featuring (l-r) Anthony B. Cassara, Golden West Television; Gary Nardino, Paramount Television; Ed Vane, Group W Productions; Greg Nathanson, Showtime Entertainment, and Paul Lenburg, ASI Market Research Inc.

predict that within the decade there would be an attempt to distribute a prime time series in an ad hoc network, probably through a combination of license fees and barter.

As the discussions developed on the panel, the possibility of such a prime time effort acquired support. Greg Nathanson, senior vice president for programing for the Showtime pay cable network, challenged independents to abandon their hostility toward cable and cable services and cooperate with them instead. He proposed two courses: using off-cable as a source of programing for independent stations (and saying that Showtime's *Bizarre* series was an ideal candidate) and suggesting that stations work with pay cable services to buy and program first-run

movies ahead of the networks.

That idea was picked up from the floor by Rich Frank of Paramount TV, who asked for a show of hands on how many stations would cooperate in buying Hollywood product ahead of the networks. None were raised. (Later, however, Frank told BROADCASTING that 25 broadcasters came up to him individually to say they would join such an effort.) Frank challenged the independents by saying that unless they were ready to put their money on the line—"as the networks do every day"—they would always be in the position of waiting to see what came off the networks before knowing what to program.

Paul Lenburg of ASI Market Research Inc. advised the INTV delegates to keep their eye on the consumer, and noted that the consumer has seen his television universe change dramatically, first by the new compe-

tion from independents and now by the new technologies. The result has been an increase in viewer sophistication as well as a growth in expectations. The viewer "is not avoiding other choices," Lenburg said, but he noted that in those homes with 20 or more programming options, the average viewer watches only eight. "TV is still quite low in involvement," he said. "How many people do you know who want to come home and interact in a stressful way with television?"

It remained for Cassara, who led off the panel with an attack on the networks, to finish it in the same vein. Responding to a question from the floor on financial interest and domestic syndication, he said: "If you think you've had it tough with the producers, who are simply greedy, wait until you have to deal with the networks, who are greedy and your competitors." □

recent gains in audience shares have come in part as a result of cable's breaking down of network viewing habits and predicting that diminished cable carriage of distant signals would lead inevitably to increases in the prices stations pay for syndicated production. What's more, said Mooney, "we are beginning to see proof of the theory that some broadcasters—primarily independent broadcasters—derive a fair portion of their revenues from cable retransmissions into distant markets."

Calling the CRT decision a "rather Pyrrhic victory for independent broadcasters," Mooney proposed that broadcasters and cable operators unite to pursue goals that have been "neglected" during the "seemingly endless struggle."

"I think both our industries have an interest in eliminating content regulation, whether you're talking about the fairness and equal time rules, or what a municipality can insist be included in basic cable service," he said. "We have a mutual interest also in legislation affirming the right to continue an established business, whether you call it a presumption in favor of broadcast license renewal or cable franchise renewal."

"As far as NCTA is concerned," he concluded, "there exist no reasons of principle why cable operators and broadcasters need forever to be at each other's throats in the public policy arena."

Carol Randles, National Association of

The continuing copyright quagmire

NCTA urges broadcasters to join with cablecasters against movie interests; NAB remains skeptical; MPAA vows to fight for full liability

Broadcasters should cut their losses in the battle for reform of cable copyright laws and join cable operators in pursuit of more important deregulatory goals: for a start, elimination of content regulations and establishment of guidelines for reasonable expectation of license or franchise renewal. That proposal, made by National Cable Television Association Executive Vice President James Mooney, highlighted an at times heated INTV session on cable copyright at which representatives of the broadcast and motion picture industries offered their own highly divergent assessments of progress on the complicated issue.

"As a legislative issue, cable copyright has very little life left in it," said Mooney, who maintained the Copyright Royalty Tribunal's recent rate increases for distant signal carriage have "knocked the pins out from under copyright owners' argument that they are inadequately compensated" and that Congress, after nearly two years of debate that included demands from professional sports for increased blackouts, has developed "a much more profound understanding of the practical effect on consumers of tinkering with the license."

Now that the Copyright Royalty Tribunal has "effectively reimposed the old limits on the number of distant signals a cable system could carry, cable's incentive to make concessions on exclusivity and must-carry [has been] destroyed," said Mooney, who maintained that copyright owners betrayed their alliance with broadcasters in last year's cable copyright compromise when they refused to accept concessions in the CRT's rate increases in an 11th-hour amendment to the bill.

Although the cable industry has "an even chance to prevail" in its appeal of the CRT rate increase, said Mooney, "the fact of the

matter is that a large portion of the post-Malrite distant signals either have been dropped or will be dropped by the time the court reaches its decision, and the conclusion is inescapable that the context in which this issue exists has been permanently altered." That news is bad not only for cable operators but independent broadcasters as well, he said, arguing that analysis of Nielsen ratings reveals that independent stations'



INTV view. INTV's copyright panel included moderator Herman Land, INTV; J. Laurent Scharff, INTV counsel; Roger Cooper, Roger Cooper & Associates; David Polinger, WPIX Inc.; Carol Randles, NAB; Fritz Attaway, MPAA, and James Mooney, NCTA.

NEW!

For Commercial Applications



AVCOM's COM-65T and COM-66T

Block Downconverter Satellite Receiver Systems

Compatible with SA's 6650 Series

Write or Call

AVCOM

500 Research Road
Richmond VA 23236
804-794-2500

One Source For Your Earth Station Needs

Broadcasters vice president for congressional liaison, said her organization would be "interested in hearing" the NCTA's thoughts on unified lobbying efforts, but disagreed with Mooney's assessment of the cable copyright issue. The "mere fact that cable is so upset" over the CRT's rate increase "is evidence that broadcasters have for the first time won something at the CRT," she said. What's more, broadcasters "are not going to let go of the issues of must-carry and syndicated exclusivity." Support for codification of the must-carry rules "is better now than it was years ago" among the "right people in high places," she said.

The cable copyright compromise fell apart because of the "ruckus" raised by the cable industry over the CRT's rate increase, said Randles, whose view of why the bill failed appeared to be closer to that of another panelist, Fritz Attaway, vice president, administrative affairs, Motion Picture Association of America. The MPAA rejected concessions on the CRT rate increases as one amendment too many in a compromise in which copyright owners already had to accept a number of major concessions, he said.

The CRT's rate hike "has received much more attention than it has deserved," said Attaway, who argued the increase was much smaller than that requested by copyright owners and would have a "relatively small impact—amounting to about 4% of total revenues" on the syndicated program industry and an "even smaller impact on the \$4-billion cable industry," which will continue, he said, to pay more for postage stamps to bill their subscribers than for copyright fees.

Considering "political realities," Attaway said it was difficult to predict the MPAA's "short-term" stand on cable copyright. Its long-term stand, he said, however, is a commitment "to a system of full copyright liability."

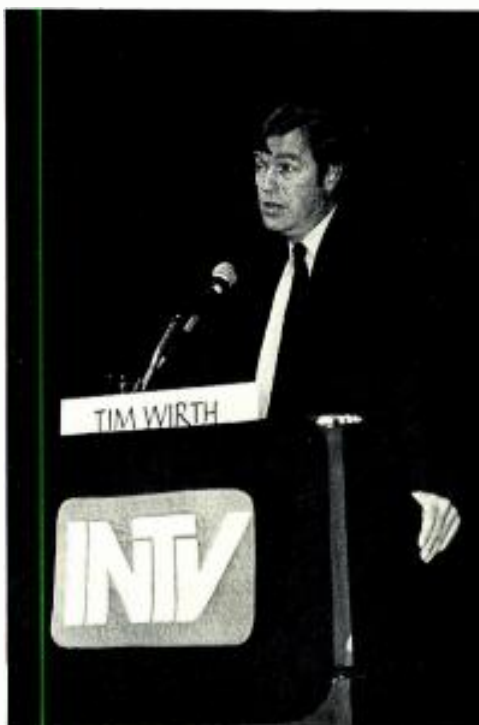
If unified lobbying efforts are attempted again, the NAB "will be looking for more steadfastness on the part of cable as allies than they've shown in the past," said Randles. According to David Polinger, senior vice president, WPIX Inc., New York, and chairman of NAB's copyright committee, the NCTA "has not shown itself to be a reliable partner" in copyright compromise negotiations. The NAB, he said, "should face any new ones with a red flag."

Asked by Polinger for the NCTA's current position on must-carry and syndicated exclusivity, Mooney replied that NCTA "will oppose the reinstitution of syndicated exclusivity in any form" now that the CRT has "permanently altered the landscape" of distant signal carriage. On must-carry, however, he said, "it depends on the trade-offs," and indicated the NCTA would resist must-carry protection for stations without audience of any consequence and for subscription and low-power stations, multipoint distribution system operators and "specialty outlets," such as Spanish language and religious stations. Asked for the NAB's current stand, Randles ventured that, "at bottom," it would be "like that of the current FCC rules." □

Wirth not ready for broadcast dereg

Telecommunications Subcommittee chairman says he will look at multiple ownership rules this year, but still sees networks dominating video marketplace

The mass media marketplace "is performing very well" but broadcast television is not yet a totally competitive market, Representative Timothy E. Wirth (D-Colo.) told a Tuesday (Jan 18) afternoon INTV audience. The chairman of the House Telecommunications Subcommittee said that while "most of the fundamental regulatory and legal barriers to competition have now been cleared away," the real challenges independent station operators face "are whether your companies and stations can find the right delivery, programming and information product mix to succeed



Wirth

in a changing, and increasingly competitive marketplace."

Wirth maintained that the "key questions" confronting independents are not loss of licenses, the fairness doctrine or other public policy issues but how to compete effectively with other video services.

"During the transition to a fully competitive market, you, more than most industry groups, should understand the value and necessity of the government maintaining pro-competitive regulations until a sufficient level of competition exists to remove them," he said.

"The simple fact of the matter is that in most areas today, the video market is not yet fully competitive. Only about 30% of the nation's homes have cable; most low-power television [station] licenses have not yet been granted; and even the inception of DBS is still a few years away. While there is a

great potential universe of competition in the video market, it is still in its infancy."

To achieve the common goal of full deregulation, Wirth urged members of his audience to fight against repeal of the prime time access rule and the financial interest rule. Network dominance in program procurement, he insisted, "is still a serious problem."

Wirth stressed the need for consensus-building among the four groups he characterized as "main players" in "the politics of mass media legislation: the House, the Senate, the FCC and the industry."

In cable copyright legislation, for example, Wirth said "it is hard to be optimistic" about laws emerging from the new Congress "unless we can again come to real consensus." He is more optimistic about reform of the so-called "seven-seven-seven" station ownership rules, which Wirth plans to work for this session in cooperation with Senator Robert Packwood (R-Ore.), chairman of the Senate Commerce Committee. "[A] more suitable standard than some arbitrary number should be developed to guide us in this area," Wirth said.

During a question-and-answer session following the main part of his presentation, Wirth defended his claim that the television marketplace is not yet competitive, noting that roughly 80% of prime time viewing "still belongs to the networks." He compared the industry to long-distance telephone communications, wherein more than 90% of the business is controlled by AT&T. Protective regulations must be maintained in such situations, Wirth concluded, if competition is to flourish. □

Maximizing INTV sales

Session examines ways to draw advertisers away from affiliate camp to benefit of independents

Independent stations still have their work cut out for them when it comes to convincing potential advertisers that affiliates are not the only game in town, and much of the advice offered during a Sunday afternoon INTV session entitled "Research and New Techniques to Maximize Sales" dealt with strategies to overcome what one panelist termed "anti-independent bias."

Cathy Egan of Katz Independent Television Sales urged sales personnel to draw from Arbitron and Burke studies suggesting that affiliate local news audiences skew older, that there is no qualitative difference in audience between affiliate and independent stations, that commercial recall among independents' audiences is the same, that communications effectiveness of the two station types is equal and that independents are "target cost effective."

Egan said that advertising on affiliate prime time or news programs may not be as effective as spots during the same period on independents, since affiliates may experience higher audience turnover or attrition. Movies or specials on independents may

also give sponsors the advantage of "in-program" placement instead of during station breaks placed between programs, when recall may be reduced. She also declared: "It's



On new research techniques to help maximize sales: **Cathy Egan**, vice president, director of marketing, Katz Independent Television sales, New York.

time to rip the mask off... the news mystique," pointing to qualitative studies suggesting nonnews programming in late fringe periods may attract a more upscale audience than affiliate news.

Panelist Gene Cunningham of Blair Television insisted that "positioning is the key" in independent sales, stressing the need to counterprogram the affiliates in program types and time periods. He echoed Egan's recommendation that independents fall back on empirical data that puts independent audiences in a favorable light. Late fringe, for example, can be sold as an alternative or supplement to affiliate news, with the argument that the audience has been "newsed out" by the emergence of additional news-related programming.

Richard Feldman of Metro Television Sales described time as the enemy in his remarks, contending that independents must make their sales presentations quickly and effectively, in part because media buyers and agencies too often retain a "loser image" of independent stations.

"It's a continual battle to get research material and studies included in sales pitches," Feldman continued. "Most sales people thrive on instant gratification," and research doesn't lend itself to that. When used properly, however, Feldman feels that background information on audiences and their habits can be used to set the independent station apart.

"The key to using all of our [sales] tools is timing and execution," he concluded. Increasingly, Feldman added, computers are being used to develop sales strategies as "rating book data" is used in a problem-solv-

ing manner.

During a question-and-answer period following formal presentations, moderator Diane Sass of WNEW-TV New York urged independents to unite on rating services' handling of prime time break averages. Sass and others in the audience said Arbitron and Nielsen could do a better job of tracking audience flow in and out of affiliate prime time programming, which they argued would underscore the stability—and better recall—of independents' audiences. □

Bullish outlook for independents

Financial analysts forecast bright future for unaffiliated TV's; one prediction says value of indies will double in five years

Independent stations can expect to find favor with Wall Street during the next several years at least, as the luster of cable begins to tarnish somewhat. If, as is expected, the FCC relaxes rules limiting the number of stations one entity can own, the outlook is even brighter.

That consensus was reached by three industry analysts assembled during a Tuesday (Jan. 18) panel at the INTV convention, during which David Londoner, research vice president at Wertheim & Co. of New York, predicted the value of independent stations will "roughly double" during the next five years.

Cable, Londoner said, is lagging in its development of advertising, although that will probably change by the end of the decade. He also warned that independents must expect to compete more directly with cable for movies ("except pay-per-view movies priced as low as 30 cents") and sports (it's "a foregone conclusion" that there will be no National Football League games on the free networks after 1987).

Londoner believes that if the so-called "seven-seven-seven rule" is repealed, more independent stations are likely to merge with media conglomerates and become part of publicly traded companies.

"Television broadcasting is still a bloody good business and will remain so for a long time," Londoner stated, although the rate of

profit growth for independents will probably begin to slow down during the next five years. Increasingly, Londoner insisted, programming and positioning will make a critical difference in the generation of revenues.

A second panel member, Alice Frentz, assistant vice president of Boston's Shawmut Bank, termed independents "truly the growth segment" of the television industry today, adding, "Your growth and success has been outstanding."

Investors, she said, have been impressed by the ability of independents to attract "upscale viewers" and prestige advertisers. During the next five years, Frentz predicted a greater emphasis on programming as a strategy for keeping up with new video competitors.

In medium-sized markets, those numbered 40 through 60, Frentz thinks there will be opportunities for success among new independent stations, including UHF outlets. Those stations can expect to split revenues going to any existing independents, which she said in many cases are sufficient to enable all stations to turn a good profit.

Dennis Liebowitz, vice president at Donaldson Lufkin & Jenrette in New York, said investor enthusiasm for cable has cooled during the last few years, primarily due to program duplication, high disconnect rates and large start-up costs. He estimated that 85% of cable's 1982 profits were absorbed by depreciation and interest.

During question following his presenta-



Priced so low you can put a pair on every viewer with a huge give-away promotion!

Now you can offer major local advertisers one of the biggest traffic builders ever. At 10¢ per pair, advertisers can give glasses away for the purchase of 8-packs, fountain drinks or other high-profit items.

This almost guarantees you'll top all previous ratings. You handle the rights and promotion; the advertiser gets the glasses to your viewers. Our proven package includes FREE window and counter signs.

We've put together successful 3-D promotions in dozens of markets. We can put you and your advertisers into the ballgame within hours. Call for complete prices and delivery details.

STEREO-VISION

Post Office Box 1031 • Louisville, KY 40201
(502) 585-5159

Promotion honors. Recipients of the INTV's third annual promotion awards, announced last Monday (Jan. 17) at the Los Angeles convention, were KTVU(TV) San Francisco/Oakland, for "best on-air promotion," and WRLH(TV) Richmond, Va., for "best print/visual promotion." There were 48 entries in the print/visual competition and 52 for on-air promotion. It was also announced that an eight-minute videotape of award-winning promos is being made available to INTV members through the Broadcast Promotion Association in association with INTV.



Opinion makers. The electronic news media "are a growing, developing media" that, with time, will "weed out" its "bad members as the print press has done," said former Secretary of State Alexander M. Haig, who joined another former secretary of state, Henry M. Kissinger, at a briefing for broadcasters sponsored by Independent Network News at last week's INTV convention. Pictured (l-r): John Corporan, senior vice president, news director, WPIX Inc., New York, Kissinger and Haig.

tion, Liebowitz predicted network dominance will diminish during the next five years as "maybe dozens of ad hoc [program] networks" are formed among broadcasters and cable operators. He cited Mobil's recent *Nicholas Nickleby* mini-series and Turner's Cable News Network as examples of ser-

vices causing network pre-emption of significant proportions.

Liebowitz acknowledged that investors tend to perceive cable—rather than independents—as the primary factor in network audience erosion, "although the reality is otherwise." □

Programing grows in importance at INTV

New shows and additions attract attention in 42 programing suites

Despite some complaints of lighter-than-expected traffic, program syndicators who screened their fare at last week's INTV convention are said to have generally agreed the event will likely continue to develop as an annual program marketplace. The convention, which featured 42 official screening suites, saw the announcement of several new programs and provided updates on programs recently announced.

New offerings included a package of nine feature films produced by MGM/UA, to be distributed as a monthly, advertiser-supported series by Lexington Broadcast Services. The movies include "On the Town," "Sunday in New York," "Tribute to a Bad Man" and "Escape from Fort Bravo."

King Features Entertainment added two new half-hour specials to its list of offerings, *Olympic Cavalcade*, a historic retrospective on great Olympic stars and *Harry S Truman*, a portrait commemorating Truman's 100th birthday in April. Both are being sold on a cash basis.

Womanspeak, a half-hour weekly interview filmed at the home of the subject is being offered on a barter basis by Filmtel Inc., Culver City, Calif., a company that did not formally exhibit at the convention but anticipates doing so at the NATPE International show in March. The program is being

offered for spring of this year.

New programs that appeared to be generating interest at the convention included *Thicke of the Night*, the 90-minute, late-night entertainment program recently announced by MGM/United Artists, InterMedia Co. and the Metromedia stations. *Thicke* has received commitments or requests for the right of first refusal from a number of group station operators, including Gannett Broadcasting, Storer Communications and Group W.

People Versus, a half-hour prime access series recently announced by Viacom Enterprises was being shown at the convention to a "select" audience, according to company president Robert Glaser, who said Viacom is talking with the owned and operated stations of the three major networks and expects to sign one of those groups in the next few weeks. Being discussed is the "nature of the program" as well as terms upon which it is to be sold, he said. The program is to be produced in New York and offered for cash plus one minute of national advertising.

To be announced in the coming weeks, according to Len Giarraputo, vice president, sales, Group W Productions, are two new half-hour series, one of them, *Help Wanted*, designed for prime access. The show will feature four job applicants competing for two jobs, both of them real, and will end each night with two of the applicants being hired.

Dr. Rader, a half-hour series for the late afternoon, is to feature a psychiatrist who will offer advice to people with problems appearing on the show.

The Great Movie Theater, a hosted advertiser-supported presentation of the French comedy "Cousin, Cousine" received clearances from so many markets that the company offering it, ALMI Television Productions, New York, anticipates expanding the package to include two more films in time for the NATPE International convention, according to company president, Charles Larsen. □

Troubled times for some STV operators

The marriage between subscription television and independent stations is a shaky one, if statements made during an INTV panel last Monday (Jan. 17) are any indication.

"Our growth has been stifled over the past few years, primarily because of the economy," said Lionel Schaen, president of SelectTV Programing Inc., a major STV software supplier. The recession, coupled with a production slowdown in Hollywood, has presented a setback for many STV operators, he said, adding that STV's primary strength remains in markets with little or no cable penetration.

"What hurts the STV business greatly is the cost of the service," ventured Burt Harris, president of Harriscope Broadcasting and Harris Cable Corp., whose STV involvement includes Los Angeles and Chicago operations. The churn (subscriber turnover) rate may exceed 50% a year in some markets, he noted.

Development of a more secure decoder box that could be sold directly to subscribers would be a big step toward alleviating the financial risks involved in STV, Harris said. "The box is very expensive."

Michael S. Kievman, executive vice president of Cox Communications' television division, described the company's unsuccessful STV venture in St. Louis, to be discontinued on March 1 after only nine months of operation.

"The attitude of advertisers and advertising agencies" toward the non-STV portion of KDNL-TV's programing "was the biggest problem," Kievman said. Many were put off by the station's late night adult STV tier and the fact that they could not buy prime time or late fringe spots, "even if they had never bought them before." Their attitude, Kievman recalled, was summed up in comments such as: "No one watches you, you're not really a TV station."

Another major factor was the rapid growth of cable in the St. Louis market, which was faster than had been predicted, making it difficult for Cox to obtain the approximately 100,000 subscribers it felt were necessary to make the STV operation worthwhile. Instead, the company felt it would probably stagnate with around 50,000 subscribing viewers.

Harris insisted that STV can still be viable

in medium-to-large markets, asserting "the key to success is innovation." One example is broadcasting a specialized, nonscrambled service—such as financial news—during the day and STV programming at night. The two audiences, he said, can live in harmony, unaware of each other.

Schaen emphasized the success of adult movie programming, terming it "a real profit center" for STV outlets. In some markets, 70% or more of system subscribers opt for the adult tier offered by SelecTV, with almost no letters of complaints to the operator, except for requests for "harder" sexual content. □

Metered ratings: mixed blessings

INTV panel finds: survey devices always turn up bigger audiences but also produce bigger costs

The introduction of metered measurement has been known to increase the ratings of a market's independent stations by as much as 50% in some dayparts. But the costs of metered service, which can run to \$250,000 to \$350,000, and increased programming and promotional expenditures make the decision of whether to subscribe to metered service far from simple.

At a session on the profit potential of metered service, panelists shared their experiences with switching from the diary system, while representatives of A.C. Nielsen and the Arbitron Co. indicted that the recent heated competition between the two companies to expand their metered services is far from cooling off.

In Philadelphia, the advent of metered service in 1981 brought a 46% gain in audience for the three local independents, according to Don Searle Jr., research director, Chris Craft Television and its KCOP(TV) Los Angeles. That meant an increase of about 24,000 households in each independent's audience and a gain in its average share of audience from a six to an eight. For local affiliates, the switch to meters brought an increase of about 16,000 homes per station and a decline in each station's share from an average 25 to 24. In San Francisco, the switch to meters brought similar results: an average audience gain of 45% or one share point for each independent but an average audience gain of only 15% and the loss of about two share points for each affiliate.

The switch to meters brought Philadelphia, now a \$212-million television market, an increase in total revenues of 12%, according to John Ruzzi, general sales manager of that city's WPHL-TV, whose own station revenues increased 42%. Ruzzi attributed his station's remarkable gains in part to the local promotion of metered measurement benefits in advance of its arrival in the market.

Metering increases a station's costs by requiring it to generate desirable ratings not only during sweep periods, but "365 days a



Summarizing the benefits of metered measurements: **Don Searle**, research director, Chris Craft Television and KCOP(TV) Los Angeles.



Describing the hidden costs of metered measurement: **Jon Gluck**, vice president, director of programming, MMT Sales Inc.

year," said Jon Gluck, vice president and director of programming, MMT Sales, New York. Not only must an independent station buy better movies in greater numbers, but it may have to buy "backup programming for replacing weaker programs that, under a diary system, might not have shown up until after a sweep period," he said. Affiliates in the market will tend to stop "resting" their best programming during the summer months under a metered system, he said, thus adding to the competitive pressure on independents.

Because metering produces "a voluminous flow of overnight ratings information" that ought to be tracked, a station "may really need a research director" and perhaps an outside computer system, said Gluck, to help put the information together into a coherent presentation for sales and promotion staffs. By tracking overnight ratings, especially during a ratings sweep, he said, a station can pinpoint areas in which a bit more

promotion might push the ratings of a particular time period to winning levels.

A station's promotional costs probably increase about 20% after a metered system is introduced, according to the panel's moderator, Bill Frank, president and general manager, KCOP(TV) Los Angeles, who made that rough estimate in response to a question from the audience. Frank also warned that once a station uses meters, its requests for "make-goods" from advertisers will increase.

Blaine R. Decker, vice president of television stations sales, Arbitron, said the company remains "committed to meters" despite resistance by affiliated stations in introducing the service in additional markets. David A. Traylor, vice president, marketing operations manager, A.C. Nielsen Co., also said his company is committed to meters and to "continuing its leadership" in metered measurement for television. □

Need quick reaction to breaking business and economic news?
Call NAM's

Business Line

Toll free (800) 368-5667
In Washington, D.C. (202) 626-3739

A service of the National Association of Manufacturers. For complete information, call Valerie Renner (202) 626-3730

TELECASTINGS

Recorder stats

That television staple, the weekly series is the program form most frequently recorded by households with videocassette recorders, according to a soon-to-be-released fall 1982 study by Videostat, the principal division of Silver Spring, Md.-based Media Statistics. Of the 3.8 programs recorded by the average VCR household per week, series aired on a weekly basis account for 29%, theatrical movies, 19%; soap operas 15.5%, daily shows, 15%; TV movies and specials, 12%; PBS programming, 7.5%, and sports, 2%—the last low percentage due to last year's football players' strike. The most recorded daily program was ABC's *General Hospital*; the most recorded weekly series, NBC's *Hill Street Blues*.

The study was based on diaries from 250 videorecorder households in 15 major markets.

Contributors

Commercial television stations and other business enterprises have a long history of assisting public television stations. Recent examples of corporate largesse involve Fisher Broadcasting Inc., Portland, Ore., licensee of KATU(TV) and the Crown Center Redevelopment Corp., Kansas City, Mo., a subsidiary of Hallmark Cards Inc.

Fisher presented a check for \$100,000 to the Oregon Commission of Public Broadcasting to be used to "provide better television reception to Oregonians" and to establish a center for the production of quality state-based programs. In Kansas City, the CCRC donated video equipment valued at \$1.5 million to public station KCPT(TV), including videotape machines, a computer

editing system, studio cameras, video switchers and several television monitors. The station said the equipment will be used to expand its production of local programs.

Helping out

WCMH-TV Columbus, Ohio, sports director, James Crum, celebrated his 30th anniversary with the station by receiving a \$1,000 check for Recreation Unlimited—a nonprofit fund he started in 1965 to help send physically and mentally handicapped children of central Ohio to summer camp—and an anniversary cake. Both were presented to Crum on behalf of the station by two of the sports director's friends, former Ohio Governor James Rhodes and former Ohio State University football coach Woody Hayes. In his 30 years at the station, Crum has received a regional Emmy Award and in 1970 was named most outstanding sportscaster in Ohio by the National Sportscasters and Sportswriters Association. Crum started with the station as a sportscaster.

Fremantle's focus

Public station WNET(TV) New York and Fremantle International, New York, are co-producing two entertainment specials—the 90-minute *Ellington—The Music Lives On* and the three-hour *Juke Box Saturday Night*. Both programs will be telecast nationally over PBS, *Ellington* on March 7 and *Juke Box* on March 19. Fremantle will handle overseas distribution of the specials. In a separate development, Fremantle's domestic arm, Fremantle USA, is handling distribution of a two-hour special, *The 1983 Salute to Rhythm* and reports the program has been cleared in 26 U.S. markets. The special is being offered

to TV stations on a barter basis, with Fremantle retaining 10 minutes of commercial time and stations selling the remaining 14. The program is being produced by Minority Program Syndicators Inc. for showing during March and April.

No go

Metromedia Producers Corp. has decided not to air an *Up Close with Tom Cottle* interview on which Ted Turner walked out. MPC's Pat Patterson said the decision did not reflect possible legal complications. (Turner had asked for and then tore up the release form.) "It just was not really a complete show," Patterson said. The point of the Cottle interview would have been to "talk about Ted Turner as a man," to discuss "his feelings and his childhood," but Turner wasn't interested, said Patterson. Much of the time on camera was taken up by "haggling over questions" and "dead air."

Alive and kicking

KPLR-TV St. Louis is kicking off its satellite uplinking and downlinking facility on Feb. 3 for a national telecast of the Budweiser-sponsored kickboxing world championship at 10:30-11:30 p.m., local time. More than 45 television stations have agreed to carry the event, including WPIX(TV) New York, KHUTV Los Angeles, WFLD-TV Chicago, WKBS-TV Burlington, N.J. (Philadelphia), and KCPO-TV Tacoma, Wash. KPLR-TV said the new uplink will be used not only for the transmission of television programs, but also for video conferencing by area businesses. The kickboxing coverage is part of a series of six such events to be telecast nationwide by KPLR-TV.

Olympic show

ProServ Television, Garland, Tex., in association with Taft Broadcasting Co., is producing a weekly, half-hour TV sports show that will spotlight international sports news leading up to Olympic games in 1984. Titled *Countdown to '84—Sarajevo and Los Angeles*, the program will have topical sports news as it evolves each week, supplemented by features centering on the Olympic games.

Armadillo reprise

Multimedia Program Productions Inc., Cincinnati, has placed into distribution on a barter basis a condensed version of the popular PBS music series, *Austin City Limits*. The half-hour version of the original hour-long series will consist of selected episodes and has been retitled *Austin City Limits Encore*. Music on the programs is performed by such stars as Willie Nelson, Earl Scruggs and Merle Haggard and is a blend of pop, blues and country. It was produced by KLRN(TV) San Antonio, Tex., for the Southwest Texas Public Broadcasting Council.



Independent's day. Independent Exchange (INDX), providing raw footage of national and international news to 10 independent television stations and Spanish International Television, was launched New Year's day from WPIX(TV) New York. INDX personnel shown are: (l-r) Anthony Beckford, Chris Fahey, John Corporon (senior vice president, news), Tom Barritt, Ellen Katzen and Christine Gebhardt (managing director).

Stock Index

Exchange and Company	Closing Wed. Jan 19	Closing Wed. Jan 12	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC.....	51 7/8	52 1/8	- 1/4	- .47	9	1,503
N Capital Cities.....	126 1/2	124	+2 1/2	+ 2.01	18	1,659
N CBS.....	59	58 1/2	+ 1/2	+ .85	12	1,651
N Cox.....	44	44 3/4	- 3/4	- 1.67	20	1,247
A Gross Telecasting.....	36 3/4	37 3/4	- 1	- 2.64	10	29
O LIN.....	34 1/2	34 3/4	- 1/4	- .71	19	357
N Metromedia.....	286 1/2	284	+2 1/2	+ .88	19	966
O Mooney.....	3 3/4	3 3/4			13	3
N Outlet Co.....	48	48 7/8	- 7/8	- 1.79	18	129
O Scripps-Howard.....	21 3/4	22 1/4	- 1/2	- 2.24	12	225
N Storer.....	20 7/8	28	-7 1/8	-25.44	13	342
N Taft.....	42 3/4	40 3/4	+2	+ 4.90	11	398
O United Television.....	11 3/4	11 3/4			16	141

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell.....	23	23 1/4	- 1/4	- 1.07	16	91
A Affiliated Pubs.....	40 1/8	40 1/2	- 3/8	- .92	14	208
O A.H. Belo.....	34 7/8	34 7/8			16	326
N American Family.....	15 7/8	15 1/2	+ 3/8	+ 2.41	13	214
O Associated Commun.....	22 1/2	22 1/2			54	
N John Blair.....	49	47 3/8	+1 5/8	+ 3.43	11	191
N Charter Co.....	11 1/2	11 7/8	- 3/8	- 3.15	5	251
N Chris-Craft.....	61	58 3/4	+2 1/4	+ 3.82	14	132
N Cowles.....	51	54	-3	- 5.55	30	202
N Dun & Bradstreet.....	103	103 3/4	- 3/4	- .72	21	2,790
N Fairchild Ind.....	15 1/8	15 1/8			9	198
N Gannett Co.....	55	58 1/2	-3 1/2	- 5.98	16	2,927
N General Tire.....	33	34 3/4	-1 3/4	- 5.03	23	777
O Gray Commun.....	44	44			11	21
N Gulf United.....	28 3/8	26 5/8	+1 3/4	+ 6.57	10	785
N Harte-Hanks.....	38 1/4	39 3/8	-1 1/8	- 2.85	14	377
N Insilco Corp.....	23 3/4	23 3/4			21	361
N Jefferson-Pilot.....	29 1/4	30	- 3/4	- 2.50	7	627
O Josephson Intl.....	16 3/4	15 7/8	+ 7/8	+ 5.51	14	65
N Knight-Ridder.....	46 3/4	46 7/8	- 1/8	- .26	16	1,512
N Lee Enterprises.....	38 1/2	38 1/2			14	264
N Liberty.....	13 7/8	14	- 1/8	- .89	9	177
N McGraw-Hill.....	73 1/4	75 1/2	-2 1/4	- 2.98	17	1,824
A Media General.....	44	45	-1	- 2.22	10	305
N Meredith.....	89	88 1/2	+ 1/2	+ .56	10	275
O Multimedia.....	51 1/2	49 1/2	+2	+ 4.04	19	524
A New York Times Co.....	57 1/4	57 1/4	+ 1/8	+ .21	12	718
A Post Corp.....	35 3/8	35 1/4	+ 1/8	+ .35	18	65
N Rollins.....	15 3/4	16 1/2	- 3/4	- 4.54	9	417
N Schering-Plough.....	39 3/8	39 1/2	- 1/8	- .31	12	2,095
N Signal Cos.....	27 1/8	27 1/8			14	1,957
O Stauffer Commun.....	43	43			10	43
A Tech Operations.....	21 5/8	20	+1 5/8	+ 8.12	10	18
N Times Mirror Co.....	61 7/8	62 1/2	- 5/8	- 1.00	16	2,113
O Turner Bcstg.....	17	16 3/4	+ 1/4	+ 1.49	32	347
A Washington Post.....	57 1/4	58	- 3/4	- 1.29	16	809
N Wometco.....	27 3/4	27 1/2	+ 1/4	+ .90	15	379

CABLE

A Acton Corp.....	8 3/4	8	+ 3/4	+ 9.37	44	44
N American Express.....	65	64 7/8	+ 1/8	+ .19	11	6,241
O Burnup & Sims.....	9 3/4	9 3/4			10	85
O Comcast.....	19 1/2	19 1/2			15	87
N General Instrument.....	52	50 1/2	+1 1/2	+ 2.97	15	1,614
N Heritage Commun.....	10 3/8	9 5/8	+ 3/4	+ 7.79	18	76
O Rogers Cable Systems.....	7 3/4	8 3/8	- 5/8	- 7.46	16	170
O Tele-Communications.....	26	25 1/2	+ 1/2	+ 1.96	72	547
N Time Inc.....	50 1/4	48 1/4	+2	+ 4.14	21	2,564
O Tocom.....	10 1/4	11 1/4	-1	- 8.88	8	58
N United Cable TV.....	22 5/8	22	+ 5/8	+ 2.84	20	248
N Viacom.....	33	30	+3	+10.00	20	377

Exchange and Company	Closing Wed. Jan 19	Closing Wed. Jan 12	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Barris Intl.....	4 1/4	4	+ 1/4	+ 6.25	61	23
N Coca-Cola.....	46 7/8	49 1/4	-2 3/8	- 4.82	16	108
N Disney.....	65 3/4	64 1/4	+1 1/2	+ 2.33	20	2,193
N Dow Jones & Co.....	68 7/8	67	- 1/8	- .18	24	2,133
O Four Star.....	5 1/2	5	+ 1/2	+10.00	31	3
N Getty Oil Corp.....	56 1/4	55 5/8	+ 5/8	+ 1.12	6	4,552
N Gulf + Western.....	17 1/8	17 5/8	- 1/2	- 2.83	7	1,267
N MCA.....	70 1/8	69 1/4	+ 7/8	+ 1.26	17	1,660
N MGM/UA.....	9 7/8	8 1/2	+1 3/8	+16.17	32	491
N Orion.....	18 1/8	17 1/2	+ 5/8	+ 3.57	3	124
O Reeves Commun.....	17	19 1/2	-2 1/2	-12.82	6	139
O Telepictures.....	12	12 1/8	- 1/8	- 1.03	33	252
O Video Corp. of Amer.....	6 3/8	6 7/8	- 1/2	- 7.27	7	11
N Warner.....	29	31	-2	- 6.45	6	1,842
A Wrather.....	23 1/4	23 7/8	- 5/8	- 2.61	28	52

SERVICE

O BBDO Inc.....	68	66	+2	+ 3.03	13	198
O Compact Video.....	5 1/2	5 3/4	- 1/4	- 4.34	2	18
N Comsat.....	73 1/4	75 5/8	-2 3/8	- 3.14	15	586
O Doyle Dane Bernbach.....	21 1/4	22 3/4	-1 1/2	- 6.59	11	122
N Foote Cone & Belding.....	41 1/4	40 3/4	+ 1/2	+ 1.22	10	113
N Grey Advertising.....	78	78			7	45
N Interpublic Group.....	49	49 1/4	- 1/4	- .50	12	228
N JWT Group.....	29 1/4	29	+ 1/4	+ .86	70	154
O MCI Communications.....	35 3/8	38	-2 5/8	- 6.90	25	3,401
A Movielab.....	4 1/8	4 1/8			5	7
O A.C. Nielsen.....	76	78	-2	- 2.56	19	853
O Ogilvy & Mather.....	47 1/2	47 1/4	+ 1/4	+ .52	13	202
O Telemation.....	4 3/4	4 3/4			13	5
O TPC Communications.....	1 7/8	2 1/4	- 3/8	-16.66	1	2
O Unitel Video.....	8 1/2	8 1/4	+ 1/4	+ 3.03	15	11
N Western Union.....	45 3/8	45 1/4	+ 1/8	+ .27	12	929

ELECTRONICS/MANUFACTURING

O AEL.....	19 1/4	18 1/4	+1	+ 5.47	10	37
N Arvin Industries.....	19 1/8	18 7/8	+ 1/4	+ 1.32	18	133
O C-Cor Electronics.....	18	19 1/4	-1 1/4	- 6.49	14	54
O Cable TV Industries.....	6 3/4	5 3/4	+1	+17.39	21	20
A Cetec.....	6 3/8	6 1/8	+ 1/4	+ 4.08	15	14
O Chyron.....	29 1/2	30 1/4	- 3/4	- 2.47	23	80
A Cohu.....	7 7/8	6 7/8	+1	+14.54	17	14
N Conrac.....	32 5/8	32	+ 5/8	+ 1.95	17	73
N Eastman Kodak.....	82 1/2	85	-2 1/2	- 2.94	12	13,405
O Elec Missile & Comm.....	12 1/2	12 1/4	+ 1/4	+ 2.04	114	35
N General Electric.....	95 5/8	97 1/2	-1 7/8	- 1.92	12	21,665
N Harris Corp.....	39	41 1/8	-2 1/8	- 5.16	18	1,221
O Microdyne.....	12 1/2	12 3/4	- 1/4	- 1.96	22	58
N M/A Com. Inc.....	24 7/8	23 1/8	+1 3/4	+ 7.56	23	974
N 3M.....	79 1/4	78 5/8	+ 5/8	+ .79	15	9,304
N Motorola.....	96 3/8	88 3/8	+8	+ 9.05	20	3,675
N N. American Philips.....	52 3/4	52 7/8	- 1/8	- .23	10	729
N Oak Industries.....	14 5/8	14 1/8	+ 1/2	+ 3.53	8	238
A Orrox Corp.....	14 3/4	12 5/8	+2 1/8	+16.83	25	33
N RCA.....	22 7/8	23 1/4	- 3/8	- 1.61	11	1,726
N Rockwell Intl.....	45 3/8	45 7/8	- 1/2	- 1.08	12	3,465
A RSC Industries.....	6	5 3/8	+ 5/8	+11.62	46	19
N Scientific-Atlanta.....	16 3/4	16	+ 3/4	+ 4.68	41	392
N Sony Corp.....	14 1/2	14 1/2			13	3,344
N Tektronix.....	64 3/4	62 1/2	+2 1/4	+ 3.60	17	1,222
O Telemet (Geotek Inc.).....	2 7/8	3	- 1/8	- 4.16	15	9
A Texscan.....	19 7/8	18 3/8	+1 1/2	+ 8.16	27	117
N Varian Associates.....	66 3/4	65 3/4	+1	+ 1.52	23	616
N Westinghouse.....	44 1/8	43 3/4	+ 3/8	+ .85	8	3,796
N Zenith.....	14 7/8	14 5/8	+ 1/4	+ 1.70	93	281

Standard & Poor's 400

Industrial Average 162.40 164.52 - 2.12

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.

RAB set for Texas show

Third annual Managing Sales Conference looks to have 1,000 attending four-day meeting

Preregistration was running near 900 last week as the Radio Advertising Bureau was putting the finishing touches on what has become one its most popular meetings—the annual Managing Sales Conference. The third such meeting is scheduled to begin Saturday (Jan. 29) at the Amfac hotel at the Dallas/Fort Worth airport. This year's gathering, which carries the theme "Leadership for a Turnaround Year," will include 36 workshops, ranging from hottest promotions of the year to managing the opposite sex.

Keynoting the four-day event will be Herb Cohen, author of "You Can Negotiate Anything." Psychologist Dr. Joyce Brothers and consultant Don Beveridge will be on hand for closing remarks on Tuesday, Feb. 1.

Fred Walker, president of Broad Street Communications, New Haven, Conn., and conference chairman, said the workshops

that concentrate on the selling methods of radio's competitors will be one of the conference highlights. At the Monday morning session (repeated Monday afternoon) on "How We Sell Radio—How They Sell TV, Outdoor and Newspapers," representatives from each of the other media will give a sales presentation showing ways to pursue prospective clients.

A Monday afternoon session featuring top retail executives discussing how retailers keep track of sales should also draw well, Walker said. There also will be sessions on the changing newspaper business, selling to

both younger and older demographics, the status of grid cards, sales training techniques and the rep's "perception" of a station's national sales manager.

Other highlights of the conference include a Super Bowl "tailgate" party on Sunday afternoon. A giant television screen will be provided along with CBS Radio's audio coverage of the game.

Association officials expect total conference attendance to range between 900 and 1,000—well ahead of last year's count of 760. RAB has made arrangements to handle an overflow of convention attendees. □

Changing Hands

PROPOSED

KSLA-TV Shreveport, La. □ Sold by KSLA-TV Inc. to Viacom International Inc. for tax-free stock swap valued at \$29.9 million (BROADCASTING, Jan. 17 and "Closed Circuit,"

Dec. 6, 1982). **Seller** is principally owned by Delores La Vigne and Winston and Jeanne Linam, who have no other broadcast interests. They bought KSLA-TV in 1976 for \$2,823,600 (BROADCASTING, June 21, 1976). **Buyer** is New York-based diversified entertainment company and cable MSO and group owner of three AM's, five FM's and two TV's. Paul M. Hughes is president of broadcasting division. KSLA is CBS affiliate on channel 12 with 316 kw visual, 38 kw aural, and antenna 1,800 feet above average terrain.

WDJF(FM) Westport, Conn. □ Sold by Westport Broadcasting Co. to The Radio Co. for \$1.5 million plus \$500,000 for five-year noncompete agreement. **Seller** is owned by Donald Flamm, who also owns co-located WMMM(AM), which he will keep. **Buyer** is principally owned by Franz Allina and, his wife, Marcia who also own WBAB(FM) Babylon and WGBB(AM) Freeport, both New York, and recently were granted FCC approval to sell KACY(AM) Port Hueneme and KACY-FM Oxnard, both California, for \$2.59 million (BROADCASTING, Jan. 17). WDJF is on 107.9 mhz with 50 kw and antenna 245 feet above average terrain.

KABE(FM) Orem, Utah □ Sold by Morris J. Jones to D. Garry Munson and Scott V. Christenson for \$1.25 million. **Seller** has minority interest in new radio station at Park City, Utah. **Buyers** own KSGR(AM)-KKPL(FM) Spokane, Wash. Munson also is president of KIEE(AM) Harrisonville, Mo. KABE is on 107.5 mhz with 45 kw and antenna 2,730 feet above average terrain. **Broker:** Chapman Associates.

KTNM(AM)-KQAY(FM) Tucumcari, N.M. □ Sold by Rodmar Inc. to Sagebrush Communications Inc. for \$810,000. **Seller** is owned by Robert B. Roddy and Wayne E. Marcy (50% each). Marcy also owns KKBK(AM) Az-

Eastern Broadcasting Corporation

has acquired

WAVZ/WKCI-FM

New Haven/Hamden-Hartford,
Connecticut

for

\$6,000,000

from

Kops-Monahan Communications, Inc.

We are pleased to have served as
broker in this transaction.

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.,
20036
1111 19th Street, N.W.
(202) 331-9270

CHICAGO, IL
60601
333 N. Michigan Ave.
(312) 346-6460

ATLANTA, GA
30361
400 Colony Square
(404) 892-4655

BEVERLY HILLS, CA
90212
9465 Wilshire Blvd.
(213) 274-8151

1/24/83

tec, N.M. **Buyer** is owned by Johnnie S. Cain, Linda L. Haldane (34% each), Vanita L. Manapace (20%) and Scott W. Roddy (12%). Cain and Haldane are principals in KDHN(AM) Dimmit, Tex. Manapace and Roddy are employed at KTNM-KQAY. KTNM is on 1400 khz with 1 kw day and 500 w night. KQAY is on 92.7 mhz with 3 kw and antenna 64 feet above average terrain.

KOTN(AM)-KFXE(FM) Pine Bluff, Ark. □ Sold by Joellen Broadcasting Corp. to Eagle Broadcasting Group Inc. for \$465,000. **Seller** is owned by Winston J. Deane, who has no other broadcast interests. **Buyer** is owned by Calvin G. Arnold, who is former general manager at KKYK(FM) Fort Smith, 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.

WVCF(AM) Ocoee, Fla. □ Sold by Orlando Broadcasting Inc. to William A. Masi for \$400,000. **Seller** is owned by James S. Beattie, who also owns WEXY(AM) Oakland Park, Fla. **Buyer** is Florida-based radio programmer and has no other broadcast interests. WVCF is 1 kw daytimer on 1480 khz.

APPROVED

WCBD-TV Charleston, S.C. □ Sold by State Telecasting Inc. to Media General Telecommunications Inc. for \$8 million. **Seller** is subsidiary of The State Record Co., Mississippi and South Carolina newspaper publisher that also owns KCBD-TV Lubbock, Tex., and KSWB-TV Roswell, N.M. It bought WCBD-TV in 1971 for \$2 million (BROADCASTING, May 31, 1971). Ben Morris is chairman and Frank Harden is president. **Buyer** is subsidiary of Media General Inc., publicly traded, Richmond, Va.-based newspaper publisher that last year also bought WJKS-TV Jacksonville, Fla., for \$18 million and sold WFLA-AM-FM Tampa, Fla., for \$14 million (BROADCASTING, Nov. 8, 1982). It also owns WFLA-TV Tampa and cable system serving Fredericksburg, Va., and last summer won cable franchise for Fairfax county, Va. (BROADCASTING, Aug. 2, 1982). WCBD-TV is a ABC affiliate on channel 2 with 100 kw visual, 10 kw aural, and antenna 790 feet above average terrain.

KYAK(AM)-KGOT(FM) Anchorage and KIAK(AM)-KORZ(FM) Fairbanks, both Alaska □ Sold by Prime Time of Alaska to Bingham Broadcasting Co. for \$4.5 million. **Seller** is owned by Roger J. Brown and Martin J. Hamstra (26.28%), George W. Ackers (24.74%), William H. Lucas (15.46%) and Gene Henderson (7.21%) who bought stations, except KORZ, in 1978 for \$2.85 million plus \$650,000 in liabilities (BROADCASTING, July 3, 1978). Brown and Hamstra own KQYZ(AM) Everett, Wash. **Buyer** is owned by Robert R. Bingham (48%) and 27 others. Bingham is president and 8.5% owner of KXA(AM)-KYYX(FM) Seattle. KYAK is on 650 khz with 50 kw day and 25 kw night. KGOT is on 101.3 mhz with 26 kw and an antenna 66 feet below average terrain. KIAK is on 970 khz with 5 kw full time. KORZ is on 102.5 mhz with 25 kw and antenna 89.5 feet above average terrain.

KUDE(AM)-KJFM(FM) Oceanside, Calif. □ Sold by Dolph-Petty Broadcasting Co. to Par Broadcasting Co. for \$3,175,000. **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 real estate investor. Rady is San Diego businessman. KUDE is on 1320 khz with 500 kw day. KJFM is on 102.1 mhz with 10 kw and antenna 1,950 feet above average terrain.

KMO(AM) Tacoma, Wash. □ Sold by KMO Inc. to Starbrite Corp. for \$2 million. **Seller** is owned by James L. Baine, who bought station in 1977 for \$500,000 plus \$100,000 for noncompete agreement and \$100,000 for consultancy (BROADCASTING, Aug. 22, 1977). He has no other broadcast interests. **Buyer** is owned by James C. Nelly, who is former owner of KUJ(AM) Walla Walla, Wash., which he sold two years ago for \$1.7 million (BROADCASTING, Dec. 15, 1980). Nelly has no other broadcast interests. KMO is on 1360 khz with 5 kw full time.

KMAC(AM) San Antonio, Tex. □ Sold by Kiss Broadcasting Inc. to Salem Media of Texas Inc. for \$1 million. **Seller** is subsidiary of Capitol Broadcasting Inc., Raleigh, N.C.-based group owner of four AM's, five FM's and one TV, principally owned by James F. Goodman and brother, Ray H. Goodman, and estate of A.J. Fletcher. Its most recent acquisition was WDRV(AM)-WLTV(FM) Statesville, N.C., for \$1.75 million (BROADCASTING, June 28, 1982). Capitol Broadcasting bought KMAC along with co-located FM in 1980 for \$4.65 million (BROADCASTING, Nov. 10, 1980). **Buyer** is owned by Stuart W. Epperson and brother-in-law, Edward G. Atsinger III (50% each), who own KUKA(AM)-KMFM(FM) San Antonio, WEZE(AM) Boston, WNYM(AM) New York and WRFD(AM) Worthington, Ohio. They bought KUKA for \$850,000 in 1981 (BROADCASTING, Aug. 17, 1981) and sold it to make room for KMAC (see below). Epperson also owns KAKC(AM)-KCFO(FM) Tulsa, Okla., and WKBA(AM) Vinton, Va. Atsinger also owns KDAR(FM) Oxford, KTED(FM) Fowler, 25% of KGBA(FM) Holtville, and 20% of KGFT(FM) Carpinteria, all California. He and sister, Nancy Epperson, are principal owners of applicant for new FM at Los Angeles that is in hearing with competing applicants. KMAC is on 630 khz with 5 kw full time.

KUKA(AM) San Antonio, Tex. □ Sold by Por Favor Inc. to Texas Lotus Corp. for \$875,000. **Seller** is owned by Stuart W. Epperson and brother-in-law, Edward G. Atsinger, who bought KUKA in 1981 for \$850,000 (BROADCASTING, Aug. 17, 1981) and are selling it to permit their acquisition of co-located KMAC(AM) for \$1 million from Capitol Broadcasting (see above). **Buyer** is subsidiary of Lotus Communications Corp., Las Vegas-based group owner of six AM's and five FM's whose latest previous acquisition was WDON(AM) Wheaton, Md., for \$700,000 (BROADCASTING, Nov. 15, 1981). Howard Kalmenson is president. KUKA is on 1260 khz with 1 kw full time.

KMYO(FM) Broken Arrow, Okla. □ Sold by Broadcast Investors Inc. to Signal Media Corp. for \$650,000. **Seller** is owned by George H. Beck, president (19.8%), and others, none of whom have other broadcast interests. **Buyer** is principally owned by Philip R. Jonsson, chairman, who also is principal owner of KLRA(AM) Little Rock, Ark., and KELI(AM) Tulsa, Okla. KMYO is on 92.1 mhz with 3 kw and antenna 245 feet above average terrain.

■ Other approved station sales include: KHIG(FM) Paragould, Ark.; WAAC(AM) Terre Haute, Ind.; WESE(FM) Baldwin, Miss.; KLDN(FM) Eldon, Mo., and KEOR(AM) Atoka, Okla. (see "For the Record," page 92). □

Oak activity

Top executive lineup rearranged in the wake of financial difficulties

Oak Industries, plagued by sagging earnings, last week announced a major restructuring of its management designed, according to Chairman Everitt A. Carter, to "strengthen internal financial controls over divisional operations" and speed up planning for future growth.

Oak Industries President Raymond W. Pierce will "spend more time on long-range planning" while maintaining control of "operating policy." At the same time, executive vice president, finance, Frank A. Astrologes, gets a new title—executive vice president, operations, and will have operating divisions reporting to him instead of to Pierce. Moreover, the finance and accounting functions of the three existing major Oak subsidiaries will now report to corporate headquarters instead of the subsidiaries' own presidents.

A new Oak subsidiary was also created as part of extensive changes: Oak Media Corp. will now combine the operations of Oak Media Development Corp. and Oak's STV operations. John Gwin, who was president of Oak Media Development, will head the new Oak Media Corp.

Among other changes Thomas C. Runge, vice president operations, will become vice president, finance, of Oak Industries. Senior vice president, corporate research and development, Dr. Leo Jedynak, moves to a new post, senior vice president, technical development.

Oak Communications' president, Werner R. Koester, will become managing director of Racal-Oak Communications Ltd., a joint venture of Oak and Racal Electronics. Charles B. Radloff moves into the Oak Communications presidency from one of its subsidiaries, Oak Communications Systems.

Oak Media Corp. will also get John E. Ryan as senior vice president, media services, and William R. Guerra as senior vice president, television services.

Others evidently won't be so lucky. The company plans to dismiss 30 middle managers and eliminate those posts. □

Fowler's report cards

Heritage Foundation gives good marks but says FCC should do away with content regulations; second committee also is laudatory, but says FCC should clear the avenues to new marketplace competition

Two different reports compiled by separate organizations have given FCC Chairman Mark Fowler high marks for the deregulatory approach of the commission, but both say more can be done.

The Heritage Foundation said Fowler could easily silence critics who see him as a "tool" of existing broadcasters by placing a "high priority" on the processing of low-power television licenses and acting favorably on the commission's VHF drop-in proceeding—proposals aimed at increasing competition in the video arena. A House Republican research committee reached many of the same conclusions (see below).

The commission should also look toward "loosening or eliminating" its ownership restrictions, the foundation said in its report "Regulatory Reform: Insuring Lasting Reforms." That could permit another entity to grow large enough to develop programming necessary to compete with the three major television networks.

"As chairman of the FCC, Fowler was praised for his role in reducing paperwork requirements for radio and television licensees, and making license renewal, for radio at least, a more automatic process," the foundation said. "These accomplishments are indeed a welcome move in the right direction, but there clearly remains much to be done in this area."

"The FCC still concerns itself too much with the messages carried on the airwaves. The fairness doctrine, equal-time requirements and the content rules concerning what sorts of topics may be discussed on radios licensed to business are some of the FCC's multitudinous rules and regulations applying to the information that may be transmitted. All these rules should be considered candidates for repeal or extensive revision as examples of unnecessary interference," the foundation said.

The FCC also could take a "substantial" deregulatory step forward in the common carrier area by approving its competitive carrier rulemaking, which proposes to drop regulation of common carriers that don't have substantial market power, the foundation said. "Smaller common carriers would be able to set rates and offer services without first obtaining FCC approval," the foundation said. "This would allow for experimentation, allowing new or smaller companies to search for gaps in the services offered consumers, thus gaining opportunities for growth."

"If they were able to grow or if enough firms were created so that AT&T could no longer be considered to dominate the industry, then the regulation of AT&T would be discontinued," the foundation said.

The foundation also noted that the "very fact that broadcast frequencies are not an unlimited resource" implied that the commission should eventually get out of the spectrum-allocation business altogether.

"Newly created licenses should be assigned initially by either lottery or auction," the foundation said. "Once obtained, license holders should be able to buy or sell their asset. The market is better able to determine whether more frequency space is needed for cellular radios and less for FM radios, for example, than for any single group of people. The allocation of the spectrum by a group of individuals for the 'public group' must of necessity be somewhat arbitrary."

"Today's FCC is in a unique position with respect to influencing the future structure of the communications industry. By constantly expanding the deregulated sectors within the communications industry, the FCC can encourage maximum experimentation and advancement and point the way to even greater changes in the future. In such a way the best interests of consumers would be served—now and in the future."

The same report said that James Miller III, chairman of the Federal Trade Commission, had "brought a welcome sense of order and in-depth analysis" to the FTC. Nonetheless, the report noted, work still needed to be done to "keep the commission permanently on its new course."

Among its suggestions were that Congress define the "unfair" and "deceptive" acts or practices in commerce that are unlawful under the Federal Trade Commission Act.

"The authors of the act apparently left to the FTC and to the courts the task of determining exactly what was meant by these terms," said the foundation. "The ambiguous language of the FTC's enabling legislation led in the past to the abuses that have been so widely discussed. The courts and the commission have defined these terms much too broadly."

Although the FCC has taken a number of important deregulatory steps over the past two years, it also "has been criticized for being more concerned with removing restrictions on existing firms than with encouraging competition and new entry into the burgeoning telecommunications industry." That is the appraisal of the House Republican Research Committee's Task Force on Congressional and Regulatory Reform.

In its "Regulatory Reform: The Quiet Revolution," the committee noted that the FCC

had managed to reduce paperwork burdens on the industry by more than 17 million hours, and credited it for doing away with its antitrafficking rule, deregulating subscription television—and eliminating its requirement that broadcasters file annual financial reports. Nonetheless, it noted, the commission also has "moved slowly" in encouraging competition; in some cases, the FCC has shut the door on that new competition altogether, the report said.

As an example of the latter, the report cited the commission's decision to reject a reduction of AM channel spacing from 10 to 9 kHz, a move that would have permitted a number of new entrants.

Although the FCC authorized low-power television, the report noted, only a few applications have been granted, and the "new criteria for processing low-power TV licenses, which gives priority to the processing of applications for stations outside of the top 200 TV markets, also tends to insulate existing broadcast stations from competition," the report said.

The report also noted that the FCC has yet to act on its VHF drop-in proceeding, even though it approved the idea of permitting frequencies for VHF drop-ins in 1980. "The FCC has not moved to allow such drop-ins anywhere they can be put technically, even though numerous new VHF stations are theoretically possible if the commission would permit them," the report said. And although the commission "long ago" proposed to create additional FM radio stations by "loosening its overly strict allocations rules," the commission has still not concluded that proceeding, the report noted.

On the common carrier front, the report said the FCC's Computer II decision has increased common carrier competition. Nonetheless, the report notes, the commission's decision to reserve half of the spectrum for telephone companies "greatly diminished the possibility that cellular systems might develop as a competitive alternative to the local telephone company's monopoly over the local telephone system," the report said.

The report concludes that Congress should consider introducing a statement into the Communications Act stressing that competition should be relied upon whenever feasible. "This would replace the present, vague, 'public interest' standard, which places the burden on new applicants to show that their proposed services are wanted and needed by the public," the report said.

The report also recommended that Congress consider repealing the fairness doctrine and equal opportunities mandates, and repeal of the comparative renewal process. It also should consider the report said: replacing comparative hearings with auctions for new broadcast licenses; authorizing the federal government to order domestic carriers to plan their transmission networks and ser-

vices to handle the country's national security needs; transferring jurisdiction over intrastate long-distance service from the states to the FCC; authorizing the FCC to deregulate domestic common carriers who lack power to monopolize the market; deregulating providers of international services who don't have the power to monopolize the market; removing legal barriers to entry into the international telecommunications markets, and reorganizing and consolidating the executive branch's policy-setting functions in international telecommunications. □

Forum for debate: TRAC conference on financial interest, network syndication

Congressmen, Reagan aides and others devote day to discussion of issue while networks refuse invitation to participate

Proposed repeal of the FCC's financial interest and syndication rules was at the forefront of debate last week during a day-long conference sponsored by the Telecommunications Research and Action Center in Washington. More than 150 representatives from church, labor, consumer and civil rights groups attended the affair. TRAC is primarily concerned with providing a forum for public interest groups.

Members of Congress, the Reagan administration, and affected industries attended the conference, although all three networks, ABC, CBS and NBC, which are pushing for repeal of the rules, declined an invitation to participate. The networks voiced reservations about attending the conference, titled "The Future of Prime Time Television," because the Committee for Prudent Deregulation, which represents producers and others opposed to repeal, provided \$15,000 to sponsor the conference (BROADCASTING, Jan. 17). TRAC Executive Director Sam Simon stated that TRAC has not taken a position on the issue and that the organization was holding the conference to give public interest groups an opportunity to determine how they feel about the issue.

Highlights of the conference included a panel session, the "View from Washington," featuring former FCC Commissioner Tyrone Brown of Steptoe & Johnson as moderator and Representative Henry Waxman (D-Calif.); Bernard Wunder Jr., assistant secretary for communications and information, U.S. Department of Commerce; Harry Quillian, legal assistant to FCC Commissioner Anne Jones, and Chris Coursen, counsel for the Senate Commerce Committee, as panelists.

Waxman, whose district includes Hollywood, argued for retaining the rules and Wunder pressed for repeal. Waxman introduced a bill in the 97th Congress that would codify the FCC's rules and said he would reintroduce the measure in the 98th Congress. Waxman urged the audience to petition the FCC to retain the rules, saying that

the public's interest is "at stake." "The networks' economic interests are not necessarily in the public interest," he said.

Since the FCC adopted the rules in 1970, the networks have been barred from participating in domestic syndication of TV programs or from acquiring a financial interest in programs produced for network broadcast by nonnetwork producers.

Wunder, on the other hand, noted that even if the networks are successful in achieving repeal of the rules, a consent decree agreed to by the networks with the Justice Department that clarifies the FCC rules even further, would remain intact to protect syndicators and producers. Then it would be, he said, a problem for the Justice Department to solve and not the FCC.

He said it is hard to "make a persuasive case for economic protections." Wunder ar-

gued that he didn't "see NBC putting MCA or Gulf + Western [parent company of Paramount Television] out of business." Wunder also maintained the networks still determine what goes on the air and that the rule doesn't promote greater diversity. Supporters of the rules contend that since the rule's adoption there has been more diversity in programming. Wunder insisted that diversity will occur through development of new technologies such as cable, low-power TV and direct broadcast satellites.



Wunder, Coursen, Brown, Waxman and Quillian

gued that he didn't "see NBC putting MCA or Gulf + Western [parent company of Paramount Television] out of business." Wunder also maintained the networks still determine what goes on the air and that the rule doesn't promote greater diversity. Supporters of the rules contend that since the rule's adoption there has been more diversity in programming. Wunder insisted that diversity will occur through development of new technologies such as cable, low-power TV and direct broadcast satellites.

If the rules are repealed, Wunder said, his department would support retention of certain aspects of the decree, but he would not elaborate on which aspects.

Coursen told the group that the Senate Commerce Committee has no plans to get involved in the issue. He said the committee has some concerns but that it plans to sit back and let the FCC evaluate the rules. Quillian basically outlined FCC procedures in evaluating the rules.

In addition to that panel session and others, both NBC and CBS circulated statements supporting their positions. NBC, in a paper prepared by Gray and Co., Washington public relations firm, presented its case for repeal on the grounds that the rules are a "damaging burden to free television" and prohibit it from competing freely with pay TV.

CBS released a synopsis of a study commissioned by the network and conducted by the Washington consulting firm, Shoosan & Jackson. The study will be filed with CBS's comments on the proposed rulemaking at the FCC. It maintained that the rules could have some "very real anticompetitive conse-

quences."

For example, the study noted that Ted Turner's CNN Headline News is marketed both to cable systems and broadcast affiliates. "It appears to meet the FCC's definition of a 'network,'" said the report. "If the FCC so ruled for the purposes of the financial interest and syndication rules, Turner could be prohibited from engaging in broadcast syndication," the study said.

The study listed other examples where it says the rules would cause "long-run damage to the growth of the U.S. video industry because the rules keep the networks out of vigorous competition."

The study found that the rules "create incentives which tend to induce new networks to favor nonbroadcast systems, with harm to independent TV stations and emerging low-power stations." The study also suggests that

Metromedia's plans for a new prime time network could subject it to the syndication rule and could "bar Metromedia's continuation as a significant syndicator." □

Comment split on more hours for daytime AM's

Daytimers want proposed extensions and more, but others fear effects of potential interference

The FCC's proposals aimed at permitting daytime-only AM stations to operate a bit longer have drawn strong support in comments at the commission from daytimers themselves.

Nondaytimers, however, generally said that any expansion must be accompanied by adequate protection to existing services.

The comments came in response to a rule-making proposing to permit Class II stations located east of co-channel Class I-A stations to operate before sunrise; to permit Class II stations located beyond the 0.5 mv/m 50% contour of co-channel domestic Class I-A stations to their east to begin operation at 6 a.m., provided that they continue to provide protection to co-channel dominant stations; to permit daytime-only Class II-D stations to operate after sunset until 6 p.m., again assuming that dominant Class I-A station protection requirements can be met, and to per-

mit stations operating before sunrise and after sunset to calculate their permissible interference levels to Class I stations using diurnal curves (BROADCASTING, Aug. 9, 1982).

Oconee Broadcasting Co. Inc., licensee of daytimer WGO(AM) Walhalla, S.C., saw much good flowing from the expanded operations. "It is axiomatic that when the commission provides relief for daytimers, their revenues will rise and additional funding will be available for public service—public affairs programming in the public interest. Conversely—and regrettably—if relief is not in sight as a result of this proceeding, many daytime stations, faced with increasing competition of television, translators, and cable, may well go under."

Daytimers WOBR(AM) Wanchese, N.C., and WIIZ(AM) Jacksonville, N.C., agreed that "public service programming is impaired... by the current sunrise to sunset limitations."

Daytimer WMAZ(AM) Troy, N.Y., said the current restrictions were "unduly" harsh. WMAZ is particularly interested in seeing the commission adopt a policy of allowing such stations to operate past sunset at 500 w power until 6 p.m. local time, without protecting other Class III stations. "This rule strikes the appropriate balance between the need of daytimers to provide additional service after sunset and the need to protect the service that is being provided by full-time Class I stations," the station said.

WANT(AM) Richmond, Va., applauded the commission's proposal, but urged it to go further. "The commission [should] take additional action that will help *all* daytimers, including those operating on Canadian clear channels, with the swiftness that the public interest demands."

Daytimer KIRT(AM) Mission, Tex., agreed. The FCC should not only institute the proposed rules but also negotiate "an

agreement with Canada to end the undue restrictions placed on American stations operating on Canadian clear channel frequencies."

The Daytime Broadcasters Association urged the commission to expand relief. "DBA strongly urges the FCC to act promptly to allow daytimers to operate from two hours before sunrise until two hours after sunset, unless a dominant station objects and makes a persuasive showing that such operation would unduly interfere with skywave service within its protected service area, to the overall detriment of the public interest."

National Public Radio also voiced support for the commission proposals. "Adoption of the proposed rules would be another warranted step in the process of dismantling the antiquated clear channel system, which authorized a few stations to cover wide areas in the days when fewer stations or other communications services existed."

Clear channel operators appeared to be less enthralled. WHAS Inc., licensee of WHAS (AM) Louisville, Ky., for example, said the expanded daytimer operations would "adversely affect the interference-free skywave radio service" it provides to large portions of the country, without offering an offsetting benefit to the public. "Adoption of the commission's proposal without establishing interference standards based on sound engineering principles designed to protect the nighttime skywave and groundwave contours of WHAS will restrict severely WHAS's ability to provide nighttime service to many persons throughout the nation who presently rely on WHAS for such service and will be counter to the public interest," it said.

The Clear Channel Broadcasting Service, an organization of Class I clear channel stations, seemed to agree. "Despite its concern that the public interest will be adversely affected by the proposed extension of the hours of operation... CCBS does not op-

pose the extended hours *provided* that the normally protected primary and secondary service areas of the Class I stations continue to receive adequate protection.

"First, the 0.1 mv/m groundwave contour of the clear channel stations should be protected during daylight hours at the Class I location. Second, the Class I station's nighttime 0.5 mv/m 50% skywave contours should be protected during all nighttime hours at the Class I location. Third, where no nighttime 0.5 mv/m 50% skywave contour exists due to directional antennas used by Class I-B stations, the 0.5 mv/m groundwave contour of the Class I station should be protected."

The Association for Broadcast Engineering Standards Inc. said it generally would support the proposals, as long as "adequate" measures were taken to protect authorized nighttime services from destructive interference. "In the case of full-time Class II and Class III stations, full protection to interference-free nighttime contours must be afforded even if this means that some daytime stations will be permitted to operate with less than 500 w during the post-sunset period. ABES believes that, even with full protection to unlimited-hours Class II and Class III stations, the rules proposed herein will significantly expand the ability of daytime stations to serve their local communities."

ABC said it opposed "all of the specific proposed rule changes that would allow either pre-sunrise or post-sunset authorizations which fail to protect existing, and future, full-time services. The PSA's [pre-sunrise authorizations] and PSSA's [post-sunset authorizations] should be viewed as secondary authorizations, subordinate to regular, full-time services." ABC said. "In short, ABC opposes any expansion of daytime operating hours unless it is accomplished by appropriate power reductions, based upon the diurnal curves, to provide adequate protection to full-time stations, including Class I stations out to their 0.5 mv/m 50% skywave contours and Class II and III stations to their authorized nighttime limits."

The National Radio Broadcasters Association said it would support the commission's proposals, as long as they were implemented in such a way that existing stations were protected against objectionable interference from new pre-sunrise and post-sunset operations. "The NRBA believes that the elimination of the commission's restrictions on daytime-only operations would further promote the commission's deregulatory measures by removing the barriers which currently impede daytime-only licensees from responding to their community's needs and interests."

NBC said it supported "reasonable" efforts to allow daytimers to provide additional service. "NBC does not object to some additional pre-sunrise and post-sunset operation by some Class II and III stations. Such additional operations must continue to protect fully (both on an individual and cumulative basis) the nighttime 0.5 mv/m-50% skywave contour of the Class I-A and existing full-time Class III stations, be located beyond the protected skywave contour, and limit radiation to insure the required protec-

Washington Watch

Second look. Citizens Communications Center, Chinese for Affirmative Action, Citizens Committee on the Media, National Association for Better Broadcasting and National Citizens Committee for Broadcasting last week petitioned FCC to reconsider its decision repealing antitrafficking rule (BROADCASTING, Nov. 22, 1982). "Citizens emphatically disagrees with the commission's conclusions regarding the absence of a public interest basis for that rule and respectfully suggests that the agency re-examine those conclusions," they said.

WSM appeal. National Black Media Coalition has appealed FCC's approval of NLT Corp. sale of WSM-AM-FM Nashville to American General Corp. Commission's action also denied petitions opposing sale. Appeal was filed with U.S. Court of Appeals in Washington.

Divestiture fallout. FCC Common Carrier Bureau has requested comment on proposal by ABC, CBS, NBC, Cable News Network and others for interim settlement of proceeding aimed at determining how much AT&T should charge for television transmission service and how costs should be allocated among users (BROADCASTING, Dec. 6, 1982). Under proposal, rate for part-time interexchange service would be reduced from current 93 cents to 70 cents per channel mile hour, and rate for full-time interexchange service would be increased from current \$68.15 to \$75 per channel mile month. Noting that divestiture of Bell operating companies, scheduled for January 1984, was likely to cause "major changes" in terrestrial TV service, parties suggested that settlement last for 18 months. Bureau also said other procedural dates in its proceeding would be deferred until further order.

ratios. Specific engineering/showings should be required demonstrating such compliance. NBC does not believe that it would be in the public interest to permit degradation of proved, existing service by daytime-only stations whose licensees were fully aware of their limitations when they were acquired," NBC said.

Cox Communications Inc. said such expanded operations should be allowed only at the lowest radiation value necessary to protect the Class I-A's 0.5 mv/m-50% skywave contour during the entire extended hours period. "Failure to insist upon such a limitation throughout the entire extended hours period could result in substantial degradation of existing service and creation of new pockets of objectionable interference within the daytime service area, including primary service areas of the clear channel facilities."

CBS said the commission's proposals to liberalize pre-sunrise and establish new post-sunset hours of operation by Class II daytime-only stations on Class I frequencies were reasonable.

"In our view, these proposals are sound, since these daytime-only stations will be restricted in the pre-sunrise and post-sunset period to powers which, pursuant to the application of the proposed diurnal curves, will not cause interference to the protected 0.5 mv/m 50% skywave service areas of Class I-A and I-B stations. On the other hand, CBS believes the commission should reject—as inconsistent with the public interest in the preservation of existing and relied-upon service—the proposed rule which would permit Class II-D and Class III daytime-only stations to operate with 500 w post-sunset until 6 p.m. local time, without protecting, respectively, other Class II and Class III stations from interference."

Multimedia Radio Inc. said it agreed that the predicate for extended hours should be protection of the 0.5 mv/m 50% skywave contour of Class I-B stations. "Moreover, Multimedia also believes that the use of diurnal curves in calculating protection requirements would represent an improvement over existing procedures so long as the commission takes into account the cumulative effect of the interfering signals."

The National Association of Broadcasters said it supported the FCC's efforts to expand daytimers' hours of operation through additional pre-sunrise and post-sunset authorizations. It also supported proposals in the commission's related notice of inquiry proposing the grant of preferences for daytimers seeking co-located FM or co-located unlimited-time AM assignments, and recommended that those be addressed in a rulemaking.

Nonetheless, NAB said it opposed the proposal to permit daytimers to use local channels at night, "as this option largely would be inconsistent with an increase to 1,000 w of Class IV stations' nighttime operating power—a concept that NAB has long favored." The NAB questioned the merit, on technical and practical grounds, of low-power nighttime operation by daytimers and withheld comment "on daytimer operation of low-power FM stations until the time, if any, that the commission may choose to establish such a radio service." □

Paging reply. The FCC should permit FM broadcasters to offer paging services with their subsidiary communications authorizations, and should permit those broadcasters to offer such service without being subject to common carrier regulation, the National Association of Broadcasters said in reply comments at the FCC last week. "In addition to forbearing from federal regulation of SCA's, it is NAB's view that the commission also should pre-empt state and local regulation of SCA use, and specifically SCA paging," NAB said. "Steps should be taken to insulate SCA users from nonfederal regulation that otherwise might either impede or defeat the provision of services in the public interest."

Commenters split on using FM SCA's for radio paging

FM broadcasters like proposals, but established RCC's have reservations

The FCC's proposal to permit FM broadcasters to use subsidiary communications authorizations to offer radio paging services has drawn support from broadcasters in comments at the commission.

Nonetheless, those comments also demonstrate the proposal will meet resistance from radio common carriers (RCC's), whose radio paging businesses could suffer from the proposed change in rules.

The National Radio Broadcasters Association, for example, said it fully supported the FCC's proposal. "If provided by SCA's, these [paging] services could become available to the public on a more economical basis than they are presently offered and over a larger geographical area," NRBA said.

KBMR Radio Inc., licensee of KQDY(FM) and KBMR(AM) Bismark, N.D., and KERR(AM) Polson, Mont., and Mann Media, licensee of WOKX(AM)-WGLD-FM High Point and WKIX(AM)-WYYD(FM) Raleigh, both North Carolina, said that current use restrictions on SCA's weren't required by "rational" commission policy. "Permitting the use of SCA's for paging is consistent with the Communications Act and with the current preference for competition as the ultimate regulator of the markets for mobile services," they said.

Joyner Broadcasting Corp., licensee of WISN(AM)-WQDW-FM Kinston, N.C., appeared to agree. "Due to the short range of paging systems currently operated by RCC's, a person may need to have a separate pager for each city to which he may have need to travel," Joyner said. "If the commission's proposal is adopted, however, our FM station in Kinston could use its available SCA to establish a single paging network covering the entire area at a price truly affordable to a large segment of our audience."

Reach Electronics Inc., a manufacturer of paging equipment, sided with the broadcasters. "Reach believes that the commission's proposed actions will be of great benefit to the public by simultaneously expanding the availability of, and reducing the cost of, paging services."

Telocator Network of America, an association of RCC's, however, found many shortcomings in the commission proposal. The FCC, it noted, had recently allocated 28 new channels for radio paging in the 35 and 43 mhz bands. Telocator also noted that the FCC had allocated 120 channels for paging common carriers and private companies in

the 900 mhz band, and had contended in that proceeding that the commission wouldn't allocate more paging spectrum because no need for additional spectrum had been demonstrated. "In the face of these findings as to the amount of spectrum which should be devoted to paging service, in accordance with the public interest, the commission cannot possibly find that there is any public need to devote subcarrier channels to the provision of paging service," Telocator said.

AT&T said it didn't oppose the proposal to remove SCA restrictions, but it also said it was "arbitrary and anticompetitive" to permit FM broadcasters to provide common carrier services on an "essentially unregulated" basis.

"Exempting FM broadcasters who provide common carrier services from common carrier regulation will give FM broadcasters an unwarranted competitive advantage over other carriers providing common carrier services," AT&T said. "Those FM broadcasters should be subject to the same federal and state regulations as their competitors." □

State of the UNESCO report

Some 60 government officials and private sector representatives assembled in a room in the State Department last week for a report on recent activities of UNESCO in communications—an area of concern among U.S. and other Western media. The reports were generally upbeat, perhaps too upbeat in the view of one of those in attendance.

James D. Phillips, director of the Office of Communications and UNESCO affairs, suggested that, on balance, the U.S. and its Western allies had come out ahead in Paris in December at a meeting at which UNESCO wrote a six-year plan for activities in communications.

And William Harley, communications consultant to the U.S. National Commission for UNESCO, pointed to what he said were positive results at a meeting in December of the International Program for the Development of Communications, a UNESCO unit created two years ago largely at the urging of the U.S. to help developing countries improve their communications systems.

The skeptic was Dana Bullen, executive director of the World Press Freedom Committee. That organization represents the American press in international meetings and conducts an aid program of its own to help developing countries to improve the skills of their citizens in using communications equipment and to acquire that equipment.

Phillips said—as State Department offi-

cials did at the time it was approved—that the UNESCO communications plan for the years 1984 through 1989 had been stripped of “the most egregious and gross provisions” the U.S. regarded as suggesting support for government control of the media (BROADCASTING, Dec. 6, 1982). And the Western concept of the press as having “a watchdog role” was included, he noted. But, he added, “the report still presents us with problems.”

Bullen agreed on the value of introducing the press-as-watchdog concept into a UNESCO document. But he also said, “We put some points on the board, but we need more to win the game.”

As for the IPDC, Bullen said he has “a lot of reservations” about it. His principal concern, he said, is that there may be some confusion between procedures and substance. “The test would be to look at projects [to be funded] and see what they are. We could help a project, and it could turn out to be a mistake.”

Harley had said the U.S. was moving “from a damage limitation” job to one of leadership of the IPDC, where he represents

the U.S. on the eight-member governing council. He cited the \$15,000 the IPDC granted the International Federation of Publishers to help it finance a \$200,000 study looking to the development of a substitute for wood pulp to be used in the manufacture of paper. The amount, he noted, is paltry. But the precedent of providing funds for a private sector organization, he said is “momentous.”

No U.S. funds are involved in that project. The U.S. is so concerned that its money be used to aid the private sector it deals only in bilateral arrangements. And Harley said the idea of bilateral assistance is picking up support. “I think it always will be part of the [IPDC] financial assistance,” he said.

If the U.S. is gaining ground in its effort to advance the cause of a free press, Phillips and others gave at least some of the credit to the Byrd amendment attached to the legislation authorizing appropriations for the State Department in 1982 and 1983. It has caused foreign governments to realize the seriousness with which the U.S. views that cause, Phillips said. The amendment would bar

U.S. funds from UNESCO “if it implements any policy or procedure” whose effect is to license journalists, “censor or otherwise restrict the free flow of information . . . or to impose mandatory codes of journalistic practice or ethics.” The amendment also requires the secretary of state by Feb. 1 of each year to report to Congress on whether UNESCO has taken any of the actions mentioned. The Byrd amendment report now being prepared will be the first.

Bullen said the department should make clear in its report the value of the Byrd amendment—but he also said the department should pay close heed to another section of the authorization bill. It asks the President for an assessment of UNESCO’s programs and activities, “especially its programs and activities in the communications sector.” Bullen said the section was more encompassing than the other, and added, “I sense you’re not giving attention” to it.

An official of the department’s UNESCO section, Martin Jacobs, sought to ease Bullen’s mind. “We’ll do a combined report,” he said. □

Journalism

CBS imbroglio in New Orleans

‘60 Minutes’ segment on charges of police brutality runs into court attempts to block showing; Supreme Court Justices White and Burger allow story to air

For the 40 million or more viewers who watch it weekly, CBS’s *60 Minutes* went on as scheduled, following the Dallas Cowboys-Green Bay Packers National Football League playoff game, on Sunday, Jan. 16. But it wasn’t until shortly after 2 p.m. on that day that CBS could be sure the program would include a segment on alleged police brutality in New Orleans. By that time, the segment had provided material for a new chapter on First Amendment law, one written by judges of three federal courts, including the Supreme Court.

The writing was hurried, done under deadlines as tight as those many journalists face. It began on Friday afternoon (Jan. 14), when a U.S. judge in New Orleans ordered CBS not to broadcast the segment, which was to open the program. It ended on Sunday, when, first, Supreme Court Justice Byron White and then Chief Justice Warren E. Burger rejected appeals to reinstate a blackout order.

The effort to block the broadcast was initiated by lawyers for seven policemen accused of denying the civil rights of four blacks. The police were said to have beaten the blacks during an investigation of the shooting death of a white policeman in November

1980, in the predominantly black Algiers section of New Orleans. And the attorneys said broadcast of the segment—which dealt with the investigation and the fatal shooting by police of three blacks and the beating of several others to which it led—would prejudice their clients’ rights to the fair trial guaranteed by the Constitution. The trial is scheduled to start on Feb. 7 in Dallas, to which it was moved on the theory a fair trial was unobtainable in New Orleans.

CBS, on the other hand, contended it was facing a prior restraint of the dissemination of information, one not warranted by the record and therefore a violation of the Constitutional guarantee of a free press. And that was the ultimate judgment.

The case had already attracted sufficient attention to lead to the change of venue for the trial from New Orleans. The shooting of the blacks had been the subject of two state grand jury investigations, neither of which led to any indictments. A federal grand jury in July 1981 indicted the seven policemen.

CBS began researching the story last fall, as local officials had reason to know. The *60 Minutes* producer, Paul Lowenwarter, sued under state law for the disclosure of police records on the investigation of the shooting death of the white officer—and won.

The first restraining order in the fair trial-free press confrontation barred the showing of the segment anywhere, at any time, even though the policemen’s attorneys sought a blackout only in the Dallas area until after the trial started. The order was issued by Judge Adrian Duplantier on the afternoon of Jan. 14, after CBS refused an order issued earlier that day to produce a script of the segment. Duplantier said he needed it to

help him decide whether the restraining order would be appropriate. CBS attorneys, after initially indicating the script would be provided, later said that making it available would be “a form of censorship.”

On Saturday, Jan. 15, CBS attorneys filed an appeal with the U.S. Court of Appeals for the Fifth Circuit. They said the order was “unprecedented” and constituted “a blatant violation” of CBS’s free speech and free press rights. They also said the order “imperils the freedom of expression” which has been protected in the country for the past 200 years and, “if not corrected immediately . . . will allow the judiciary . . . the rights of unbridled censorship over the content and timing of news programs.”

The order, they added, met none of the tests the Fifth Circuit appeals court had established for determining whether prior restraint is permissible—that there be a “serious and imminent,” not merely likely or probable threat to justice, that the court had examined alternatives to a prior restraint order and found them all wanting, and that the prior restraint be as narrowly drawn as possible.

The arguments in the appeal were delivered separately to the three judges who constituted the appellate court—Judge Carolyn Randall, of Houston; Judge Thomas Gee, of Austin, Tex., and Judge Albert Tate Jr., of New Orleans. The three reviewed the papers, conferred by telephone, then granted CBS’s request for a stay of Duplantier’s order. The panel noted that the order under challenge “consists of one sentence and is not supported by any findings whatsoever.”

The attorneys for the policemen sought a new hearing before Duplantier later on Sat-

urday, and he granted it. After hearing both sides again, the judge issued another order restraining the broadcast of the segment, but only in the Dallas area. But that order met the same fate as the earlier one after another CBS appeal and an oral argument early Sunday morning. The appeals court said that the evidence regarding the issue the district court considered important—the impact of the program on potential jurors in Dallas—“is too speculative to support the relief granted.” However, one judge, Gee, dissented. He would have affirmed the restraining order.

That left the policemen's attorneys with the Supreme Court as their last hope. An attorney was dispatched by plane to Washington with an application to reinstate Duplantier's order pending a final decision on the issue by the Supreme Court. The application, filed with Justice White, who is circuit justice for the Fifth Circuit, contended that the order was essential to preserve the policemen's right to a fair trial. The only loss CBS would suffer if the segment were deleted, the application said, would be the time and costs involved in providing new program material. “The cost to petitioners if they are denied a fair trial,” the application added, “is their future and the possibility of their very freedom.”

But White was not persuaded. He said he was not convinced the appeals court had erred in staying the district court's order. He also said he did not think that if the application were before the full court five justices would vote to vacate the stay. Accordingly, he denied the application.

CBS's attorneys had felt fortunate that the application had to be filed with White. One of the leading fair trial-free press cases is *Nebraska Press Association*, in which the Supreme Court, in 1976, held that prior restraint is the “most serious and least tolerable infringement on First Amendment rights” and bears a “a heavy presumption against its constitutional validity.” And White, while joining in the majority opinion, had written a concurring statement expressing “grave doubt” whether prior restraint orders issued by judges in trials “would ever be justifiable” (BROADCASTING July 5, 1976).

White's order was filed at 12:40 p.m. on Sunday, according to the justice's notation on the document. At 1:20 p.m., the policemen's attorneys filed a handwritten notice asking that the matter be referred to Chief Justice Burger. He denied the appeal without comment at 2:05 p.m.

Although the efforts to block the broadcast failed, at least one issue raised in the hectic legal maneuvering remains to be resolved. CBS's refusal to obey Duplantier's order to produce a script of the controversial segment led the judge to instruct the U.S. attorney to institute criminal contempt proceedings against CBS. The network's attorneys had asked the appeals court to stay that order as well as the one to black out the segment, but the court deferred consideration of that request until the parties had an opportunity to file briefs in the disclosure order. Last Tuesday, John Volz, the U.S. attorney said, “There are no plans to file contempt charges against CBS.” □

Westin on the news

Television news has changed the way America is governed.

Television news has changed the way America votes.

And television news has changed the way America thinks.

Or so says Av Westin, vice president for program development at ABC News and executive producer of both *20/20* and *The Last Word*.

And in the rest of his book, “Newswatch: How TV Decides the News,” Westin describes, from an insider's point of view that's hard to beat (he's been a TV newsmen for 20 years), how TV news came to be, how it has evolved, how it's done and where it's headed.

Illustrating his points from a large repertoire of anecdotes involving such TV news superstars as Edward R. Murrow and Walter Cronkite, Westin tackles everything from “immediacy and accuracy in crisis coverage” and local news to documentaries and TV news magazines.

He discloses the particulars of news superstars' multimillion-dollar contract negotiations, of the selection of Dan Rather over Roger Mudd to succeed Walter Cronkite and of the Barbara Walters/Harry Reasoner conflict at ABC. “People who tuned in to see the news wanted to see the news, not a nightly version of ‘Who's Afraid of Virginia Woolf?’” Westin writes. “Barbara Walters's



Westin

experience as Reasoner's co-anchor revealed that sitting behind a desk and reading news copy is not her strong suit.”

Westin also demonstrates that he's willing to discuss the shortcomings of television news as well as its strengths. “An evening news program cannot be a person's sole source of information,” Westin says. “If you rely only on the television newscast, you are woefully ignorant.”

He also warns the men and women of his profession that they must be on guard against bias, and reject the “happy talk” formulas and sensationalistic “police blotter” journalism, particularly as they have come to dominate local news shows. □

NewsBeat

U.S. retaliation. State Department last week ordered Polish news agency correspondent to leave U.S. Department's action was in retaliation to Polish government's expulsion of UPI correspondent Ruth Gruber two weeks ago (“In Brief,” Jan. 17). Although Stanislaw Glabinski, correspondent for Polish News Agency, was ordered to leave, State Department said agency could send another correspondent to replace Glabinski if Poland allows another UPI correspondent to succeed Gruber. Polish officials expelled Gruber after accusing her of illegally gathering “intelligence” information. State Department denounced that as effort to “intimidate other Western correspondents in Warsaw.”

In court. *Washington Post* reporter has been ordered by county judge to testify before grand jury investigating charges reporter made in series of articles on rapes and other sexual assaults at Prince George's (Md.) county jail. Judge Arthur M. Ahalt cited 1972 Supreme Court decision, *Branzburg v. Hayes*, as basis for his ruling that Loretta Tofani must appear before grand jury on Jan. 13. Tofani was subpoenaed earlier this month. County prosecutors said Tofani's testimony is needed to obtain indictments in connection with alleged assaults. And Ahalt noted that, in *Branzburg* decision, Supreme Court held that Constitution does not “exempt the newsmen from performing the citizen's normal duty of appearing and furnishing information relevant to the grand jury's task.” Counsel for *Post* said decision on whether to appeal ruling he called “erroneous” had not yet been made.

Overseas. American Zionist Federation in March will take U.S. journalists on another in series of partially subsidized tours of Israel. AZF, which has provided similar tours for journalists in each of past 13 years, plans to select 25 radio, television and print journalists for 10-day tour, which leaves New York on March 13. Journalists will meet with government and opposition leaders, Arab leaders and Israeli journalists. Those eligible to participate are directors and producers of news programs, commentators, moderators and producers of talk shows and telephone “call-in” programs, producers and panelists of public affairs programs and documentaries. Participants will be selected from applicants on basis of geography and with aim made to balance group between representatives of broadcast and print media. Cost will be \$699, which covers round-trip air fare, hotels, meals and touring. Those interested should apply to American Zionist Federation, 515 Park Avenue, New York 10022. Telephone (212) 371-7750.

CBS the clear winner in Arbitron's November sweeps

Prime time viewing of network TV affiliates during last November's Arbitron sweep period showed a fractional increase but not a statistically significant difference from the year before, edging up to 42,614,000 homes per average quarter-hour, according to an analysis of Arbitron reports by CBS researchers. In the November 1981 sweep the total was 42,505,000.

But since the number of TV homes in the U.S. had increased in the meantime by 2.4%, the analysis said, the increase in network-viewing homes translated into a 2.1% decline in the combined three-network rating. In the November 1981 sweep the combined rating was 52.2. In last November's it was 51.1.

As national ratings during the November sweep period had indicated (BROADCASTING, Dec. 6, 1982), CBS-TV was the clear winner in the local measurements. Its average quarter-hour homes total rose 6% above its November 1981 level, reaching 15,883,000, while ABC-TV's dropped 4.5% to 14,282,000 and NBC-TV's slipped 1% to 12,449,000. CBS researchers noted that the figures gave CBS affiliates a 27.6% advantage over NBC's and an 11.2% edge over ABC's.

The analysis also showed that in the 177 markets in which CBS had affiliates in both the 1981 and 1982 sweep periods, CBS affiliates in 144 markets increased their delivery in the 1982 measurement while those in 23 markets declined and those in 10 markets showed no change. Similarly, in markets where NBC had affiliates in both years, 65 NBC affiliates showed increases, 8 declined and 20 remained unchanged, while in ABC markets, 51 ABC affiliates gained, 108 declined and 15 remained the same.

The Arbitron sweep covered 211 continental U.S. markets. In 143 of these, CBS researchers said, all three networks have affiliates (an increase from 140 in November 1981). In the 143 three-network markets, the count showed CBS affiliates in first place in 94 (up from 58.5 in November 1981), while ABC affiliates were first in 37 markets (down from 55.5 the year before) and NBC affiliates were first in 12 (down from 26).

(Fractional points derived from ties. In two-way ties, each tying network received a half-point and also tied for the rank below. In three-way ties, each network received three-tenths of a point.)

ABC affiliates had the most second-place finishes in the 143 markets, a total of 66 (down from 48.5 in November 1981). CBS and NBC placed second in 38.5 markets each, the CBS total declining from 57.5 a year earlier, the NBC total rising from 34. NBC affiliates finished in third place in 92.5 markets (up from 80 in 1981), while ABC affiliates placed third in 40 markets (up from 36) and CBS affiliates were third in 10.5 (down from 24).

The CBS researchers also calculated that their affiliates came out ahead on a full-day basis (9 a.m. to midnight). In the 143 markets with three or more stations, they said, CBS affiliates placed first in 81.5 markets (up from 59 a year earlier). ABC affiliates were first in 39 (down from 60) and NBC affiliates were first in 22.5 (up from 21).

The table at right was developed by BROADCASTING from CBS researchers' compilations of Arbitron's November 1982 and 1981 reports. Household numbers are in thousands

(add 000) per average prime time quarter hour (Monday-Saturday 8-11 p.m. and Sunday 7-11 p.m.) and include whatever local programming was broadcast by affiliates during those hours. Household numbers in boldface denote market winners for the sweep period. Percent change shows household gain or loss from November 1981. A dash (—) indicates no primary affiliate in market. Asterisks denote change in network affiliation between November 1981 and November 1982. The 1982 period was Nov. 3-30. In 1981 it was Oct. 28-Nov. 24. □

Monitor



'Frontline' premiere. Public Broadcasting Service's weekly public affairs documentary series, *Frontline*, made its debut last Monday at 8 p.m. and apparently met with success. According to figures released by PBS, first of 26 one-hour programs, "An Unauthorized History of the NFL," garnered 12 share average in New York, Chicago, Los Angeles, San Francisco and Philadelphia. PBS said that was its best prime time documentary performance since *Death of a Princess* in 1980, which received 21 share in four-market average. Program also appears to have ruffled some feathers. National Football League Commissioner Pete Rozelle publicly criticized documentary and labeled it "cheap sensationalism." Program featured gambler who claimed to have fixed 12 NFL games. *Frontline's* commercial competition brought in these numbers: CBS-TV's *Filthy Rich* received 16 share, NBC-TV's *Little House on the Prairie*, 18, and ABC-TV's *That's Incredible*, 30. □

Animated venture. Telepictures Corp., New York, has acquired Rankin/Bass Productions and its library of 23 animated and live-action films and has entered partnership with Arthur Rankin Jr. and Jules Bass under which all of their future projects will be produced in association with Telepictures, which will own and distribute them. Financial details of agreement were not disclosed. In Rankin/Bass library are such animated films as *The Hobbit*, *Frosty's Winter Wonderland*, *The Easter Bunny is Coming to Town* and *Rudolph's Shiny New Year*. Rankin/Bass is preparing more than three dozen projects, including *The Flight of the Dragon*, two-hour fully animated feature film, and *The Wind in the Willows*, two-hour animated special already sold to ABC-TV.

ADI	1981	ABC		1982	1981	CBS		1982	1981	NBC	
		%	change			%	change			%	change
Abilene-Sweetwater, Tex.	17	17	NC	17	31	26	+21.42	17	31	26	-16.13
Albany, Ga.	—	7	—	—	58	56	—	—	—	—	-3.45
Albany-Schenectady-Troy, N.Y.	90	78	+13.3	102	67	70	+17.24	102	67	70	+4.47
Albuquerque, N.M.	73	77	+5.47	53	44	50	+1.88	54	44	50	+13.64
Alexandria, La.	—	—	—	—	39	37	—	—	—	—	-5.13
Alexandria, Minn.	—	—	—	—	38	—	—	—	—	—	—
Alpena, Mich.	39	40	—	7	8	—	+14.28	31	—	—	—
Amarillo, Tex.	—	40	+2.56	26	31	27	+19.23	31	27	27	-12.90
Annisston, Ala.	—	15	—	18	—	—	+20.00	—	—	—	—
Ardmore-Ada, Okla.	11	10	-9.1	23	27	—	+17.39	27	—	—	—
Atlanta	213	212	-0.47	215	151	161	-0.93	213	151	161	+6.62
Augusta, Ga.	52	54	+3.85	47	49	21	+4.25	49	47	21	+16.66
Austin, Tex.	47	43	-8.51	55	62	30	+12.72	62	30	30	-6.25
Bakersfield, Calif.	25	24	-4.00	18	20	20	+11.11	20	20	20	-9.09
Baltimore	195	174	-10.77	153	141	147	+12.42	172	141	147	+4.25
Bangor, Me.	21	19	-9.52	27	28	24	+3.70	28	20	24	+20.00
Baton Rouge	69	78	+13.00	65	31	29	+3.07	67	31	29	-6.45
Beaumont-Port Arthur, Tex.	35	35	NC	48	42	38	+6.25	51	42	38	-9.52
Beckley-Bluefield-Oak Hill, W. Va.	28	33	+17.90	—	26	29	—	—	26	29	+11.53
Bend, Ore.	—	13	-7.14	5	6	—	NC	—	—	—	NC
Billings, Mont.	14	13	—	17	19	6	+11.76	19	17	6	—
Biloxi-Gulfport, Miss.	36	39	+8.33	—	—	—	—	—	—	—	—
Birmingham, N.Y.	14	12	-14.29	49	18	19	+4.08	51	18	19	+5.55
Birmingham, Ala.	127	122	-3.94	25	26	29	+20.00	30	26	29	+11.53
Boise, Idaho	25	25	NC	326	255	269	-1.53	321	255	269	+3.85
Boston	335	299	-10.75	—	—	—	—	—	—	—	+5.49
Extra ABC affiliate	22	21	-4.55	—	—	—	—	—	—	—	—
Bowling Green, Ky.	24	24	NC	—	—	—	—	—	—	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn.	29	28	-3.45	64	79	72	-4.68	61	79	72	-8.86
Buffalo, N.Y.	123	115	-6.50	104	81	85	+12.50	117	81	85	+4.94
Burlington, Vt.	18	17	-5.55	60	30	31	-5.00	57	30	31	+3.33
Extra NBC affiliate	—	—	—	—	7	7	—	—	—	—	NC
Casper-Riverton, Wyo.	20	16	-20.00	5	3	3	+60.00	8	3	3	NC
Cedar Rapids-Waterloo, Iowa	63	55	-12.69	56	63	58	+3.57	58	63	58	-7.49
Extra ABC affiliate	5	6	+20.00	—	—	—	—	—	—	—	—
Charleston, S.C.	38	36	-5.26	48	30	32	+4.17	50	30	32	+6.66
Charleston-Huntington, W.Va.	84	84	NC	96	125	119	+9.38	105	125	119	-4.80
Charlotte, N.C.	122	123	+0.82	137	139	51	+1.46	43	51	51	+18.60
Chattanooga	60	61	+1.66	57	59	52	+3.51	56	52	52	-7.14
Cheyenne, Wyo.	—	—	—	23	21	—	-8.69	—	—	—	—
Chicago	580	493	-15.00	544	471	464	-13.42	478	464	464	-5.77
Chico-Redding, Calif.	28	27	-3.57	25	28	—	+12.00	—	—	—	—
Cincinnati	131	118	-9.92	141	136	103	-3.54	108	103	103	-4.63
Clarksburg-Weston, W.Va.	—	—	—	27	27	22	NC	23	22	22	-4.35
Cleveland-Akron	290	274	-5.52	261	262	236	+0.38	231	236	236	+2.16
Extra ABC affiliate	20	12	-40.00	—	—	—	—	—	—	—	—
Colorado Springs-Pueblo	48	40	-16.66	38	41	30	+7.89	33	30	30	-9.09
Columbia, S.C.	28	35	+25.00	33	36	73	+9.09	69	73	73	+5.80
Columbia-Jefferson City, Mo.*	19	26	+36.84	30	36	19	+20.00	32	32	19	-40.63
Columbus, Ga.	63	57	-9.52	50	51	18	+2.00	15	18	18	+20.00
Columbus, Ohio	117	116	-0.85	133	139	95	+4.51	103	95	95	-7.77
Columbus-Tupelo, Miss.	—	—	—	28	32	43	+14.28	51	43	43	-15.69
Corpus Christi, Tex.	31	31	NC	32	28	26	-12.50	22	26	26	+18.18
Dallas-Fort Worth	265	273	+3.02	277	295	188	+6.49	210	188	188	-10.48
Davenport, Iowa-Rock Island-Moline, Ill.	64	64	NC	61	67	53	+9.83	61	53	53	-13.11
Dayton, Ohio	89	82	-7.87	113	128	65	+13.27	65	65	65	NC
Denver	194	151	-22.16	153	163	144	+7.84	127	144	144	+13.39
Des Moines	61	60	-1.64	77	81	57	+5.19	67	57	57	-14.93
Iowa	353	376	+6.51	330	351	263	+6.36	263	263	263	NC
Detroit	12	11	-8.33	47	49	—	+4.25	—	—	—	—
Dothan, Ala.	—	—	—	—	—	—	—	—	—	—	—
Duluth, Minn.-Superior, Wis.	38	35	-7.89	36	37	29	+2.78	28	29	29	+3.57
El Centro-Yuma, Ariz.*	—	4	—	2	—	7	—	9	7	7	-22.22
El Paso, Tex.	38	33	-13.16	26	27	33	+3.85	27	33	33	+22.22
Elmira, N.Y.	13	12	-7.69	—	—	13	—	12	13	13	+8.33
Erie, Pa.	31	26	-16.13	28	30	35	+7.14	38	35	35	-7.89
Eugene, Ore.*	31	29	-6.45	—	37	12	—	40	12	12	-70.00
Eureka, Calif.	9	9	NC	10	11	—	+10.00	—	—	—	—
Evansville, Ind.	61	61	NC	46	48	37	+4.35	47	37	37	-21.28
Fargo, N.D.	30	34	+13.33	37	40	36	+8.11	42	36	36	-14.29
Farmington, N.M.	—	—	—	—	—	4	—	4	4	4	NC
Flint-Saginaw-Bay City, Mich.	99	95	-4.04	44	49	86	+11.36	84	86	86	+2.38
Florence, S.C.	21	21	NC	58	59	—	+1.72	—	—	—	—
Fl. Myers-Naples, Fla.	21	21	NC	37	43	22	+16.22	29	22	22	-24.14
Ft. Smith, Ark.	16	16	NC	33	44	15	+33.33	16	15	15	-6.25
Ft. Wayne, Ind.	47	52	+10.64	41	47	38	+14.63	35	38	38	+8.57

ADI	1981	ABC %		1982	1981	CBS %		1982	1981	1982	NBC %	
		change	1982			change	1982				change	1982
Fresno, Calif.	50	NC	50	59	62	+5.08	45	45	NC	NC	NC	NC
Gainesville, Fla.	18	+16.66	21	—	—	—	—	—	—	—	—	—
Glendale-	—	—	—	—	—	—	—	—	—	—	—	—
Miles City, Mont.	—	—	—	2	2	NC	1	—	—	—	—	—
Grand Junction	—	—	—	10	7	-30.00	17	19	+11.76	—	—	—
Colo.	—	—	—	—	—	—	—	—	—	—	—	—
Grand Rapids-	—	—	—	—	—	—	—	—	—	—	—	—
Kalamazoo,	68	+1.47	69	100	103	+3.00	87	86	+14.94	—	—	—
Mich.	—	—	—	—	—	—	—	—	—	—	—	—
Extra ABC affili-	39	NC	39	—	—	—	—	—	—	—	—	—
ate	13	NC	13	15	15	NC	—	—	—	—	—	—
Great Falls, Mont.	68	-4.41	65	67	68	+1.49	75	68	-9.33	—	—	—
Green Bay, Wis.	—	—	—	—	—	—	—	—	—	—	—	—
Greensboro-Win-	87	+10.34	96	95	118	+24.21	80	74	-7.50	—	—	—
ston Salem, N.C.	—	—	—	—	—	—	—	—	—	—	—	—
Greenville-New	34	-5.88	32	57	61	+7.02	59	54	-8.47	—	—	—
Bern, N.C.	—	—	—	—	—	—	—	—	—	—	—	—
Greenville-Spar-	101	+3.96	105	114	122	+7.02	120	122	+1.67	—	—	—
lanburg, S.C.	—	—	—	—	—	—	—	—	—	—	—	—
Greenwood-	23	+21.74	28	9	10	+11.11	—	—	—	—	—	—
Greenville,	75	-12.00	66	48	54	+12.50	—	—	—	—	—	—
Miss.	—	—	—	—	—	—	—	—	—	—	—	—
Harrisburg	—	—	—	29	29	NC	94	99	+5.32	—	—	—
Lancaster-	—	—	—	11	12	+9.09	—	—	—	—	—	—
Lebanon,	18	+22.22	22	—	—	—	—	—	—	—	—	—
York, Pa.	—	—	—	—	—	—	—	—	—	—	—	—
Harrisonburg, Va.	144	-8.33	132	176	184	+4.55	56	56	NC	—	—	—
Hartford-New Ha-	—	—	—	—	—	—	—	—	—	—	—	—
ven, Conn.	—	—	—	—	—	—	—	—	—	—	—	—
Extra NBC affili-	—	—	—	—	—	—	—	—	—	—	—	—
ate	—	—	—	—	—	—	—	—	—	—	—	—
Helena, Mont.	232	+4.31	242	218	236	+8.25	175	164	-6.29	—	—	—
Houston	—	—	—	—	—	—	—	—	—	—	—	—
Huntsville-Deca-	—	—	—	—	—	—	—	—	—	—	—	—
tur-Florence,	51	-3.92	49	59	60	+1.69	41	33	-19.51	—	—	—
Ala.	—	—	—	—	—	—	—	—	—	—	—	—
Extra NBC affili-	—	—	—	—	—	—	—	—	—	—	—	—
ate	—	—	—	—	—	—	—	—	—	—	—	—
Idaho Falls-Poca-	13	+15.38	15	19	21	+10.53	16	17	+6.25	—	—	—
tello	162	-8.02	149	162	160	-1.23	132	123	-6.82	—	—	—
Indianapolis	31	+19.35	37	59	61	+3.39	63	65	+3.17	—	—	—
Jackson, Miss.	27	+37.04	37	—	—	—	—	—	—	—	—	—
Jackson, Tenn.	60	-5.00	57	85	92	+8.24	44	44	NC	—	—	—
Jacksonville, Fla.	—	—	—	—	—	—	—	—	—	—	—	—
Johnstown-Altoo-	26	+19.23	31	66	72	+9.09	90	85	-5.56	—	—	—
na, Pa.	—	—	—	—	—	—	—	—	—	—	—	—
Jonesboro, Ark.	33	-3.03	32	23	44	+91.30	47	28	-40.43	—	—	—
Joplin, Mo.-Pitts-	151	-12.58	132	136	144	+5.88	121	107	-11.57	—	—	—
burg, Kan.*	79	+16.46	92	94	105	+11.70	41	41	NC	—	—	—
Kansas City, Mo.	—	—	—	—	—	—	—	—	—	—	—	—
Knoxville, Tenn.	19	+5.26	20	36	43	+19.44	40	38	-5.00	—	—	—
La Crosse-Eau	—	—	—	—	—	—	—	—	—	—	—	—
Claire, Wis.	—	—	—	—	—	—	—	—	—	—	—	—

Lafayette, Ind.	—	—	12	13	+8.33	—	—	—	Shreveport, La.- Texarkana, Tex.	81	85	+4.94	97	102	+5.15	66	68	+3.03
Lafayette, La.	50	48	67	63	-5.97	—	—	—	Sioux City, Iowa	44	36	-18.18	-11	15	+36.36	33	25	-24.24
Lake Charles, La.	—	—	—	—	—	34	34	NC	Sioux Falls-Mitch- ell, S.D.	20	18	-10.00	61	65	+6.56	42	44	+4.76
Lansing, Mich.	—	—	68	68	NC	32	33	+3.13	South Bend-Elk- hart, Ind.	55	50	-9.09	63	61	-3.17	57	58	+1.75
Laredo, Tex.	—	—	5	4	-20.00	6	6	NC	Spokane, Wash.	54	54	NC	58	63	+8.62	53	50	-5.66
Las Vegas	32	30	36	35	-2.78	28	29	+3.57	Springfield, Mo.	55	47	-14.55	—	—	—	40	48	+20.00
Laurel-Hatties- burg, Miss.	—	—	—	—	—	30	31	+3.33	Springfield-Decca- tur-Cham- paign, Ill.	26	25	-3.85	55	71	+29.09	66	64	-3.03
Lexington, Ky.	44	48	88	73	+7.35	54	48	-11.11	Syracuse, N.Y.	56	54	-3.57	62	71	+14.52	56	56	NC
Lima, Ohio	—	—	—	—	—	14	13	-7.14	Tallahassee, Fla.	60	54	-10.00	80	80	NC	69	71	+2.90
Lincoln-Hastings- Kearney, Neb.	35	33	54	63	+16.66	17	14	-17.65	Extra ABC affili- ate	9	—	—	—	—	—	—	—	—
Little Rock, Ark.	93	94	83	94	+13.25	89	81	-8.99	Tampa-St. Peters- burg, Fla.	160	170	+6.25	211	232	+9.95	153	151	-1.30
Los Angeles	635	611	563	558	-0.88	525	528	+0.57	Extra ABC affili- ate	23	21	-8.69	—	—	—	—	—	—
Louisville, Ky.	81	73	106	108	+1.89	97	99	+2.06	Terre Haute, Ind.	13	11	-15.38	42	46	+9.52	41	37	-9.75
Lubbock, Tex.	29	22	28	30	+7.14	34	29	-14.70	Toledo, Ohio	71	68	-4.22	98	101	+3.06	85	85	NC
Macon, Ga.	—	19	48	47	-2.08	18	15	-16.67	Topeka, Kan.	—	—	—	40	42	+5.00	24	22	-8.33
Madison, Wis.	34	33	55	54	-1.82	33	32	-3.03	Traverse City- Cadillac, Mich.	15	17	+13.33	45	49	+8.89	28	29	+3.57
Mankato, Minn.	—	—	15	18	+20.00	—	—	—	Tucson, Ariz.	50	48	-4.00	43	45	+4.65	43	44	+2.32
Marquette, Mich.	—	—	22	25	+13.64	—	—	—	Tulsa	95	88	-7.37	71	87	+22.53	60	56	-6.67
McAllen-Browns- ville, Tex.	37	27	32	23	-28.13	—	9	—	Tuscaloosa, Ala.	—	—	—	10	13	+30.00	—	—	—
Medford, Ore.	32	34	24	25	+4.17	—	—	—	Twin Falls, Idaho	43	51	+18.60	—	—	—	11	9	-18.18
Memphis	100	108	123	149	+21.14	110	106	-3.64	Tyler, Tex.	18	13	-27.78	—	—	—	—	23	-8.00
Meridian, Miss.	23	26	11	11	NC	—	2	—	Ulica, N.Y.	3	5	+66.67	—	—	—	—	4	—
Miami	199	200	206	215	+4.37	142	148	+4.23	Waco-Temple, Tex.	56	54	-3.57	—	—	—	36	38	+5.56
Milwaukee	132	121	130	131	+0.77	115	115	NC	Washington	263	231	-12.17	258	269	+4.26	181	219	+20.99
Minneapolis-St. Paul	234	193	227	229	+0.88	122	133	+9.02	Extra NBC affili- ate	—	—	—	—	—	—	13	14	+7.69
Minot-Bismarck- Dickinson, N.D.	—	—	30	34	+13.33	39	35	-10.26	Watertown, N.Y.	—	—	—	20	20	NC	—	—	—
Missoula-Butte, Mont.	28	30	—	—	—	21	26	+23.81	Wausau-Rhine- lander, Wis.	29	27	-6.90	40	45	+12.50	11	11	NC
Mobile, Ala.-Pen- sacola, Fla.	76	66	96	93	-3.13	60	53	-11.67	West Palm Beach-Ft. Pierce, Fla.	47	46	-2.13	20	26	+30.00	60	55	-8.33
Monroe, La.-El Dorado, Ark.	31	12	64	67	+4.69	8	25	+312.50	Stuebenville, Ohio	—	—	—	—	—	—	—	—	—
Montgomery, Ala.	19	22	22	26	+18.18	64	60	-6.25	Wichita-Hutchin- son, Kan.	69	62	-10.14	67	76	+13.43	70	65	-7.14
Nashville	101	104	143	160	+11.89	163	121	-11.03	Wichita Falls, Tex.- Lawton, Okla.	29	26	-10.34	28	30	+7.14	29	22	-24.13
New Orleans	111	95	135	145	+7.41	99	98	-1.01	Wilkes Barre- Scranton, Pa.	104	100	-3.84	58	71	+22.41	80	84	+5.00
New York	1,123	1,063	1,024	987	-3.61	900	953	+5.89	Wilmington, N.C.	15	25	+66.67	—	—	—	53	52	-1.88
Norfolk-Ports- mouth, Va.	88	77	88	95	+7.95	66	71	+7.58	Yakima, Wash.	26	21	-23.81	35	38	+8.57	22	22	NC
N. Platte, Neb.	—	—	—	—	—	8	7	-12.50	Youngstown, Ohio	55	50	-9.09	61	65	+6.56	47	48	+2.13
Odessa-Midland, Tex.	19	23	32	30	-6.25	24	17	-29.17	Zanesville, Ohio	—	—	—	—	—	—	11	10	-9.09
Oklahoma City	87	82	88	108	+22.73	83	79	-4.82										
Omaha	86	78	72	79	+9.72	65	61	-6.15										
Orlando-Day- tona, Fla.	117	116	116	130	+12.07	109	98	-10.09										
Ottumwa, Iowa-																		
Kirkville, Mo.	18	23	—	—	—	—	—	—										
Paducah, Ky.-																		
Cape Girar- deau, Mo.	33	37	76	85	+11.84	71	61	-14.08										
Palm Springs, Calif.	7	4	—	—	—	6	4	-33.33										
Panama City, Fla.	25	22	—	—	—	21	21	NC										

Ratings Roundup

The commercial networks survived the *Nicholas Nickleby* onslaught with a combined rating/share average of 50.7/79 for the week—not their worst week of the season by any means.

The Royal Shakespeare Co.'s nine-hour production of *Nickleby*, presented by Mobile Oil across four nights (Jan. 10-13) on an ad hoc lineup of 60 affiliates, independents and public TV stations, was rated a big success by its backers and it did take a toll (BROADCASTING, Jan. 17). But ratings for the week ended Jan. 16 indicate that the chief victim was NBC. Indeed, both CBS and ABC pulled prime time averages for that week exceeding their season-to-date averages.

Thus CBS, whose season-to-date weekly average going into *Nickleby* week was 18.3, pulled a 19.9 rating and 31 share in winning the week that *Nickleby* was on (helped, too, by a strong 26.7/40.3 for its regular Sunday-night lineup three days after the *Nickleby* run), while ABC, with a season-to-date average of 16.4, turned in a 17.2/27 for *Nickleby* week.

NBC, however, which had been averaging 15.3, dropped to 13.6/21 in the week that *Nickleby* ran.

It was CBS's 13th weekly win of the season, as against two wins for NBC and one for ABC.

In the new season-to-date averages, including *Nickleby* week, CBS has an 18.4/29, ABC a 16.5/26 and NBC a 15.2/24.

The ad hoc lineup that carried *Nickleby* reportedly included 10 NBC affiliates, nine ABC affiliates and five CBS affiliates. National ratings for the mini-series are not yet available.

The First 20

1. CBS NFL Playoff Game (7-7 18 p.m.)	CBS 39.9/62
2. CBS NFL Playoff Post (7:18-7:30 p.m.)	CBS 33.7/53
3. 60 Minutes	CBS 32.9/48
4. Dallas	CBS 26.6/41
5. M*A*S*H	CBS 23.7/34
6. Alice	CBS 23.3/36
7. Dynasty	ABC 22.9/37
8. Love Boat	ABC 22.9/36
9. Jeffersons	CBS 22.9/34
10. Falcon Crest	CBS 22.7/38
11. Gloria	CBS 21.7/32
12. Magnum, P.I. (R)	CBS 21.6/32
13. Simon & Simon	CBS 21.5/32
14. Archie Bunker's Place	CBS 21.4/31
15. Newhart	CBS 21.3/31
16. Three's Company	ABC 21.0/31
17. Trapper John, M.D.	CBS 20.3/38
18. Fall Guy	ABC 19.7/29
19. CBS Saturday Night Movie—"Hooper" (R)	CBS 19.5/34
20. 9 to 5	ABC 19.0/28

The Final Five

64. NBC Movie of the Week (R): "Return of Maxwell Smart"	NBC 11.4/17
65. Ripley's Believe It or Not	ABC 11.2/17
66. Powers of Matthew Star	NBC 10.9/17
67. Voyagers	NBC 10.8/16
68. Hula Bowl "East vs. West"	NBC 8.5/15

Distortion seen in prime time crime

"Just the facts, ma'am" is no longer in the lexicon of most producers of crime entertainment programs for prime time TV. That is, in effect, the charge from The Media Institute, a Washington-based nonprofit organization whose activities include research into relationships of the media and business.

The institute made its primary case Jan. 16 in the findings of a study, "Prime Time Crime," commissioned by the institute and conducted by Drs. Linda and Robert Lichter of George Washington University in Washington. Release of the study evoked endorsements from several organizations concerned with crime. It also prompted the formation last Tuesday (Jan. 18) of an ad hoc Committee on Prime Time Crime to permit executives of those groups to work with the institute.

For the "Prime Time Crime" report, the Lichters analyzed a six-week sample of prime time entertainment shows from the 1981 season before concluding that such programing distorts and sensationalizes crime in America.

Among the study's major findings:

- Crime is a prevalent component of TV entertainment (drama and comedy) with an average 1.7 crimes per show.

- There is much more violence in the TV crimes than in real-life occurrences; the lesser and low-profile crimes that dominate police records are far overshadowed on TV by fictionalized harsher crimes.

- TV criminals tend to come from the establishment, the stock character being a middle-aged businessman. "Prime Time Crime" found businessmen second only to professional criminals as the most frequent lawbreakers on TV. According to the Lichters, that was consistent with The Media Institute's 1981 study, "Crooks, Conmen and Clowns," which found half of all chief executive officers portrayed on TV were engaged in illegal activity ranging from fraud to murder.

In their conclusions, the Lichters also noted that "neither Dick Tracy nor Joe Friday serves as the model law enforcer for today's cops-and-robbers show. Instead, the glamour boy of TV's legal system is the private eye whose Holmesian abilities often consign the law enforcement professionals to the role of Dr. Watson. More broadly, effective law enforcement is the province of the outsider who bypasses the law enforcement establishment.

Leonard J. Theberge, president of The Media Institute, said that the study's findings "are very unsettling because they suggest the American public is receiving a grossly distorted picture of what crime and law enforcement is all about."

Theberge said the current study was motivated by a need to follow up the "Crooks, Conmen and Clowns" findings of 1981. The earlier study concentrated only on the portrayals of business characters; the current study compares the fictional TV criminals with real-life lawbreakers as shown in official records. □

March 14

A unique opportunity for advertisers prior to the March 17-22 NATPE Conference in Las Vegas. BROADCASTING's March 14 issue will preview the show with a full list of exhibitors and the show agenda. Advertising deadline: March 4.

March 21

An on-the-scene report of what will take place at the 20th Anniversary Conference. On-site distribution of March 21 issue—a 5,000 plus overrun—will take place at noon, Saturday, March 19. Advertising deadline: March 11.

March 28

A complete wrap-up of what happened at the NATPE Conference. A must for all advertisers... for subscribers who did not attend will get all the news in one place. (It's almost like being there.) And those who attended will find out what they missed. Advertising deadline: March 18.

You belong in
Broadcasting

March 14/21/28

20TH ANNIVERSARY CELEBRATION

NATPE
INTERNATIONAL



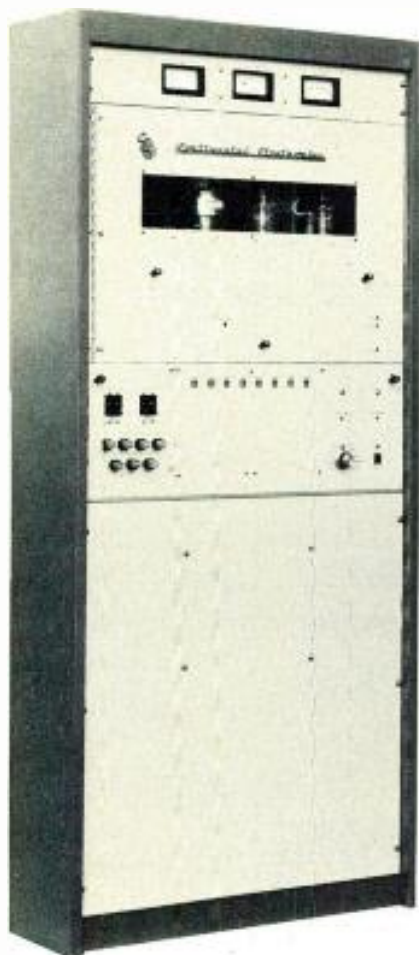
ANNIVERSARY

SEE YOU THERE!

NATPE International

March 17-22, 1983 Las Vegas Hilton/Sahara

310 Madison Avenue • Suite 1207 • New York, N.Y. 10017 • 212-661-0270



Continental's 1 kW AM Power Rock: a sound winner that's ready for AM stereo.

Tough market or not, the Power Rock is designed to give you the best signal around. Listen to the loud, clear signal, and you know you have a winner. The Power Rock is ready for AM Stereo and accepts sophisticated audio. Conservatively-rated components give you an extra margin of safety for steady and reliable on-air performance.

For information, call 214/381-7151
Continental Electronics Mfg. Co.
Box 270679 Dallas, TX 75227

Continental 
Electronics

☐ Send me 1 kW AM Power Rock brochure

☐ Name

☐ Station

☐ Address

☐ City

☐ State/Zip

☐ Phone ()

☐ © 1982 Continental Electronics Mfg. Co./4966

VSA launches American campaign

**French firm announces agreements
with NBC and CBS to provide
text services to U.S. households**

Representatives of NBC and CBS last week lent their support at the official launch of the French consortium that hopes to capture a significant share of the U.S. teletext and videotext markets. VSA—Videographic Systems of America, which unites the efforts of majority owner (51%) Thomson-CSF, plus minority partners Cap Gemini Sogeti, Steria, Compagnie Francaise des Cable Telephonique, Sofratev, the newspaper, *Les Echos*, CCS and Unitel (BROADCASTING, Dec. 6, 1982), proclaimed itself "in business to serve American interests," and backed that up by the announcement of a contract to supply NBC with a full North American Teletext Broadcast Specification (NABTS) standard teletext system. That network plans to put its teletext system into nationwide operation by mid-1983, NBC vice president for corporate planning, Kathryn Pelgrift, told those attending the press conference at New York's Helmsley Palace hotel.

VSA-Videographic President Bernard E. Joseph used the occasion to introduce the top management of his company—the vice president for sales and operations, Hubert G. Stijns, and the vice president for marketing, Gregory W. Harper—and to say that the NBC contract marks a "second generation in the evolution of teletext and videotext in America." The first generation, devoted to exploration and experimentation, was one in which "the American market has been prepared to accept text as a profitable venture."

Reviewing the involvement of the VSA partners in the text experiments of NBC and CBS, PBS stations KCET(TV) Los Angeles and WGBH(TV) Boston, Group W's KPIX(TV) San Francisco and others, Joseph said their work "confirms the practicality of the NABTS format." Elaborating on the standards issue, and on the conflict likely to shape up between supporters of NABTS and two British Prestel formats (Field and Taft are two of those who've chosen to go with Prestel), VSA's Harper gave his view that "British format teletext will be like eight-track cartridge players" in a few years.

According to Harper, VSA has not only designed an NABTS teletext production system but will also provide three different configurations of teletext systems to meet user

needs from the network level down through smaller users, such as individual broadcast affiliates interested in adding their own text input into a network package.

VSA also introduced a separate product line for videotext applications, conforming to the North American Presentation Level Protocol Syntax (NAPLPS) standard.

Leading the CBS support at the conference were Al Crane, CBS's Extravision vice president, and Bill Nichols, CBS/Broadcast Group director of development. □

Infomart gains Swiss account

**Canadian firm's Telidon technology
to be used in videotext system**

Infomart, a Canadian videotext company, has announced that the Swiss post office will use Infomart's Telidon videotext system in a nationwide service beginning next fall. Infomart says it will be the first commercial application of videotext in Europe.

The service, to be called Publitex, will be available to homes and offices in Switzerland via telephone lines. Bern, Geneva and Zurich will serve as interconnection centers for the phone lines.

Infomart was among 12 applicants, and it bested two other finalists: IBM and Aragon from the United Kingdom. David Carlisle, president of Infomart, said: "Until now, apart from field trials, the only European commercial videotext applications in use have been Prestel in the U.K. and a new small system in Finland." Carlisle said Europeans are only now beginning to make large-scale business investments in videotext. The initial software order will be for \$1 million. Infomart software is marketed through ITT's European subsidiary, Standard Telephon und Radio AG.

Peter Gfeller, technical director of STR, said: "The Swiss PTT was impressed with [Infomart] because it is truly interactive in its ability to update data quickly and its ability to handle high volumes of time-sensitive information."

Among the requirements, Carlisle said, will be to have full services replicated in French, German and Italian and the technical ability to handle large numbers of simultaneous users on the system. Home banking, shopping, travel guides, message boards and educational materials will be included on the system. □

Data buy. The *Washington Post* continued its foray into electronic publishing last week, by purchasing Legi-Slate, a data base of federal legislative and regulatory activity. Legi-Slate's data includes information on all bills and resolutions introduced in Congress, committee and subcommittee actions, House and Senate floor actions and recorded votes. Subscribers, primarily corporate, association and government clients, access Legi-Slate's information via telephone through home computers. The company, founded in 1978, lists 250 major corporate subscribers. No price for the sale was given.

Zenith goes to market

Zenith Radio has opened a new plant in Toronto to manufacture addressable converters/decoders for Canadian's imminent pay television business (see "Cablecastings," page 8). The Canadian Radio-Television and Telecommunications Commission has authorized six companies to begin distributing pay programming to cable systems on Feb. 1. And Canadian cable operators, eager to reap pay dollars, have lined up for pay TV equipment. Rogers Cablesystems Inc. has a long-term agreement for Zenith equipment, including an initial \$12-million shipment of Z-TAC tiered addressable converters/decoders.

Zenith has also received orders for Z-TAC products from Maclean Hunter, Ottawa Cablevision, Greater Winnipeg Cablevision Ltd., Cable TV Inc. of Montreal, Classicom of Richmond Hill (Ont.) and Mountain Cablevision of Hamilton (Ont.). (Rogers expects between 10% and 15% of its 1.2 million Canadian cable subscribers to sign up for pay television.) The new Toronto plant is currently turning out add-on addressable modules. The so-called TAC-Along modules permit operators to add scrambling and addressability to their systems without installing costly new converters. The plant will begin making the Z-TAC units within the next three and a half months.

Looking ahead

Andy Inglis, vice chairman of RCA Americom until his retirement June 1, says he has "serious questions" about the technical and economic feasibility of United Satellite Television's proposed quasi-DBS service. UST proposes using satellites with one-tenth the power of the satellites proposed by the eight companies that were granted FCC permission to launch true DBS systems, Inglis explained during a speech at the Washington Metropolitan Cable Club. With all else being equal, he said, that will mean UST subscribers will have to install earth station antennas with areas 10 times as great—perhaps as big as two meters in diameter. That is an "awful big antenna," he said, "and just not practical for general home use." Nonetheless, he said, the service may attract a substantial number of hobbyists and SMATV operators.

And about the true DBS services, including the six-transponder one proposed by RCA, Inglis said uncertainties surround them also. There is a "chicken and egg problem," he said. To solve it, system operators and their programmers must take the risk of launching their services and hoping consumers will invest in the earth stations necessary to receive them. There are also certain technical questions about the service that will not be answered until after the countries in North and South America meet at the Regional Administrative Radio Con-



Inglis

ference next summer, he said. In Inglis's mind, DBS is a medium that will thrive only in noncabled areas. Cable has the competitive edge, he said. It costs between \$500 and \$1,000 to install the equipment to deliver either a cable or DBS service to the home, he said, but cable service is superior because it offers many more channels.

Inglis's talk was a litany of observations and predictions having to do with cable and the satellite industries. Responding to a question, Inglis said there is currently no "transponder glut," despite the abundance at a particular moment of transponders not being used. "One does not build a hotel on the assumption that every room is going to be filled every night," he said. To insure sufficient latitude to handle swings in supply and demand, he said, some unused transponders must be expected. Inglis seemed confident that the FCC would insure an ample supply of satellites and transponders in the coming year by ordering the gradual reduction of spacing between C-band and K-band satellites and by deregulating domestic satellite carriers. Marketplace forces, he said, would insure that supply and demand stay in balance.

Standard seeker

United States Satellite Broadcasting Co. Inc. (Hubbard Broadcasting) last week asked the FCC to establish an advisory committee to explore the possibility of recommending technical standards for direct broadcast satellite systems.

Although the petition said that establishing such a committee wouldn't commit the commission to establishing standards, the

committee's findings would permit the commission to reach an "informed opinion" on the subject. "Presently, it appears that the public interest would be served if basic standards were established concerning the technical nature of the DBS signal being transmitted to permit the public to receive all DBS signals with one receiver," the petition said.

"DBS receiver manufacturers also have an interest in seeing compatibility between the television signals transmitted by different DBS systems. Finally, the fledgling DBS service will be strengthened if compatibility between different DBS systems can be reached so that systems can compete with each other on the basis of program and other services to the public rather than to compete in the area of technical systems."

Avant NAB le deluge

The first of what will be a steady stream of announcements from broadcast equipment manufacturers extolling the new products they will present at the National Association of Broadcasters convention April 10-13 in Las Vegas have arrived at BROADCASTING. Harris Corp. says it will feature its PX-90 phono preamplifier and MX-15 FM exciter at the show. The PX-90, suitable for mono or stereo operation, is designed to produce low transient intermodulation and dynamic distortion. The unit employs two stages of equalization and amplification. Harris claims the MX-15 "offers significant improvement" over other exciters now on the market. It is also an improvement over Harris's MS-15 exciter, of which 1,500 are now in use. The MX-15 has the MS-15's DTR filter that controls overshoot and digital stereo generator, but it also has a "floating" balanced composite input that simplifies interface and a new oscillator that improves linearity and signal-to-noise ratio.

DVS has a new TBC

Digital Video Systems Inc., Toronto, says it has "redefined" time base correction with its new DPS-103. By replacing some of the analog circuitry—a TBC's "weakest link"—with a microprocessor and sophisticated digital circuitry, DVS says it has developed a TBC that "yields instantaneous and precise correction at the output." The design also pays off when tapes are shuttled. The DPS-103 provides locked video at 40 times normal speed in forward and reverse, permitting faster, more efficient editing and viewing. And it holds color to 10 times normal speed. The DPS-130, which can be used with half-inch or three-quarter-inch videocassette recorders, is a component device, processing the luminance and color difference signals separately. It's available from DVS dealers for \$8,950.

For the Record

As compiled by BROADCASTING, Jan. 10 through Jan. 14, and based on filings, authorizations and other FCC actions.

New stations

FM actions

- Guymon, Okla.—High Plains Broadcasting Corp. dismissed application for 92.7 mhz., 3 kw., HAAT: 300 ft. Address: 835 East 5th St., Cushing, Okla. 74023. (BPH-800806AF). Action Dec. 16, 1982.
- Guymon, Okla.—Panhandle Communications Inc. granted 92.7 mhz., 3 kw., HAAT: 300 ft. Address: 200 North Harvey St., Suite 514, Oklahoma City 73102. Estimated construction cost: \$162,877; first year operating cost: \$120,000; revenue: \$196,920. Format: Contemporary. Principal: Mike Williams, who is Oklahoma City public relations executive. He has no other broadcast interests. (BPH-800212AB) Action Dec. 16, 1982.
- Guyman, Okla.—Texas County Broadcasting dismissed application for 92.7 mhz., 3 kw., HAAT: 300 ft. Address: Box 630 Perrytown, Tex. 79070. (BPH-800829AJ). Action Dec. 16, 1982.
- *Haverford, Pa.—Haverford-Bryn Mawr Broadcasting Inc. returned application for 88.3 mhz., 8.7 w., HAAT: 224 ft. Address: Haverford College, Haverford 19041. Estimated construction costs: \$6,217; first-year operating cost: \$6,000. Principal: Noncommercial, educational institution which has no other broadcast interest. (BPED-820924AM). Action Dec. 15, 1982.
- Manchester, Vt.—North Country Communications Inc.

dismissed 102.7 mhz., 19.5 kw., HAAT: 722 ft. Address: P.O. Box 511, Montpelier, Vt. 05602. (BPH-810925AX). Action Nov. 19, 1982.

■ Manchester, Vt.—Northshire Communications Inc. granted 102.7 mhz., 19.5 kw., HAAT: 722 ft. Address: P.O. Box 276, Lathrop Lane, Manchester 05254. Estimated construction costs: \$97,300; first-quarter operating cost: \$43,300; first-year revenue: \$184,000. Format: MOR. Principals: A. Brooks Brown and wife, Louise R. (50% jointly) and Leo J. Reuther (50%). Brooks Brown is salesman at WPYX(AM)-WTRY(FM) Latham, N.Y. Reuther is retired New York-based FBI employee. They have no other broadcast interests. (BPH-810518AG). Action Nov. 19, 1982.

■ Gillette, Wyo.—Quality Communications Inc. granted 100.7 mhz., 100 kw., HAAT: 617 ft. (BPH-800829BC). Action Nov. 29, 1982.

■ Gillette, Wyo.—The B-F Broadcasting dismissed application for 100.7 mhz., 100 kw., HAAT: 522 ft. Address: 17 Mid Oaks Lane, Roseville, Minn. 55113. (BPH-800516AA). Action Nov. 29, 1982.

■ Gillette, Wyo.—Sears Broadcasting of Wyoming Inc. dismissed application for 100.7 mhz., 100 kw., HAAT: 517 ft. (BPH-800828AL). Action Dec. 16, 1982.

■ Gillette, Wyo.—Octagon Corp. dismissed application for 100.7 mhz., 100 kw., HAAT: 610 ft. (BPH-800829AY). Action Dec. 16, 1982.

Ownership changes

Actions

- KYAK(AM)-KGOT(FM) Anchorage and KIAK(AM)-

KORZ(FM) Fairbanks, all Alaska (KYAK: 650 khz., 50 kw-D, 25 kw-N; KGOT: 101.3 mhz., 26 kw., HAAT: 66 ft.; KIAK: 970 khz., 5 kw-U; KORZ: 102.5 mhz., 25 kw., HAAT: 89.5 ft.).—Granted transfer of control of Prime Time of Alaska Inc. (100% before; none after) to Bingham Broadcasting Co. (none before; 100% after). Consideration: \$4.5 million. Seller is owned by Robert J. Brown and Martin J. Hamstra (26.28%), George W. Ackers (24.74%), William H. Lucas (15.46%) and Gene Henderson (7.21%), who bought stations, except KORZ, in 1978 for over \$2.85 million plus \$650,000 in liabilities (BROADCASTING, July 3, 1978). Brown and Hamstra own KWWZ(AM) Everett, Wash. Buyer is owned by Robert R. Bingham (48%) and 27 others. Bingham is president and 8.5% owner of KXA(AM)-KYYX(FM) Seattle. (BTC-H-821004HN.M). Action Dec. 29, 1982.

■ KHIG(FM) Paragould, Ark. (104.9 mhz., 3 kw., HAAT: 255 ft.).—Granted assignment of license from Hammon Broadcasting Inc. to Larry T. Coffman for assumption of debt. Seller: Gerald Hammon and Donna Hammon (100% jointly), who have no other broadcast interests. Buyer is former general manager at KHIG (BALH-820916GF). Action Dec. 30, 1982.

■ KUDE(AM)-KJFM(FM) Oceanside, Calif. (AM: 1320 khz., 500-D, FM: 102.1 mhz., 10 kw., HAAT: 1,950 ft.).—Granted assignment of license from Dolph-Petty Broadcasting Co. to Par Broadcasting Co. for \$3,175 million (BROADCASTING, Dec. 13, 1982). Seller: Principally owned by William B. Dolph and Hope Petty, who have no other broadcast interests. Buyer: Principally owned by Leon W. Parma and Ernest S. Rady. Parma owns San Diego Anheuser-Busch distributorship. Rady is San Diego businessman. Neither has other broadcast interests. (BAPL-H-821118GG.H). Action Dec. 29, 1982.

■ WAAC(AM) Terre Haute, Ind. (1300 khz., 500 w-D).—Granted assignment of license from Marchild Inc. to The Oak Ridge Boys Broadcasting Corp. of Indiana for \$300,000. Seller: Martha Foulkes, president (100%) who has no other broadcast interests. Buyer: William L. Golden, Duane Allen (30% each), Richard A. Sterban and Joseph S. Bonsall (20% each), who are the Oak Ridge Boys. Hendersonville, Tenn.-based popular music group that also owns WPFR(FM) Terre Haute. (BAL-821022ED). Action Dec. 8, 1982.

■ WESE(FM) Baldwin, Miss. (95.5 mhz., 3 kw., HAAT: 100 ft.).—Granted assignment of license from Superior Broadcasting Inc. to Magnolia Communications Corp. for \$300,000. Seller: J. Boyd Ingram (100%), who owns 85% of WBLE(AM)-WWUN(FM) Batesville, Miss., and 50% of WTVJ(FM) [CP] Fayette, Miss. Buyer: Zane D. Roden Sr. and family, whose other family interests include WOKJ(AM)-WJMI(FM) Jackson, Miss., and WBOP(AM)-WTKX(FM) Pensacola, Fla.; WGCN(AM)-WTAM(FM) Gulfport, Miss., and WBIP-AM-FM Booneville, Miss. (BALH-821007EK). Action Dec. 30, 1982.

■ KLDN(FM) Eldon, Mo. (92.7 mhz., 790 w., HAAT: 585 ft.).—Granted assignment of license from Eldon Broadcasting Inc. to Southwest Communications Inc. for \$150,000. Seller is principally owned by Dalton C. Wright and James N. Myers, who each own one-third of KVCM(AM) Montgomery City, Mo. Wright also owns WLCO(AM) Eustis, Fla. Buyer: Subsidiary of Southwest Truck Body Co., which is owned by Dennis M. McDaniel, who has no other broadcast interests. (BALH-821102HX). Action Dec. 30, 1982.

■ KEOR(AM) Atoka, Okla. (1110 khz., 5 kw-D).—Granted 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 KLFB(AM) Lubbock and KRGT(FM) Taylor, all Texas. He also is applicant for new FM at Atoka, Okla. (BAL-821110GJ). Action Dec. 29, 1982.

■ KMYO(FM) Broken Arrow, Okla. (92.1 mhz., 3 kw., HAAT: 245 ft.).—Granted assignment of license from Broadcast Investors Inc. to Tulsa Marketing Corp. for \$650,000. Seller: George Beck, president (19.8%) and others, none of whom have other broadcast interests. Buyer: Phillip Jonsson (100%), who is chairman and president of KLRA(AM) Little Rock, Ark., and KELI(AM) Tulsa, Okla. (BAPLH-821116EG). Action Jan. 6.

■ WCBD-TV Charleston, S.C. (ABC, ch. 2, 100 kw vis., 10 kw aur., HAAT: 790 ft.).—Granted transfer of control of

Services

dataworld inc

AM • FM • TV • LPTV
Computerized
Allocation Studies/Directories
1302 18th St., N.W., Suite 502
Washington, D.C. 20036
(800) 368-5754 (202) 296-4790
Established 1971

HARRISON SYSTEMS LTD.

Systems Design - Installation

Consultant Support Services

301-731-5677

DON'T BE A STRANGER

To Broadcasting's 191,781* Readers. Display your Professional or Service Card here. It will be seen by station and cable TV system owners and decision makers.
*1982 Readership Survey showing 5.2 readers per copy

AERONAUTICAL CONSULTANTS

Tower Location/Height Studies
FAA Negotiations
JOHN CHEVALIER, JR.
AVIATION SYSTEMS
ASSOCIATES, INC.
1650 So Pacific Coast Hwy
Redondo Beach, CA 90277
(213) 316-5281

SOUTHERN BROADCAST SERVICES

COMPLETE TURNKEY SYSTEMS
STUDIOS, TRANSMITTERS,
TOWERS, ANTENNAS
Full Rigging & Erection Services
Custom Electronics Design & Installation
PO Box 740, Alabaster, AL 35007
(205) 663-3709

contact

BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022

Professional Cards

ATLANTIC RESEARCH CORP.
Jansky & Bailey
Telecommunications Consulting
Member AFCCE
5390 Cherokee Avenue
Alexandria Virginia 22314
(703) 642-4164

EDWARD F. LORENTZ & ASSOCIATES
CONSULTING RADIO ENGINEERS
1334 G St. N.W. Suite 500
Washington, D.C. 20005
(202) 347-1319
Member AFCCE

A.D. RING & ASSOCIATES
CONSULTING RADIO ENGINEERS
Suite 500
1140 Nineteenth St. N.W.
Washington, D.C. 20036
(202) 223-6700
Member AFCCE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
1015 15th St. N.W., Suite 703
(202) 783-0111
Washington, D.C. 20005
Member AFCCE



TELEPHONE (703) 568-7704

CARL T. JONES ASSOCIATES

CONSULTING ENGINEERS
7901 YARNWOOD COURT - SPRINGFIELD, VA 22153
MEMBER AFCCE

LOHNES & CULVER
Consulting Engineers
1156 15th St. N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCCE

SILLIMAN AND SILLIMAN
8701 Georgia Ave. #805
Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
(301) 589-8288
THOMAS B. SILLIMAN, P.E.
(812) 853-9754
Member AFCCE

Moffet, Larson & Johnson, P.C.
CONSULTING ENGINEERS
1925 North Lynn Street
Arlington, VA 22209
(703) 841-0500
Member AFCCE

DAVID STEEL & ASSOCIATES Inc
DAVID STEEL, Sr., P.E.
P.O. BOX 230
QUEENSTOWN, MARYLAND 21658
(301) 827-8725
Member AFCCE

ANDRUS & ASSOCIATES, Inc.
ALVIN H. ANDRUS, P.E.
351 SCOTT DRIVE
SILVER SPRING, MARYLAND 20904
(301) 384-5374
Member AFCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCCE

JOHN B. HEFFELFINGER
9233 Ward Parkway, Suite 285
816-444-7010
Kansas City, Missouri 64114

JULES COHEN & ASSOCIATES P.C.
Suite 400
1730 M St. N.W.
Washington D.C. 20036
(202) 659-3707
Member AFCCE

CARL E. SMITH
CONSULTING ENGINEERS
AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services
8500 Snowville Road
Cleveland, Ohio 44141
216/526-9040

VIR JAMES
CONSULTING ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
3137 W. Kentucky Ave. - 80219
(303) 937-1900
DENVER, COLORADO
Member AFCCE & NAB

E. Harold Munn, Jr., & Associates, Inc.
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

ROSNER TELEVISION SYSTEMS
CONSULTING & ENGINEERING
250 West 57 Street
New York, N.Y. 10107
(212) 246-2850

JOHN H. MULLANEY
Consulting Radio Engineers, Inc.
9616 Pinkney Court
Potomac, Maryland 20854
301-299-3900
Member AFCCE

HATFIELD & DAWSON
Consulting Engineers
Broadcast and Communications
4226 6th Ave., N.W.,
Seattle, Washington, 98107
(206) 783-9151
Member AFCCE

MIDWEST ENGINEERING ASSOCIATES
Consulting Engineers
150 Wesley Rd
Creve Coeur, IL 61611
(309) 698-3 60
FW. HANDEL RE.
Member AFCCE

MATTHEW J. VLISSIDES, P.E.
STRUCTURAL CONSULTANT
TOWERS, ANTENNAS, STRUCTURES
Studies, Analysis, Design Modifications,
Inspections, Supervision of Erection
6867 Elm St., McLean, VA 22101
Tel (703) 356-9765
Member AFCCE

C. P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS
P. O. BOX 18312
DALLAS, TEXAS 75218
Computer Aided, Design & Allocation Studies
Field Engineering
(214) 869-0294
Member AFCCE

RADIO ENGINEERING CO
CONSULTANTS
NORWOOD J. PATTERSON
1900 VIEW DRIVE
SANTA YNEZ, CA 93460
(805) 688-2333
Serving Broadcasters over 35 years

JOHN F.X. BROWNE & ASSOCIATES, INC.
CONSULTING ENGINEERS
525 Woodward Avenue
Bloomfield Hills, MI 48013
Tel (313) 642-0226
Member AFCCE

D.C. WILLIAMS & ASSOCIATES, INC.
Consulting Engineers
AM-FM-TV-LPTV-CATV
POST OFFICE BOX 700
FOLSOM, CALIFORNIA 95630
(916) 933-5000

R.L. HOOVER
Consulting Telecommunications Engineer
11704 Seven Locks Road
Potomac, Maryland 20854
301-983-0054
Member AFCCE

SADACCA, STANLEY & ASSOCIATES
AM FM TV
PO Drawer LT.
Crestline CA 92325
(714) 948-2711

SHERMAN & BEVERAGE ASSOCIATES, INC.
Broadcast/Communications Consultants
Box 181, R.C. #2
Medford, N.J. 08055
(609) 983-7070

LAWRENCE L. MORTON, E.E. AND ASSOCIATES
Consulting Telecommunications Engineers
AM, FM, TV, LPTV, CATV, MDS, STL,
Cellular, Field Engineering, Computerized
Channel Searches
21671 SUPERIOR LANE
LAKE FOREST, CALIFORNIA 92630
(714) 859-6015

RALPH E. EVANS ASSOCS.
Consulting Telecommunications Engineers
AM-FM-TV-CATV-ITFS
216 N. Green Bay Rd.
THIENSVILLE, WISCONSIN 53092
Phone: (414) 242-6000
Member AFCCE

McCLANATHAN & ASSOC., INC.
Consulting Engineers
APPLICATIONS & FIELD ENGINEERING
RADIO - TELEVISION
PO Box 750
PORTLAND, OREGON 97207
Member AFCCE TWX 910-464-6112
Phone (503) 246-8080

EDM & ASSOCIATES, INC.
B/cast - AM-FM-TV LPTV ITFS-Translator
Frequency Searches & Rule Makings
C/Carrier - Cellular, Satellites
MDS, P/P Microwave
FCC 1st Class & PE licensed staff
1444 Rhode Island Ave NW Suite 1018
Washington, D.C. 20005 Phone (202) 234 4150

LECHMAN, COLLIGAN, & JOHNSON
Telecommunications Consultants
Applications - Field Engineering
2033 M Street, N.W. Suite 702
Washington, D.C. 20036
(202) 775-0057

State Telecasting Inc. from The State Record Co. (100% before; none after) to Media General Telecommunications Inc. (none before; 100 after). Consideration: \$8 million. Principals: Seller also owns KCBD-TV Lubbock, Tex., and KSWB-TV Roswell, N.M. Ben Morris is chairman and W. Frank Harden is president. Buyer is publicly traded Richmond, Va.-based newspaper publisher. It was granted FCC approval to buy WJKS-TV Jacksonville, Fla., for \$18 million and sell WFLA-TV Tampa and cable system serving Fredericksburg, Va., and won franchise for Fairfax county, Va., last July (BROADCASTING, Aug. 2, 1982). BTCCT-821108FU. Action Nov. 8, 1982.

■ KMAC(AM) San Antonio, Tex. (630 khz., 5 kw-U)—Granted assignment of license from KISS Broadcasting Inc. to Salem Media of Texas Inc. for \$1 million. Seller is subsidiary of Capitol Broadcasting Inc., Raleigh, N.C.-based group owner of four AM's, five FM's and one TV principally owned by James F. Goodmon and brother, Ray H. Goodmon, and estate of A.J. Fletcher. Its most recent acquisition was WDRV(AM)-WLTV(FM) Statesville, N.C. for \$1.75 million (BROADCASTING, June 28, 1982). Capitol Broadcasting bought KMAC(AM) along with co-located FM in 1980 for \$4.65 million (BROADCASTING, Nov. 10, 1980). Buyer: Stuart W. Epperson and Edward G. Astinger III (50% each), who own KMFM(AM) San Antonio; WEZE(AM) Boston; WNYM(AM) New York and WRFD(AM) Worthington, Ohio. They sold KUKA(AM) San Antonio (see below). Last year they bought KUKA for \$850,000. Epperson also owns KAKC(AM)-KCFO(FM) Tulsa, Okla., and WKBA(AM) Vinton, Va. Atsinger in addition owns KAAR(FM) Oxnard, KTED(FM) Fowler, 25% of KGBA(FM) Holtville and 20% of KGTF(FM) Carpinteria, all California. (BAL-820706GE). Action Dec. 26, 1982.

■ KUKA(AM) San Antonio, Tex. (1260 khz., 1 kw-U)—Seeks assignment of license from Por Favor Inc. to Texas Lotus Corp. for \$875,000. Seller is owned by Stuart W. Epperson and brother-in-law, Edward G. Astinger, who bought KUKA last year for \$850,000 (BROADCASTING, Aug. 17, 1981) and are selling it to permit their acquisition of co-located KMAC(AM) for \$1 million from Capitol Broadcasting (see above). Epperson and Astinger own WEZE(AM) Boston, WNYM(AM) New York and WRFD(AM) Worthington, Ohio. Epperson also owns KAKC(AM)-KCFO(FM) Tulsa, Okla., and WKBA(AM) Vinton, Va. Atsinger owns KDAR(FM) Oxnard, 25% of KGBA(FM) Holtville, and 20% of KGTF(FM) Carpinteria, all California. He also sold, subject to FCC approval, KTED(FM) Fowler, Calif., for \$700,000 (BROADCASTING, Aug. 9, 1982). Buyer is subsidiary of Lotus Communications Corp., Las Vegas-based group owner of six AM's and five FM's whose last acquisition was WDON(AM) Wheaton, Md., for \$700,000 (BROADCASTING, Oct. 19, 1981). Howard Kalmenson is president. (BAL-820804GG). Action Dec. 29, 1982.

■ KMO(AM) Tacoma, Wash., (1360 khz., 5 kw-U)—Granted assignment of license from KMO Inc. to Starbrite Corp. for \$2 million. Seller: James L. Baine (100%), who has no other broadcast interests. Buyer: James C. Nelly (100%), who is former owner of KUJ(AM) Walla Walla, Wash., which he sold two years ago for \$1.7 million (BROADCASTING, Dec. 15, 1980). (BAL-821008EU). Action Jan. 5,

WJTY Joy Public Broadcasting Corp., Lancaster, Wis.
New TV's
WLCT CTV of Connecticut Inc., New London, Conn.
WPAN Fort Walton Beach Broadcasting Corp., Fort Walton Beach, Fla.
KCHF Son Broadcasting Inc., Santa Fe, N.M.
WSJU Three Star Telecast Inc., San Juan, P.R.

Existing AM's
KBOX KIEL Jacksonville, Ark.
KKAP KMFC Aptos-Capitola, Calif.
WYAT WNNR New Orleans
KMAP KDAN South St. Paul
KLCO KBHM Branson, Mo.
WWCN WOKO Albany, N.Y.
WWMG WBIC New Bern, N.C.
WSMR WSHB Bæford, N.C.
KLUP KTEW Poteau, Okla.
KVAR KUKA San Antonio, Tex.
KIWI KCPX Salt Lake City
KPMA KTNT Tacoma, Wash.
WMKE WBCS Milwaukee
WTOQ WSWW Platteville, Wis.

Existing FM's
WZEW WHSP Fairhope, Ala.
KCMG KBCN Anchorage, Alaska
KFPW-FM KXXI Fort Smith, Ark.
KCAQ KACY-FM Oxnard, Calif.
KWDJ KHNH Riverside, Calif.
WWLT WWID Gainesville, Ga.
WJYF WWCG La Grange, Ga.
WGAQ WIFN Franklin, Ind.
WWCQ WMDH New Castle, Ind.
WCLZ WKXA-FM Brunswick, Me.
WYKX WFNN Escanaba, Mich.
KRZK KIRK-FM Branson, Mo.
WLQE WGRF Pleasantville, N.J.
WZFM WRNW Briarcliff Manor, N.Y.
WKJJ WBEX-FM Chillicothe, Ohio
KQBC KOKL-FM Okmulgee, Okla.
KXXI KLUP Poteau, Okla.
KMML KYTX-FM Amarillo, Tex.
KIOF KCOT Lamesa, Tex.
KKBQ-FM KYND Pasadena, Tex.
KGKL-FM KSJT San Angelo, Tex.
KZUN KTMP Spanish Fork, Utah
WFTF-FM WIXV Front Royal, Va.
WMGF WFMR Milwaukee
WKPL WSWW-FM Platteville, Wis.

Existing TV
KHBS KFPW-TV Fort Smith, Ark.

Grants

Call	Assigned to
WYNI	Hub-City Broadcasting, Monroeville, Ala.
KGLR	Doylan Forney, Tucson, Ariz.
KGDP	Radio Representatives Inc., Santa Ynez, Calif.

Call	Assigned to
KXCI	Foundation for Creative Broadcasting Inc., Tucson, Ariz.
KLOZ	KDRS Inc., Paragould, Ark.
WBOD	Metrocom Communications Inc., Canton, Ill.
WGGI	Gateway Radio Works Inc., Owingsville, Ky.
KDIE	Joyce L. Hagen, Crookston, Minn.
KLQP	Lac Qui Parle Broadcasting Inc., Madison, Minn.
KCIE	Rethek Inc., Fairbury, Neb.
KKBI	Harold E. Cochran, Broken Bow, Okla.
KDAA	Big Chief Broadcasting, Woodward, Okla.
KJUN-FM	The Best Broadcasting Inc., Farwell, Tex.
KVEZ	M&M Broadcasting Inc., Smithfield, Utah
KZMQ	KMMZ Radio Limited Partnership, Greybull, Wyo.
WVUV-FM	Radio Samoa Ltd., Leone, American Samoa

Call	Assigned to
KATN	The Alaska 13 Corp., Fairbanks, Alaska
WFDG	Metrovision Inc., New Bedford, Mass.
KXLT	L.E.O. Broadcasting Inc., Rochester, Minn.
KONY	Olmstead Enterprises Inc., Thief River Falls, Minn.
KDCQ	O.L. Turner, Sikeston, Mo.
WIUW	High Point Community Television Inc., High Point, N.C.
WKCH-TV	Knoxville Family Television Inc., Knoxville, Tenn.
WFFZ	Channel 39 of Murfreesboro Inc., Murfreesboro, Tenn.

Call	Assigned to
WOOJ	WSWF Lehigh Acres, Fla.
WRBQ	WNSI St. Petersburg, Fla.
WWJZ	WTRR Sanford, Fla.
WQCN	WQOT Savannah, Ga.
KZHI	KIOE Honolulu
KLEO	KWKN Wichita, Kan.
WYST	WSD Baltimore
WVLE	WAVN Stillwater, Neb.
KOOQ	KAHL North Platte, Neb.
WRNC	WKXQ Reidsville, N.C.
WMGZ	WGBU Farrell, Pa.
WGFV	WGEF Moravia, N.Y.
WGSN	WSWM North Myrtle Beach, S.C.
WHBT	WDHB Harriman, Tenn.

Call letters

Applications

Call	Sought by
New AM	
KADR	Clayton County Broadcasting, Elkader, Iowa
New FM's	
WJRO	Jim Johnson Enterprises Inc., Williston, Fla.
WLVO	Mary Ellen Burns, Mt. Zion, Ill.
WDCL	Western Kentucky University, Somerset, Ky.
KKBJ-FM	Bemidji Radio Inc., Bemidji, Minn.
KDNW	Northwestern College Radio Foundation, Duluth, Minn.
WLUN	Community Broadcasting Inc., Lumberton, Miss.
WJYY	Rumford Communications Inc., Concord, N.H.
WSID	Broadcast Facilities Co., Sidney, N.Y.
WXDU	Duke University, Durham, N.C.
KITX	DLB Broadcasting Corp., Hugo, Okla.
WBHA	Louis G. Gregory Baha'i Institute, Hemingway, S.C.
KLMB	Educational Radio Foundation of East Texas Inc., Tyler, Tex.
WDNE-FM	Marja Broadcasting Corp., Elkins, W. Va.

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	4,821
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

WIKS, Indianapolis, seeks experienced, responsible, promotional minded program director. Send tape, resume and references to: General Manager, WIKS-FM, 1800 N. Meridian Street, Indianapolis, IN 46202. EOE, M/F.

Radio Group looking for General Manager. East Coast major market. Must have sales background and bottom line-oriented. Please send resume to Box M-110.

Marketing director—promotions. Top radio station in Rockville, MD, looking for experienced promotions marketing person. Responsible for all phases of station's promotions & marketing. Resume/references to Box 70067, Washington DC 20088. EOE.

We are growing again and are in need of talented people to fill sales management positions in New England. We're looking for highly motivated individuals. Working knowledge of Greenwood Development's sales performance system preferred. Send salary requirements and resume to Porter Broadcasting Services, Inc., PO Box 329, Bath, ME 04530. Attn: Bruce Biette. EOE.

General managers or sales managers. We're looking for regional consulting managers who can recruit and direct 2 or 3 salesmen. You will be an independent contractor managing a unique sales-consultant business for radio stations. Six figure potential. You must be financially independent, willing to travel, and a hard-working, honest professional. Send resume and a letter telling us why you desire this opportunity. Write Box M-133.

General sales manager to manage sales effort for AM country/FM rock station combo owned by Capitol Broadcasting Company. Successful sales management record with emphasis on training. Resumes to VP/GM Greg Pearson, WVRN/WRXL, PO. Box 9608, Richmond, VA 23228.

General manager - south Texas. Outstanding full-time facilities in strong growth area. Must be experienced and profit-oriented. Excellent incentive plan. Submit complete employment history. Indicate format experience. No employer contacted without your approval and after interview. EOE. Box M-142.

General Manager. Top-rated Washington state AM/FM stations, which are part of a multiple group, seek an individual experienced in radio and sales, with effective management and communication abilities. Position offers excellent growth potential. Annual sales in excess of one million is realistic. Salary and bonus. Send resume to Paul F. Bomrad & Associates, Ltd., 150 North Wacker Drive, Suite 2650, Chicago, IL 60606.

HELP WANTED SALES

Arizona based group is looking for aggressive sales person with proven track record and management aspirations. Training by nationally known sales consultant. Very progressive AM/FM combo. Salary open. Send resume to KAAA/KZZZ, Box 3939, Kingman, AZ 86402, or call 602-753-2537 for interview.

Are you a barracuda? I need two more. I run an aggressive, successful class B FM that likes to eat newspaper competition. If you think you can cut it, send your resume and last 2 years billing history to Judith Poulin, WECS, 221 Washington St., Claremont, NH 03743 EOE.

Southwest Florida's fastest growing radio station seeks dynamic individual with proven sales background. Write first/then call. WCAI, PO. Box 06199, Ft. Myers, FL 33906; 813-334-1350. Carl Rubin.

Are you a self-starter? Have skills in sales and production? Right now we have an opening for the right person in sales. If you're looking for a change and have experience, write to PC Box 1176, Los Alamos, NM 87544.

East central Ohio radio station wants person to sell radio with ideas. Your rewards will match your creativity and efforts. Is this your career objective? Call us Monday through Friday Between 2 and 5 EST, 216-343-7755. EOE.

Syndication. Southern California syndicator seeks aggressive individual to head up cash and barter marketing and sales. Responsible for station and advertiser sales. Send resume and salary requirements to Box M-109.

Account Executive. Radio sales. Charlotte market. Aggressive, self-motivated. Salary & commission. 100,000 watt FM with impressive numbers. Send resume to R. Hinshaw, WROQ, 400 Radio Road, Charlotte, NC 28216. EOE.

Major midtown Manhattan FM radio station expanding co-op department. Seeks entry level sales assistant/account executive with excellent verbal and written communications skills: typing, filing, telephone and personal contacting are required. Broadcast sales experience helpful. Contact: Sales Manager: 212-752-3322. Equal opportunity employer.

Sales Manager. Small market AM near Boston has fallen on hard times. New owners and you will change that fast. Substantial experience in small market radio sales required. Good compensation for hard work. Write in confidence to Budd Whitebook, 249 West Newton Street, Boston, MA 02116. EOE.

Sales-news person to manage branch studio. Midwest. Base plus commission. Earn in excess of \$15,000 in 1983. Write Box M-127.

General Sales Manager at Capital Cities Communications Atlanta station, WKHX-FM. Two to three years local sales management experience preferred. Great opportunity. Send resumes to Mr. Norman Schruft, General Manager, WKHX Radio, 360 Interstate North, Suite 101, Atlanta, GA 30339. EOE.

Sales Manager. Must have five years' local selling experience, minimum two years supervising others. Top station, top company, top market. Mail resume to: Business Manager, KMPS-AM/FM, Box 24888, Seattle, WA 98101. EOE, M/F.

HELP WANTED ANNOUNCERS

Great personality slot! PM Drive, Northeast market leader. Team player who keeps in touch and communicates with relevance. Send written production skills, resume, salary requirements. An Equal opportunity employer. Write Box M-89.

Announcer/news person/program director. Beautiful music station in New York metro area. Experienced only need apply. Tape, resume, salary requirements: WHTG-AM-FM, 1129 Hope Road, Asbury Park, NJ 07712. Attn: F. Gade. EOE.

We need you in the Florida panhandle! If you can take over the position of top banana on our two man morning show, then we have a place for you now. We are looking for a showman with a unique style and imagination. If you can fill the bill, we can fill your pockets. Salary open. Contact us now. Send a resume to Box M-100.

Making less than \$200 per week, but worth more? Send tape to: Roger Utneher, WRLO, Box 509, Antigo, WI 54409. 100 KW FM in northern Wisconsin. Experience, strong production and community involvement for good benefits and salary growth.

Telephone talk. Major market station wants personality with provocative, humorous, imaginative telephone finesse. Send resume. EOE. Write Box M-76.

The talk of our town! Market leader, Northeastern personality-information station adding an involved, interesting, team player for telephone talk. Good sense of production. Please send resume, salary requirement, and written description of how you organize your homework. An Equal opportunity employer. Write Box M-82.

No. 1 station in growing Texas market looking for experienced announcers for new FM. Send tape and resume to: Dan Gresham, PD, KTBB Radio, PO. Box 7935, Tyler, TX 75702. EOE, M/F.

Bi-lingual air personality wanted for Southeast major market AM-FM combo. Experienced talent send resume and salary requirements only to Box M-111.

HELP WANTED TECHNICAL

Chief Engineer. AM/FM combination in central Florida. FM is maximum power, automated. AM is full time DA-N. EOE. Reply to Box K-82.

Are you looking for a good situation working with good people? KMAX is a 3,000 watt FM station with a 2,000 foot antenna located in Pasadena, CA. Looking for experienced RF/maintenance, audio and transmitter person who takes pride in their work. We are an EOE employer. Call or send resume to Darby Cunningham, VP/GM, KMAX, 3844 E. Foothill Blvd., Pasadena, CA. 91107. 213-681-2486.

HELP WANTED NEWS

Top radio writers - major network seeking the best news writers in radio. If you can tell the story conversationally for others to read on the air, send us a resume, writing sample and an aircheck cassette - if you're on the air. No beginners. Looking for polished writers who can write factually but with a flair. Openings in Washington and New York. Women and minorities encouraged to respond. Radio Network, 350 Fifth Avenue, New York, NY 10001, Suite 3308.

Reporter/Producer needed to help cover Alaska's largest city. Seeking individual with good production skills and on-air delivery, radio news experience, and desire to do feature oriented public radio style journalism. Salary: \$16,000 to \$18,000. DOE. Begins: April 1, 1983. Deadline for applying: Feb. 7, 1983. Send resume, tape & references to: Search Committee, KSKA, 4101 University Drive, Anchorage, AK 99508. KSKA is an equal opportunity employer.

Morning anchor for Denver NPR station. Minimum 2-3 years' experience. Broad liberal arts background desirable. Interviewing/production skills necessary. Tape, resume, and letter to: Kimberly Taylor, KCFR, 2056 South York Street, Denver, CO 80208. AA/EOE/FMH.

Experienced, aggressive news reporter-anchor. NY metro area AM-FM stations with strong emphasis on local news. Tape & resume to: Scott Witt, ND, WHUD, PO Box 188, Peekskill, NY 10566. EOE.

KEZY, Anaheim, is conducting an all-out search for the best newspeople in America. The search is currently underway. If you are hidden, don't let us miss you. Call immediately: 714 776-1191, ask for Dave Forman, Vice President of Programming.

News Director. Small market station with medium market pay in Illinois is looking for a News Director. Good opportunity for broadcaster with 3-5 years' experience in news to step up. Position requires gathering, writing and reporting of local news, plus ability to write and produce news features of local interest. Write Box M-121.

Broadcaster with news experience and journalism training, for fulltime AM. Promotion opportunity. Good compensation and benefit plan. Send resume and tape to Jimmy Young, KPET, Box 1188, Lamesa, TX 79331. EOE/M-F.

Experienced reporter/broadcaster to gather, write, air local news for southeast NY station emphasizing local news. County coverage. EOE. Write Box M-134.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Music librarian - experienced and reliable, to tend wide spectrum music/tape library (emphasis on rock) and assist in cutting news wires. Good salary and benefits. 212-397-5309.

HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

Program Director. Small-market AM near Boston needs experienced PD to make it a real MOR radio station. Management and air work required. Start very soon. Send letter, including salary requirements, resume, tape, and references to The Radio Company, Box 1279, Back Bay Annex, Boston, MA 02117. EOE.

SITUATIONS WANTED MANAGEMENT

General Manager: solid professional with 18 years as achiever with logistical know-how. Specializing in heavy sales, programming, leadership and organizational skills. Take-charge individual w/ strategies for developing maximum profits. Managed AM/FM. all mkts. Excellent credentials. Write Box M-12.

One/two punch. Hard working creative husband and wife looking for solid growth opportunity as GM/Sales Mgr. team. Strong backgrounds in sales, programing, production, research, budgets, and people development. Perfect combo for takeover or turnaround. Write Box M-49.

I need a job. (stations sold). Multiple station management experience with strong sales and programming background. Let me put profits in your station in the 80's. Rich Dixon, 1225 Elberta Drive, Hanford, CA 93230.

Are you looking for someone that understands computer software and also understands break-even, R.O.I. and I.R.R. as related to broadcasting? Well, I do! I offer 12 years' experience from staff announcer to GM. I also offer a B.B.A. degree in marketing and minor in computer science. I desire a position in mid to upper management, depending on situation. Location: West or Pacific Northwest. Salary: Open above \$22.5K. Available: Feb. 1, '83. Contact: G.L. Howell, 55 Creighton, Pocatello ID, 83201. 208-232-6341.

General Manager. Sales up 35%. No. 1 FM. No. 1 AM. Ready for a big 1983? Turnaround or turn-key. Write Box M-108.

Husband and wife team: for morning fun and profit. Ownership, management, sales, programing, book-keeping experience. Mid-Atlantic preferred. Sm to med market. Write Box M-115.

Attention station owners/group owners. General Manager with 20 years of successful management all markets. Looking for an opportunity and challenge. Expertise includes: leadership, motivation, programing. High achiever of goals and profit-oriented. Strong sales development ability. Excellent credentials. Write Box M-124.

Sales Manager seeks first general manager's position. 20 years in sales; retail, radio, direct and announcer-first phone. Will make your AM station profitable. Small, medium market experience. Write Box M-138.

Six years' programing experience, just under two years sales experience, looking for entry to management or situation in programing or sales with serious potential for management. Reply Box M-149.

SITUATIONS WANTED ANNOUNCERS

Country boy wants to come home! Trained, mature announcer seeks small market station. Michael, 212-287-5210.

Excellent knowledge of music. Willing to relocate anywhere for entry-level position. Great at any format. Call Randy, 201-863-0917.

Ambitious announcer, 1½ years' experience, four year degree, looking for sports and/or DJ position, small to medium market. Midwest area. Write Box M-74.

Personality country DJ, gospel & some MOR. 37 yrs' experience, 24 last station. Best recommendations. Desires early morning or any time slot. Bill Buchanan, 1506 Bragg St. Sanford, NC 27330, or call 919-776-5239, collect.

Looking for best new evening announcer? I'm your man. Looking for best career opportunity and decent salary. Ohio, adjoining state. Doug Hendricks, 419-387-7761.

I increased income and ratings 30 and 21 percent respectively my first year, 1982, in top 100 market. New owners said, "Not good enough to keep him." What do you think? Send particulars, compensation package and buy-in possibilities to S. Boltz, RR1, Box 101D, Coal Valley, IL 61240.

Warm, layback sound, intelligent, resonant, smooth delivery. A friendly voice with a personalized performance. Call after 7:00 PM, 201-433-5458, Ken Miller.

B.A. Communications, 3 years' experience. Good delivery, production, some sales. Prefer medium market. Rick, 513-661-2419.

Professional sound & attitude. Eager, quick learner. Anywhere. Ted Robinson, 535 W. Manor Circle, Bayside, WI 53217. 414-352-7314.

Experienced announcer with 1st phone. Production, copywriting skills. Write Box M-129.

Talk Show Host from Pittsburgh market is looking. I am the best. 412-321-5071.

Ambitious, versatile communicator with medium market management experience. Seeks serious involvement with growing broadcast group. Let's talk now! Mike, 609-397-3283 or 609-397-0202.

Talented young sportscaster with 5 years' commercial experience seeks move to medium-major market. Available in 2 weeks. Joe, 503-884-5569.

12 yr. pro with heavy voice. Exp. in country, AC and oldies formats. Also, creative copy and production. six years as PD, 5 yrs. as MD, 2 yrs. news anchor. College BKB-PBP. Call or write for tape, res. and ref. Luther Lynn Hensley, Rt. 4, Jicarilla Camp, Cuba, NM 87013. 505-568-4368.

Communicator with 17 years' experience looking for future as well as job, any format. Play-by-play, interviews, personality. Will relocate. Call Frank, 214-965-4804.

Starving DJ getting fat as fast food manager. Reads, writes news. Please help. Dwayne, 516-643-2259; 6 Howard St., Wheatley Hgts., NY 11798.

Experienced morning man/strong production, some programing. Happy where I am, but curious. Anything happening? Let's talk. 814-368-3240, Mike.

DJ in San Francisco top 40 wants work on West Coast. Nights Lee 415-221-0631.

Announcer-Musician/engineer-audiophile, MOYL format-big bands connoisseur. Hire my assuring, pleasant voice, selections, record collection, ear, sax, ticket, electronics lab. 305-971-9679.

Announcer/sportscaster. Six years' experience, know rock format. Southern Rockies, West Coast respond 303-651-3079.

If you are seeking a successful and experienced drivetime personality; currently employed by one of the industry's A/C ratings leaders. If your station is in a top 50 market; committed to audio excellence and looking for long rather than short term results. If you are promotion-oriented and compliment your music programing with a first class news department. If your company offers advancement opportunities and an attractive salary/benefits package. I'd like to hear from you. Write Box M-130.

9 years' experience, dependable, excellent references. Call or write Mike, 373 Williams, Daytona, FL 32018. 904-255-6950.

Give a beginner a home. I'm bright, personable and know my craft. College experience, RRT, contemporary/ruck formats, news, strong production. Michael, 212-543-9428, evenings. Will relocate!

SITUATIONS WANTED TECHNICAL

Connecticut chief, 23 years' radio experience. Relocate anywhere for solid position, immediate or future. Reliable! Write Box M-83.

Currently employed chief engineer, medium market AM-FM, looking to settle down in people-oriented organization. Self-starter with management skills, allied fields also considered. Write Box M-126.

Engineering services available in exchange for transportation, lodging and negotiable compensation. Permanent position offers will be considered. Write Box M-141.

SITUATIONS WANTED NEWS

Your ticket to Teamlend: Vibrant, spicy, warm, motivated AC/AOR/newstalk female personality; skillful writer, terrific pipes, features and interviews my speciality. Team me with a hot jock or co-anchor for your Spring book. Heavy experience. top references. 813-686-4081.

News Director—radio only! Sixteen years in broadcast news and business management. Creative, innovative, perceptive, excellent story developer, good delivery. A motivator, professional, good attitude. Vance Coleman, 819 Arrowhead Ln, NE, Cedar Rapids, IA 52402. 319-393-9021.

Small markets news/sportscaster seeks first pro break. Experienced reporter, real go-getter. Larry, 313-732-1262.

Female journalism graduate seeks news announcing position in East, West or Midwest. Five years' actual experience in medium markets. Call Terri, 701-282-3284, anytime. Available immediately.

Experienced female looking to move up. Prefer NYS or Northeast. BS Journalism. For writing samples, resume, tape, call 814-368-7945, after noon.

I need a better deal! Currently working small market. Good news, sports person. Knowledgeable. Strong reporting, writing. B.A. Journalism, Communications. Hard worker, neat appearance. Call Sean, 412-222-7870.

Hard work—never killed anyone, but I'm dying trying to find a job! 3 year news pro—prefer Sunbelt. Save a life! Call Karl, 304-599-3083.

News Director—experienced newsman in major market looking for challenge. C. Hickman, 9501 E. 89th St., Kansas City, MO 64138.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

4 years at WCCO-FM. Format change, I'm out. Seeking PD adult or country. Exceptional references. Let's talk confidentially. 612-379-0382 evenings.

Six years' programing experience, just under two years sales experience, looking for entry to management or situation in programing or sales with serious potential for management. Reply Box M-150.

TELEVISION

HELP WANTED MANAGEMENT

Sales manager—strong ABC VHF in beautiful coastal SE city. Candidates should have station experience in all areas of TV sales. Previous management experience beneficial, but not mandatory. Excellent salary and benefits with great company. Send references and track record. All responses guaranteed strictly confidential. EOE. Write Box M-96.

Station Manager for western slope television station in Colorado. Must have sales ability, strong leadership ability, management experience, and be a positive and enthusiastic community-minded individual. EEO employer. Send resume to: Neil O. Klocksiem, P.O. Box 1457, Colorado Springs, CO 80901-1457.

Business Manager needed for network affiliate in attractive university community. Accounting degree from college or vocational school required. Broadcasting experience and knowledge of computerized systems helpful. Send resume and salary history/requirements to General Manager, WMTV, 615 Forward Drive, Madison, WI 53711. EOE.

TV Traffic Supervisor. WNYC-TV, New York, is looking for an experienced traffic supervisor. Responsible for program logs, satellite feeds, tape library and supervision of three employees. Salary \$17,500+, depending on experience. Submit resume to: Personnel Dept, WNYC Foundation, One Centre Street, New York, NY 10007. Equal opportunity employer.

HELP WANTED MANAGEMENT CONTINUED

General Manager. Group-owned UHF NBC affiliate, NW Arkansas. Demonstrated success in sales, budgeting, programing, personnel management. Resume: Box 1867, Ft. Smith, AR 72902.

HELP WANTED SALES

Aggressive, energetic sales Manager with ability to recruit and train staff for growing Texas VHF market. EOE. Box M-42.

General sales manager—medium market group owned network V is losing excellent sales manager to major market. Are you his replacement? Good salary and benefits. Excellent opportunity for future growth. Send complete resume and salary history to Box M-98. An equal opportunity employer.

Marketing syndication specialist for our rock video program in Denver. We have the highest prime time ratings, for a series, in the history of the 2nd public station, KBDI. We're ready to go national & develop the program. We're looking for the right marketing/syndication/production arrangement. Contact Waveform Productions, 4136 Irving St., Denver, CO 80211.

HELP WANTED TECHNICAL

Engineer Technician with 5 years' experience in maintaining television equipment. General Telephone required. Contact Chief Engineer, KPVI-TV, Pocatello, ID 83201; 208-233-6667.

Transmitter Maintenance—Boston. Minimum 2 years' experience with UHF transmitters. Contact Vic Turner, 3722 East Chipman Road, Phoenix, AZ 85040. 602-243-4151.

Top dollar for the right person. We're a major market, state-of-the-art TV production facility with CMX, Chyron IV, Grass Valley, DVE, Quantel, Ikegami cameras, Sony 1", RCA TR600's and BVU-800's. We need a very experienced engineer strong on maintenance and some operation. We're good, we're growing and we're going to make the right person a very attractive proposal. Call 215-568-4134, Mr. Schwartz.

Southern California. Christian satellite and broadcast network has openings for master control engineers. Minimum two years' experience required. Send resume to Ben Miller, Director of Engineering, Trinity Broadcasting Network, P.O. Box A, Santa Ana, CA 92711. An equal opportunity employer.

Chief engineer/transmitter maintenance—Phoenix. Minimum 2 years' experience in TV with UHF transmitters. Ability to maintain state-of-the-art equipment. Send resume to Don Thomas, KNXV-TV, 3722 East Chipman Road, Phoenix, AZ 85040. 602-243-4151.

Come work in beautiful northeastern Vermont! Lyndon State College is seeking a competent, versatile video engineer/technician with maintenance and repair experience. Position also includes some teaching responsibility for additional compensation. This is a challenging position requiring skill and ingenuity. Lyndon State College Cable Channel 2 is the only local TV facility in the area. Specific qualifications include a B.S. in electronic engineering or media, required; Master's preferred. FCC 1st Class License or equivalent required, with three years of working in repair situation of broadcast equipment. College-level teaching experience preferred. If you like skiing, hunting, fishing, beautiful scenery, working in a college environment, and have experience with 3/4 inch studio and field hardware, please send letter of interest, resume, and references to: Ray C. Dethy, Dean of Academic Affairs, Lyndon State College, Lyndonville, VT 05851. If you wish additional information or the full position description, please call 802-626-9371, ext. 107, or write.

Sunbelt stations need TV chief engineer & assistant chief. Send complete resume, references, and salary history. Salary: DOE. EOE. Consultant, Box 100, Gardendale, TX 79758.

Television studio maintenance engineer. Require technical school graduate. Experienced in ENG and 3/4 inch editing systems. Send resume to Chief Engineer, WKRC-TV, 1936 Highland Avenue, Cincinnati, OH 45219.

Transmitter supervisor. Immediate openings. Strong RF background. Ability to work unsupervised. UHF experience preferred. Openings at two locations: KTXA-TV 21, Arlington, Texas; and KTXH-TV 20, Houston, Texas. Salary commensurate with experience. Send resume to Ed Reid, Director of Engineering, KTXA-TV 21, 1712 E. Randol Mill Rd., Arlington, TX 76011. An equal opportunity employer.

Sunbelt network affiliate working toward full state-of-the-art efficiency is looking for broadcast technicians with operational and maintenance experience for its expanding technical department. Multi-studio locations in fast growing resort market provide professional challenge and desirable lifestyle. If you're ready to grow with us in exciting surroundings, send written information on your skills to Box M-122.

Maintenance Technician with experience in Ampex Quad and 1" helical, Sony 3/4", TBC's and other related broadcast equipment, such as GVG 1600 A/V Switcher with automation, GVG router, etc. AAS degree preferred, FCC license required, two years broadcast maintenance experience. Minimum salary: \$18,900, commensurate with experience. Send resume and letter of interest to: PBS, Attn: Sheila Overton, 475 L'Enfant Plaza, SW, Washington, DC 20024.

Engineer/technician with experience in studio maintenance. RCA quad; Ampex 1", Sony, JVC, Panasonic 3/4", and TBC's. Salary: DOE. To work in Alaska's largest city, contact Ron Moore, KTVA-TV, 1007 W. 32nd Ave., Anchorage, AK 99503. 907-272-3456. An EEO employer.

Television maintenance engineer for high powered, high frequency independent UHF in Midwest. Excellent salary and benefits package. Small staff. Experience with Harris TV-110 transmitter and ATC subscription television equipment helpful, but not necessary. Will pay for relocation. Let's talk. Reply Box M-135. EOE, M/F.

Rapidly growing Midwest teleproduction facility has immediate need for chief engineer with background in 1" type C, TK-76, EC-35, Grass Valley, CMX. Send resume with salary history and requirements to P.O. Box 6183, Cincinnati, OH 45206.

Transmitter maintenance supervisor—general FCC license, experience in repairing VHF transmitter, STL and 2-way. Prepare FCC applications and maintain inventory of spare parts for small station in Colorado. Resume, references and salary history to Box M-140.

Chief Engineer, UHF-TV. New England market seeks knowledgeable engineer, strong on maintenance, ready to assume responsibilities of chief. Experience with UHF transmitters essential, plus hands-on skills with studio equipment and ENG. We're looking for a dedicated professional who's ready for responsibility, plus the rare opportunity to join a growing group operation. Reply Box M-144.

Media engineering manager—The University of Michigan is seeking qualified candidates to design systems and to supervise the maintenance of technical equipment for the School of Dentistry telecommunications facility. Must be up to date on TBC, editors, 1" C Format Quad, U-matic and studio and portable color cameras. BS in Engineering or equivalent combination of education and experience. Possession of FCC first class radio-telephone operators license preferred. Please send resume by February 4, 1983, to: Richard Lederer, The University of Michigan, SCIL Personnel Service Center, 1020 Literature, Science and the Arts Building, Ann Arbor, MI 48109. A non-discriminatory, affirmative action employer.

Electronic maintenance technician capable of caring for a wide range of modern equipment in a large network affiliate. Person must have a solid technical background and be heavy on experience in transmission equipment and microwave, quad and helical VTR; audio mixing and recording equipment; digital devices; ENG, etc. FCC general or first phone required. Send resume to Personnel Department, KOMO-TV, 100 Fourth Avenue North, Seattle, WA 98109. EOE.

Digital design/maintenance engineer. Major post production facility, located in Florida, with the latest in digital equipment, has opening for experienced television engineer with heavy digital background for a combination design and maintenance position. Salary open. Contact Michael Orsburn, Director of Engineering, 305-920-0800.

Technician/Engineer, for NYC market with experience in ENG/post production equipment. Familiar with Ikegami 79D, Sony BVU 800, 200, 110, 100, and associated equipment. Well-equipped shop at leading independent TV news company. Travel possible to our offices in Chicago, Dallas, S.F. and Wash., DC. Resume, salary history to VP Engineering, Broadcast News Service Box 2360, NY, NY 10116.

Broadcast technician. Experienced engineer needed for operation and maintenance of television broadcast equipment. Minimum two years advanced technical education or equivalent desired. Resume to Barbara Davis, Personnel Assistant, WDTN TV2, 4595 South Dixie Avenue, Dayton, OH 45439. EOE.

HELP WANTED NEWS

Camera/field producer. Washington news service seeks person to shoot and produce daily news stories for beginning reporters. Start in March. Benefits. Send resumes to Bob Lorentzen Television Production, 1508-82nd St. NW, Bradenton, FL 33529.

Anchor. Southern medium market VHF ABC affiliate seeks M/F anchor for early and late news. Must be mature but energetic. Some special reporting required. Producing experience a plus. Minority applicants encouraged. EOE. \$25-\$30,000. Write Box M-86.

KSTP-AM-FM-TV is looking for a staff meteorologist. Must have a minimum of a BS in meteorology and radio broadcast experience; two to three years' professional forecast experience required as well. Some television experience and an AMS radio seal preferred. Interested applicants should submit a resume to: Dennis Feltgen, Director of Meteorology, KSTP, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer, M/F.

Solid career opportunity for a news professional who has a well-rounded background and who wants to grow into management responsibilities. We want a news director who is organized, aggressive and who knows how to continually refine an already good product. Commercial TV experience required. Send resume to Box M-99. We are an equal opportunity employer, M/F.

Assignment editor with minimum two years' experience, for an aggressive, top-rated, south Florida station. As main architect for each news day, person sought must be a skilled pro with outstanding news judgments, capable of working with a seasoned and professional news team. Excellent writing skills a must. Solid news production techniques and producing knowledge helpful. All replies confidential, and must include a brief, written description of your news philosophy and salary requirements. EEO. Write Box M-90.

Executive producer. Aggressive, creative news leader with strong writing and production skills needed; at least 2 years' experience required. If you are a proven news trend-setter, send resume to Lois Matheson, News Director, KOMO-TV, 100 4th Avenue North, Seattle, WA 98109. EOE.

On behalf of one of our client stations, McHugh and Hoffman, Inc., is searching for a middle-market executive producer, late news producer, male and female anchors and four reporters. Send audition tape and resume to John Bobel, McHugh and Hoffman, Inc., 3970 Chain Bridge Road, Fairfax, VA 22030. EOE, M/F.

Producer/director experienced in news, commercial, public affairs, and promos. Strong in news directing. Minimum 2 years' experience as P/D. Send resume, tape and salary requirements to: Robert S. Stone, Production Manager, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. Equal employment opportunity.

TV news reporter. General assignment, self-starter. Looking for person who can contribute ideas and style to winning news operation. Desirable skills include morning anchor, back-up weather, and shooting video. Tape and resume to Jack Keefe, WIFR-TV, Box 123, Rockford, IL 61105. EOE.

Photographer—Ohio station needs person qualified in ENG videography and editing. Experience a must. Write Box M-118. EOE.

HELP WANTED NEWS CONTINUED

News photographer—we're looking for someone who can tell the story with pictures. No beginners, please. Medium Midwestern market. Send resume/tape to Dick Nelson, Chief Photographer, WQAD-TV, 3003-Park 16th St., Moline, IL 61625. An equal opportunity employer.

Reporter, for aggressive, award winning medium market station in the southeast. We are a top-rated station with a commitment to news. If you are an experienced reporter, a digger whose interest is hard news and who fights for the lead, we would love to hear from you. Write Box M-151. EOE.

Immediate opening for enterprising TV reporter with minimum of 3 years' on-air experience at a local TV station. This is a field reporting position covering political or government stories for a Washington TV news bureau. Background in covering state politics helpful. Must also have live on-camera experience. Send resume and audition tape to Capital Broadcast News, 400 First St. NW, Suite 816, Washington, DC 20001.

Anchor/reporter: strong, experienced anchor position open in aggressive news operation with all the tools. Has potential for advancement in major West Coast market. Wanted for week-end anchoring and daily reporting. Send resume and tape to John Kline, News Director, P.O. Box 2, Portland, OR 97207.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Senior producer for weekly, nationally distributed, magazine format television series related to new technologies. Must have extensive experience in producing fast-paced, interesting television and in translating technical subjects into lay terms. Salary open. Must be willing to relocate in Midwest. Send complete resume, salary history, and cover letter explaining qualifications by February 15, 1983. Write Box M-95.

Videographer/editor for daily live & taped afternoon show. 3-4 yrs' exp. in news & feature story shooting/editing required. Also, must have ENG/microwave brdcst. and producing exp. Submit resume & tape to Robin Sestero, WISH-TV, P.O. Box 7088, Indianapolis, IN 46207.

Director/switcher position available in Huntsville, Alabama. Experience required in directing fast-paced newscasts and switching station breaks. Contact: Lew Koch, Operations Manager, P.O. Box 2555, Huntsville, AL 35801. 205-533-3131. EOE.

Top ten network affiliate seeks creative illustrator/designer, skilled with air brush, to produce broadcast news graphics. Send resume to Box M-143.

PM Magazine videographer. Top-50 market needs PM Magazine videographer to edit, shoot, write and produce for PM Magazine. Prior editing with PM Magazine required. Send resume/demo tape to: Barbara Davis, Personnel Assistant, WDTN TV2, 4595 S. Dixie Avenue, Dayton, OH 45439. EOE.

Promotion Manager. Seeking creative person with knowledge of television business and importance of effective promotion. Minimum two years television promotion experience; must be accomplished in layout and design graphic art, writing and visual concept skills. Salary \$18-25,000. DOE. Submit resume and salary requirements to Box M-112. EOE. M/F.

TV producer: arts magazine pilot program, Jewish emphasis, broad appeal. 5 years' experience studio and ENG. Resume, videocassettes: Program Development, WNYC, 1 Centre Street, New York, NY 10007.

Production Manager. Top 15 market in the Pacific Northwest is seeking a motivated production manager. Major market experience producing local programming desired. Send resume to Kathleen M. Hughes, Personnel Director, King Broadcasting Company, P.O. Box 24525, Seattle, WA 98124. EEO/MFH.

TV Host: magazine show, Jewish emphasis, broad appeal. 3 years' experience on-air, writing, producing, reporting arts, lifestyle segments. Resume, videocassette: Program Development, WNYC, 1 Centre Street, New York, NY 10007. No calls.

Current affairs director. KQED, San Francisco, seeks experienced individual to direct all activities and serve as executive producer for all programs produced by our current affairs dept. Minimum 5 years' exp. in TV news or public affairs production center with previous executive producer exper. in news or documentary program production required. Apply/send resume to Personnel, KQED, 500 Eighth Street, San Francisco, CA 94103. EOE.

Top five market station seeking audio visual/commercial production manager. Production manager capable of creating and producing and directing audio/visual presentations and commercials. Client contact, good conceptualizer and prior experience as writer/producer of commercials, as well as thorough knowledge of and experience using state of the art off-line editing equipment required. Knowledge of and experience with all video, film, sound and music production, resources and transfer techniques are a must. EOE. Resume in confidence to Box M-139.

Great opportunity for a creative producer/director who has at least five years major market experience. Heavy emphasis on commercials and industrials. To work with one of the country's leading production houses, send tape and resume (no calls) to: Dan Rogers, Telemation Productions, 834 North 7th Avenue, Phoenix, AZ 85007.

SITUATIONS WANTED SALES

Experienced broadcast salesman/mgr. TV/radio rep and station background seeks national selling position in New York. Excellent reputation and intimate knowledge of New York buying community. Box M-125.

SITUATIONS WANTED TECHNICAL

Chief Engineer, thoroughly experienced in all phases of television; management plus hands-on maintenance of VHF/UHF and all phases of studio. Will travel if necessary. For resume, call or write: William Taylor 601-366-7526, 227 Gunter Street, Jackson, MS 39216.

Follow Reagan's advice! Add one master control engineer with first phone and help our economy. Call Mary, 916-753-1036. Hire the unemployed!

Licensed TV engineer seeks engineering position in Great Lakes area. Eight years experience in videotape, telecine & master control operation, some audio & transmitter experience. Call 313-675-8413.

SITUATIONS WANTED NEWS

Meteorologist: five years' on-air experience. I enjoy relating the weather to people. Confident, relaxed professional with interesting and enthusiastic personality. Write Box M-70.

Experienced radio weatherman desires change to TV. Excellent audition tape. Prefer SE. Bill Vale, 1486-A Dresden Dr. NE, Atlanta, GA 30319. 404-231-1250.

Meteorologist—ready to move up! I'm looking for medium to large market. If you want someone who enjoys weather, then write Box M-101.

Middle-market reporter/assignment editor/bureau chief wants to move up. 3 years' experience, including live. Top-notch journalism. Paul, 309-829-1326.

Reporter: aggressive newswoman with lots of experience and personality wants serious working situation. Good live and on-set. Experience: top-40 street reporter, NY local and network assignment editor, newspaper reporter. Please write Box M-72.

Feature reporter. Good writing. Intelligent stories are trademarks. A.P. award winner. Ready for better market. Alan, 309-764-9694.

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.

Creative and energetic sports reporter/producer/anchor available immediately. Two years' experience in top NW market. One who enjoys covering local sports in a quality manner. Jeff Conner, 612-926-0245.

Meteorologist—looking for entry level position in small to medium market. Have 2 years' experience on cable. Worked with chroma key. Tape and resume available. Contact Nick Schordje, 316 Talcott Place, Park Ridge, IL 60068. 312-823-8464.

Creative reporter with wit seeks position as reporter/weekend anchor, talk show/magazine host. Ready for move. Top 100. Write Box M-114.

Professional meteorologist, experienced forecaster with TV and radio background. AMS seal radio, TV seal in process, seeks small to medium market station. Don, 216-493-0009.

Attractive female. Northwestern grad. Master's degree. 2 years' TV experience, reporter-anchor. Seeks mid-market reporter position with emphasis on hard news. Write Box M-117.

Reporter—highly qualified newsmen in major market looking for TV job in medium or small market. Box M-36.

Meteorologist seeking weather-only, weekday position in medium market, preferably Southeast. Experienced small, major markets. Write Box M-147.

Anchorman. 37, high credibility, great appearance, strong-voice. Currently anchor both evening newscasts, produce the later one. Write Box M-119.

I want to report in medium market. Working in 14th now. Take my strong writing and producing and give me the opportunity. Reply Box M-120.

Sportscaster/PBR. Experienced-educated. 9 years radio-TV. 5 years college radio PBR. Shoot, edit, produce. Master's degree. Looking for radio-TV combo including major college/pro PBR. Box M-123.

Sportscaster for major cable network anxiously wants to return to coverage at local level. Solid anchor, reporting skills, impressive "involvement" packages. Tape shows versatility. Position in market with warm climate would be especially enticing. Write Box M-131.

8 years news experience—cable TV and radio—reporter/writer/anchor/editor. Seeking entry level position, television. Female—former model/performer. Write Box M-132.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Talented, versatile technician seeks entry level position in television. FCC General license. Will relocate. Have wheels. Call Mike, 215-623-7498.

Producer/director. Emmy award winner. Top 20 market—news, sports and special events. Reply Box M-104.

Emmy winning news feature photographer in 15th market seeking position on medium/large market magazine format. Creative shooting and editing. Dave 206-564-5533.

Hello, Milwaukee! Complete traffic department for hire. Professional, detail-oriented, experienced. Traffic continuity, copywriting—we'll do it all! Milwaukee. Chicago area only. Reply Box M-152.

Documentary production assistant. 35 year old female; 3½ years' hands-on video production experience; BA English; organizational/record-keeping skills; free to travel, must relocate. Reply: Box 1037 Teecnospos. AZ 86514.

Director. Two years' experience and recently degreed. Strong technical skills. Willing and ready to relocate to a medium market, state of the art facility. Resume and references upon request. Write Box M-148.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

ALLIED FIELDS

HELP WANTED MANAGEMENT

Director of media services. Newly created position. Person with demonstrated management abilities and leadership qualities sought to direct audio-visual and television services for unified library/media center of regional public university serving 5,200 FTE students and 300 faculty. Reports directly to Dean of Library Services. Responsible for leading staff of 12 in streamlining policies and procedures for current operations which include graphic arts, photography and television production, equipment loan and maintenance, and software storage and playback. Will also develop new media services and programs to meet academic requirements and, within the mission of the university, extracurricular and off-campus programs. MLS with emphasis on media, or equivalent Master's degree in communications or educational technology. Five years of progressively responsible experience preferred, including at least two years in administration of personnel, budget, and planning processes. Understanding of teaching and research mission of a university. Starting salary: \$25,599. Send letter of application, resume, and three letters of reference to: Search Committee, Director of Media Services, Southeastern Massachusetts University, North Dartmouth, MA 02747, by March 1, 1983. SMU is an equal opportunity/affirmative action employer. Applications from members of minority groups and women are particularly encouraged.

HELP WANTED SALES

Aggressive young systems company seeks experienced sales people to market hardware/software system to broadcasting industry. Systems experience helpful, but not necessary. Send resume to: Sales Manager, P.O. Box 6652, Denver, CO 80206.

HELP WANTED TECHNICAL

Expanding broadcast systems group. We are looking for an aggressive broadcast engineer, experienced in systems design and installation. Excellent opportunity to advance with young and growing company. Some travel required. Contact Chris Summey, Midwest Corporation, One Sperti Drive, Edgewood, KY 41017. 606-331-8990.

Video maintenance technician. Responsible for maintaining Sony Beta and 3/4" editing and EFP equipment and assisting in instruction. Formal education in electronics and at least one year of video maintenance experience required. Salary: \$19,000. No phone inquiries, please. Send detailed resume to: Alan Bloom, Sony Video Center, The American Film Institute, P.O. Box 27999, 2021 N. Western Ave., Los Angeles, CA 90027. EOE.

HELP WANTED INSTRUCTION

Television production: instructor/assistant professor to teach broadcast production with emphasis in television. Master's required, Master's plus hours preferred. Television production experience required. Salary—\$13,000-\$16,000, depending on qualifications and experience. Non-tenure track, renewable annually to three year maximum. Submit application, resume, and names of three references by February 15, 1983, to: Don B. Morlan, Chairperson; Department of Communication Arts; University of Dayton; Dayton, OH 45469. University of Dayton is an AAEO employer.

Instructor or assistant professor, tenure track position, to teach mass communication courses in an integrated, high quality undergraduate communications program. Applicants should possess expertise to teach in several of the following areas: mass communication law, broadcast journalism, mass media management, mass media and society, introduction to broadcasting, and production. Desire to assist in the operation of the mass media internship program and in the advising of a public broadcasting station is an asset. Interest in research or other creative work is desirable. Ph.D. (or near completion) required. Salary competitive. Appointment effective August 19, 1983. Send a letter of application, description of teaching interests, resume, and three letters of recommendation by March 1, 1983, to Dr. Robert V. Miller, Chair/Search Committee, Department of Communication Arts & Sciences, DePauw University, Greencastle, IN 46135. DePauw University is an equal opportunity/affirmative action employer.

Associate Professor and Director, Radio-TV. Teaching courses in electronic mass media. Ph.D. and teaching experience required. Prefer publication record or production experience. Salary negotiable, depending on experience. Contract period 10 months, usually with summer teaching. The University is located in the heart of the nation's capital, the hub of our national and international news. Send application with resume and names of references to: Lloyd S. Bowling, Chairman, The George Washington University, Washington, DC 20052. This university is an equal opportunity employer.

Brooklyn College—two tenure track positions with courses in production, mass media, intro to broadcasting, research, criticism, etc. Third tenure track position to coordinate and teach new B.S. and M.S. courses in broadcast journalism. Rank and salary for all positions dependent upon qualifications. Ph.D. or extensive industry experience. Dr. Robert C. Williams, Chairman, Dept. of Television/Radio, Brooklyn College, Brooklyn, NY 11210.

Graduate assistantships—TV production interns. 12 positions, 25 hours/week. Serve as teaching assistants, crew; work support in research, photography, graphics, traffic, staging/lighting; some producing/directing; work ITV, contract, and air productions. Requires BA and acceptance into Master's program. \$4,782. Possible tuition waiver. Sept., 1983. Dr. Robert C. Williams, Chairman, Dept. of TV/Radio, Brooklyn College, Brooklyn NY 11210.

Broadcasting. Assistant professor/instructor, Fall 1983. Ph.D. (preferred), M.A./M.S. in broadcasting, minimum 2 years' professional experience required; previous teaching desirable. Teach R-TV fundamentals, writing, production, broadcast news and research courses; supervise internships. Salary competitive. Application letter, resume and 3 recommendation letters to Office of Faculty/Staff Relations, SUNY College at Brockport, Brockport, NY 14420. Equal opportunity/affirmative action employer.

Chairperson: Department of Communication, The College of Arts and Sciences, Georgia State University (a nonresident university in downtown Atlanta with over 20,000 students), is seeking a chairperson for the Department of Communication, newly formed by a merger of the Departments of Journalism and Speech and Theatre, authorized to offer undergraduate degrees and a Master of Communication degree with concentrations in print journalism, public relations, broadcast and film, speech, and theatre. Qualifications: (1) earned Ph.D. or equivalent in one of the areas of concentration, (2) record of significant professional, academic, and creative achievement, (3) administrative and teaching experience, (4) demonstrated leadership, including capacity to establish a network of contacts with professional, private, and community organizations. Salary and rank are negotiable depending upon experience. Appointment effective September, 1983. Applications, including a curriculum vita and three letters of reference, must be received by March 1, 1983. Further information will be requested as needed. Send applications to: Dr. Melvin W. Ecke, Chairman, Search Committee, c/o Department of History, Georgia State University, University Plaza, Atlanta, GA 30303. Georgia State University, a unit of the University System of Georgia, is an affirmative action and an equal opportunity employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash-highest prices for your broadcast equipment. Urgently need 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.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Quality broadcast equipment: new and used, buy and sell! Transmission, video and audio. Formed my own company. Call Ray LaRue, 813-685-2938.

Quad VTR's—Clearance on Ampex, RCA, all models new and old. Unbelievably low prices! Bill Kitchen, Quality Media Corporation, 404-324-1271.

Color Cameras. Clearance on Norelco PC-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 40 ft. cruiser with PC-70 cameras (3), Quad and 3/4" VTR's, all switching, audio, etc. Small deposit and \$5,000 per month. Can add 1" VTRs or modify entire unit to your specs. Bill Kitchen, Quality Media Corporation, 404-324-1271.

Film Cameras—two RCA TK 27 film cameras, unbelievable low price. 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.

Cary Fitch left Broadcast Systems, Inc., and formed Television Systems & Services. For personal service, product information, straight talk and the best values on new television equipment, call TS&S. US: 800-531-5143; Texas, 512-837-1769.

Complete color remote truck. Includes 5 RCA TK44 cameras with Varatol lenses, heads and tripods, GVG 1600-1L switcher, Quantum audio board, Clearcom system monitoring equipment, etc. Call Bob Martin, Gillcable TV 408-998-7333.

VHF-TV transmitter. 35 KW highband VHF TV transmitter. Currently tuned to channel 9; G.E. model 4TT535B1. Complete with all tubes, power supplies, filters, instruction books, etc. Townsend Associates, Bob Anderman, 413-568-9581.

6.1 meter Harris satellite antenna TVRO, standard pedestal, dual polarization feed, Rantec multinode horn, 2 ea. 120 LNAs. Mint condition, blueprints for concrete slab and erection manual. Western Systems, Inc., 213-796-6775.

RCA TK-28B film chain, complete with Multiplexer, TP-66 and FR-35 projectors with pic clear, TP-7 slide projector, full remote control of color correction. Call General Television Network, R. Hippler, 313-548-2500.

Used broadcast television equipment. Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

1 KW AM transmitters: RCA BTA-1R, Gates BC-1G. Both 1965, exc. cond. M. Cooper, 215-379-6585.

Film equipment: for sale. 3 Steenbeck 8 plate film editors. 3 TP-66 RCA projectors. 3 Simplex 35mm projectors. 3 TP-7 slide projectors and bases. 3 TP-15 multiplexers. 1 TK-27 film camera with Lazy Susan B&W monitor. Call 312-263-0800. J. Kresnicka.

5KW AM transmitters: 1977 CCA 5000D, RCA BTA-5H and BTA-5T. All units guaranteed to pass proof. M. Cooper, 215-379-6585.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

CONSULTANTS

Computerized FM channel searches, and other services including FM open allocations listings. William P. Turney, Technical Broadcast Consultant, Box 241, Osage City, KS 66523. Phone: 913-528-3130.

CONSULTANTS CONTINUED

Communications management. We look for trouble. Are you in Chapter 11, or considering it? Do financial problems plague you, with banks turning you down, foreclosure proceedings facing you, or pending legal action from former owners or shareholders? Is the incompetence of your managerial staff resulting in lost revenue? Perhaps, you may even need someone highly competent and trustworthy to protect your interests as a court appointed receiver. Contact us. We are professional troubleshooters. Our job is to help you survive through a variety of techniques. We are a California-based communications management group owned by successful broadcasters who will keep your problems confidential. The founder has been an owner, chairman, and president of his own radio and television stations. For further details, write Box M-113.

MISCELLANEOUS

The Weather Channel wants your 3/4" video tape of snow, ice storms, tornadoes, dust storms, floods, heavy rains, etc. Call Linda Lloyd or Joe Gareri, 404-434-6800.

For your audio production, let us do it, reely! Kauffman Creative Services, RD3, Box 570, Palmyra, PA 17078.

3-D glasses. 7c each. Contact Mike Kanarek, c/o WKYT-TV, 606-299-0411.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

Help Wanted Technical Continued

CHIEF ENGINEER WQRS-FM DETROIT, MICHIGAN

An excellent salary and benefit package is being offered to attract an outstanding chief engineer to our premier classical music station. We are looking for an engineer with excellent technical and people skills and is an engineering innovator. Our plant is only two years old and has absolutely top of the line equipment with a new transmitter plant on the drawing boards. We do a good deal of local live and satellite programming. We require an engineer with excellent credentials and dedication to a second-to-none signal. This is an excellent opportunity to join a group broadcaster with radio and television stations nationwide. Complete resume with professional references to Gerald T. Plemmons, Vice President-Engineering, Outlet Broadcasting, 111 Dorrance Street, Providence, RI 02903. An EOE, M/F.

RADIO

Help Wanted Sales

GENERAL SALES MANAGER

Top-rated black adult contemporary station in a top ten market seeking strong sales manager to lead sales department of seven representatives. Must have solid experience in managing radio sales team and in sales promotion development and implementation. Compensation to include percentage of sales. Send resume (in confidence) to Box M-92.

Help Wanted Management

BROADCAST GROUP INTERESTED

in aggressive, experienced General Manager with documented track record in sales motivation, profit development, audience building, and image development. Excellent opportunity with powerful, dominant AM radio station in beautiful medium-sized Southwest market. Send complete resume to: United Communications Network Inc., P.O. Box 2531, Roswell, NM 88201.

Help Wanted News

FARM BROADCASTER

Immediate opening on WHO Radio's four-person farm department staff. Excellent opportunity for experienced farm broadcaster to join America's No. 1 rated farm station. Farm background, college and experience in markets, interviewing, taping desirable. Send resume, audition tape to:

Keith Kirkpatrick
WHO FARMRADIO
1801 Grand Avenue
Des Moines, IA 50308
An equal opportunity employer, M/F.

Help Wanted Technical

RF Broadcast Systems Engineer

CBS, Inc., a diversified leader in the communications industry has a position available for an allocations & RF systems engineer for its radio engineering department in NYC.

Responsibilities will include project budget preparation and planning, including FCC application, RF design and installation, and the supervision of AM, FM, microwave and 2-way communication systems.

You should have a BSEE degree and a minimum of 4 years related experience; familiarity with FCC procedures essential. Excellent written communications skills required to draft reports and comments for FCC review.

We offer a fully commensurate salary and excellent benefits package. For prompt consideration send resume and salary history to: Mr. Robert Werner, Manager of Technical Recruitment, CBS, Inc., 51 West 52nd Street, New York, NY 10019.

CBS RAD

A Division of CBS Inc.

Men and Women of All Races Desired

REPORTER/ANCHOR

America's oldest radio station seeking reporter/anchor with minimum 3-5 years' medium to major market experience. Strong conversational writing skills a must, voice to match. Enterprise reporting background a plus. Group ownership; EEO employer. Contact Human Resources Manager, KDKA Radio, One Gateway Center, Pittsburgh, PA 15222. No phone calls! Tape & resume on first contact.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road,
Dept. PR., Ann Arbor,
MI 48106

**For Fast Action Use
BROADCASTING's
Classified Advertising**

VOA NEEDS FOREIGN CORRESPONDENTS

The Voice of America seeks applicants for foreign broadcast correspondent positions. Immediate openings include Miami (extensive Caribbean travel, broadcast quality Spanish desirable) and New Delhi (recent South Asian-Middle East media experience desirable). Possibility of other world openings as well. Applicants must have professional experience as a reporter or correspondent, plus demonstrated writing and broadcast skills. Heavy emphasis is placed on recent area expertise and language capabilities. Address resumes to: Frederick Quinn, USIA-VOA, Room 1346, 330 Independence Avenue, SW, Washington, DC 20547. The Voice of America is an equal opportunity employer.

Situations Wanted Management

GENERAL SALES MANAGER/DIRECTOR OF SALES

ATTENTION G.M.'S AND GROUP SALES V.P.'S: Totally professional and dedicated Radio G.S.M. seeks career move to solid, growing group. Major market candidate offers finest track record of success, credentials and reputation available. At 34 background includes General Sales Management of nationally respected FM Top 5 market, and Regional Management of one of the most prominent National Rep Organizations.

ORIENTATION: Creative Marketing and Sales Development. Knowledge of all areas of radio research and concept data. Team motivator with "hands on" involved approach.

FINANCIAL SKILLS: Budgeting, projecting, sales analysis, inventory controls.

CANDIDATE is a communicator at all levels who handles responsibility and delivers profit.

Send a note to the box number below. Will forward more information, and phone on request. Confidentiality respected.

P.O. Box 4212
Cherry Hill, New Jersey 08034

TELEVISION Help Wanted Technical

ENGINEERING TV TECHNICIAN

Requires FCC General License, preferably with 2-5 years' experience in studio broadcasting demonstrating strong operations or maintenance background.

For prompt, confidential consideration, please send resume to Employee Relations Department, 7 Bulfinch Place, Government Center, Boston, MA 02114. An equal opportunity employer.

WNEV-TV
SE7EN 

TELEVISION

Maintenance ENGINEER

This is a unique opportunity in the subscription television industry.

If you hold a first class FCC license or equivalent and have prior UHF television experience as a chief engineer, transmitter supervisor or transmitter maintenance engineer, you could be part of the challenge Chicago Transmitter Company offers in Chicago.

You'll be involved in maintaining subscription television broadcast equipment, including a five megawatt (E.R.P.) UHF television transmitter, and studio equipment.

Formal education in broadcast engineering is preferred and thorough working knowledge of studio and transmitter equipment is essential. This position offers an excellent salary/benefit package, along with the matchless opportunity to be part of the nation's fastest growing areas in home entertainment. For immediate consideration, please send your confidential resume and salary requirements to:

SPECTRUM

501 W. Algonquin Rd.
Arlington Heights, IL 60005
Attn: **SUE VETTA**
Personnel Dept.
Equal Opportunity Employer M/F

NEEDED NOW!

TELEVISION BROADCAST ENGINEERS

Townsend Associates Inc., "the television transmission specialists," has immediate openings for qualified personnel with the following experience:

- field service engineering
- high power VHF/UHF transmitter design
- LPTV transmitter design
- MDS/ITFS transmitter design
- Sales engineering

If you would like to join an industry leader in a growth position, please send your resume or a letter containing background information and previous experience to: Townsend Associates, 79 Mainline Drive, Westfield, MA 01085.

RADIO/ TELEVISION ENGINEERS

Responsible for all actions relative to site surveys, systems design, procurement data packages, supervision of installation of systems, and acknowledges operational and nonoperational aspects of system prior to acceptance from the contractor by Government representatives, in the areas of AM-FM/FM stereo television broadcasting equipment systems, carrier radio systems, CCTV, CATV, MATV, audio-visual display systems and audio-visual equipment/systems for armed forces and other activities world-wide. Position requires travel world-wide up to 15% of the time. Incumbent must possess a Federal Communications Commission (FCC) radio telephone general class license. In accordance with AR600-50, incumbent must annually complete, or as financial status changes (which ever occurs soonest), statement of financial interest (DD Form 1555). This is a U.S. Civil Service General Schedule, GM-13 position (salary: \$34,930.00.) Applicants should submit the Standard Federal Application Form SF-171 to Sacramento Army Depot, attn: Recruitment & Placement Branch, Sacramento, CA 95813. Phone 916-388-3156, Autovon 839-3156. Sacramento Army Depot is an equal opportunity employer.

Help Wanted News

WFSB 3

ASSISTANT NEWS DIRECTOR

WFSB, a Post-Newsweek station, is seeking an experienced news manager to supervise the day-to-day activities of the news department. The assistant news director must be able to work effectively with producers on the pacing and "look" of the newscasts and with reporters on writing and packaging stories. Candidates should also have a thorough knowledge of state of the art equipment and the ability to apply it to the production of newscasts.

Resumes should be sent to: Dick Ahles, News Director
WFSB, 3 Constitution Plaza
Hartford, CT. 06115

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.

WEATHERCASTER OR METEOROLOGIST

sought by top 75 market station for early and late news. Superbly equipped weather center with new computerized system. Tapes/resumes to: Dan Steele, WPSD-TV, 100 Television Lane, P.O. Box 1197, Paducah, KY 42001. EEO.

Help Wanted Programing, Production, Others

Post Production Quality Controller

National pay TV network based in New York City has an opening for a post production quality controller. Job responsibilities include screening and evaluating programs for technical quality and supervising film to tape transfers.

Candidate must have a substantial knowledge of film laboratory and production techniques and/or a thorough knowledge of videotape technology. Knowledge of film tape transfer process is desirable. A minimum of 1 year experience in a related field is required.

We offer a good salary and benefits which include 100% tuition reimbursement and full dental and medical coverage. Please send resume to Box 116, Suite 1501, 50 East 42 St., New York, NY 10017. Equal opportunity employer, M/F.

**Help Wanted Programing,
Production, Others Continued**

MANAGER

Press Information/ Public Relations

Due to promotion, a network owned and operated TV station seeks individual responsible for planning and administering an effective public relations program with emphasis on positive press coverage for the station's programs, events and personalities. Ideal candidate will have a minimum of 5 years of prior TV experience in a top 20 market with appropriate public relations or journalism degree. For immediate consideration, please send resume with salary history to:

Box M-128

equal opportunity employer m/f/h/v

EXECUTIVE PRODUCER

The United States Information Agency (USIA) is currently recruiting for an AV production officer for its television and film service in Washington, D.C. The executive producer serves as a senior advisor on all videotape and motion picture productions. Successful applicants must possess at least six years of experience producing and directing videotape and film programs, preferably for television audiences. Salary range is \$48,553 to \$63,115. Full federal fringe benefits apply. To apply submit standard federal application form (SF-171) or resume to: Office of Personnel for Broadcasting, E/P-82-250, Rm. 1341, 330 Independence Avenue, SW, Washington, DC 20547. Applications must be received by January 31, 1983 to be considered. USIA is an equal opportunity employer.

SENIOR SPECIALS PRODUCER

WCVB-TV Boston, an ABC affiliate on Channel 5, seeks an experienced, creative producer to conceptualize, develop, produce, and oversee a variety of specials and pilots. This individual will be responsible for the research/writing, determination of content/format and overall creative integrity of these productions and must be able to operate within established budgets, manage show staffs, and meet delivery dates.

Ideal candidate should have some network experience and extensive experience in the production of talk shows, children's programs, dramas, documentaries and musical variety specials. Must have a background in both and film and tape and be a self-starter.

If interested, send resume (no telephone calls, please) to WCVB-TV, Personnel Department, C183, 5 TV Place, Needham, MA 02192. An EOE, M/F.

Help Wanted Sales

TV STATION SALES MANAGER

This attractive opening offers the individual an opportunity to assume primary responsibility for the sales department of an affiliated VHF station located in the sunbelt. We are seeking an energetic, innovative, self-starter who can take charge and produce.

Must have 3-5 years television sales management experience in local and national sales, and in local new business development. Proven ability to generate revenue in a competitive environment a necessity. Prefer someone with a marketing degree or equivalent in experience.

This position offers tremendous resources, responsibility and opportunities for advancement. The salary is attractive and we offer an excellent benefits package. Please send resume and salary requirements to:

Box M-71.

We Are An Equal Opportunity Employer M/F

Help Wanted Management

NEW TV STATION

Channel 49, Topeka. Hiring entire staff. Send resume to: Mid America Broadcasting of Topeka Inc., PO Box 2229, Topeka, KS 66601. An EEO employer.

Situations Wanted News

SPORTS DIRECTOR

SUPER PRO AVAILABLE

Proven No. 1 ratings puller. I've covered big time college & pro sports & have network experience. I'm an award-winner who can dominate a market. I've done it before. If you're looking for a professional sports image with top ratings, I'm your man. Write Box M-116.

ECONOMICS/BUSINESS REPORTER

Ph.D. in economics. 4-plus years of experience in TV news. Award-winner. Can shoot and edit 3/4" tape. Presently in top 15 market and syndicated show. Mel Stone 612-642-4236 or 647-1773.

Situations Wanted Management

EXPERIENCED TV OPERATIONS ENGINEER NOW AN MBA

Employed station operations/production engineer with 5 years' experience and an MBA in management seeking a supervisory position in television operations, production, or administration. If you value people more than hardware, we should talk. Call Mark Guttman, 518-272-7290.

ALLIED FIELDS

Help Wanted Technical

DIRECTOR OF ENGINEERING

Audio Production Facility

Bonneville Productions is looking for a key individual to oversee the technical operation of its Salt Lake City tape duplication and audio recording facilities.

The successful candidate will be responsible for the design, construction, maintenance, and enforcement of technical standards for 3 Gauss high-speed duplicator lines, 5 recording studios including 24-track, and a multi-media production center.

This position has supervisory responsibility for a staff of 10 engineers and technicians. The applicant must be well versed in professional audio production techniques and equipment, have a BSEE or equivalent technical background, and have a minimum of 3-5 years' experience in a professional audio engineering capacity to include some supervisory experience. Excellent interpersonal skills are a must.

Please reply to Ellen Richardson, Personnel Director, Bonneville Productions, 130 Social Hall Avenue, Salt Lake City, UT 84111; 801-237-2431.

A Division of BONNEVILLE INTERNATIONAL CORP.

Equal Opportunity Employer

CHIEF ENGINEER/ MAINTENANCE ENGINEERS

Wold Communications is accepting applications for chief engineer and maintenance engineer(s) for employment in its Los Angeles tape playback facilities. Applicants should have hands-on experience maintaining Sony/Ampex/RCA 1" and 3/4" tape machines, associated editing controllers, audio and video distribution equipment. The chief engineer position requires a minimum of five years' experience in broadcasting or associated qualified experience. Maintenance engineer(s) require a minimum of two years' hands-on experience with equipment listed above. These position openings will maintain a brand new state of the art system being constructed at this time. Please send salary requirements and resume to: Lee Ullmann, Vice President, Operations, 10880 Wilshire Boulevard, Los Angeles, CA 90024. EOE.

WOLD
Communications

A subsidiary of Robert Wold Company, Inc.

Help Wanted Management

NATIONAL ENDOWMENT FOR THE HUMANITIES

Media Program Officer, Humanities Projects in Media Program, Division of General Programs. Responsibilities: reviews, analyzes, and processes grant applications; advises prospective grant applicants and Program staff; analyzes and summarizes recommendations of reviewers and panelists; recommends approval or disapproval of payment requests; assists in assessing program's accomplishments; travels to conduct site visits and speak for the program. Qualifications: an excellent background in radio or television production or programming, especially in the public sector; excellent writing and speaking skills, a B.A. in a field of the humanities (as Congressionally defined) is required. The salary range for this position is \$29,374-\$45,406 per annum. Applicants must submit a Personal Qualifications Statement (government resume form No. 171) to receive consideration for this position. The form may be obtained by calling or writing the address below. Applications must be received by March 15, 1983. Apply to: Alan L. Taylor, Assistant Director of Personnel, National Endowment for the Humanities, 806 15th Street, NW, Room 410, MS 150, Washington, DC 20506. Telephone: 202-724-0356. An equal opportunity employer.

Miscellaneous

3-D TV VIDEO GLASSES

Priced for quick sale. Call: Peter Matoian, c/o Douglas Drug Inc., North Providence, RI. 401-353-5200.

LIKE TO VISIT CHINA?

Radio Peking will host small broadcast group. Fall, 1983. Contact Paul Hale, 1619 N. Royer, Colorado Springs, CO 80907.

For Fast Action Use BROADCASTING'S Classified Advertising

Help Wanted Sales

Regional Sales Engineer

United States subsidiary of leading European audio company is seeking Northeastern Regional Sales Engineer to be based in New York City or, possibly, Boston area. Position requires experience with broadcast audio and/or music recording studio systems. Previous sales/management experience helpful; strong audio engineering background preferred but not essential. Must be willing to travel part time. Excellent salary potential, outstanding benefits, good chance for trips to Swiss factory. Send resume in confidence to: Studer Revox America, Inc.; Attn: Tom Mintner; 155 Avenue of the Americas; New York, NY 10013.

STUDER REVOX
An Equal Opportunity Employer

Consultants

RADIO CONSULTING

Pay ONLY for results!

Strategic planning for programming and sales plus in-house and on-the-street coaching by experienced network/major group executive. Honest appraisal of what I can accomplish for your station up front. No fees, no b.s. — you pay only for results.

1-800-237-7500



Radio Programming

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
...included in each series

Program Distributors
410 South Main
Jonesboro, Arkansas 72401
501-972-5884



this publication is available in microform



Please send me additional information.

University Microfilms International

300 North Zeeb Road
Dept. P.R.
Ann Arbor, MI 48106
U.S.A.

18 Bedford Row
Dept. P.R.
London, WC1R 4EJ
England

Name _____
Institution _____
Street _____
City _____
State _____ Zip _____

SPECIAL NOTICE

Effective with the November 15, 1982 issue,
ALL Broadcasting Magazine classified advertising
orders must be prepaid

Employment Service

UNEMPLOYED OR SEEKING OBJECTIVE CRITIQUE?

Major market talent/programers/consultants introduce two services. (1) Professional performance evaluations—telescoped tapes critiqued. Constructive reports within three weeks. Fee: \$25.00 per critique. (2) Employment marketing service—computerized—Registration: \$50.00 till employed or six months. Three cassettes required—additional dues our responsibility. Potential employers negotiate through JH&A. Check or money order must accompany orders. Jim Harrington & Associates, P.O. Box 12944, Pittsburgh, PA 15241

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 \$4.95—you save \$21! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.**

Business Opportunity

SATCOM 3R

Audio subcarrier space available full- or part-time for audio and data communications, national or regional delivery: commodities, stocks, sports, news, etc. Call Michael Gliner. 816-358-9960.

For Sale Stations

WALKER MEDIA & MANAGEMENT INC.

Midsouth AM. Excellent plant and real estate. \$275,000, with terms.

813-778-3617

John F. Hurlbut

P.O. Box 1845

Holmes Beach, FL 33509

- Class C 100,000 watts. Large Mississippi City. \$1.8 million.
- Fulltimer. Northern Alabama. Fantastic buy. \$570,000.
- 6 stations, NC.
- 16 stations, TN.
- AM-FM, western VA. Nice town. \$690,000.
- Daytimer in large WY city. \$250,000.
- AM-FM Arizona. \$400,000.
- 4 stations, FL.
- AM-FM. Class C. Large GA coastal city. \$3.7 million.
- AM-FM. NE Indiana city. \$670,000.
- FM. Nice town. Northern Ohio. \$240,000.
- Low power TV CP covering 12,000. So. Ga. \$15,000.
- Fulltimer in So. CA coastal city. \$600,000.

**88 LISTINGS NATIONWIDE
CALL TO GET ON OUR MAILING LIST
BUSINESS BROKER ASSOCIATES
615-756-7635 (24 hours)**

W. John Grandy

BROADCASTING BROKER
1029 PACIFIC STREET

SAN LUIS OBISPO, CALIFORNIA 93401
805-541-1900 • RESIDENCE 805-544-4502

For Sale Stations Continued



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

STATION

R.Mt. Metro	C1.C FM	\$3,000K	Nego.
W Metro	Fulltime	\$1,200K	\$200K
MW Medium	Fulltime	\$1,000K	\$500K
MW Small	AM/FM	\$700K	29%
SE Metro	C1.IV	\$600K	Terms
M.At. Metro	AM	\$525K	29%
NE Medium	Fulltime	\$500K	\$230K
SW Small	FM	\$450K	\$125K
FL Small	C1.IV	\$395K	\$80K
MW Small	C1.IV	\$155K	\$40K

CONTACT

Corky Cartwright	(303) 740-2224
Ray Stanfield	(213) 366-2554
Ernie Pearce	(615) 373-8315
Bill Lochman	(816) 254-6899
Bill Cate	(904) 893-6471
Mitt Younts	(804) 355-8702
Jim Mackin	(207) 623-1874
Bill Whitley	(214) 680-2807
Bill Cate	(904) 893-6471
Peter Stromquist	(612) 831-3672

To receive offerings within your area of interest, or to sell, contact Chapman Co. Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. (404) 458-9226.

R.A. Marshall & Co.

Media Investment Analysts & Brokers

Bob Marshall, President

AM/FM combination in Florida single station market. Only stations serving a two county market with three surrounding city areas. Three acres of land and building included with FM automated. Absentee owned. \$250,000 with \$50,000 down and great terms.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 (803) 842-5251
809 Corey Creek, El Paso, Texas 79912 (915) 581-1083

ROCKY MOUNTAINS

Two excellent properties available. Positive cash flow. Medium markets. Priced to sell. Substantial down payment required. Write Box M-64.

SUNBELT FULLTIME AM/FM

Black FM dominates ARB. Valuable land & modern, well-equipped studios with automation systems. Price of \$1.7M is less than 8X cash flow. Only serious inquiries will be answered. Write Box M-88.

CARIBBEAN FM POWERHOUSE

Make your fortune in the sun. \$1,500,000. Cash or terms. Inquires to Box M-91.

HAWAII

Neighbor island AM/FM combination. Terms to qualified buyer. Write Box M-79.



Wilkins and Associates Media Brokers

NY	AM	\$20,000 downpayment
MN	AM/FM	\$35,000 downpayment
LA	FM	\$20,000 downpayment
PA	AM	\$35,000 downpayment
VA	AM	\$25,000 downpayment
AZ	AM	\$35,000 downpayment
GA	AM	\$20,000 downpayment
CO	FM	\$30,000 downpayment
IA	AM	\$35,000 downpayment
TN	AM	\$30,000 downpayment
MT	FM	\$50,000 downpayment
MS	AM	\$35,000 downpayment
WI	AM	\$50,000 downpayment
ND	AM/FM	\$15,000 downpayment

**109 North Main, 2nd Floor
Sioux Falls, SD 57102 605/338-1180**

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

DAYTIME AM

at approximately 5 times annual cash flow. Terms! Call for details.

8 DRISCOLL DR
802-524-5963

ST. ALBANS, VT. 05478
802-524-3159

For Sale Stations Continued

NORTHERN NEW ENGLAND

Successful class B FM and class 4 AM. Sales up 11% in '82. \$1.3MM and it's yours. Principals only. Reasonable terms to qualified buyer. Show financial qualifications on your letterhead. Reply Box M-93.

FOR SALE

NW Class C FM CP & 5 kw AM non-dir dy-time CP nr maj mkt. Write Box M-94.

FOR SALE

Eastern North Carolina medium market AM. Includes excellent real estate and studio building. Station enjoys good ratings with strong market potential. Asking \$160,000, with \$30,000 down and excellent terms on balance. Write Box M-136.

RADIO STATION FOR SALE

1000/250 watt AM station in Arizona, priced at \$375,000. Owner will carry after a reasonable down payment. Write Box M-137.

901/767-7980

MILTON Q. FORD & ASSOCIATES

MEDIA BROKERS—APPRAISERS

"Specializing in Sunbelt Broadcast Properties"

5050 Poplar • Suite 816 • Memphis, Tn. 38157

Dan Hayslett
A Associates, Inc.
Media Brokers
RADIO, TV, and CATV
(214) 691-2076
11311 N. Central Expressway • Dallas, Texas

MAJOR MARKET SUNBELT COMBO

Fulltime AM—100,000 watt Class C FM. \$3,000,000—excellent terms to qualified buyer. Write Box M-145.

SOUTHERN CALIFORNIA

Profitable, top-rated AM facility in fast growing market with strong, stable economy. Latest state-of-the-art broadcast equipment. New studio building. \$850,000. Qualified principals write Box M-146.

H.B. La Rue, Media Broker

RADIO TV CATV APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

BROKERAGE

Over twenty years of service to Broadcasting
Appraisals • Brokerage • Analysis
Westgate Mall, Bethlehem, PA 18017
215-865-3775

THE HOLT CORPORATION

MICHIGAN, "A" FM

\$100,000 plus assumption of \$36,000. \$35,000 down. Balance at 10%. \$85,000 cash. Must have security. Close to major Michigan markets. Good billing. Health dictates sale. Possible power increase to 20 kilowatt. Real estate included. No brokers. 517-386-4000.

For Fast Action Use BROADCASTING'S Classified Advertising

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or Money order only. Payment must accompany order.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted, or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (NO telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING, Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forward-

able, and are returned to the sender.

Rates: Classified Listings (non-display) Help Wanted: 85¢ per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50¢ per word. \$7.50 weekly minimum. All other classifications; 95¢ per word. \$15.00 weekly minimum. Blind box numbers: \$3.00 per issue.

Rates: Classified Display: Situations Wanted (personal ads) \$40.00 per inch. All other classifications: \$70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice advertising require display space. Agency commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word Count: Include name and address, Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as one word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Fates & Fortunes

Media

James Bocock, general manager WSIX-AM-FM Nashville, joins WFLA-AM-FM Tampa, Fla., as general manager and president of licensee, Blair Broadcasting Corp. of Florida.

Dick Sherry, general manager, WDAD(AM)-WQMU(FM) Indiana, Pa., elected president of parent Indiana Broadcasters Inc.

John Irwin, station manager, WOWO(AM) Fort Wayne, Ind., joins KOSI-FM Denver as VP and general manager.

Terry Soley, franchise director, United Cable Television, Denver, named general manager, Alameda, Calif., system. **John Cribb**, interim general manager, Alameda system, named general manager, Hayward, Calif., system.



Ford

Terry Ford, vice president and general manager, Belo Broadcasting Corp.'s WTVC(TV) Chattanooga, joins Belo Broadcasting's WFAA-TV Dallas in same capacity.

William Langendorf, area manager, Dallas-Fort Worth systems, Storer Cable, named

VP and general manager, Minnesota area. **Douglas Spiker**, manager, Storer's west Florida area, named gen

David Olmsted, national sales manager, Hubbard Broadcasting's KSTP-TV Minneapolis-St. Paul, joins co-owned WTOG(TV) Tampa-St. Petersburg, Fla., as general manager.

Jay Hoker, general manager, KZEW(FM) Dallas, named VP.

Ken Fearnow, sales manager, KYNM-AM-FM Omaha, named general manager.

Russ Haberle, sales manager, Lotus Communications's KFSD-FM San Diego, joins Lotus's KTKT(AM)-KLFX(FM) Tucson, Ariz., as VP and general manager.

Elliot Kleeman, director of sales, television division, Harte-Hanks Communications. San Antonio, Tex., joins Columbia Empire Broadcasting Corp. as general manager of its KNDO(TV) Yakima and KNDU(TV) Richland, both Washington.

Harold Hinson, general manager, WGAR(AM) Cleveland, named general manager for co-owned WKSW(FM) there. **Bill Enders**, general sales manager, WGAR, named station manager for WKSW.

Barbara Levy Landes, VP, financial planning and analysis, NBC, New York, named VP, finance and administration, NBC Radio there.

W. Drew Kastner, attorney, private practice, Newark, N.J., joins NBC, New York, as assistant general attorney.

Ellen Strahs Fader, from Random House/Afred A. Knopf, New York, joins Republic Broadcasting Corp. there as VP and secretary. Republic, subsidiary of Price Communications, recently purchased WOWO(AM) Fort Wayne, Ind.

Tina Noor, from Art Van Furniture, Detroit, joins WDIV(TV) there as project coordinator.

Richard Grefe, chief executive officer, Richard Grefe Associates, management consultant, Washington, joins Corporation for Public Broadcasting there as director of planning and analysis.

Marketing

Appointments, D'Arcy-MacManus & Masius: **Robert Currie**, associate director of creative services, St. Louis, to VP; **Bill Sanders**, executive art director, Chicago, to VP; **Lawrence Novenstern**, from J. Walter Thompson, New York, to St. Louis, as supervisor, and **Sherree O'Connell**, account executive, InterAd, St. Louis, to same capacity there.



Sharpe

Appointments, Needham, Harper & Steers: **Stuart Sharpe**, senior VP and management supervisor, Compton Advertising, New York, to Chicago, as senior VP and management representative; **Myles Marlow**, administrative manager of creative services, Washington, to VP, and **Thomas DeCabia**, network buyer, Backer & Spielvogel, New York, to network supervisor there.

Appointments, J. Walter Thompson, Detroit: **Robert Gamble**, senior VP, national account director, to director of media and marketing services; **Hugh Trenkamp**, senior VP, management supervisor, to national account director; **Daniel Riordan**, in charge of network broadcast, to senior VP and director, broadcast and programming; **Robert Mancini**, VP, to group media director; **Howard Spokes**, VP, media director, to group media director; **John Gaffney**, associate broadcast director, to media director, and **Thomas Healey**, VP, to group media director, general accounts and media/marketing information services.

Appointments. McCann-Erickson: **Paula**

Drillman, executive VP, director of strategic planning, The Marschalk Co., New York, to executive VP and director of research there; **Ira Madris** and **Bruce Nelson**, senior VP's and group creative directors, New York, to executive VP's and creative directors.; **Charles Heinrich**, senior VP and general manager, Seattle, resigns, and **Hank Barber**, from Wells, Rich, Greene, Seattle, succeeds Heinrich.

William Green, VP and management supervisor, Young & Rubicam USA, New York, named senior VP.

Robert Chestnut, assistant professor of business, graduate business school, Columbia University, New York, joins Advertising Research Foundation there as senior VP, director of research. **James Moore**, VP, director of client services, Mapes & Ross, Princeton, N.J., joins ARF as senior VP, director of operations.

Scott Alden Rossborough, VP and management supervisor, Dancer Fitzgerald Sample, New York, named senior VP.

Judy Greenbaum, personnel manager, Grey Advertising, New York, named VP.

Daniel Chepley, senior VP, Ed Libov Associ-

SHERLEE SENDS HER BEST.



When Sherlee Barish is asked to fill an executive position or a news talent opening at a television station, you can bet her candidate is the best you can find. She not only attracts the most successful candidates, she also has the greatest expertise in finding and recruiting the top person. More than 1,000 past placements prove it.

BROADCAST PERSONNEL, INC.
Experts in Executive Placement
527 MADISON AVENUE
NEW YORK CITY
(212) 355-2672

ates, New York, named corporate senior VP.

Stephen Feinberg, creative supervisor, Cunningham & Walsh, New York, named VP.

Leslie Prager, VP and national sales manager, WNEW-TV New York, leaves to form own advertising agency, Prager Associates Inc. there, specializing in broadcast media and marketing.

Charles (Chuck) Einach, senior VP, CBS Toys and ABC Radio network accounts, Nadler & Larimer advertising, New York, named senior VP and management supervisor.

Paul Benjou, VP, network operations, Leber Katz Partners advertising, New York, named senior VP, media director.

Named VP's, Blair Radio: **Gloria DeMaria**, San Francisco office manager; **Margie Kane**, Philadelphia office manager; **Prudence Hay**, Boston office manager, and **William Alford**, agribusiness editor, New York.

William Young, assistant general sales manager, Donnelley Marketing, Stamford, Conn., joins John Blair Marketing, New York, as direct mail national sales manager.

Lori Adelsberg, former market research manager for Major Market Radio, New York, joins Blair Radio there as research manager, spot sales.

Frank Donino, VP, Cable Health Network, New York, named director of sales, succeeding **Robert Illjes**, resigned. **David Moore**, VP, CHN, named national sales manager.

Jerry Lyonnais, New England regional marketing manager, Colony Communications, New Bedford, Mass., named national sales manager, based in Colony's Providence, R.I., headquarters.

Dawn McCall, cable marketing representative, The Weather Channel, Atlanta, named regional sales manager.

Stan Vogin, account executive, KYW(AM) Philadelphia, joins Group W Radio Sales as manager of new Philadelphia office.

Robert Anderson, from KKJY-FM Albuquerque, N.M., joins Galles Advertising there as regional and local account executive.

Joseph Rey, general manager, WCMQ(AM) Miami, joins WDZL(TV) there as VP, sales.

Barbara Kelly, general sales manager, WEYI-TV Saginaw, Mich., named VP and general sales manager.

Thomas Weld, media consultant, KAIR(AM)-KJYK(FM) Tucson, Ariz., named local sales manager.

Lynn Pregont, from The Retail Group, Chicago, joins WLS-TV there as retail marketing manager.

Kevin Wixted, from The Argent Group, Ann Arbor, Mich., joins W.B. Doner & Co., Detroit, as account executive.

David Nelson, general sales manager, WTOP(AM) Washington, joins WCFL(AM) Chicago in same capacity.

Ben Umstead, account executive, WKHX(FM) Marietta, Ga., joins WLTA(FM) Atlanta as retail sales manager.

Felice Juris, account executive, WTMJ(FM) Miami, named local sales manager.

Appointments, KENS-TV San Antonio, Tex.: **Joe Flores**, senior local sales coordinator, to account executive; **Lillian Almendarez**, assistant traffic manager, to local sales coordinator; **Betty Juarez**, engineering and traffic department, succeeds Almendarez, and **Ellen Yeung**, secretary to station manager, to assistant sales-traffic coordinator.

Ellen Graham, assistant co-op coordinator, KEBC(FM) Oklahoma City, named co-op coordinator.

Thomas Reeve, account executive, Chicago office, CBS Spot Sales, joins CBS Radio Networks, New York, in same capacity.

Tom Tiernan, manager of Detroit office of Bernard Howard & Co., joins Mutual as account executive in Detroit.

Susan Markson, account coordinator, public relations department, Quinn & Johnson, Boston, named account executive.

Peter Penni, from WSOC(AM) Charlotte, N.C., joins Seltel, New York, as account executive, white team.

Marilyn Citron, account executive, KMEL(FM) San Francisco, joins KCBS(AM) there in same capacity.

Programing



Clark

Mike Clark, responsible for creative development and production, original made-for-TV programing, Showtime, New York, named to newly created post of VP, current programing.

Andrew Denemark, regional director, affiliate relations, The Source, NBC Radio's young adult network, New York, named manager, program administration.

David Wyler, director of acquisitions, scheduling and special projects, ON TV, Los Angeles, joins Home View Network, ABC Video Enterprises' entertainment service, as VP, programing, responsible for all HVN programing. **Andrew Suser**, assistant general attorney and associate director of business affairs, ABC Video Enterprises, New York, named general attorney and associate director of business affairs.

Midge Murphy, associate director of con-

tracts, ABC Motion Pictures, Los Angeles, named director of contracts. **Philippe Perebinosoff**, supervisor, docudrama research department, ABC Broadcast Standards and Practices, Los Angeles, named manager, motion pictures for television. **Susan Futterman**, director, children's programs, ABC Broadcast Standards and Practices, West Coast, Los Angeles, assumes additional responsibilities as director of children's programs and special programs.

Daniel Forth, director of affiliate relations, NBC's The Source, joins ABC Radio as director of its Rock Radio Network, succeeding **Virginia Westphal**, who joins Viacom Cable, Dublin, Calif., as director of advertising.

Tom Thayer, director, long-form programing, Universal Television, Los Angeles, named VP, movies for television.

Roger Burlage, senior VP and chief financial officer, Embassy Telecommunications, Los Angeles, joins New World Pictures there as senior VP and chief operating officer.

John Blyton, controller of program management, London Weekend Television, London, joins RKO/Nederlander there as chief executive, international division.

Rod Sterling, West Coast sales director, Gold Key Entertainment, Los Angeles, named VP, national sales manager for syndication.

Debra Katz, associate editor, United Features Syndicate and Newspaper Enterprise Association, New York, named assistant managing editor, TV features.

Arlene Weltman, independent distributor, joins National Basketball Association's NBA Entertainment, New York, as VP, video.

Mel Maron, president and chief executive officer, Almi Cinema 5 Films, New York, leaves to form JGM Enterprises, Great Neck, N.Y., to represent independent producers.

Al Miller, manager, P.G.W. Television sales, San Francisco, joins Viacom, Los Angeles, as account executive, Western division.

Dan Lutgen from KHTV(TV) Houston, joins Four Star Entertainment, Northridge, Calif., as Eastern sales manager.

Emanuel Azenberg, theatrical producer, New York, joins Lorimar there as theater representative.

Andrea Hanson, broadcast schedule coordinator, Connecticut Public Television, Hartford, Conn., named program schedule manager.

Donna Hutchinson, program and promotion director, WPIX(TV) New York, named VP, programing.

Jack Petrik, president, general manager and part owner, KDNL-TV St. Louis joins WTBS(TV) Atlanta as director of programing.

Penny Springer, promotion coordinator, WMAL(AM) Washington, joins Washington

Broadcast News there as production assistant, station relations. **WBN** is program supplier for radio stations.

Susan English, program director. **KCOY-TV** Santa Maria, Calif., joins **KSHO-TV** Honolulu in same capacity.

Kylis Winborne, graphic artist. noncommercial **WMPB-TV** Baltimore, joins **WJZ-TV** there in same capacity.

Marc Zumoff, play-by-play announcer. **WPHL-TV** Philadelphia, joins **Prism**, Bala Cynwyd, Pa., regional pay cable network, as announcer.

Frank Cuzzi, from Major Indoor Soccer League, Philadelphia, joins **Turner Broadcasting Sales**, New York, as account executive, sports sales.

Jim Whitten, air personality. **WAPI(AM)** Birmingham, Ala., joins **WHP-FM** Harrisburg, Pa., as host, *Daybreak*.

Chuck Allen, production director. **WWDE-FM** Hampton, Va., named music director.

News and Public Affairs



Ken Nelson, assistant news director. **KABC-TV** Los Angeles, joins **Newscape**, news-information joint venture of **Gannett Broadcasting** and **Telepictures Corporation**, there, as managing editor.

Named writers, national broadcast desk, **Associated Press**, New York: **Parke Brewer**, from **ABC Radio**, New York; **Clark Coates**, news director, **WJDM(AM)** Elizabeth, N.J.; **Sam Litzinger**, news director, **WKYU-FM** Bowling Green, Ky., and **Rich Garcia**, from **WINZ(AM)** Miami.

David Mould, manager. **Jacksonville**, Fla., bureau, **United Press International**, named South Carolina state editor, **Columbia**, S.C.

Joe Spencer, reporter and substitute anchor with **ABC-owned WXYZ-TV** Detroit, joins **ABC News** as general assignment correspondent, **Chicago**.

Terry Clark, assignment editor. **WNAB(AM)** Bridgeport, Conn., named news director.

Bob Absher, assistant news director. **WNEP-TV** Scranton, Pa., named news director.

Michael Beardsley, news director. **KUTV** Satellite and Cable Services, Satellite News Channel affiliate news production operation of **KUTV-TV** Salt Lake City, joins **WTSP-TV** Tampa-St. Petersburg, Fla., as news director.

Rick Leonard, capitol correspondent. **KTXL-TV** Sacramento, Calif., named assistant news director and assignment editor.

Pat Haggerty, host, *Panorama*, **WTTG-TV**

Washington, joins **WGBS(AM)** Miami as Washington bureau chief.

Doug Ross, former Michigan state senator, Detroit, joins **WXYZ-TV** there as economic analyst.

Dave Layman, from **KXAS-TV** Dallas, joins **WLNE-TV** Providence, R.I., as anchor.

Appointments, **KGW-TV** Portland, Ore.: **Dave Clegern**, 11 p.m. producer, to executive news producer; **Eric May**, noon news producer, to 5 p.m. producer; **Sharon Locey**, writer-producer, to weekend news producer; **Wendy Mac Neill**, assignment desk assistant, to writer-producer, and **Lori Van Kirk**, anchor-reporter, **KARK-TV** Little Rock, Ark., to medical reporter.

Georges Fischer, producer, news and documentary programs, **KNXT-TV** Los Angeles, retires.

Stefan Brodsky, reporter. **KRDO-TV** Colorado Springs, joins noncommercial **KRMA-TV** Denver as producer-reporter.

Norma Rashid, anchor-reporter. **WTVD-TV** Raleigh-Durham, N.C., joins **WLWT-TV** Cincinnati as anchor.

Richard Mock, news director, **KCBQ(AM)** San Diego, joins **KCNN(AM)** there as co-anchor.

George Warren, reporter. **KXTV-TV** Sacramento, Calif., named weekend anchor-reporter.

Patti Payne, manager of media relations, **Chem-Nuclear Systems**, Bellevue, Wash., joins **KOMO(AM)** Seattle as anchor-reporter.

Robert Hadlock, anchor-reporter. **KSLA-TV** Shreveport, La., joins **KCRA-TV** Sacramento, Calif., as weekend anchor-reporter.

John Hudson, producer-anchor, **KTVH-TV** Wichita, Kan., joins **WRAL-TV** Raleigh, N.C., as anchor.

Norman Sinclair, from *The Detroit News* joins **WJBK-TV** Detroit as investigative reporter.

Mike Powell, news and sports director, **KVEC(AM)** San Luis Obispo, Calif., joins **KCOY-TV** Santa Maria, Calif., as news anchor. **Mike Bradley**, from **KLAS-TV** Las Vegas, joins **KVEC** as reporter and weather anchor.

Technology



Robert Edwards, chairman, **Radiofone**, paging company recently acquired by **Metromedia**, Secaucus, N.J., named president of **Metromedia's** newly formed telecommunications division. Division will consist of five recently acquired paging companies, **Radiofone**, **Beep Communications Systems**,

SEND MY FREE SAMPLE



Tanner has spent over three years developing the contemporary beautiful sound you've long desired. This brighter, livelier, easy format is designed to reach and hold today's listeners. For your Pacific Green demo simply fill out and mail to us the information below. Or even better call Dick Denham collect at 901-320-4340.

Name _____
Station _____ Title _____
Address _____
City _____ State _____ Zip _____
The William B. Tanner Co., Inc., 2714 Union Extended, Memphis, TN 38112

Zip-call, Rogers Radio Communications Services and ICS Communications, and additional paging company acquisitions, all operating as wholly owned subsidiaries of Metromedia.

James Tietjen, staff VP, RCA Laboratories, Princeton, N.J., named president and chief operating officer of RCA American Communications, Princeton, succeeding **Andrew F. Inglis**, who will serve as vice chairman of RCA Americom until his retirement on June 1.

Lee Hedlund, manager of electronic recording equipment engineering, RCA commercial communications systems division, elected fellow, Society of Motion Picture and Television Engineers.

Francois Giorgio, senior director and director of computer and data systems division, Comsat, Washington, named to newly created position of VP, engineering and development, world systems division.

Ab Serang, program manager, CTE Laboratories, Waltham, Mass., named VP and general manager, CATV division, El Paso, Tex.

Hiroaki Minoshima, executive VP, Fujinon Inc., Scarsdale, N.Y., named president of manufacturer of broadcast and closed circuit lenses and optical systems.

Bill Butler, mid-Atlantic region national accounts manager, Group W Satellite Communications, Stamford, Conn., named national accounts director, Eastern division.

Steven Seidenfrau, technical manager, studio operations, NBC, New York, named director, electronic maintenance.

Terry Climer, senior editor, Complete Post Production Center, Hollywood, Calif., joins CMX Systems, division of Orrox Co., Santa Clara, Calif., as acting product manager, large-scale editing systems.

Promotion and PR



Molly Seagrave, manager, corporate public relations, Home Box Office, New York, named director, corporate public relations.

William Wills, manager of public relations for WGN Continental Broadcasting Co., Chicago, has resigned to open own public relations consulting firm, William Wills & Associates, Chicago. His first clients will be WGN-TV Chicago and Tribune Productions Inc., subsidiary of Tribune Company Broadcasting.

Dale Burg, manager, corporate communications, Columbia Pictures Industries, New York, resigns.

Distinguished communicator. Gene F. Jankowski, president of the CBS/Broadcast Group, will receive the Distinguished Communications medal of the Southern Baptist Radio and Television Commission. The presentation will be made Feb. 17 at the 14th annual Abe Lincoln awards in Fort Worth (BROADCASTING, Jan. 3.) at which Jankowski will deliver the keynote address. Jimmy Allen, president of SBRTC, said: "Gene Jankowski has led the way in revitalizing the network's programming. He has insisted on excellence in news reporting and informing the American people about issues. He has shown a perceptive awareness of values in his response to the religious community of this nation." The Distinguished Communications medal is the highest of the annual awards given by the SBRTC. Past recipients include former CBS President Frank Stanton, Edward R. Murrow, Walt Disney and Bob Hope.

Appointments, promotion department, KENS-TV San Antonio, Tex.: **Patty Jernberg**, assistant program manager, to program manager; **Debra Frazier**, program director, to director of creative services, and **Carol Grun**, assistant promotion director, succeeds Frazier.

Catherine Ryan, recent graduate, Vassar College, Poughkeepsie, N.Y., joins WSTC(AM)-WYRS(FM) Stamford, Conn., as promotion coordinator.

Jim Byrne, media information manager, WNEV-TV Boston, joins WCVB-TV there as public relations representative.

Rebecca Lentz, reporter, WEAU-TV Eau Claire, Wis., joins WOKR(TV) Rochester, N.Y., as news promotion specialist.

Appointments, promotion department, WSOC-TV Charlotte, N.C.: **Steve Riley**, on-air specialist, to assistant promotion manager; **Johnnie Shue**, promotion assistant, to administrative assistant, and **Vivian Wright**, special projects producer, to promotion assistant.

Fred Warner, senior on-air producer, KABC-TV Los Angeles, named assistant director of creative services.

Nancy Pushee, secretary to creative services director, WXYZ-TV Detroit, named assistant press relations manager.

Allied Fields

Blaine Decker, VP, Arbitron television station sales, New York, named VP, television marketing. **Mark Young**, division manager, Arbitron Eastern television station sales, New York, succeeds Decker.

Thomas F. Kenney, VP and general manager of KHOU-TV Houston, elected chairman of Arbitron Television Advisory Council, succeeding **Walter Windsor**, general manager, WFTV(TV) Orlando, Fla. **Don Saraceno**, general manager of KCRA-TV Sacramento, Calif., re-elected vice chairman.

Howard Stone Jr., former executive director, Prince George's (Md.) county council's human resources committee, named acting director, Cable Television Commission, responsible for monitoring operation of cable television franchise systems in county.

Elected officers, Louisville (Ky.) Area Radio Stations' Association: **Charles Jenkins Jr.**, WXVW(AM) Jeffersonville, Ind., president; **Joe Kotter**, WRKA(FM) St. Matthews, vice president; **Jay Landers**, noncommercial

WUOL(FM) Louisville, treasurer, and **Joe McDevitt**, WAVG(AM) Louisville, director at large.

Deaths

Arthur Levey, 89, founder and president of Skiatron Electronics and Television Corp., New York, pioneer pay cable firm, died on Jan. 13 in Lenox Hill hospital, New York. Skiatron in 1963 granted license to its Subscriber-Vision System to Subscription Television Inc. to conduct pay television in California, but 1964 referendum in that state resulted in prohibition of pay television. Levey is survived by brother, and two sisters.

Winstead S. (Doodles) Weaver, 71, comedian and pioneer in improvisational television comedy, was found dead in his Burbank, Calif., home on Jan. 15 of what police described as self-inflicted gunshot wound. He starred in *The Doodles Weaver Show* for three months on NBC-TV and had number of character roles on television. He is survived by his son, Winstead, and brother, Sylvester L. (Pat) Weaver Jr., former NBC board chairman.

John L. William, 55, associate professor, Medill School of Journalism, Northwestern University, Evanston, Ill., and former general manager, WIND(AM) Chicago, died of complications following surgery for ruptured aneurysm Dec. 11 at Evanston hospital. He is survived by his wife, Marilyn, three sons and three daughters.

Stephen Flanders, 64, chief political reporter, WCBS(AM) New York, died of heart attack Jan. 18 while en route to meeting at New York's city hall. He had been with WCBS since 1962 and had earlier been with ABC News, NBC News and *New York Herald Tribune*. He is survived by his wife, Carol, daughter and four sons.

Jack Philips, 72, retired assistant chief engineer, WJLA-TV Washington, died of heart attack Dec. 28 at Holy Cross hospital, Silver Spring, Md. He is survived by his wife, Polly, two sons and daughter.

Arthur Space, 74, television actor who appeared in *Lassie* and *National Velvet*, died of cancer Jan. 13 at his home in Hollywood. He is survived by two daughters.

Patricia Emmet, 54, co-owner of WAGE(AM) Leesburg, Va., died of cancer Jan. 17 at Loudoun Memorial hospital, Leesburg. She is survived by her husband, Grenville, three sons and daughter.

Scollard of MMT: taking a chance on thinking small

They said it couldn't be done, and that Gary Scollard, president and principal owner of MMT Sales, the New York-based television representative firm, was "crazy" for trying. The odds of success, supposedly, were 1,000 to 1.

But in 1971, with the backing of the Meredith Corp. and its five stations as his first clients, Scollard started MMT after seven years with Blair Television.

After its first full year of operation, MMT grossed more than \$13 million, which represented an overall 33% increase for the five Meredith stations. The national spot business that year, 1973, was up about 5%. Gross revenues for the company in 1982 were about \$180 million, up 26% in a year when the industry was expected to be up 14% or 15% overall. Modesty is not Scollard's most apparent trait, but he somewhat understates the situation when he says: "That's some kind of growth." Those who bet against the odds, it appears, have been paid off handsomely.

As has Scollard. He has a home in the Virgin Islands (St. John), which he and his wife, Jeanette, frequent perhaps seven weeks out of the year—not an inordinate amount of vacation time when matched against the seven-day week that Scollard works when on the job.

Upon making the decision to go into business for himself, Scollard explains, he reasoned that "I'd rather work seven days a week for five years than five days a week for the rest of my life." Those five years have come and gone, and Scollard, although he's taken "somewhat of a step back," represented by the appointment of Jack Okin as president of MMT last April, still works with the commitment of a workaholic, a fact he readily admits. "That's one thing Al Masini and I have in common," he says, a reference to his counterpart and competitor at TeleRep.

As to the long hours he continues to log, Scollard responds, "I love it. . . It's a dynamic business." Weekends are particularly productive because "that's when I have time to think, be creative, probe, figure and so on." Of his initial plans to retire within five years, Scollard explains that, enjoying the business as much as he does, "there's no reason to."

The prospect of striking pay dirt was not the only reason Scollard went out on his own. After two short stints with WOOD-TV Grand Rapids, Mich., and WJBK-TV Detroit, where he sold local time, Scollard joined Blair Television's Detroit office in 1964, moving on to the firm's New York office in 1969.



Gary Francis Scollard—chairman, MMT Sales, New York; b. Oct. 6, 1930, Springfield, Mass.; BA, political science, College of the Holy Cross, Worcester, Mass., 1952; U.S. Army, 1952-54; singer with Fred Waring and the Pennsylvanians, 1954-55; sales representative for various cosmetics firms, including Breck, Hazel Bishop and Five Day Laboratories, 1955-63; sales representative, WOOD-TV (now WOTV-TV) Grand Rapids, Mich., 1963; sales representative, WJBK-TV Detroit, 1964; Blair Television, Detroit, 1964-69, New York, 1969-71; founder MMT, 1971; m. Jeannette Reddish, July 4, 1979; children (by previous marriage)—Susan, 26; Stephen, 24, Carolyn, 22.

Soon after joining Blair in New York, Scollard began to do some "careful searching as to what I perceived was going on in the business. I looked at what Blair was doing and I looked at what I was doing as an account executive." Ultimately, he left Blair in 1971 because he believed he had better ways to conduct a rep business.

In the 1960's, recalls Scollard, "you couldn't get out of the way of business. It just came—bang, bang, bang. . . gigantic profits. Television was in its heyday."

With Blair in New York, says Scollard, "I found myself buried with availability requests and unable to cope with the business at hand effectively." He went to the "powers that be," including the president of John Blair & Co., Jack Fritz, and said, "It's not working very well." In Scollard's view, Blair's long list of station clients prevented the individual attention he thought they deserved. He submitted his resignation to Jack

Fritz and told him that he was going to start his own rep company. "Fritz said: 'You're crazy, you can't do it,'" recalls Scollard. And with that, "I walked out with nothing but an idea." (Fritz, asked for his version of the parting, declined comment.)

Essentially, that idea is this: Concentrate on a small number of stations and reap "gigantic" revenue gains for clients.

After a few months when he "schemed and dreamed" in a little office on Manhattan's 48th Street, Scollard put in a cold call to James Conley, then and now president of Meredith's broadcast group. "He sparked to the idea," says Scollard. With a potential client at hand, Scollard flew to Miami and talked to Fred Nettere, former president of ABC Spot Sales, into becoming his minority partner. Conley then sold the idea to his bosses.

Meredith agreed to lend Scollard the necessary capital to get started. "The folklore of the industry is that they" owned part or all of MMT as a condition of financing the company, he says. In fact, Meredith did propose such an arrangement, but Scollard refused, arguing, among other things, that group-owned reps, "in the main have a hell of a time picking up stations," with TeleRep being a notable exception.

With 28 stations in tow and projected revenues of \$250 million in 1983, MMT appears to be on a roll. But the road to success has had some tortuous curves and deep pitfalls. The mid-seventies were a difficult time for MMT. At the opposite end of the problem Scollard thought was Blair's, he was in business with a station list that was too small. Initially, Scollard believed that if he could attract 12 major-market stations, MMT would thrive indefinitely. But in 1974 the company, for several months, had trouble meeting its payroll. If Meredith hadn't seen clear to defer debt payments temporarily, MMT could have gone under. The reason: "Not enough stations and not enough income." If it hadn't been for Meredith, says Scollard, "we wouldn't be in business." He still feels, however, that, to represent its clients effectively, a rep firm must limit its client list. The new cut-off point for MMT, he adds, is 35 to 40 stations.

"Knowing what I know now, they were probably right—it was impossible," says Scollard. "But I didn't know it at the time. I was so one-directional and so forceful and without fear, I just made it happen. And I don't say that from any ego point of view. . . It's been a trip for me."

There's a show-business side to Scollard that he has often applied to his day-to-day business life. In the mid-fifties, he was a singer with Fred Waring and the Pennsylvanians. "It's helped me," he says, because selling is "performance. . . that you back up with expertise."

FCC's teletext proceeding should be resolved next month, Chairman Mark Fowler said at National Communications Club luncheon last week. Fowler also said he had "sense" that Congress wanted crack at rule of sevens, which limits station ownership to seven TV's (no more than five of those VHF's), seven AM's and seven FM's. If it appears Congress will move on those rules, Fowler said FCC would defer. "We have to be sensitive to that," he said. Spokesman for House Telecommunications Subcommittee said it agreed rule was "arbitrary," and that subcommittee Chairman Timothy Wirth (D-Colo.) and Senate Commerce Committee Chairman Robert Packwood (R-Ore.) were "discussing" bringing subject up this year. After luncheon, however, Fowler aide explained that chairman's remarks didn't mean FCC wasn't continuing work on proposal to re-examine need for those limits.

Reports began surfacing last week that NBC Radio was negotiating to buy WBOS(FM) Brookline, Mass., principally owned by Herbert S. Hoffman, who also owns co-located WUNR(AM). Price is said to be in \$5-million range. RCA board has voted to pursue purchase of undisclosed FM (BROADCASTING, Jan. 10). Hoffman would not confirm or deny report, saying "we get offers all the time... one of them could be theirs."

RCA reported fourth quarter and full-year results for 1982 sales totaled \$8.2 billion, up from \$8 billion year earlier, while net income jumped to \$222.6 million, \$2.03 per share from abysmal \$54 million earned last year, which after preferred and preference stock requirements had ended as net loss of 19 cents per share. NBC earnings, it was said, "ended a four-year decline" and were up from unit's results last year even before special charge for write-off of program inventory. Sales for all broadcast elements set records.



Cabled Reagan. C-SPAN's *Students and Leaders* series, which brings together high school students and White House officials for question-and-answer sessions, featured the country's leader last Friday afternoon: President Reagan. Reagan, who agreed to do the show six weeks ago, fielded questions ranging from nuclear proliferation to welfare during the half-hour taping. Reagan kept the cameras rolling briefly at the end of the half-hour to apologize for not getting to all the questions. "This happens in the press conferences all the time," he said. "I go away feeling guilty because I couldn't get to all the hands that were raised." The President concluded his remarks by telling the students to be wary of information, regardless of its source. "Now I've answered your questions with factual statements," he said. "But don't let me get away with it. If you've got any questions about them, check it out. Make sure I was telling the truth. Your generation is hearing more words from more sources... than any generation that ever lived. Don't let anyone get away with it." Following the taping, there was perhaps another small indication of how far cable television has come. According to National Cable Television Association President Tom Wheeler, who was on hand for the taping, when C-SPAN President Brian Lamb introduced himself to Reagan, the president replied: "Of course, I knew you, I watch you on TV."

Amid accusations that cellular radio applications it had filed replete with false information, American Cellular Systems Inc. withdrawn all applications it filed for franchises in cellular markets 31-60 (BROADCASTING, Nov. 22, 1982). ACS was formed by H. C. McCall, president and chairman of Financial Institution Services Inc., Nashville-based bank marketing firm. ACS applications prepared by Edward M. Johnson Associates Inc., Knoxville-based consulting firm that also has been active in filing low-power television applications. ACS attorneys declined to comment. Johnson not available for comment. Decision to withdraw applications made after FCC had already returned several for being "deficient" and "unacceptable for filing." ACS had filed for all 30 markets.

Federal Trade Commission, in comments on FCC proposal to re-examine financial interest and syndication rules, is expected to be critical. FTC will state rules are "incapable of achieving their intended economic effect" and may harm consumers more than benefit them.

NBC confirmed last week it is scheduled to pay Soviet Union more than \$14 million owed in connection with 1980 summer Olympics. NBC spokesman said \$14 million includes interest earned on escrow account in which NBC invested. NBC still owed Soviet Union \$1 million under its contract to telecast Moscow games, negated by U.S. government boycotted games in response to Russian intervention in Afghanistan. Even after insurance payments, NBC has taken \$34-million loss.

Disney Channel has affiliated with its first multiple-system cable operator, Tele-Communications Inc., to carry studio's new pay television service on 175 of its systems beginning April 11, debut date of 16-hour-per-day program offering. Agreement gives Disney Channel access to 1.3 million of TCI's 2.5 million cable subscribers. Disney programming will be added to other TCI systems when channel capacity permits, and will be considered part of MSO's national offering. According to Disney, affiliations with several smaller cable systems have been confirmed and are still being negotiated with large MSOs.

Cable franchise officials in Multnomah county, Ore., having trouble reaching agreement with Viacom, are now negotiating with Rogers Cable Systems. Rogers finished second in selection process and owns contiguous system in Portland. County and Viacom had trouble coming to terms over rates. Rogers and county meet next week, final franchise ordinance and contract to be delivered in April.

Massachusetts Governor Michael Dukakis said Friday he will form special task force to study newsman's shield law. State is one of two without any protection for reporters who have assured sources they will not reveal their names. Dukakis hopes that study committee will produce bill which will pass legislature this session. Shield legislation has history of defeat in Massachusetts.

Oak Media Corp. announced last Wednesday (Jan. 19) it will begin 24-hour satellite distribution of fully scrambled national pay television service on Feb. 28 as part of its joint venture with Telstar Corp. to distribute Oak's ON TV programming via two leased transporters on Comstar D-4 satellite. Service will be encoded using Oak's C-secure security system and be uplinked from Skaggs Telecommunications facilities in Salt Lake City. Joint venture will market ON TV to cable and MDS systems, while Oak will continue its already-established service to STV, LPTV and cable operators. Telstar will market terrestrial-based programming to hotels, motels, resorts and similar outlets.

CBS-TV's weekend afternoon sports package in 1982 pulled average rating of 8.6, 12% better than ABC's 7.7 average and 18% better than NBC's 7.3, according to analysis by CBS Sports researchers. The networks together offered almost 1,143 hours of Saturday/Sunday programming.

noon sports, with CBS providing almost 442, NBC slightly more than 402 and ABC almost 299, according to CBS analysis. It edged CBS with winning ratings in six months (January, March, September, November and December), with ABC winning five months (February, April, June, August and October) and NBC taking July.

□

Mass Media Bureau last week reversed staff action and granted **letter change** for WTCO(FM) Arlington Heights, Ill., to WSEX(FM). Year FCC staff refused to grant call letters WSEX to new owner, Darrel Peters Productions Inc., on grounds that requested call letters were not in "good taste." Larry Harris, Mass Media Bureau chief, in letter to Darrel Peters Productions Inc., and their attorneys, sell Arkin and James Weitzman of Washington firm Shrinsky, Weitzman & Eisen, that there is no criteria at FCC for judging what constitutes "good taste" in call letters. Harris wrote that in view of FCC's "highly restricted role with respect to programing content, I believe that the commission would be unwarranted in summarily making the subjective determination that this set of call letters is not in good taste. Instead, the preferable course of action in this situation is to rely upon the good discretion of the licensee who is, in all probability, more attuned to what is, or is not, good taste in the Arlington Heights area." Darrel Peters Productions Inc., owned by Darrel L. Peters, bought WTCO last year for \$550,000 from Kenneth W. Gneuhns and others. Peters also owns WXJY(FM) Menonee Falls, Wis.

□

Group W has completely absorbed **Teleprompter**, FCC's revocation of merger in August 1981 is still being questioned. **National Media Coalition**, which had appealed FCC denials of petitions for reconsideration of merger to U.S. Court of Appeals in Washington, presented its case to court last Friday. NBMC attorney Michael Som argued that FCC failed to resolve all "disputed areas of law" and adequately weigh Teleprompter's poor EEO performance. According to NBMC Chairman Pluria Marshall, underlying reason for court appeal is NBMC's belief that sanctions imposed on Teleprompter at time of approval for its violation of EEO guidelines were insignificant. "Sanctions should have been much more severe," said Marshall. "They should have been fined so much for every system that was out of compliance" or transaction held up "until systems were brought into compliance." Telecommunications Research and Development Center, which has intervened in support of NBMC, also argued that FCC's decision-making was flawed. TRAC attorney Daniel R. Lemov said FCC failed to adequately take into account the integration of ownership in cable industry, diversity of information and vertical integration issues (control of programing and media ownership).

□

James J. Tilson, president of **Metromedia Television**, died of cancer Thursday at Pascack Valley hospital, Westwood, N.J. Tilson, 59, joined Metromedia in 1962, and was named president of television division in 1979. He is survived by his wife, Florence, two sons, two daughters and five grandchildren. Burial mass was set for today (Jan. 24) at Saint Mary's church, Closter, N.J.

□

NBC-TV has announced it will revamp its Thursday night lineup, adding its failing **Greatest American Hero** with two new half-hour series, **Condo** (8-8:30), and **Amanda's** (8:30-9) starting Feb. 10. **Condo**, a Witt-Thomas production, stars McLean Stevenson and Luis Llosa, as heads of two families, one white, one Hispanic, who are dominion neighbors. **Amanda's**, from E&L Productions in association with Viacom Productions Inc., stars Bea Arthur as owner of a house overlooking Pacific ocean. ABC says **Greatest American Hero** will return to schedule at some future date.

□

and Adventures of Nicholas Nickleby averaged five rating and 10 share nationally over four nights it aired (Jan. 10-13) on ad network of 60 stations, according to special survey conducted by Nielsen Co. for NBC-TV and disclosed by NBC Friday. Pro-

Fein control. Government control over the marketplace of ideas endangers both the development of individual faculties to sustain democracy and the truth itself, said Bruce Fein, the FCC's new general counsel, in his maiden speech at a Federal Communications Bar Association luncheon last week. "I believe that *Red Lion* should be overruled, that Congress should repeal the fairness doctrine... and that the commission should discard its personal attack and political editorializing rules," Fein said. "Policies championed by the First Amendment also compel the view that the commission should not examine proposed program content in choosing among broadcast license applicants," Fein said. In a question and answer session, Fein said there was no need for a Constitutional amendment to extend full First Amendment guarantees to broadcasters; that battle should be fought in the Supreme Court. "The Supreme Court has reversed itself 240 times," he said.



gram's average fell each night it aired, from 6.8/10 on Monday to 5.5/8 Tuesday, 4.3/6 Wednesday and 3.9/6 Thursday.

□

National Association of Broadcasters filed brief last week asking appellate court to reverse FCC decision to establish direct broadcast satellite service and grant Comsat's DBS application. Association also asked court to instruct agency to adopt rules and policies consistent with Communications Act. NAB charged that FCC "has usurped the function of Congress" and violated act's "requirement of local broadcast licensing by authorizing what amounts to national broadcast licenses." They maintain that legislation makes it "clear that Congress intended stations to be licensed to localities, with concomitant local service obligations."

□

ESPN announced anticipated increase in per-subscriber fee charged affiliates to 10 cents per month (BROADCASTING, Nov. 1, 1982). Affected are new ESPN affiliates, those whose contracts expire in 1983 and affiliates with 1982 contracts containing rate escalation clauses. Affiliates are currently charged four cents per subscriber per month. Gradual phase-in of new charges is not expected to affect more than million subscribers this year out of ESPN's 23-million subscriber base. "Reduced expectations for growth in advertising revenue" and desire for product improvement were cited as causes.

□

Communications lawyer **Richard Neustadt** said last week that courts and Congress will eventually make substantial cutbacks in broadcasting regulations. Neustadt, former telecommunications advisor to President Carter, told Massachusetts Institute of Technology seminar that FCC will try to draw arbitrary lines between broadcast and teletext regulation and "hope nobody sues." He said it will be years before electronic publishers' copyright and libel responsibilities will be determined. Resolution of those issues will have huge impact in 20 years with advent of electronic newspapers, Neustadt said.

□

American Express last week announced increased earnings over last year, although its joint cable venture, Warner Amex, had "negative effect on earnings." AE logged 11% net income increase for year of \$581.1 million, \$6.04 per share, with 17% improvement in fourth quarter. Warner Amex said it constructed 10,800 miles of single and dual cable plant last year, most in any year in company's history, and figure it believes was largest for any operator in 1982. Company says all its cable projects are on or ahead of schedule, with Pittsburgh and Houston "substantially completed" and both two years ahead of schedule. Dallas and Cincinnati are one year ahead, Cincinnati suburbs almost completed, suburbs of St. Louis and Chicago on schedule with completion set for mid-year.

Editorials

The dodos of 1988

FCC Commissioner Stephen Sharp made a rouser of a speech at the Association of Independent Television Stations convention last week. It was one of several rousing speeches there, as our coverage elsewhere in this issue suggests, but none of the others came close to his in the scope and immediacy of the doom it predicted for the present system of network and affiliate relationships.

By 1988, Sharp predicted, there won't be any TV network affiliates, or need for any. By then he expects the networks to be reaching 50% of U.S. TV homes by cable, about 10% by direct broadcast satellite and 22% through their owned-and-operated stations. That will give them 82% coverage of the U.S., and getting the rest won't be worth the cost of interconnections. They'll save on station compensation, to boot.

Consequently, and obviously, stations that are now affiliates will have to find other forms of programming, in Sharp's scenario. (The applause of program suppliers will surely outlast Sharp's term of office, which expires June 30.) On the mechanical side, Sharp saw promise in laser disks, on which station programming can be conveniently stored and easily punched up for broadcast. All those ex-affiliates will be independents by then, of course, like the independents that are independents now. If we follow his drift about the laser disks, plus an accompanying comparison to radio station evolution, the broadcast TV system five years from now will look more like disinterconnected disk-jockey operations than stations as they look and operate now.

The implications of all this are not only mind-boggling but far-reaching. Consider, for example, the Century Plaza hotel in Los Angeles, which happened to be the scene of Sharp's crystal-balling. For years the Century Plaza has been host to the ABC, CBS and NBC affiliates' conventions in succeeding weeks in May. If Sharp is to be taken seriously, it is clearly not too early for the hotel to begin looking for replacement bookings to start no later than May 1988. The INTV, if it delayed its convention by four months, could fill one of those weeks, but we don't know what to suggest for the other two. The Century Plaza is a great convention hotel up to a point, but it could never handle a horde of DJ's from 900 stations. Especially on only five years' notice.

What almost everyone forgets

CBS is claiming, quite correctly, a legal victory in its successful defense against a New Orleans judge's attempt to keep a segment of *60 Minutes* off the air. It is a settled point of law that prior restraint of a journalistic effort is not to be countenanced except in the probability of extraordinary damage. The appellate court and Supreme Court Justice White and Chief Justice Burger were merely affirming the law by their reversals of the lower court. That said, attention turns to the fair trial issue that this case has raised and that nags at the media-court relationship. The suggestion here is that broadcasters assert leadership in trying to get the issue resolved.

It is now widely believed in legal circles that fair trials cannot be had if juries know anything about the case or the defendants. On that belief, the trial of New Orleans policemen for violating civil rights, the subject of the CBS report, was moved from the city where the case attracted much attention to Dallas, where presumably a jury can be found among people who are unfamiliar with the case.

That theory of jury selection is 180-degrees off course from the

theory on which the English and U.S. jury systems were created. The Sixth Amendment says in part that "the accused shall enjoy the right to a speedy and public trial, by an impartial jury of the state and district wherein the crime shall have been committed." That was not an accidental phrase. The principle was borrowed, with full endorsement by the authors of the Bill of Rights, from the English jury of local freemen selected by lot. The English jurors were expected to understand local conditions and local character, probably the defendant as well. It was impartiality that was sought by the system, not ignorance.

Those principles were adopted in simpler times when people had personal and detailed knowledge of their immediate environments. If knowledge comes now in less personal ways, from the huge and growing media apparatus, it is no more disqualifying now than it was in the 18th century.

The question to be asked of prospective jurors is not whether they are so removed from the media scene that they know nothing, but whether opinions they may have formed are too embedded to be dislodged by contrary evidence.

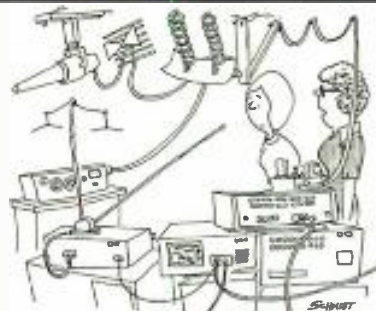
Vermont Royster, one-time editor of the *Wall Street Journal*, wrote some perceptive columns on this subject several years ago. Nothing, sad to say, came of them.

Who's going to lead the return now to first principles?

The thing that matters

There was talk at the independents' convention last week of joint efforts by broadcasters and cable operators to obtain relief from content regulation—the equal-time and fairness laws that apply to both and franchising requirements that immerse local governments in the editorial process on cable television. Indeed it is more than possible that the time for fruitful action has come. As noted also elsewhere in this issue of *BROADCASTING* magazine, a task force of House Republicans is advocating repeal of Section 315, which includes equal time and fairness. The FCC has been proposing repeal for the past year or more. Senator William Proxmire (D-Wis.) has once again introduced his version of repeal. As to local cable regulation, the Senate bill that attracted much support last year is to be revived. Joint action just might get somewhere.

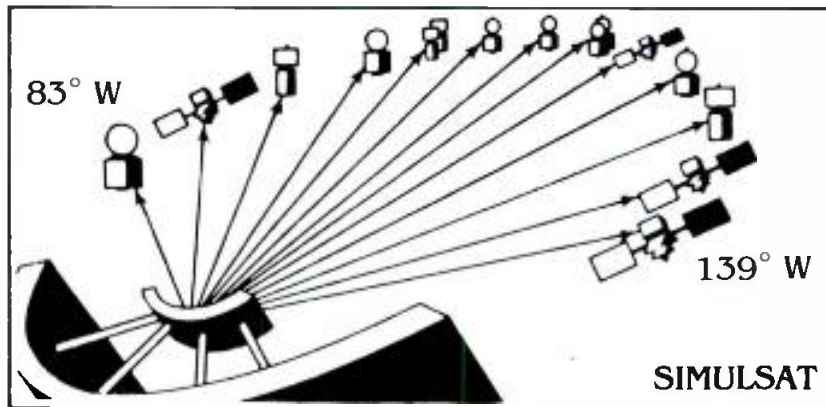
There was also talk at the independents' convention, however, of trade-offs in legislative support: We'll go with you on content deregulation if you go with us on copyright was the message of the cable representative. Trade-offs are irrelevant when content deregulation is at stake. Forget the other issues that set broadcasters and cable operators apart. Get together in the quest for editorial freedom.



Drawn for *BROADCASTING* by Jack Schmidt

"Charlie's spent almost \$7,000 making this equipment so he can watch subscription TV for free."

INCREASE YOUR MARKET SHARE WITH A MULTI-BEAM SIMULSAT



**SIMULSAT-7 SEES ALL SATELLITES SIMULTANEOUSLY
WITH 7 METER PERFORMANCE**

SEVEN METER PERFORMANCE

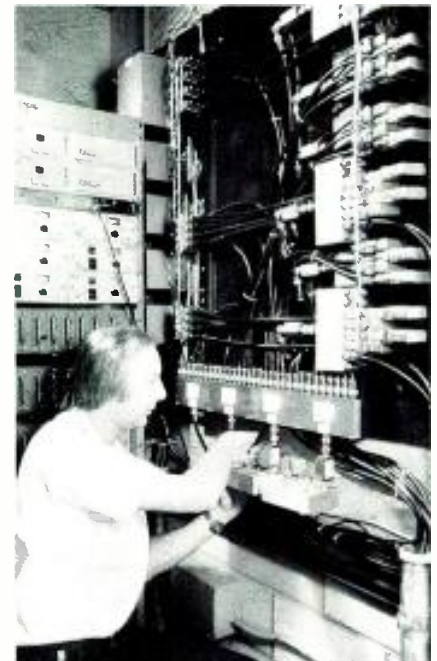
Our new Simulsat-7 will give you 7 meter performance on every satellite. Consider the equipment expense and maintenance headaches associated with conventional steerable antennas compared to one fixed Simulsat.



SIMULSAT-5

**CHOOSE THE SIZE THAT'S
RIGHT FOR YOU.**

Simulsat-3 41 dBi gain
Simulsat-5 44 dBi gain
Simulsat-7 47 dBi gain



TURNKEY INSTALLATIONS

Antenna Technology can provide you with a completely installed and engineered system specifically designed for your unique situation. Whether you require a remote switching system from your antenna site to your studio or a standard electronics package with your Simulsat, our engineers can design a system to meet your needs. Let our Broadcast Specialists show you how we can save you time and money with a Simulsat installation.



**ANTENNA
TECHNOLOGY
CORPORATION**

8711 East Pinnacle Peak Road Suite C-103
Scottsdale, Arizona 85255
(602) 264-7275

A DIGITAL EFFECTS SYSTEM SO ADVANCED, EVEN WE DON'T KNOW ALL IT CAN DO.

JAN 8 1988

Maybe we'd better explain.

We do know the limits of our new E-FLEX DVE® system.

It's just that those limits are so theoretical, they have almost no impact on what E-FLEX can do in the studio.

And what it can do in the studio is virtually limitless.

To start with, E-FLEX has some of the most sophisticated effects ever offered in a digital video system. Like a new, two-channel reciprocal function. Our mosaic and posterization effects. Multi-move, so you can put up to 16 copies of a moving image on the same screen. And a trajectory function that lets you control the movement of an image along a curved path.

But E-FLEX is so advanced, you can also combine our "basic" effects in new,

unheard-of ways. And this is where the theoretical limits come in. There are so many possible combinations, no one will ever know what they all look like.

That makes E-FLEX the most potent creative video tool ever. Every time you turn it on, you can create an effect no one has ever dreamed of. And when you've got what you want, you can store it permanently on a bubble memory cartridge that never wears out.

Yet while E-FLEX's capabilities may approach infinity, the price doesn't. It'll fit comfortably into your studio budget.

And that's all the more reason to call for a demonstration tape today. Because once you've seen a little of what E-FLEX can do, nothing will stop you from discovering the rest on your own.

NEC

IMAGINE WHAT WE'LL DO NEXT

NEC America, Inc. Broadcast Equipment Division, 130 Martin Lane, Elk Grove Village, IL 60007. Call toll-free 1-800-323-6656. In Illinois, 312-640-3792.

