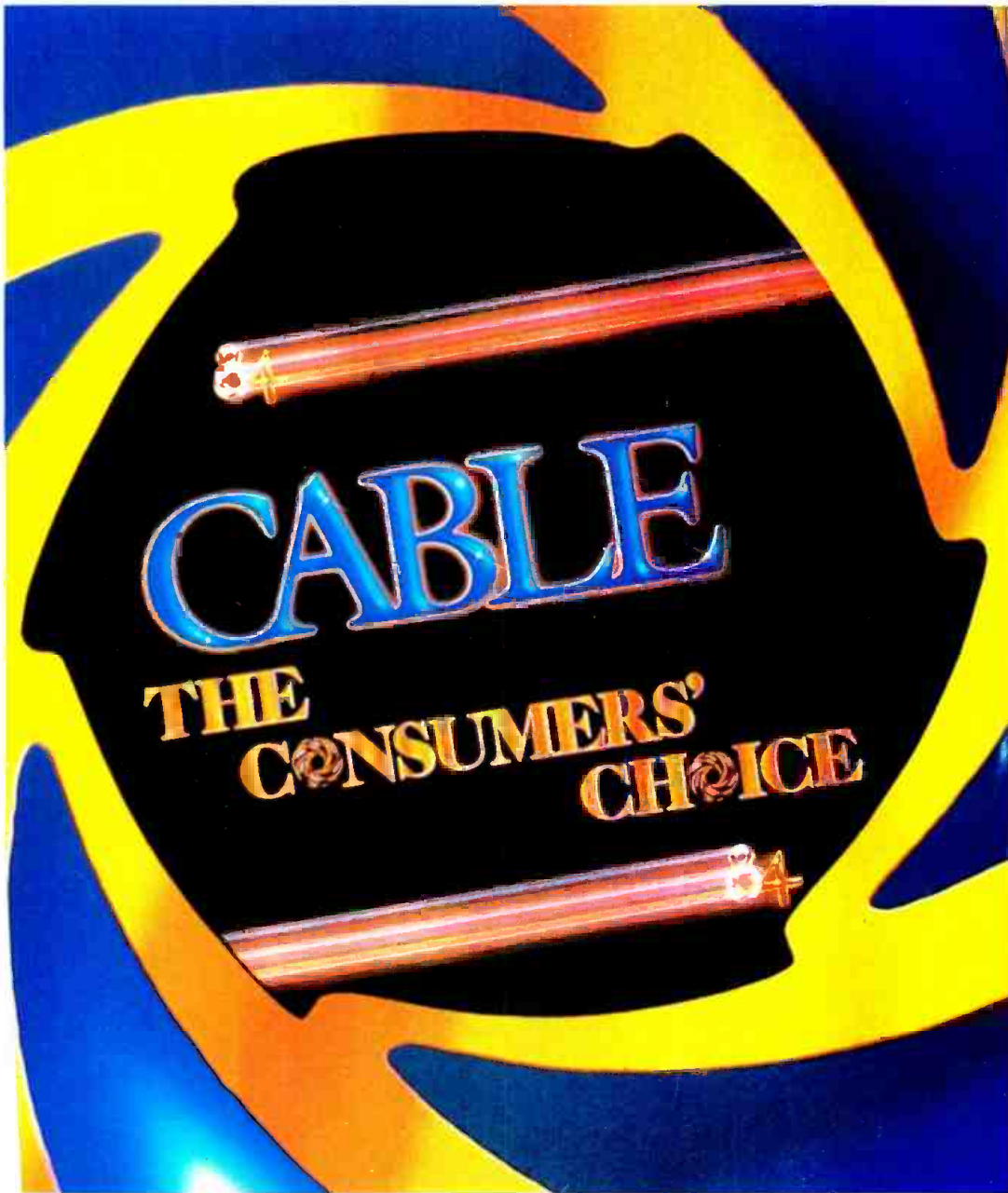


The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jun 4



36112LIRAB5124 DIK DEC/85
A U LIBRARY
US AIR FORCE
SERIAL ACQ SECTION
MONTGOMERY AL 36112

53d Year 1984

At Large with Tom Wheeler
Cable, critics cut a deal
the eve of NCTA

For 320 profitable reports on the Summer Games, the only thing our affiliates have to pay is attention.

Once every four years, radio stations have a chance to sell avails at world-record speed. That kind of opportunity is worth a lot.

But AP Network News' sports coverage hands it to affiliates on a golden platter. Twenty special, brief authoritative reports a day, direct from AP's Los Angeles headquarters, and other sites around town. Anchored by the likes of Dave Lubeski, Jim Militello, Jack Briggs, Jim Bell, Shelley Adler and Mike Gracia.

Just as important, AP Network stations don't have to wrestle with clearances or network commercials. Instead, they have 100% control over all commercial avails and keep 100% of the profit.

We've even sent our affiliates a list of official sponsors of the Summer Games to help them track down likely local advertisers.

And as for format, our AP Network stations can run our reports every which way. As they are broadcast, taped, shortened, grouped or in a special program produced by the affiliate.

So if you're an affiliate of the AP Network, take your sales force to the limit, and sell every award-winning moment.

And if you're not, call Glenn Serafin, collect, at the Broadcast Services Division of The Associated Press at (202)955-7214.

If you don't, you could be passing up a golden opportunity.

**Associated Press
Broadcast Services.
Without a doubt.**



HOT HITS!
WCAU
FM 98
PHILADELPHIA

B96
WEBM-FM
CHICAGO

103 FM
WHTT
HITRADIO
BOSTON

WCBS
FM 101
NEW YORK

93 FM
KKHR
HITRADIO
LOS ANGELES

KRQR
97 FM
SAN FRANCISCO

FM 103
KHTR
HITRADIO
ST. LOUIS

**WE BRING YOU
MORE LISTENERS
THAN ANY OTHER
FM STATION GROUP
IN AMERICA**

When it comes to reaching potential customers, the CBS Owned FM stations once again outdistance all the others. Every week, over six and a half million listeners tune in our very special brands of contemporary radio. That's more than any other FM group in the country. And it proves that the CBS FM stations have made contemporary radio a true mass appeal medium. When it comes to impact, CBS/FM works... for audiences and for advertisers.

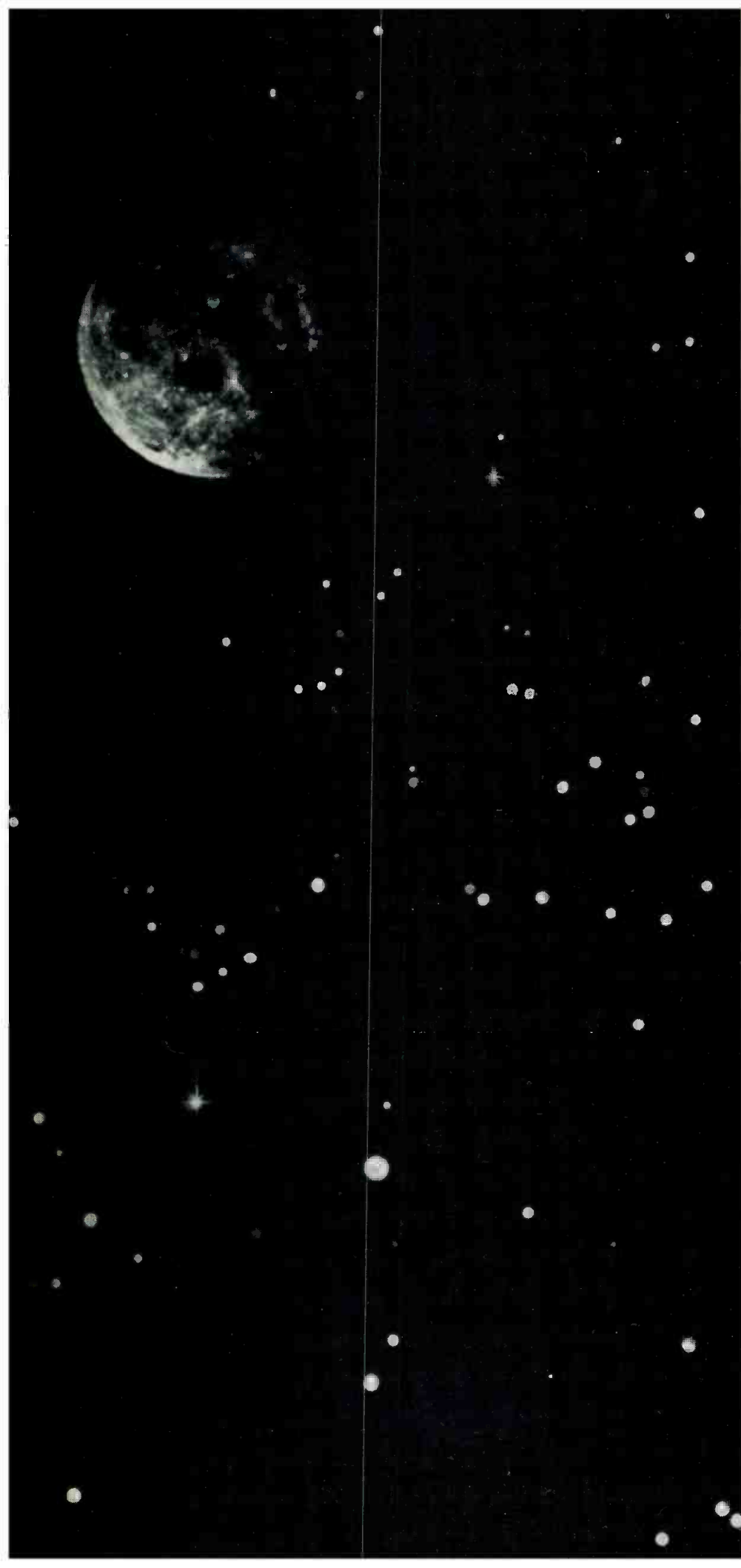
**CBS OWNED
FM STATIONS**

The biggest. The best.
Represented by CBS/FM National Sales.

Source: Arbitron Winter 1984.
Persons 12+ TSA Cume, 6AM-Mid, Mon-Sun.



AIR UNIVERSITY LIBRARY
MAXWELL AIR FORCE BASE, AL
PROPERTY U. S. AIR FORCE



At Society Bank, the sky's no longer the limit.

With emerging new technologies and state-of-the-art equipment, not even the sky's the limit for today's communications companies.

But reaching new heights in the business world takes more than high-flying ideas and sophisticated equipment. It takes a bank with experience in the communications field.

At Society Bank, we've been committed to the communications industry for more than 40 years. Last year alone, we loaned or acted as agent in over \$100 million dollars worth of business.

As specialists in communications financing, we can provide your company with prompt, personalized financial assistance for acquisitions, debt refinancing, mergers, divestitures, and financial management consulting.

So if you're looking for a new dimension in banking, come to Society. There's no limit to what we can do. For more information, or an appointment, contact Jolen Cameron at (216) 622-8665.

Society
BANK

Broadcasting Jun 4

Cable and the cities come to agreement At Large with Tom Wheeler NCTA 84 in Las Vegas

COMING TO AGREEMENT □ NCTA and National League of Cities reach compromise on cable deregulation package. **PAGE 39.**

AWRT CONFAB □ American Women in Radio and Television Chicago convention hears Dawson, Joyce and Woodruff discuss past accomplishments and future hopes for women in broadcasting. **PAGE 42.**

LOCAL NUMBERS □ Results are in for Nielsen metered markets for May sweeps period. **PAGE 44.**

TAKING IT TO THE LIMIT □ On the eve of his last NCTA convention as president, Tom Wheeler reaffirms his commitment to an ever-expanding cable universe as he discusses the medium's past, present and future in an in-depth "At Large" interview. **PAGES 51-60.**

NCTA 84 □ Cities-cable compromise expected to head topics of conversation at convention. **PAGE 64.** The latest numbers on cable programming services appear on **PAGE 64.** The convention's agenda appears on **PAGE 66,** and a listing of exhibitors begins on **PAGE 70.** A listing of the top 50 cable MSO's appears on **PAGE 81.**

AURAL ADS □ RAB figures show that radio advertisers spent over \$380 million last year, with Anheuser-Busch leading the parade. **PAGE 82.**

MILE HIGH □ AAF's "Putting it all together" convention begins in Denver. **PAGE 83.**

TV NUMBERS □ TVB charts the top 25 advertising

categories for local, spot and network. **PAGE 83-84.**

RATINGS DISPUTE □ Two Los Angeles stations take exception to components of Nielsen May sweeps methodology. **PAGE 85.**

IN-HOUSE LOOK □ News organizations tighten financial rules in wake of *Wall Street Journal* case on insider reporting. **PAGE 86.**

NEW HOME □ RKO breaks ground for new facilities for WOR-TV in Secaucus, N.J. **PAGE 89.**

BACK ON TRACK □ Storer Communications cable push has slowed earnings growth as franchises are being built, but company believes it has turned corner. **PAGE 91.**

FALL CAMPAIGN □ Republicans unveil television spots criticizing House Speaker Tip O'Neill and Democrats. **PAGE 96.**

NEWS JUDGMENT □ FCC ALJ renews New Jersey FM despite challenge based on charge of lack of local news and public affairs programming by station. **PAGE 97.**

INTELSAT UPDATE □ White House asks State and Commerce to settle jurisdictional dispute. **PAGE 98.** Study shows that ISI and Orion applications would cause economic harm to Intelsat. **PAGE 99.**

FUNDING FIGHTER □ NAPTS Chairman David Ives's fund raising, salesmanship and management skills have proved a winning combination for public broadcasting. **PAGE 119.**

INDEX TO DEPARTMENTS

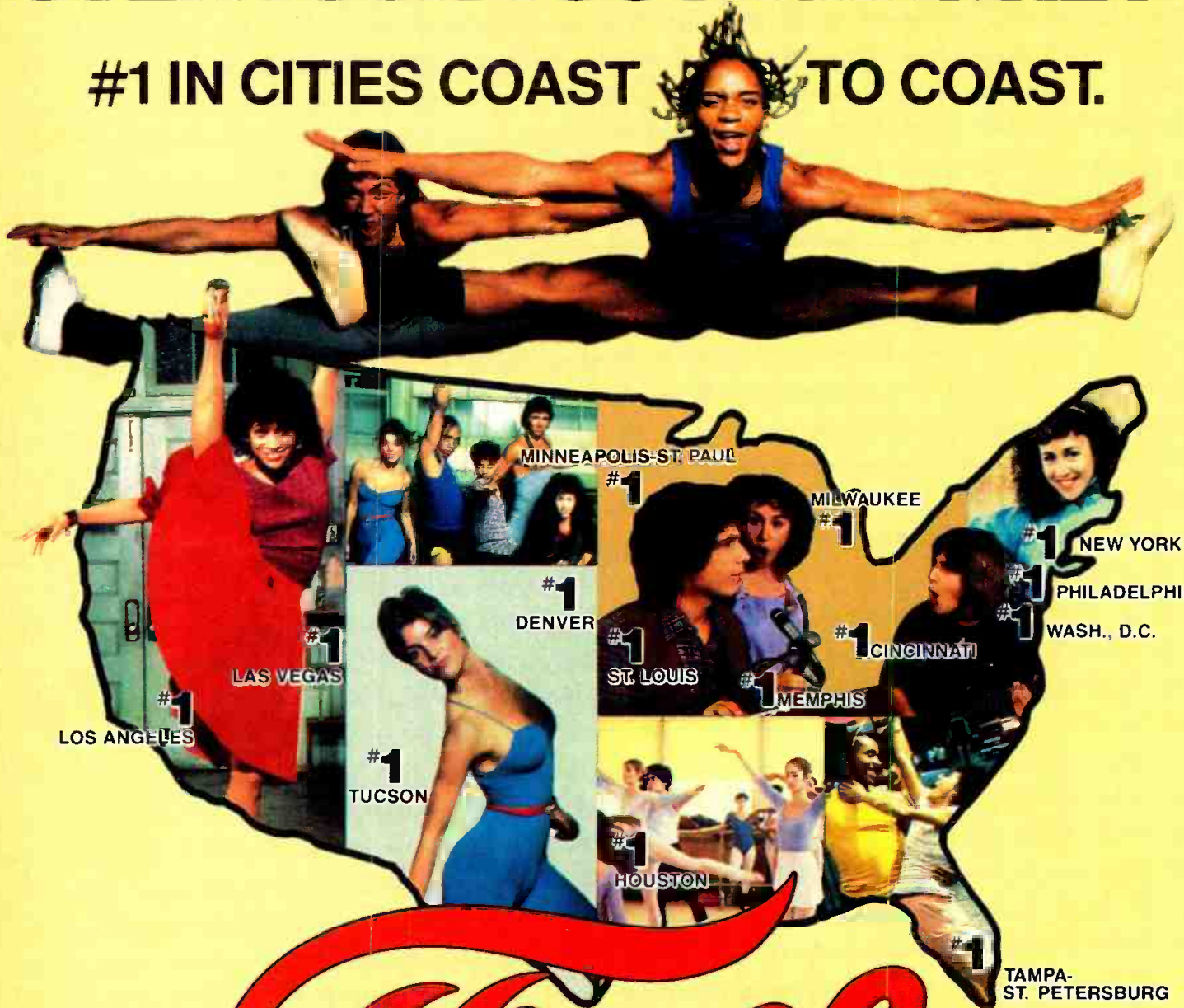
Advertising & Marketing	82	Closed Circuit	7	For the Record	104	Monday Memo	26
Business	91	Datebook	28	In Brief	120	Open Mike	36
Business Briefly	18	Editorials	122	In Sync	100	Programing	85
Cablecastings	10	Fates & Fortunes	115	Journalism	86	Riding Gain	94
Changing Hands	93	Fifth Estater	119	Law & Regulation	96	Stock Index	88

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single Issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$60, two years \$115, three years \$160. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$170 yearly for special delivery \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* \$80. *Across the Dial* \$6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (\$37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

INDEX TO ADVERTISERS Accu-Weather 78 □ Acronodyne Industries 65 □ American Image Productions 53 □ Arbitron Ratings Co. 38 □ Associated Press Broadcast Services Second Cover, 18 □ Barclays American Business Credit 22 □ Blackburn & Co., Inc. 92 □ Blair Television 27 □ Broadcast Electronics, Inc. 11 □ BMI 59 □ Broadcast Personnel, Inc. 115 □ CBS Owned FM Stations 3 □ CBS RadioRadio 35 □ Chapman Associates 95 □ Classified Ads 107-114 □ Columbia Pictures Television 8-9, 12-13 □ Communications Equity Associates 15 □ Continental Electronics 75 □ R.C. Crisler & Co. 97 □ DCA TeleProductions Third Cover □ Delta Air Cargo 60 □ Embassy Telecommunications 19 □ Facts on File, Inc. 87 □ Firstmark Financial Corp. 90 □ Gammon & Ninowski Media Brokers, Inc. 94 □ Group W/Westinghouse Broadcasting & Cable, Inc. 29 □ Harris Corp., Satellite Communications Div. 56-57 □ Hitachi Denshi America, Ltd., Broadcast & Professional Div. 48-49 □ Hughes Communications 20-21 □ International Lutheran Laymen's League 74 □ International Tapetronics Corp. 50 □ Lester Kamin & Co. 96 □ Lehman Brothers 91 □ Lorimar 23, 62-63 □ The Mahlman Co. 93 □ MGM/UA Entertainment Co. 6 □ Microdyne Corp. Fourth Cover □ Motor Racing Network 76 □ National Cable Television Association Front Cover □ National Guard 61 □ Paramount Television Domestic Distribution 47 □ Professional Cards 105 □ Services Directory 104 □ Society Bank 4 □ SONY Broadcast 24-25 □ Standard Rate & Data Service, Inc. 101 □ Howard E. Stark 79 □ Joe Sullivan & Associates, Inc. 10 □ D.L. Taffner Syndication 14 □ 3M 30-31 □ 20th Century Fox Television 32-33 □ USA Network 16-17 □ Utility Tower Co. 67 □ Weiss-Powell, Inc. Radio Sales 37 □ WNEV-TV 71 □ Xerox Corp. 69 □

FAME HAS TAKEN OVER YOUR YOUTH MARKET!

#1 IN CITIES COAST TO COAST.



Fame

National Advertising
Sales Representative

LBS
LEXINGTON BROADCAST
SERVICES COMPANY, INC.

SOURCE: APOLLO/NSI FEB. 1984, PERSONS 12-24
RANK IN TIME PERIOD

© 1984 MGM/UA Entertainment Co. All Rights Reserved.



TELEVISION

SIXTY YEARS OF GREAT ENTERTAINMENT

Closed Circuit

Access isn't over

Agreement between NCTA and cities on language for H.R. 4103 (see page 39) did not cover leased access provision that would require high-capacity cable systems to lease specific number of channels to third parties, but it's expected to generate some controversy during markup in Energy and Commerce Committee. Some committee members oppose provision on philosophical grounds and may call for its deletion. Some cities and consumer groups will try to strengthen it. NCTA has promised House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.), who authored provision, to support it as it now stands, but will oppose any attempts to beef it up.

April showers

Radio industry this week will learn it had banner month in April for national spot. According to Radio Expenditures Reports Inc. (RER), billings for month totalled \$83,626,400—up 23.4% from same time year ago (due to five-week month, percentage was adjusted). Actual percentage increase was 54.3%.

Warm-up

Paramount Television Distribution, as part of its teaser campaign to open market for off-network syndication of *Cheers* and *Family Ties*, will release research report shortly showing that half-hour situation comedies perform markedly better than hour-long series in syndication. Report is expected to show that top 10 off-network half-hours released in syndication over past five years enjoyed 57% ratings advantage over top 10 hour-long shows over five-year period from 1978 to 1983. Also, report shows half-hours hold their rank longer in syndication than do hours. According to Paramount, "hours simply do not last beyond two years in syndication." Average rank for half-hours in first three years of syndication was five for year one, six for year two, and nine for year three. This compares to rank 15 for first-year syndication of hours, rank 22 for second year, and rank 29 for third.

Programing reps, however, see report as setting tone for Paramount to get record license fee for *Cheers* and *Family Ties*. Paramount declines to say when it will bring shows on market but reps think could be matter of weeks. Another thing reps expect: Paramount will use TWX bidding method to sell series, same method

that MCA recently successfully employed in syndication of hour-long *Magnum, P.I.*

Children's hour

NBC plans to modify *Silver Spoons*, in part to help it comply with prime time access rule when program moves into Sunday, 7-7:30 p.m. period next fall. PTAR, established in 1975, puts three-hour limit on network or off-network programing stations may carry between 7 and 11 p.m. Exemptions to rule include half-hour news following full hour of local news, documentary, public affairs or children's programing. NBC has hired Los Angeles child psychologist to consult on next season's episodes of *Silver Spoons*, as well as new series following it, *Punky Brewster*, latter also passed on to NBC legal department in Washington to see whether it meets network's own children programing standards.

According to NBC, *Silver Spoons* in 1983-84 season averaged 15.1/22. Its demographics included 24% children 2-11; 14% teen-agers 12-17; 21% women 18-49; 16% women 50-plus; 15% men 18-49; and 10% men 50-plus.

Together again

After Fred Alvarez is sworn in as commissioner of U.S. Equal Employment Opportunity Commission today (June 4), FCC Commissioner Henry Rivera will have new Washington ally. Alvarez and Rivera, Democrats, were partners in Albuquerque, N.M., law firm of Sutin, Thayer & Browne.

Approaching 50%

Some ABC television affiliates in major markets have sold more than half of Olympic inventory. Vast majority, however, seem to have at least 60% of 425 minutes of inventory unsold. No sales managers contacted say they are worried about impact of withdrawal of Soviet Union and other competing nations, although they acknowledge any "smart" advertiser will try to make use of problem to drive prices down. Concern most often mentioned by affiliates is that Olympic sponsors may have little money left over for spot, after heavily buying network time to promote purchased sponsorships. Related concern is that heavy network advertising by sponsors will scare away spot buys by nonsponsors in same product category. Example, given more than

once, of reluctant advertiser is Hardee's, in fast-food category, where McDonald's is sponsor. General feeling seems to be that sales could be going faster, but spot activity has yet to begin in earnest.

Looking for intentions

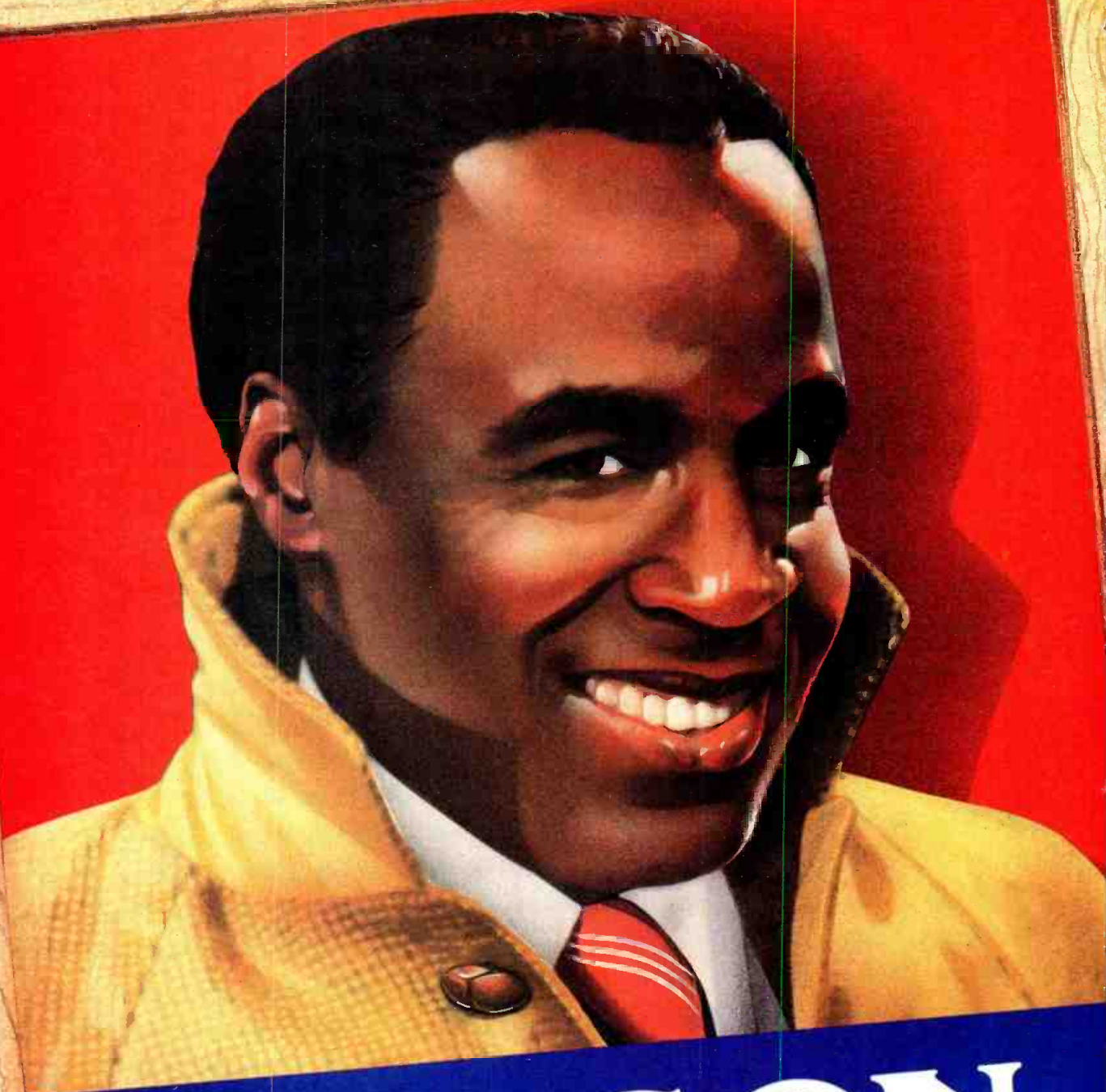
At open meeting June 15, FCC is expected to spell out commitment for satellite construction that applicants for direct broadcast satellite authority must make to qualify for grants of orbital slots and frequency assignments. That's no small matter since choice locations are limited, and 15 DBS applications now have been accepted. Commission has said applicants must have at least contracted to construct their satellites to qualify. At issue will be whether to grant slots and frequencies to CBS and Dominion Video Satellite (formerly Video Satellite Systems). Both have made various movements toward construction, but neither, according to FCC source, has made iron-clad commitment to construct.

In the running

Peter M. Fannon, acting president of National Association of Public Television Stations, and David Brugger, director of broadcast services, Corporation for Public Broadcasting, are said to be leading candidates for NAPT's presidency. Other names mentioned include Richard Holcomb, vice president for public affairs, American Television and Communications (and former national and local public TV executive); Richard W. Russell, general manager, noncommercial WCNY-TV Syracuse, N.Y.; John Price, public relations director, noncommercial WHA-TV Madison, Wis., and Hope S. Green, general manager, Vermont Public Television.

Ball in whose court?

FCC's proposal to relax or repeal rule that limits broadcast ownership to seven AM's, seven FM's and seven TV's (no more than five VHF's), may be most significant mass media item left on Chairman Mark Fowler's deregulatory agenda. But word is that Mass Media Bureau won't have anything to do with drafting of final order, which some say might be ready for final commission action before end of June. Despite protest by Mass Media Bureau, Bruce Fein, FCC general counsel, will be taking sole bows for that one.



BENSON
IN'84

Over 75 Markets Sold!



NEW YORK	WPIX
LOS ANGELES	KCOP
CHICAGO	WGN-TV
PHILADELPHIA	WTAF-TV
SAN FRANCISCO	KTZO
BOSTON	WLVI-TV
DETROIT	WJBK-TV
WASHINGTON, D.C.	WDCA-TV
CLEVELAND	WJKW-TV
DALLAS	KNBN-TV
HOUSTON	KRIV-TV
PITTSBURGH	WTAE-TV
MIAMI	WCIX-TV
MINNEAPOLIS	KMSP-TV
ATLANTA	WSB-TV
SEATTLE	KCPQ
ST. LOUIS	KDNL-TV
DENVER	KWGN-TV
BALTIMORE	WMAR-TV
SACRAMENTO	KRBK-TV
PORTLAND, OR.	KPTV
INDIANAPOLIS	WRTV
HARTFORD	WVIT
PHOENIX	KPHO-TV
SAN DIEGO	KCST-TV
KANSAS CITY	WDAF-TV
CINCINNATI	WKRC-TV

MILWAUKEE	WITI-TV
NASHVILLE	WSMV
CHARLOTTE	WCCB
BUFFALO	WGR-TV
ORLANDO	WOFL
NEW ORLEANS	WVUE
COLUMBUS, OH.	WTVN
MEMPHIS	WPTY-TV
GRAND RAPIDS	WZZM-TV
RALEIGH	WRAL-TV
OKLAHOMA CITY	KGMC
BIRMINGHAM	WBRC-TV
HARRISBURG	WPMT-TV
NORFOLK	WYAH
GREENSBORO	WGGT
ALBANY, N.Y.	WNYT
FLINT	WNEM-TV
LITTLE ROCK	KLRT
SHREVEPORT	KSLA-TV
MOBILE	WALA-TV
JACKSONVILLE	WJKS-TV
FRESNO	KSEE
WEST PALM BEACH	WPEC
ALBUQUERQUE	KNAT
ROCHESTER, N.Y.	WHEC-TV
PORTLAND, ME.	WCSH-TV
AUSTIN	KBVO

JACKSON, MISS.	WAPT
COLUMBIA, S.C.	WOLO-TV
LAS VEGAS	KVVU-TV
COLORADO SPRINGS	KRDO-TV
SALINAS	KMST
CHARLESTON, S.C.	WCBD-TV
AMARILLO	KVII-TV
BEAUMONT	KBMT
RENO	KCRL
BOISE	KIVI
CORPUS CHRISTI	KIII
CHICO-REDDING	KRCR-TV
MACON	WGXA
ERIE	WJET-TV
ALBANY, GA.	WALB-TV
WILMINGTON	WJKA
MEDFORD	KTVL
GREENWOOD	WABG-TV
JACKSON, TENN	WBBJ-TV
HONOLULU	KGMB
MANCHESTER/ CONCORD	WMUR-TV

The Benson bandwagon is rolling!

A Witt-Thomas-Harris Production
distributed by



Showtime excitement

Showtime last week unveiled plans for a new advertising campaign with the theme, "We Make Excitement." The new campaign, developed by J. Walter Thompson and set for August debut, replaces the current "All Eyes Turn For Showtime" theme, created by Benton & Bowles. Showtime officials said that campaign failed to generate sufficient awareness among consumers about Showtime and to differentiate it from competing pay cable program services.

The advertising budget for the new Showtime campaign will be significantly larger than the network's ad budget for last year's campaign, which totaled about \$5 million. Showtime/The Movie Channel President Mike Weinblatt said it would not exceed \$10 million, however.

Spots in the new campaign will incorporate a theme song based on the Pointer Sisters' tune, "I'm So Excited." The group will sing the adapted version of the song for the campaign, said Joanne Black, Showtime/TMC's new vice president of marketing and creative services, but will not appear in the spots. The campaign, Black said, is designed to position Showtime as "innovative

and exciting," with a style that sets it apart from the competition. J. Walter Thompson beat three other finalists for the Showtime account, including Benton & Bowles; Della Femina, Travisano & Partners, and Backer & Spielvogel.

The campaign will be delivered through a variety of media, but television will be the focus, starting with spot in August and network in the fall. The initial flight will continue into November. If the campaign is as effective as Showtime research indicates, it will run into next year, said Black. The campaign focuses on Showtime's innovative original programming, although Weinblatt indicated that the movie-to-original program mix would remain at about 70%-30%, at least through the end of the year. Black said that a new campaign, to be ready by this year's Western Cable Show, would also be developed for The Movie Channel. That too will be developed by J. Walter Thompson.

Milwaukee deal

Warner Amex Cable has outlined plans to the city of Milwaukee for the proposed joint venture of its unbuilt city system with 14 suburban systems owned by Viacom. The

venture would be structured as a limited partnership with WA and Viacom holding a combined 40% as general partners. There are about 254,000 homes in the city franchise and about 75,600 homes in the suburban franchises, which now serve close to 34,000 basic subscribers. Under the proposed plan, WA would own 77.5% of the 40% general partnership interest, while Viacom would hold 22.5%. The remaining 60% would be sold to investors in limited partnership interests. At the time the venture is formed, Viacom would receive from it \$20 million for the contribution of its suburban cable assets, while WA would receive about \$12.5 million for the costs it has incurred with the Milwaukee franchise so far. The city's office of telecommunications and its cable consultant are reviewing the proposed venture and expect to make a final recommendation within the next several weeks.

Staying put

Times Mirror Cable Television has succeeded in retaining about 98% of the pay television subscribers who formerly received the discontinued Spotlight pay service, according to Larry W. Wangberg, president and chief executive officer.

Wangberg told members of the Southern California Cable Club that as of April, approximately 98% of the 120,000 former Spotlight subscribers served by Times Mirror systems had converted to other pay cable services. Spotlight was shut down Feb. 1, 1984, by Times Mirror and other partners in the all-movie service. Wangberg said the high retention rate was accomplished through an aggressive direct mail and telephone sales campaign.

"We're really in the service business," Wangberg said. "People do not need cable; we can't lose sight of that fact. It is still not a necessity." Noting the long phone delays sometimes encountered by cable subscribers or would-be subscribers, he warned: "We have to make it easier for them to get cable television."

Times Mirror, Wangberg disclosed, has implemented a minimum service standard for its systems, establishing benchmarks for performance in billing, service, installation and sales. He said more than 90% of systems are keeping telephone hold times to under 60 seconds in an effort to fight a 10% abandonment rate in telephone queries. Wangberg said Times Mirror has restructured its national headquarters, putting a new corporate-level department in charge of customer services.

With regard to Times Mirror's long awaited roll-out of videotex to cable customers in its Mission Viejo, Calif., system, Wangberg predicted 2,000 homes would go on-line during the second half of 1984. "We're very excited about it," he said, predicting that "some day we will all have videotex in the home in some form."

SULLIVAN SOLVES.



By finding and recruiting outstanding executives who are exactly right.

Right for their assignments. Right for their responsibilities. Right for the specific business styles and environments of their new companies.

A Sullivan search is based on over twenty years of experience in communications. It is thorough, careful, and totally discreet.

From group presidents to general managers, many of the most successful executives in the broadcasting and cable television industries today were found and recruited by Joe Sullivan & Associates.

For a confidential discussion of your executive requirements, call Joe Sullivan today.

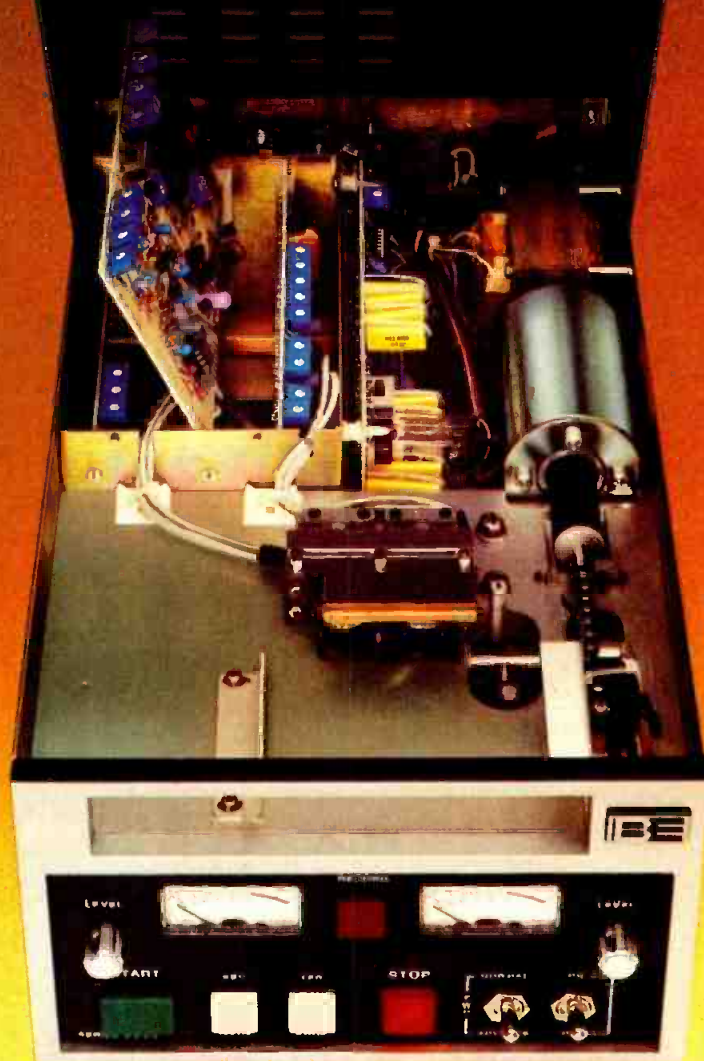
JOE SULLIVAN & ASSOCIATES, INC.
EXECUTIVE SEARCH AND RECRUITMENT

340 W. 57 St., New York, NY 10019 (212) 765-3330

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

*Clean sound...
only from the finest equipment...*

The 3000 Series



***Give your listeners the cleanest sound
from the most dependable Cart Machine you can use.***

****We guarantee it unconditionally.***

No other machine sounds better because no other machine is manufactured better than the B/E Series 3000. More than 10,000 machines in use worldwide. From BBC to NBC, from CBS to thousands of other discriminating radio and TV stations throughout the world.

****Call Tim Bealor today for a 30 day no risk order.***

**BE BROADCAST
ELECTRONICS INC.**

4100 N. 24th ST., P.O. BOX 3606, QUINCY, IL 62305-3606, (217)224-9600, TELEX: 250142



HART TO HART

SOLD!

NEW YORK
LOS ANGELES
CHICAGO
PHILADELPHIA
SAN FRANCISCO
BOSTON
DETROIT
WASHINGTON, D.C.
CLEVELAND
DALLAS
HOUSTON
PITTSBURGH
MIAMI
MINNEAPOLIS
SEATTLE
ATLANTA
TAMPA
ST. LOUIS
DENVER
SACRAMENTO
INDIANAPOLIS
HARTFORD
PHOENIX
SAN DIEGO
KANSAS CITY
MILWAUKEE
ORLANDO
NEW ORLEANS

WOR-TV
KHJ-TV
WBBM-TV
WCAU-TV
KTZO
WSBK-TV
WJBK-TV
WRC-TV
WKYC-TV
KNBN-TV
KTXH
KDKA-TV
WSVN-TV
KMSP-TV
KOMO-TV
WGNX
WTSP-TV
KMOX-TV
KWGN-TV
KQVR
WRTV
WVIT
KPHO-TV
KCST-TV
KCTV
WITI-TV
WOFL
WGNO-TV

MEMPHIS
OKLAHOMA CITY
LOUISVILLE
GREENSBORO
ALBANY, N.Y.
LITTLE ROCK
SHREVEPORT
TULSA
TOLEDO
JACKSONVILLE
FRESNO
WEST PALM BEACH
SYRACUSE
SANTA FE
ROCHESTER, N.Y.
SPOKANE
AUSTIN
TUCSON
LANSING
LAS VEGAS
SALINAS
ROCKFORD
AMARILLO
RENO
CHICO-REDDING
MEDFORD
GLENWOOD SPRINGS, CO.
MANCHESTER

WMC-TV
KAUT
WAVE-TV
WGGT
WNYT
KARK-TV
KSLA-TV
KTUL-TV
WTVG
WJXT
KSEE
WPEC
WTVH
KSAF-TV
WHEC-TV
KXLY-TV
KVUE-TV
KGUN-TV
WJIM-TV
KLAS-TV
KMST
WREX-TV
KVII-TV
KAME-TV
KRCR-TV
KOBI
KCWS
WMUR-TV

*Everything is better when
it comes from the Harts.*

A RONA II and Spelling / Goldberg Production
in association with



In the black

Speaking at the company's annual shareholders' meeting in Los Angeles, Warner Communications Inc. Chairman Steven Ross said the company's basic cable network, MTV: Music Television, was profitable, although he did not indicate by how much. Ross also said that Showtime/The Movie Channel Inc., a joint venture among WCI, its subsidiary Warner Amex Cable and Viacom International, had also turned the profit corner since its creation in the latter part of 1983. MTV, an advertiser-supported service, generated revenues last year of about \$23 million. This year will mark the network's first full year of profitability, and Ross said at the meeting that he expects MTV's profits to "more than double in 1985."

Nickelodeon, Warner's basic cable network aimed at children, started selling commercial time late in 1983 and has not yet become profitable. Ross did not speculate on when it would be in the black.

As for Warner Amex Cable Communications Inc., jointly owned by Warner and American Express, Ross said it will encounter "major losses" in 1984. In 1983, after-tax losses for WA, as reported in Warner's annual report, totalled \$99 million, due to its heavy construction schedule in major urban cable markets. For the same reason, losses are expected to be substantial this year, although perhaps somewhat less than those incurred in 1983 due to cost-cutting measures initiated both internally and as the result of renegotiations with some cities on franchise commitments.

Penetrating numbers

Cable television penetration of U.S. households reached 42.5% in May, representing 35,783,000 homes, according to A.C. Nielsen. This compares with 41.2% penetration in February, or 34,740,300 homes. Meanwhile, Arbitron's latest estimate puts cable penetration at 40% nationally, or 33,572,200 homes. That's up from the company's February estimate of 39%, or 32,546,800 homes. Last July, Arbitron had pegged cable penetration at 35%, or 29,036,000 homes.

The green light

Having gotten the go-ahead from its executive committee two weeks ago, the Council for Cable Information and its ad agency, McCann-Erickson, will begin production of commercials for a cable image-building campaign in June, present them to the industry in August and conduct an on-air test of them in four markets in September. If all goes well, CCI plans to roll out a \$6-million national campaign beginning in the first quarter of 1985.

Disney push

The Disney Channel is spending more than \$3 million over the next four weeks in a targeted television spot campaign supporting cable operators carrying the pay cable service in more than 50 major markets. The first national television promotion campaign by the 13-month-old service features 30- and 60-second commercials supporting the theme, "Bring your family together with The Disney Channel." The television effort is being supplemented by direct mail campaigns at the local system level. According to Disney, an additional \$500,000 has been set aside for print advertising in television and cable guides. The television ads, to be placed on several basic cable networks, were created for Disney by Chiat/Day, Los Angeles. The Disney Channel expects to add 200,000 new subscribers as a result of the spring promotion campaign. The service, based in Burbank, Calif., has 1,005,000 subscribers.

More one-way

Group W Broadcasting & Cable's Home Theater Network is offering movie packages to one-way addressable cable systems, via satellite, which will be offered to cable subscribers on a pay-per-package basis. The packages will consist of a group of movies that will be transmitted as a part of the regular HTN program schedule over Satcom III-R, transponder 16. One-way addressable systems offering the service would pick the films in the package off the satellite (usually one film a week) for availability to their subscribers. The first package is entitled "A Rock Concert Film Festival," and will contain eight films, including "Woodstock" and "Compleat Beatles." The first title will be carried July 5. Each film will be shown three times, once on Thursday, Friday and Saturday evenings. Subscribers will pay \$12 for the package.

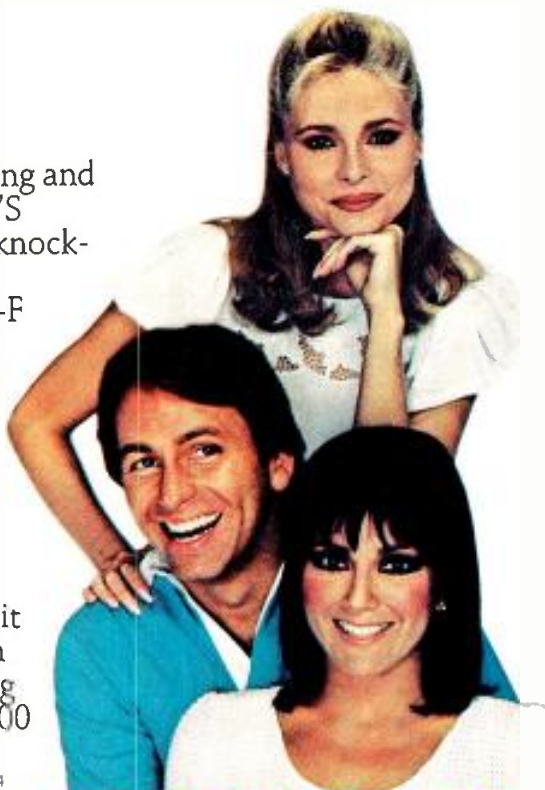
"THREE'S COMPANY" KNOCKS OUT THE COMPETITION IN NEW YORK.

With an 11 rating and 21 share, THREE'S COMPANY is a knock-out winner for WNEW in the M-F 6-6:30 PM time slot.

Its rating tops its closest competitor by a full 37%, and it wins every key demographic.

Not only that, it improves its own lead-in by 4 rating points and 293,000 homes!

SOURCE: ARB REPORT, FEB. '84



THE AUDIENCE POWERHOUSE

From D.L. TAFFNER SYNDICATION
NEW YORK (212) 245-4680 ATLANTA (404) 393-2491 CHICAGO (312) 593-3006 LOS ANGELES (213) 937-1144

First Quarter - 1984

January 1984

First Carolina Communications, Inc. has acquired South-Western Cable TV, Inc.

Serving over 21,000 basic and 28,000 pay subscribers in southwestern Illinois

The undersigned represented the seller in this transaction. This notice appears as a matter of record only

851 Lincoln Center
5401 W. Kennedy Blvd
Tampa, FL 33609 813/877-8844



January 1984

\$12,000,000 Senior Secured Debt Due 1992.

Harbor Vue Cable TV, Inc. and Rigpal Communications, Inc.

The undersigned represented the borrowers in this transaction. This notice appears as a matter of record only.

851 Lincoln Center
5401 W. Kennedy Blvd
Tampa, FL 33609 813/877-8844



January 1984

Sold

Television Cable Co.

Serving Giddings, La Grange, Weimar, Schulenburg and Hallettsville, Texas

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.

851 Lincoln Center
5401 W. Kennedy Blvd
Tampa, FL 33609 813/877-8844



February, 1984

\$20,000,000 Senior Secured Debt

Comm Management Inc.

Serving portions of Kansas, Nebraska, Missouri and Iowa.

The undersigned represented the borrower in this transaction. This matter appears as a matter of record only.

851 Lincoln Center
5401 W. Kennedy Blvd
Tampa, FL 33609 813/877-8844



February, 1984

Sold

Jones Intercable of North Carolina

Serving Red Springs, Elizabethtown, Fairmont, Pembroke, Raeford, and St. Pauls, North Carolina

The undersigned represented the buyer in this transaction. This notice appears as a matter of record only.

851 Lincoln Center
5401 W. Kennedy Blvd
Tampa, FL 33609 813/877-8844



February, 1984

Sold

Oldham County Cable Television Company, Inc.

Serving Oldham County and the communities of LaGrange, Crestwood and Orchard Grass Hills, Kentucky.

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.

851 Lincoln Center
5401 W. Kennedy Blvd
Tampa, FL 33609 813/877-8844



March, 1984

A partnership affiliated with Cableentertainment, Inc. has acquired the assets of Atlantic Coast T.V. Cable Corp.

Serving over 22,000 basic and 6,000 pay subscribers in Atlantic City and Brigantine, N.J.

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.

851 Lincoln Center
5401 W. Kennedy Blvd
Tampa, FL 33609 813/877-8844



March, 1984

Montgomery Cablevision, Inc. an affiliated company of Adelphia Communications Corp. has acquired the assets of Telecable of Montgomery County, Co.

Serving over 8,200 basic and 6,300 pay subscribers in Ambler, Whitmarsh, Whippan, Lower Gwynedd and Springfield Township, Pennsylvania.

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.

851 Lincoln Center
5401 W. Kennedy Blvd
Tampa, FL 33609 813/877-8844



March, 1984

Sold

Southern Connecticut Cablevision

Serving Bridgeport, Stratford, Woodbridge, Fairfield, Orange and Milford, Connecticut.

The undersigned acted as an advisor to the Seller in this transaction. This matter appears as a matter of record only.

851 Lincoln Center
5401 W. Kennedy Blvd
Tampa, FL 33609 813/877-8844





BEAUTY AND

At USA, great entertainment is no fairytale.

Although we do have the golden locks of Cheryl Ladd in "Cover Story," our new celebrity profile show where just about everyone is showing up. From Carl Reiner and Anthony Quinn to Michael Landon and Suzanne Sommers.

And from golden locks, we go to the two bears on the right. We've got an exclusive hold on pro wrestling every Tuesday night in prime time, and we've got the stars who can really throw their weight around. Like Andre the Giant and Hulk Hogan.



THE BEASTS.

Plus we've nabbed Sgt. Joe Friday with "Dragnet." We've added a mystery guest to our schedule, the ever thrilling Alfred Hitchcock. And we've gone to the movies with big new packages that are better than ever. What's more, there are shows like "Sonya" for women and "Cartoon Express" expressly for kids.

So if you're thinking we're just a sports network, now you know we're really sporting a whole new entertainment concept. The kind of entertainment that appeals to everyone from the beautiful people to the beast in all of us.

USA[®]
NETWORK

AMERICA'S ALL ENTERTAINMENT NETWORK

Stop by our Booth 406 at the NCTA Convention

Business Briefly

RADIO ONLY

Stroh Brewery □ Goebel beer will be advertised in eight-week flight scheduled to begin this week in 16 markets. Commercials will be carried in all dayparts during weekdays and weekends. Markets will include Chicago and Detroit. Target: adults, 25-plus. Agency: Wyse Advertising, Cleveland.

Southland Corp. □ 7-11 stores will advertise various products in three-week flight to begin this week and next week in about 40 markets. Commercials will run in all dayparts on weekdays and weekends. Target: adults, 18-49. Agency: Southland Marketing, Dallas.

Sherwin-Williams □ Stores division of paint manufacturer will kick off two-week flight between Aug. 27 and Sept. 10 in 25 markets. Commercials will be slotted in all dayparts. Target: adults, 25-54. Agency: Wyse Advertising, Cleveland.

Gordon's Jewelry □ One-week flight

Advantage

New agency for RAB. Radio Advertising Bureau has selected Lord, Geller, Federico and Einstein Inc., subsidiary of JWT Group, to develop new national advertising campaign, expected to break in fourth quarter of this year. New agency (appointment was effective last Friday, June 1), replaces Trout & Ries. In another development, RAB has again selected Amfac hotel adjacent to Dallas-Fort Worth airport for its 1985 Managing Sales Conference. Event has been scheduled for Jan. 26-29. RAB, however, is exploring alternative sites in Dallas for future conferences.

30's underpriced? McGavren Guild Radio's analysis of first quarter of 1984 spot activity contains recommendation that 30-second radio spots be priced at 80% of 60-second announcements. McGavren says that 30's continue to make up about 20% of all spots and there is pressure in industry to price 30's at 50% of 60's. McGavren insists that pressure should be put on line networks to increase their pricing of 30's to 80% of 60's. McGavren blames networks for their pricing, which "continues to hold down national spot rates." Most sought-after demographic continues to be 25-54, McGavren says, accounting for 34% of requests, followed by 18-49, 16%, and 25-49, 10%.

will be conducted between June 7 and June 18 in more than 25 markets, including New Orleans, Tampa, Fla., and Las Vegas. Commercials will be carried in all dayparts. Target: women, 25-54. Agency: Goodwin, Dannenbaum, Littman & Wingfield, Houston.

TV ONLY

Adidas □ Recreational sportswear will be highlighted in two-week flight to start on July 9 in about 40 markets. Commercials will be scheduled in sports, fringe, prime time and weather periods. Target: adults, 18-24, 18-49 and teen-agers. Agency: Laurence, Charles & Free, New York.

Duracell Inc. □ Batteries will be featured in three-week flight starting in mid-June in more than 20 markets. Commercials will run in fringe, prime and prime access periods. Target: adults, 25-54. Agency: Ogilvy & Mather, New York.

Popeye's Restaurants □ Third-quarter campaign for fried chicken restaurants

AP WireCheck

SALABLE UPCOMING FEATURES ON YOUR AP WIRE.

D-DAY REVISITED—June 6. Listen to the words of the men who survived D-Day. News reports from the Normandy invasion are featured in this 10-part series. Scripts move in advance June 2.

DEAR OLD DAD—June 11. Dad's not just a disciplinarian anymore. Find out what it's like for a modern father to be his child's teacher, nurse and friend in a week-long Father's Day feature. Scripts run in advance on June 2.

THE LA EXPERIENCE, 1984—June 25. Get the most out of your trip to the '84 Olympics. Get news about side trips and travel tips in AP's 5-part series. Scripts move in advance June 16.

BASEBALL—All season long, AP recaps all major league baseball games, including final scores, standings, game highlights and statistics. Watch for our series on the mid-season All-Star game, too.

PATRIOTISM ALIVE AND WELL—July 4. America's return to patriotism is chronicled in AP's 5-part series of 90-second features during the week of July 4.

THE OLYMPIAN—July. AP captures all the tension and excitement the athletes experience as they train during the final weeks before the Summer Games begin. Scripts for our weekday series, The Olympian, are delivered in time for morning drive and include spot breaks.

For more information call, (202) 955-7200

AP Associated Press Broadcast Services.

Rep Report

KTIV(TV) San Diego: To Seltel (no previous rep).

□

WBOS(FM) Boston: To Shelly Katz Radio Sales from Roslin Radio.

□

KKCW(FM) Portland, Ore.: To Masla Radio from Weiss & Powell.

□

KPLS(AM) Santa Rosa, Calif.: To Masla Radio from PW.

□

WCCW(AM)-WMZK(FM) Traverse City, Mich., and WGBB(AM) Freeport, N.Y.: To Shelly Katz Radio Sales (no previous rep).

□

WAAY(AM) Huntsville, Ala.: To Masla Radio from Torbert.



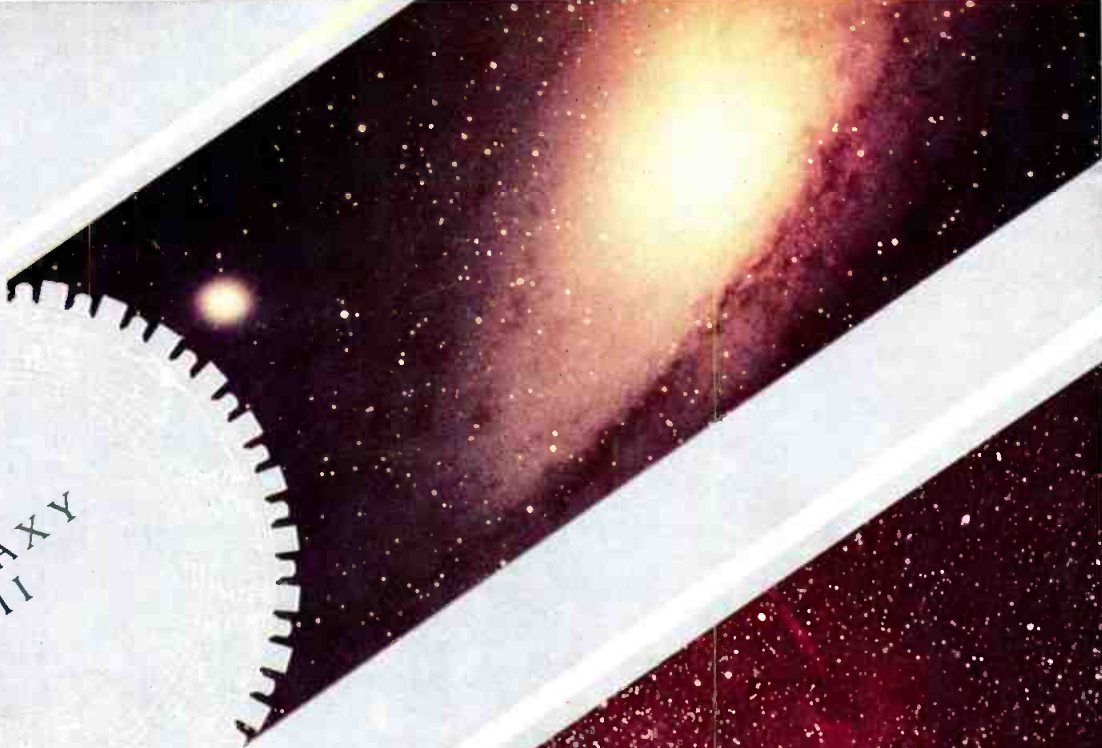
*Available Now
For Fall 1986.*

153 Half Hours

the Facts of Life



DISTRIBUTED EXCLUSIVELY THROUGH
EMBASSY TELECOMMUNICATIONS
1901 Avenue of the Stars, Los Angeles, CA 90067 • (213) 553-3600

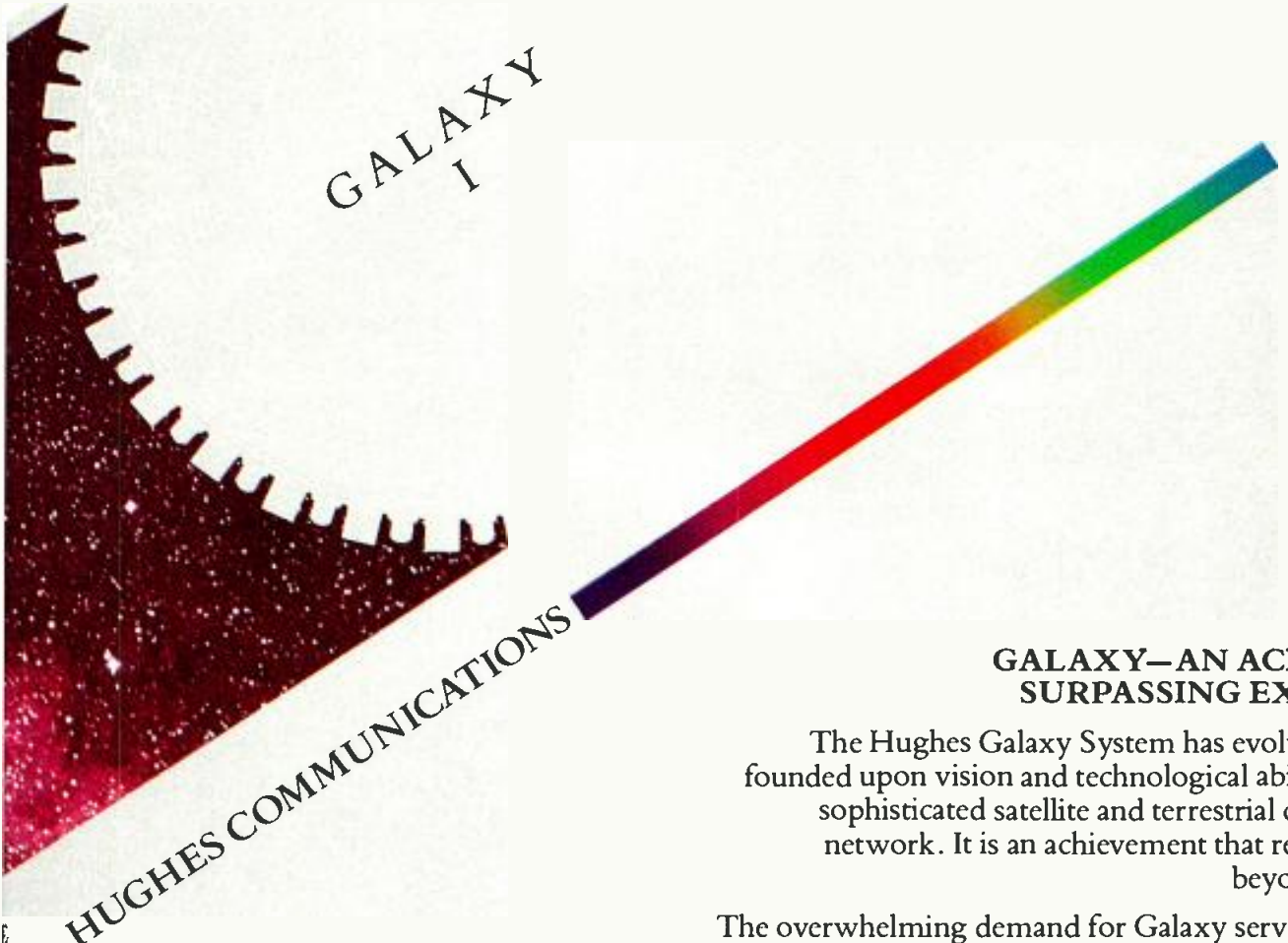


GALAXY
II

HUGHES
HUGHES AIRCRAFT COMPANY

Hughes Communications is a group of wholly-owned subsidiaries of Hughes Aircraft Company.

©1984 Hughes Communications



GALAXY
I

HUGHES COMMUNICATIONS

GALAXY—AN ACHIEVEMENT SURPASSING EXPECTATION

The Hughes Galaxy System has evolved from an idea founded upon vision and technological ability to become a sophisticated satellite and terrestrial communications network. It is an achievement that represents success beyond imagination.

The overwhelming demand for Galaxy service is superceded only by its reputation for excellence. Galaxy I—now sold out—has been selected by the most prestigious names in the cable business to transmit the most dynamic programming available—HBO, Cinemax, The Nashville Network, Group W-Home Team Sports, The Movie Channel, CNN, CNN Headline News, SIN, Galavision, The Disney Channel, WOR-TV, CBN Cable Network, ESPN, C-SPAN and much more. Galaxy I is a promise that has been fulfilled, with performance beyond our own expectations.

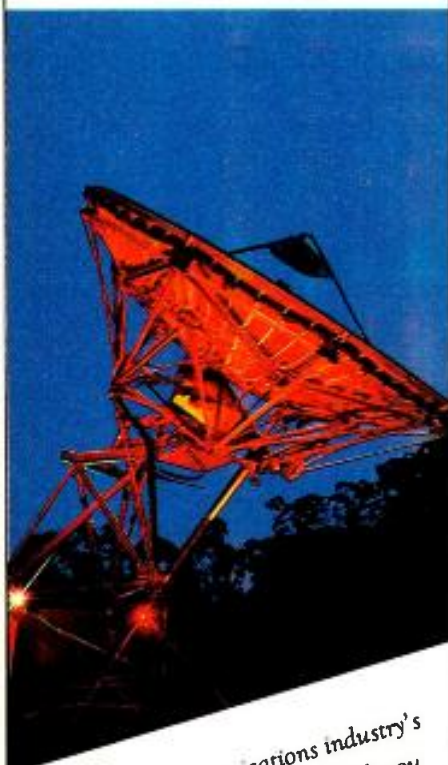
But Galaxy I was only the first step. Galaxy II is also in orbit, offering specialized voice, video and data communications services to the general business community. Together with Galaxy III, scheduled for a 1984 launch, Galaxy II will benefit the corporate world with the same outstanding performance that the world of cable already enjoys!

Excellence. Performance. Commitment.

The Hughes Galaxy System—a surpassing achievement
in communications.

Barclays American Business Credit

An affiliate of  BARCLAYS Bank



In the communications industry's rapidly changing world, you need financing from a different perspective. You need a lender who can bring you financing with speed, flexibility, and thoroughness. Thinking improved cash flow, upgrading, refinancing, or acquisition? If you need \$1 million or more, remember our name.

Call our
Special Industries Office
at 1-800-243-LOAN.

is scheduled to run in about 40 markets through end of September.

Commercials will be placed in fringe, news, prime and prime access periods. Target: adults, 18-34. Agency: Clinton E. Frank Advertising, Chicago.

Federal Express □ Campaign running through August will begin in early June and build up in phases in about 45 markets. Commercials will run in fringe and sports programs. Target: men, 25-54. Agency: Ally & Gargano, New York.

Lea & Perrins □ Worcestershire sauce will be spotlighted in six-week flight over 10 weeks starting in early July. Commercials will run in daytime and in early fringe. Target: women, 18-49. Agency: Geers, Gross Advertising, New York.

RADIO AND TV

Trailways □ Bus passenger service will be highlighted in three-week flight to start in mid-June in about 15 television and 15 radio markets, although not all markets will be same. Commercials will be carried in all dayparts on television and radio. Target: adults, 18-plus. Agency: Stern-Monroe Advertising, Dallas.



Beating it. Singer Michael Jackson has provided the background music for a new campaign against drunk driving put together by the Department of Transportation and The Advertising Council. The commercial uses his song, "Beat It," and involves a group of drinking teen-agers getting into a car, questioning the safety of drinking and driving, but proceeding to drive anyway. It closes with skeletons in the place of the passengers, with the tag line, "Drinking and Driving Can Kill a Friendship." The spot was shown in Washington when The Ad Council gave a sampling of its current public service advertising campaigns.

Also unveiled was the council's other new campaign, "Be a Voter," and a glimpse of the council's 90-minute videotape presentation on "How to Create an Effective Public Service Announcement." The last was designed to help private organizations and government agencies develop their own public service campaigns. President Reagan praised the council's production, and said it "exemplifies the spirit of volunteerism."

Broadcasting Publications Inc.

Founder and Editor
Sol Talshoff (1904-1982)

Lawrence B. Talshoff, president.
Donald V. West, vice president.
David N. Whitcombe, vice president.
Jerome H. Heckman, secretary.
Phillippe E. Boucher, assistant treasurer.

The Fifth Estate Broadcasting

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

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

Editorial

Donald V. West, managing editor.
Leonard Zeldenberg, chief correspondent.
Mark K. Miller, senior news editor.
Kira Greene, assistant to the managing editor.
Harry Jessell, associate editor.
Doug Halonen, Matt Stump, Kim McAvoy, assistant editors.
John Eggerton, Susan Dillon, staff writers.
Anthony Sanders, systems manager.
Jeanne A. Omohundro, Scott Fitzpatrick, research assistants.

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

Editorial Consultants
Frederick M. Fitzgerald (Washington)
Rocco Famighetti (New York)

Broadcasting ■ Cablecasting Yearbook

Mark Jeschke, manager.
Joseph A. Esser, associate editor.

Advertising

Washington
Gene Edwards, director of sales and marketing.
John Andre, sales manager (equipment and engineering).
Doris Kelly, sales service manager.
Christopher Moseley, classified advertising manager.
New York
David Berlyn, senior sales manager.
Charles Mohr, Ruth Windsor, sales managers.
Hollywood
Tim Thometz, sales manager.

Circulation

Kwentin K. Keenan, circulation manager.
Patricia Waldron, Sandra Jenkins, Debra De Zam, Joseph Kolthoff, Chris McGirr.

Production

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

Administration

David N. Whitcombe, vice president/operations.
Phillippe E. Boucher, controller.
Albert Anderson.
Irving C. Miller, financial consultant.
Wendy J. Liebmann.

Corporate Relations

Patricia A. Vance, director.

Bureaus

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

Stephen McClellan, associate editor.
Vincent M. Dittingo, senior editor: radio.
John Lippman, assistant editor.
Geoff Folsie, staff writer.

Marie Leonard
advertising assistant.

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

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



ABP American
Business
Press Inc

Founded 1931. Broadcasting-Teletexting * introduced in 1946. Television * acquired in 1961. Cablecasting * introduced in 1972 □ Reg. U.S. Patent Office. □ Copyright 1984 by Broadcasting Publications Inc.

TELEVISION. Cablecastings.

THE CLASSIC POLICE ADVENTURE SERIES

THE BLUE KNIGHT



WNEW·N.Y.

6-7 P.M.

**MARCH
UPDATE**

#1 RATING-12

#1 SHARE-25

#1 WOMEN

#1 MEN

#1 KIDS

LORIMAR®

Source: March '84 ARBITRON

SONY TRINITRONS HAVE BEEN YOUR PICTURES CAN LOOK

1 An Aperture Grille, which doesn't warp, instead of a shadow mask, which does—for high color purity.

2 Nine-hundred TV lines for the highest resolution of any master control CRT—so details are sharper, and noise is never hidden.

3 Advanced comb filter—to achieve excellent luminance/chrominance separation with minimum artifacts.

4 ± 5 mm convergence within center circle—to prevent outlines from appearing around images.

5 One-percent linearity in center lines—to ensure perfectly proportional images.

6 Current feedback circuitry—to reduce color temperature drift to 1% over 500 hours.



DRAMATICALLY IMPROVED SO THEIR ABSOLUTE WORST.

If this were live, and you were critically evaluating your video signal, you would be looking blissfully at one of the most revolting pictures you ever saw.

You would, that is, if you were viewing a new Sony BVM-1900 or BVM-1201 Broadcast Trinitron®.

The new BVM Master Control Monitors have been completely re-engineered to reproduce your signal precisely the way it was fed into them.

If Tiny Tim's hair was covered with snow, or his ukulele was making too much noise, you'd know it. Because these Trinitrons offer the highest resolution available—900 TV lines.

This degree of resolution has been made possible through Sony's extensive research and development in high-definition TV.

However, the real reason they're the state of the art in broadcast CRTs is that they give you the highest resolution without ever compromising color purity or brightness.

That's because instead of using a shadow mask, which suffers from the disadvantage of being spherical (therefore causing it to warp

from heat), Sony uses an exclusive Aperture Grille. It's cylindrical, and is rigidly held straight at the top and bottom, enabling it to resist thermal or mechanical bending and ensuring white uniformity.

And thanks to another exclusive Sony feature, Automatic Beam Control, when Mr. Tim goes tiptoeing through the tulips, they won't turn into pansies right before your eyes. Because the monitor reads its own signal and instantly corrects for color drift.

Plus, all phosphors used in BVM Broadcast Trinitrons now match the industry's U.S. standards.

For more information on the one piece of test equipment you shouldn't be without, the one with mixed video capability, that's ready to accept computer graphics, and you don't have to be Tiny Tim to afford, contact Sony Broadcast today.

In New York/New Jersey call Sony at (201) 833-5350; in the Northeast/Mid-Atlantic (201) 833-5375; in the Midwest (312) 773-6045; in the Southeast (404) 451-7671; in the Southwest (214) 659-3600; in the West (213) **SONY**®
841-8711. Broadcast

Sony Broadcast Products Company, 1600 Queen Anne Rd., Teaneck, NJ 07666. © 1984 Sony Corporation of America. Sony and Trinitron are registered trademarks of Sony Corporation.



Monday Memo

A cautionary subcarrier commentary from Alan A. Reiter, Washington

Caveat emptor on FM subcarrier

With all the hoopla over the potential riches that are envisioned with FM subcarrier paging, numerous misconceptions have arisen and many critical aspects of paging have been ignored or overlooked. Broadcasters have been flooded with information, much of it from manufacturers and entrepreneurs hyping their products and services.

Amid all the confusion, a few dozen broadcasters have taken the plunge and started private paging operations. The rest of the industry either has been turned off by exaggerated claims or has been watching the efforts of their more adventurous colleagues. Although many questions still remain unanswered, broadcasters can learn a great deal by evaluating subcarrier services in light of the conventional paging and land mobile environments.

In subcarrier paging, there are at least seven major "truths" that have not been adequately evaluated:

1. *Paging demand will exceed 20 million by 1990.* Some people who hear such a figure begin rubbing their hands in glee over the prospect of capturing a significant share of those subscribers. But that figure is the highest estimate, and has been discounted by many analysts because it would require an 800% increase in current pager use. About 2.5 million pagers are now on the air.

Also, those 20 million make up the entire paging market, including radio common carriers (RCC's) and telephone companies. Some 900 radio common carriers are providing paging, and dozens more are being licensed every month as the result of newly allocated frequencies. Telephone companies make up about 15% of the paging market. Both Bell and the independents are expanding their paging systems.

During the past few years, the FCC has allocated 108 new private and common carrier channels. With competition, many markets may not be able to support a subcarrier system.

2. *Subcarrier paging coverage is superior to an RCC's.* Although the definitive book on subcarrier coverage has not yet been written, estimates are becoming more realistic. It is true that a Class C station might be able to provide service over a radius of 30 miles—perhaps even double that. But too many businesspeople are thinking "coverage" when they should be giving at least as much thought to penetration.

A radio listener might not be particularly upset by missing part of a song while driving under a bridge, but a doctor missing a crucial message or a financial analyst receiving garbled data will not sing praises about your service. RCC's aim for 90% reliability within their coverage areas. They don't all



Alan A. Reiter is editor and publisher of *Subcarrier Communications*, a monthly newsletter based in Washington. He is co-author of "The Subcarrier Paging Guide" and is editorial consultant to *Cellular Business* magazine. From June 1978 to June 1983, Reiter was editor and publisher of *Telocator* magazine and the *Bulletin/Filings & Grants* newsletter.

achieve it, but they may construct additional transmitters to fill in dead spots; a broadcaster may not.

3. *Big markets mean big dollars.* Obviously, it makes sense to assume that the larger the potential subscriber base the larger the potential revenues. However, RCC paging competition in major markets is fierce. The large carriers are sophisticated, well-financed operators with marketing expertise and a substantial investment in capital equipment. They often provide wide-area service with multiple transmitters and offer a variety of pager types and pricing options.

In addition, the larger the market, the greater the possibilities of interference. Major cities, with their skyscrapers and sub-basements, can wreak havoc with a paging signal. Again, RCC's may install additional towers to ameliorate such problems.

4. *Paging profits will reach 40%.* Historically, many RCC's have been able to generate pretax profits of 40% or more. Those days are not gone, but they are fading away. Increased competition, higher prices for more sophisticated receivers (and lower margins) and a huge telecommunications industry that is offering businesspeople and consumers a wealth of options are cutting into profits.

5. *Subcarrier paging has a definite cost advantage.* Although much discussion has centered on the significant cost advantages of using subcarriers for paging, detailed analysis indicates that this might not be accurate in many cases. A comparison conducted by the Chicago venture capital firm of Golder, Thoma & Cressey reveals that the

break-even rate for subcarrier paging over a leased channel is higher than for conventional paging.

Based on a lease of \$5,000 per month, the monthly break-even point is \$25.50 for subcarriers compared to \$24.60 for 900 mhz paging and \$20.50 for the more established 150 mhz and 450 mhz operations.

Some subcarrier paging enthusiasts have emphasized the low cost of their pagers. Subcarrier units are relatively inexpensive, but so are conventional pagers.

Communications Industries, a large and well-respected RCC, has stated that by 1990, the retail price for pagers will be \$49 for tone-only, \$74 for tone-and-voice and \$70 for digital display. Subcarrier manufacturers will have a tough time beating those prices.

6. *There is a huge, untapped consumer paging market.* One of the favorite arguments for initiating subcarrier paging is the potential for tens of millions of consumers to buy inexpensive pagers. There is indeed a huge potential for nonbusiness users. However, not only will it be expensive to advertise to consumers, but the market also will be crowded with RCC's doing the same thing.

(Broadcasters do have a major advantage over their competitors since they can take advantage of unused airtime to run commercials for their own services.)

While broadcasters are pushing their low-cost pagers, RCC's will not be sleeping—although many of them have been in the past. RCC's have not concentrated on consumers; they didn't have to. Today, the situation is changing.

7. *Nationwide paging will offer a major competitive advantage.* It might—that's why there will be three major RCC networks as well. Sixteen groups have applied for three 900 mhz channels reserved by the FCC for nationwide common carrier paging. The parties that receive the licenses will be well-capitalized ventures, using state-of-the-art technology, such as digital display paging, voice store and forward and, possibly, satellite links.

Many companies that have applied, such as Communications Industries, Graphic Scanning, MCI Airsignal, Mobile Communications Corp. of America and Metromedia, already offer paging to tens of thousands of subscribers in numerous locations across the country. They are prepared to provide millions of dollars in financing and will give any subcarrier network a run for its money.

Despite all these problems there undoubtedly will be many areas where subcarrier paging will operate successfully. The pagers work, the customers are out there and the financing is available. The toughest part will be obtaining accurate data about the genuine needs of each market and filling the niches with relevant services.

**KSTU
SALT LAKE CITY
AND BLAIR TV
TOGETHER
WE HAVE A
NEW RECORD
TO BEAT.**

OUR OWN.

KSTU, the independent television station in Salt Lake City, Utah, has chosen Blair Television for national sales representation. We share a tradition with our clients...Leadership.

BLAIR. ONL 'BLAIR.

Television



Datebook

This week

May 30-June 7—Prix Jeunesse International, international contest for children's and youth programming, sponsored by *Free State of Bavaria, City of Munich* and *Bavarian Broadcasting Corp.* Categories: storytelling, information and music/light entertainment. Information: (08) 59-00-20-58.

June 2-6—*American Advertising Federation* national convention. Fairmont hotel, Denver.

June 3-6—*National Cable Television Association* annual convention, including National Cable Programming Conference. Las Vegas Convention Center, Las Vegas.

June 3-6—Television workshop sponsored by *JC Penney-University of Missouri*. UM campus, Columbia, Mo. Information: (314) 882-7771.

June 4—*Chicago chapter, National Academy of Television Arts and Sciences*, Emmy Award ceremonies. Hyatt Regency, Chicago.

June 4-6—*Television Critics Association* consumer press tour, hosted by *PBS*. Arizona Biltmore, Phoenix.

June 4-7—*Southern Educational Communications*

■ Indicates new or revised listing

Association spring planning conference. PGA Sheraton hotel, Palm Beach Gardens, Fla.

June 6—17th annual *Radio Advertising Bureau/Association of National Advertisers* workshop, "Trends and Traditions in Radio Advertising." Speakers include J. Jeffrey Campbell, chief executive officer, Burger King, and F.G. (Buck) Rogers, IBM. Waldorf-Astoria, New York.

June 6—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Brooke Bailey, director, programming, WABC-TV New York. Copacabana, New York.

June 6—*National Academy of Television Arts and Sciences, New York chapter*, "Visit to Benton & Bowles." Benton & Bowles, New York.

June 6-7—*Action for Children's Television* symposium. Participants include: Michael Fuchs, HBO; Ray Timothy, NBC; Ward Chamberlain Jr., WETA-TV Washington, and Fred Friendly, Columbia University. National Academy of Sciences, Washington.

June 6-9—Eighth annual Public Radio Development Workshops, sponsored by *The Development Exchange*, service for public radio stations. Frontier hotel, Las Vegas. Information: (202) 783-8222.

June 6-10—*Mississippi Broadcasters Association* an-

nual meeting. Royal D'Iberville, Biloxi, Miss.

June 7-8—National Media Conference, "Children Grow Better in Families," sponsored by the *U.S. Department of Health and Human Services*. Omni Park Central, New York. Information: (202) 245-6265.

June 7-9—*Wyoming Association of Broadcasters* annual convention. Luncheon speaker: Erwin Krasnow, with Washington law firm of Verner, Lipfert, Bernhard, McPherson & Alexander. Americana Snow King, Jackson, Wyo.

June 7-9—*Oregon Association of Broadcasters* summer meeting. Lloyd's Red Lion, Portland, Ore.

June 7-10—*Television Critics Association* consumer press tour, hosted by *CBS-TV*. Arizona Biltmore, Phoenix.

June 7-10—*Investigative Reporters & Editors (IRE)* ninth annual national conference, featuring winners of Awards for Investigative Reporting, funded by Gannett Foundation. Omni International hotel, Miami. Information: (314) 882-2042.

June 7-10—*Missouri Broadcasters Association* spring meeting. Holiday Inn, Lake of the Ozarks, Mo.

June 8—*Seattle chapter, National Academy of Television Arts and Sciences*, Emmy Award ceremonies. Sheraton Center hotel, Seattle.

■ **June 8**—Deadline for entries in 36th Annual prime-time Emmy Awards competition sponsored by *Academy of Television Arts & Sciences*. Material eligible must have been broadcast between July 1, 1983, and June 8, 1984. ATAS, 4605 Lankershim Boulevard, Suite 800, North Hollywood, Calif. 91602.

June 9-11—*NBC* affiliate promotion executives conference. Caesars Palace, Las Vegas.

Also in June

June 10-13—*Kansas Association of Broadcasters* 34th annual convention. Holiday Inn and Holidome, Manhattan, Kan.

June 11—*Television Critics Association* "TCA Day" media presentation. Century Plaza hotel, Los Angeles.

June 11—*Southern California Broadcasters Association* 39th "Wingding." Sportsmen's Lodge, Los Angeles.

June 11—*National Academy of Television Arts and Sciences, New York chapter*, dinner. Topic: "Successful Women Film Directors: How They've Made It." Copacabana, New York.

June 11-14—*Canadian Cable Television Association* 27th annual convention and "Cablexpo." Theme: "Megachoice." Congress Center, Ottawa. Information: Christiane Thompson, CCTA, (613) 232-2631.

June 11-15—*Broadcasters Promotion Association/Broadcast Designers Association* annual seminar. Caesars Palace, Las Vegas.

June 12—*Women in Cable, southern California chapter*, meeting. Topic: cable research. Marina Marriott, Marina del Rey, Calif.

■ **June 12**—*American Women in Radio and Television, Washington chapter*, annual "passing of the gavel" meeting. Vista International hotel. Information: Mal Johnson. (202) 737-0280 or Diane Ching. (202) 457-4517.

June 12-14—Consumer Press Tour, hosted by *NBC-TV*. Century Plaza hotel, Los Angeles.

June 12-14—*New York University* summer institute on "The Information City." NYU campus, New York.

June 13—*International Radio and Television Society* newsmaker luncheon and annual meeting, featuring newly elected officers and "Broadcaster of the Year," TV personality Arlene Francis. Waldorf-Astoria, New York.

June 13—*Women in Cable, New York chapter*, "Basics of Cable TV" course. Topic: financial aspects and

Major Meetings

June 2-6—*American Advertising Federation* national convention. Fairmont hotel, Denver. Future conventions: June 8-12, 1985, J.W. Marriott, Washington, and June 14-18, 1986, Hyatt Regency Chicago, Chicago.

June 3-6—*National Cable Television Association* annual convention, including National Cable Programming Conference. Las Vegas Convention Center, Las Vegas. Future conventions: June 2-5, 1985, Las Vegas; March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.

June 11-15—*Broadcasters Promotion Association/Broadcast Designers Association* annual seminar. Caesars Palace, Las Vegas. Future conventions: June 5-9, 1985, Hyatt Regency, Chicago; June 10-15, 1986, Loew's Anatole, Dallas; June 17-20, 1987, Peachtree Plaza, Atlanta; June 22-25, 1988, Bonaventure, Los Angeles; June 22-25, 1989, Renaissance Center, Detroit.

Aug. 12-15—*Cable Television Administration and Marketing Society* 10th annual conference. Waldorf-Astoria, New York.

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

Sept. 16-19—"The Radio Convention," combined conventions of *National Radio Broadcasters Association* and *National Association of Broadcasters* Radio Programming Conference. Westin Bonaventure and Biltmore hotels, Los Angeles.

Sept. 21-25—10th *International Broadcasting Convention*. Metropole Conference and Exhibition Center, Brighton, England.

Oct. 28-Nov. 2—*Society of Motion Picture and Television Engineers* 126th technical conference and equipment exhibit. New York Hilton.

Oct. 30-Nov. 1—*Atlantic Cable Show*, Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Nov. 7-9—*Television Bureau of Advertising* 30th annual meeting. Hyatt Regency, Chicago. Future meetings: Nov. 11-13, 1985, Hyatt Regency, Dallas; Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

Nov. 11-14—*Association of National Advertisers* annual meeting. Camelback Inn, Scottsdale, Ariz.

Nov. 17-20—*AMIP '84, American Market for International Programs*, second annual program

marketplace, organized by Perard Associates with MIDEM and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach.

Dec. 5-7—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Information: (415) 428-2225.

Dec. 5-7—*Radio-Television News Directors Association* international conference. San Antonio Convention Center, San Antonio, Tex.

Jan. 5-8, 1985—*Association of Independent Television Stations (INTV)* annual convention. Century Plaza hotel, Los Angeles.

Jan. 10-15, 1985—*NATPE International* annual convention. Moscone Center, San Francisco. Future conventions: Jan. 17-22, 1986, New Orleans Convention Center, and Jan. 24-27, 1987, New Orleans.

Jan. 26-29, 1985—*Radio Advertising Bureau's* Managing Sales Conference. Amfac hotel, Dallas.

Jan. 30-Feb. 1, 1985—25th annual Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex.

Feb. 3-6, 1985—*National Religious Broadcasters* 42nd annual convention. Sheraton Washington, Washington.

Feb. 15-16, 1985—*Society of Motion Picture and Television Engineers* 19th annual television conference. St. Francis hotel, San Francisco.

March 7-9, 1985—16th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Inc.* Opryland hotel, Nashville.

April 14-17, 1985—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Dallas, April 13-16, 1986; Dallas, April 12-15, 1987, and Las Vegas, April 10-13, 1988.

May 7-11, 1985—*American Women in Radio and Television* annual convention. New York Hilton. Future convention: May 27-31, 1986, Loew's Anatole, Dallas.

May 12-15, 1985—*Broadcast Financial Management Association* 25th annual conference, Chicago. Future conference: April 27-30, 1986, Los Angeles.

May 15-18, 1985—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

One man, one vision.

Donald H. McGannon
1920-1984

For thirty years, the entire radio-television industry and Westinghouse Broadcasting were enriched by the presence of an extraordinary leader.

Donald H. McGannon.

His leadership was distinguished by his vision of broadcasting's enormous potential for good; a vision brought to life by his advocacy of standards that changed the face of radio and television.

So it is with the deepest sense of loss that we note the passing of Don McGannon.

Broadcasting will miss his presence. And all broadcasters join us, we're sure, in the hope that his life's work will be forever honored.

We thank you, Don, for the wisdom you imparted and the inspiration that was your life.



WESTINGHOUSE BROADCASTING AND CABLE, INC.

YOUR WORLD

The whole show builds to a series of quick cuts. But building those cuts isn't a quick process. So you take it back and forth...frame by frame...over and over. Through endless passes—and endless points of view. But in the end, what you really have to trust are your own eyes. And your instincts. And your tape.

Photographed at VCA Teletronics, New York City.
1984 3M Co. "Scotch" is a registered trademark of 3M.

OUR TAPE



We know
you need a

videotape that can take the punishment of relentless editing. So we've taken the number one 1-inch tape in the world—our own Scotch® 479—and topped it. With

Scotch 480. With the same excellent electromagnetics as 479. The same superior dropout performance. And the same laser-tested consistency. But with 480, we've made a tape that's still more rugged—capable of retaining original picture quality even after 1000 edit passes from the same pre-roll point. With less than 1½

dB loss. Without stiction. And with the backing of Scotch engineers just a call away. Scotch 479 and 480. Two of the tapes that make us...number one in the world of the pro.



Scotch®
AUDIO & VIDEOTAPES

NUMBER ONE IN THE WORLD OF THE PRO

3M

SOLD IN OVER

As of May 25th, including New York, Los Angeles, Chicago and 14 other cities.
Renewed for a fourth big season on ABC.

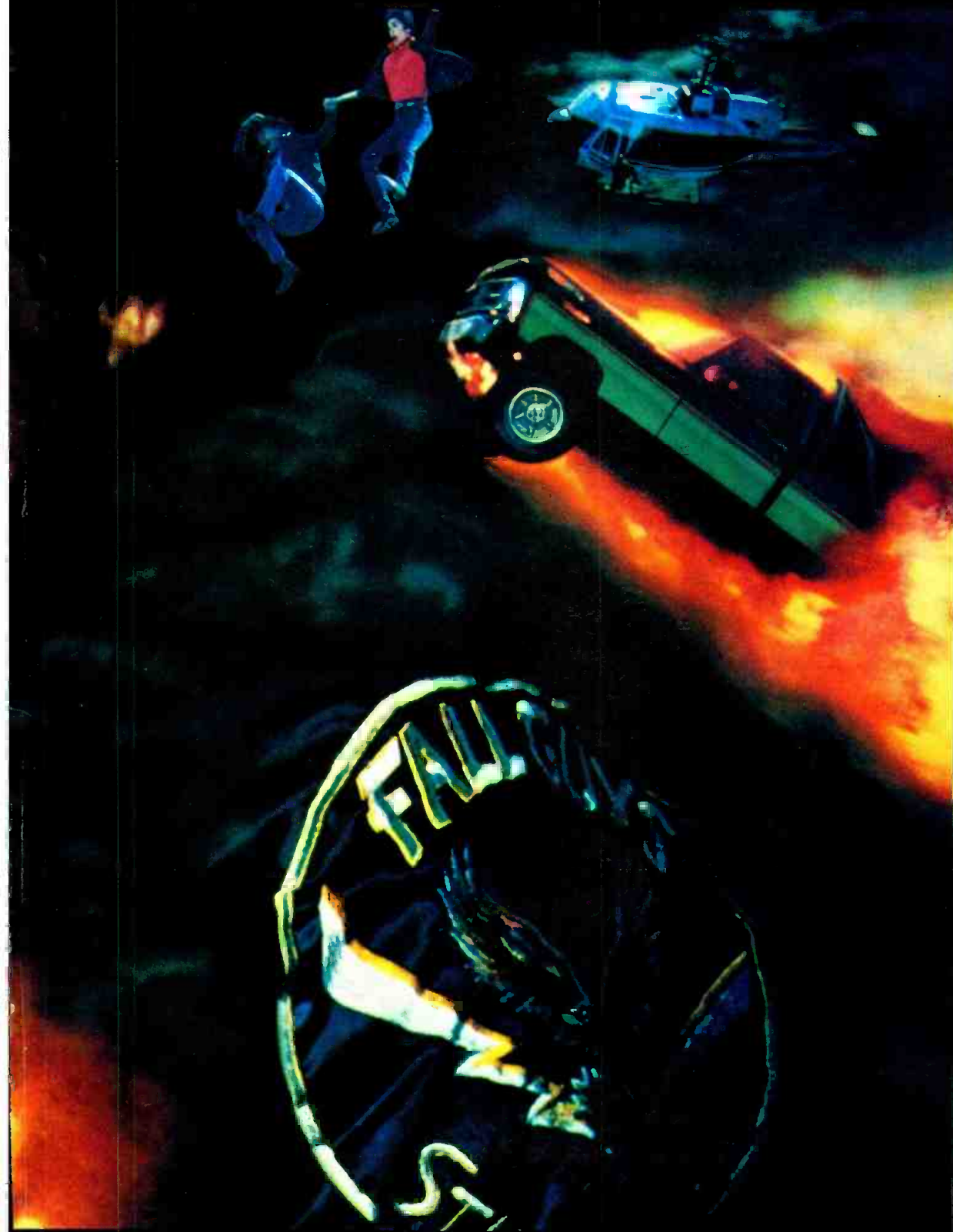


The Fall Guy starring Lee Majors

A smash like this is no accident.

70 MARKETS

*the top 20, with a 19.5 rating and a 30 share over 3 years.**



Also starring Doug Barr, Heather Thomas and Markie Post.



Stay Tuned

A professional's guide to the intermedia week (June 4-10)

Network television □ PBS (check local times): *Merton: A Film Biography of Thomas Merton**, Tuesday 10-11 p.m. CBS: *D-Day and Eisenhower* (documentary), Tuesday 8-9 p.m.; *The Lions of Etosha: King of the Beasts* (documentary), Wednesday 8-9 p.m. NBC: *D-Day Plus 40 Years* (documentary), Wednesday 8-9 p.m.

Cable □ Arts & Entertainment: *A Portrait With Scenes: Arthur Miller** (documentary), Tuesday 9-10 p.m.; *A Portrait With Scenes: Edward Albee** (documentary), Tuesday 10:15-11:15 p.m.; *Performer's Showcase: Michelangelo Plays Ravel** (piano w/orchestra), Thursday 8-8:30 p.m.; *Piaf** (stage), Sunday 9-11:30 p.m. Nickelodeon: *Dangermouse** (British animated parody), Monday 4:30-5 p.m. WTBS(TV) Atlanta: "Little Big Man," (film), Sunday 10:30 a.m.-12:45 p.m.

Play it again (rebroadcasts): PBS: *Quiet As a Nun* (three-part mystery), Thursday 9-10 p.m. and two following Thursdays; *The Good Soldier* (drama), Sunday 9-11 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) *Lucille Ball: First Lady of Comedy*, 90 minutes of programing per day, now through Sept. 13. *Metromedia and the DuMont Legacy*, June 7 through Sept. 20.

* indicates premiere episode

future perspectives. Viacom Conference Center, New York. Information: (212) 484-6778.

June 13—Women in Cable, Philadelphia chapter, cable seminar. University of Pennsylvania, Philadelphia.

June 13—Ohio Association of Broadcasters summer sales seminar. Rodeway Inn, Columbus, Ohio.

June 13—National Academy of Television Arts and Sciences, New York chapter, "Visit to Ogilvy & Mather." O&M, New York.

June 13-14—Illinois Broadcasters Association annual trip to Washington, for visits to Congress, FCC and associations. Mayflower hotel, Washington. Information: (217) 787-6503.

June 13-15—Television Bureau of Advertising national sales advisory committee. Montauk Yacht Club, Montauk, N.Y.

June 14—National Academy of Television Arts and Sciences, New York chapter, luncheon. Speaker: Tony Malara, president, CBS-TV. Copacabana, New York.

June 14—National Academy of Television Arts and Sciences, New York chapter, 12th annual "Night at the Round Tables," career exploration/career counseling event. Martin Luther King Jr. high school, New York.

June 14-16—Arizona Broadcasters Association spring convention. Poco Diablo Resort, Sedona, Ariz.

June 14-16—Iowa Broadcasters Association annual convention. Hilton hotel, Sioux City, Iowa.

June 15—Dinner marking 50th anniversary of Communications Act, sponsored by *Federal Communications Bar Association and Broadcast Pioneers*. Washington Hilton, Washington.

June 15—Reply comments due on FCC proposal to provide for nighttime operations on foreign AM clear channels. FCC, Washington.

June 15-17—Consumer Press Tour, hosted by ABC-TV. Century Plaza hotel, Los Angeles.

June 15-17—Texas AP Broadcasters Association convention and awards banquet. Sheraton, Amarillo, Tex.

June 15-17—Foundation for American Communications "Economics Conference for NBC-TV Affiliates," co-sponsored by NBC News. Arrowwood conference center, New York. Information: (213) 851-7372.

June 16—Atlanta chapter, National Academy of Television Arts and Sciences, Emmy Award ceremonies. Omni Civic Center, Atlanta.

June 17-19—"Adult Radio Forum," presented by *Burkhardt/Abrams/Michaels/Douglas and Associates*. Fairmont hotel, New Orleans. Information: (404) 955-1550.

June 17-19—National Association of Farm Broadcasters summer meeting. Omaha.

June 18—National Academy of Television Arts and Sciences, New York chapter, dinner. Topic: "Sports Fever and the Olympics." Copacabana, New York.

June 18-21—Fourth annual Wharton Sales Management School, sponsored by *Radio Advertising Bureau*. Wharton School of Business, University of Pennsylvania. Philadelphia. Information: (212) 599-6666.

June 18-22—National Association of Broadcasters board meeting. NAB headquarters, Washington.

June 19—New York chapter, Women in Cable, meeting. Viacom conference center, New York.

June 19—Television Bureau of Advertising regional sales training conference. Sheraton National Airport, Washington.

June 19—Southern California Cable Television Association luncheon meeting. Speaker: Ed Allen, incoming NCTA chairman and president of Western Communications. Los Angeles Airport Hilton. Information: SCTTA, (213) 684-7024.

June 20—Women in Cable, Philadelphia chapter, cable seminar. University of Pennsylvania, Philadelphia.

June 21-23—Maryland/D.C./Delaware Broadcasters Association annual convention. Sheraton Fontainebleau, Ocean City, Md.

■ **June 21-24—Ninth annual Upper Midwest Communications Conclave**. Sheraton Midway hotel, St. Paul.

June 21-24—North Carolina Association of Broadcasters summer meeting. Hotel Meridian, Montreal.

June 22-24—American Meteorological Society 14th conference on broadcast meteorology. Holiday Inn-Surfside, Clearwater Beach, Fla. Information: Tom Mahoney, WFRV-TV, P.O. Box 1128, Green Bay, Wis., 54301; (414) 437-5411.

June 22-24—Foundation for American Communications "Economics Conference for Journalists," co-sponsored by *Gannett Foundation*. New York Hilton, Tarrytown, N.Y. Information: (213) 851-7372.

June 23—Washington chapter, National Academy of Television Arts and Sciences, Emmy Awards ceremonies. Wax Museum, Washington.

Errata

Ownership percentages of principles in sale of WMPA(AM)-WHAY(FM) Aberdeen, Miss. ("Changing Hands," May 28) should have been: J.W. Furr, 90% and J.D. Buffington, 10%.

June 25-28—Seventh annual Visual Communications Congress. New York Hilton, New York. Information: VCC headquarters, 2378 South Broadway, Denver, 80210; (800) 525-9710.

June 26—National Association of Broadcasters seminar on television acquisition. Sheraton Center, New York.

June 27-30—Florida Association of Broadcasters 49th annual convention and exhibition. Hotel Royal Plaza, Lake Buena Vista, Fla.

June 27-July 2—National Press Photographers Association "Business and Education" convention. Bahia Mar hotel, Fort Lauderdale, Fla.

■ **June 28—"Minority Ownership of New Broadcast Stations"** seminar sponsored by FCC, *National Telecommunications and Information Administration and Minority Business Development Agency*. J.W. Marriott hotel, Washington. Information: Zora Brown Kramer, FCC, 1919 M Street, Washington 20554.

■ **June 28—"Is There a Liberal Media Elite in America?"** symposium sponsored by the *American Enterprise Institute*. Mayflower hotel, Washington.

June 28-29—"New Telecommunications Opportunities for Non-Telephone Utilities: Electric/Gas/CATV," sponsored by *Public Utilities Reports Inc.* Capital Hilton hotel, Washington.

June 29-30—Radio-Television News Directors Association region 10 meeting with Tennessee AP Broadcasters. Nashville. Information: (202) 737-8657.

June 30—Deadline for entries in *Radio-Television News Directors Association* regional awards. Information: RTNDA, (202) 737-8657.

June 30—Cleveland chapter, National Academy of Television Arts and Sciences, Emmy Awards ceremonies. Cleveland Playhouse Square, Cleveland.

July

July 8-11—Senior Broadcasting Executives Seminar sponsored by the *University of Vermont*. Speakers include Roger Wimmer, Cox Communications; Jack Clifford, Colony Communications; Mel Goldberg, ABC. University of Vermont, Burlington.

July 8-20—National Association of Broadcasters' 14th management development seminar. University of Notre Dame, South Bend, Ind.

July 9—Deadline for entries in Maggie Awards, presented by *Planned Parenthood Federation of America* for "outstanding media projects dealing with the issues of contraception, abortion, sexuality, education, teenage pregnancy or other family planning concerns." Information: PPFA, 810 Seventh Avenue, New York, 10019.

July 10-12—Cable '84, international exhibition and conference on satellite and cable TV, organized by On-line Conferences Ltd., in cooperation with *Cable Television Association of Great Britain, Society of Cable Television Engineers and International Alliance for Distribution by Wire*. Wembley Conference Center, London. Information: Online, Pinner Green House, Ash Hill Drive, Pinner HA5 2AE, Middlesex, U.K.; telephone: 01-868-9933.

July 12-14—Montana Broadcasters Association annual convention. Outlaw Inn, Kalispell, Mont.

July 12-14—Montana Cable Television Association annual meeting and convention. Huntley Lodge, Big Sky, Mont.

July 14-17—28th annual Television Programing Conference. Hyatt Regency Austin, Austin, Tex. Information: Warren Jones Jr., Air University Television, Building 1402, Maxwell Air Force Base, Alabama, 36112.

July 15—Deadline for nominations for historic sites in journalism, to be marked by *Society of Professional Journalists, Sigma Delta Chi*, in 1985. Sites nominated should honor journalists as well as physical locations. Information: Larry Lorenz, department of communications, Loyola University, New Orleans, 70118.

July 15-18—New York State Broadcasters Association 23rd executive conference. Rye Town Hilton, Rye, N.Y.

■ **July 15-18—Fifth annual Penn State Conference** for Minority Journalists. Penn State Sheraton Inn, State College, Pa. Information: Conference for Minority Journalists, 215 Carnegie Building, University Park, Pa.

Continued on page 103

RADIO CBS RADIO

THE HOTTEST GROWTH STORY AROUND UP 41%

CBS RADIORADIO has topped the latest RADAR report with the largest percentage increase of any network measured among:
YOUNG ADULTS 18-34...UP 41%

This impressive growth has also spread to other key demographics, including:

ADULTS 25-34 UP 46%

ADULTS 18-49 UP 40%

TOTAL PERSONS 12-34 UP 28%

Source: RADAR 28 Spring/Fall 83 compared with RADAR 27 Fall 82/Spring 83 (Mon Sun 6 AM 12 Mid Vol. 2). These data are estimates subject to qualifications which CBS will supply on request.

A NETWORK WITH A DIFFERENCE

NEWS. Fast-paced, innovative. Commanding the attention of your target audience—aggressive, professional young adults.



IN TOUCH
NEWS Feature.

Sword-winning

series focusing on breaking stories that matter most to your listeners.

Both have the stamp of quality that comes so unmistakably from CBS NEWS, the world's foremost broadcast news organization.

DAILY/WEEKEND FEATURES.

"Music Memories," "Entertainment Update" and "Sportsbreak." Bright, upbeat features geared to your active young adult audience.

If you're looking to build audience for your station, shouldn't you be part of this difference? Get details about our programming and much more. Call David West in New York at (212) 975-2097 or Steve Epstein in Los Angeles at (213) 460-3547.



THE YOUNG ADULT NETWORK WITH THE CBS DIFFERENCE!

Both sides now

EDITOR: With due regard for the difficult task of covering three days of panel discussions, I must point out a material oversight in your report of my remarks during a session of the recent annual conference of the Broadcast Financial Management Association in New York (BROADCASTING, May 28).

Where your report quotes me as declaring the effort to secure television deregulation legislation a "masochistic and perhaps counterproductive three-ring circus," what I in fact said was that there were two diametrically opposed schools of thought as to that effort, one being that which was quoted and the other being that it has been an "heroic and necessary effort" as perhaps the only means of securing meaningful relief from comparative renewal proceedings.—Edward S. O'Neill, Bryan, Cave McPheeters & McRoberts, Washington.

Remember the messenger

EDITOR: In his letter to the editor (BROADCASTING, May 14), Richard Thackery was critical of the broadcast coverage of the New Bedford rape trial. He pictured electronic journalists as insensitive, unreliable sensation seekers. The press usually winds up as a target when our society is forced to deal with something unpleasant or disturbing.

If the New Bedford rape trial was sensational, it was also a very significant event both to the local community and to the entire country.

Susan Brownmiller, author of "Against Our Will," a definitive study of rape and the way society has treated the crime, applauded the coverage of the New Bedford trial. On the March 25 broadcast of ABC's *This Week with David Brinkley*, Ms. Brownmiller said "...historically the time was right in America to take one case and examine it thoroughly, the Big Dan's gang rape on the pool table case became a morality play, a public morality play for the nation, much the way the televised Watergate hearings also instructed a nation in a process of government and in corruption in government. I think this case served to enlighten a nation as to what actually happens in a courtroom."

The trial would have attracted intense public attention with or without cameras and microphones in the courtroom. The only difference is how the trial was reported: with real pictures (none of the complaining witness) and the actual words of the participants rather than sketches and what reporters thought they heard.

There were problems with the coverage in New Bedford. The name of the complaining witness was accidentally broadcast. It should not happen again. Adequate controls could and should have been in place to prevent it.

If the complaining witness in a rape case is subjected to a second verbal assault in the courtroom when cross-examined by the defense, it is not the fault of the press. The cameras in the New Bedford case merely showed the ordeal every complaining witness faces in a rape case. If that ordeal is unfair, change the rules, but don't blame the cameras or the people behind the cameras.

The same can be said about child abuse as we await the coverage of another sensational trial in California. The press did not cause the problem, and the problem will not go away if we force the press to back away from it.—Ed Godfrey, president, Radio-Television New Directors Association, and news director, WAVE-TV Louisville.

Begs to differ

EDITOR: I read the April 30 interview with Mark Fowler with interest. He has a gift of candor which reveals his philosophy and pragmatism for all to read and judge. I always thought that the chairman of the FCC was a public servant, but Mr. Fowler makes it plain that he serves the private interest—that of the networks and the broadcasters, not the public whom he is supposed to protect and serve.

I write this as a private citizen, but it is worth noting that the Caucus for Producers, Writers and Directors, an organization of 160 of the leading men and women of the creative community responsible for a substantial percentage of prime time entertainment, which I serve as secretary and executive director, recently endorsed H.R. 4097, the House bill that would require broadcasters to program an hour a day, Monday through Friday, with educational programming. We did so reluctantly because we are basically opposed to the unwarranted and unreasonable intrusion of government into television programming. However, we are realists and we are dedicated to serving the public interest; in the absence of voluntary effort by broadcasters to program a modest portion of their schedule for basic educational programming for children, and in the absence of leadership by Mr. Fowler, we join with Congressman Wirth and his congressional associates in endorsing legislation to compel what should be freely and enthusiastically given by broadcasters.

When Mr. Fowler looks at Newton Minow's "vast wasteland" he obviously sees only green pastures; what he cannot distinguish is a pasture of weeds with a few flowers against a pasture of flowers with few weeds.

The creative community out here fills that pasture, to be sure, but under the direction and supervision of the networks—and they seem to have an uncanny ability to plant seeds that turn up as weeds. It is no wonder that the public has shown serious signs of defecting. So much for the marketplace of

ratings. Mr. Fowler views the function of the FCC to be largely in the technical areas, to act, as he puts it, as "traffic cops," as though that is all that is necessary in helping guide a national treasure as important and as vital as the television medium.

Mr. Fowler is interested only in form, not in substance; he will likely carry the day with the seven-seven-seven rule, and, if he had his way, with Section 315 as well. But, then again, maybe. He tried to eliminate the financial interest and syndication rules and found himself face to face with the President of the United States plus a group of United States senators who effectively blocked him despite his bravado. He sees that issue as one "about two very large power centers, with a lot of money and a lot of lobbying," which reveals his insensitivity to the fact that the working men and women in the television industry, through their various guilds and unions, insist on retention of the rules—the actors, writers, producers, directors, craftsmen, the membership of the Caucus for Producers, Writers and Directors, joining forces with independent television stations, major and independent production companies—all recognizing that the issue is not only dollars, but the expansion of the monopolistic powers of the three networks. Those rules may become Mr. Fowler's Waterloo.

It is not hard to guess that when his term expires at the FCC he will take his place where he rightfully belongs—with a broadcast entity or a law firm that handles broadcast matters before the FCC.—David Levy, president, Wilshire Productions Inc., Beverly Hills, Calif.

That's entertainment

EDITOR: I've been reading your publication for over 25 years now and I have to confess a true fondness for your classifieds. I read them first every week but not because I'm out of work or looking. I read them for the entertainment value.

Phrases like "we're looking for the best manager in the WORLD to come here to Carbuncle's Number One!!! XEGO-AM" are always a joy to read as are the ads that modestly announce "exciting career opportunities" with companies that provide "challenge" in working with a "fine team."

My favorite ads are those noncommercial broadcasting positions. Here the differences between demand and pay are so wide that the ads qualify for the term 'science-fiction.' I speak of ads that require a PhD, years of experience in the 'real world,' a teaching load, management of a cable TV station and full-time radio station and which pay in the \$16,000 range. Even if the position were in heaven itself serving at the feet of the great communicator up there, one would have to chuckle.—John Davlin, WHFC(FM) Bel Air, Md.

WPP WEISS & POWELL

now represents

KLOK-FM
SAN FRANCISCO

KLOK-AM
SAN JOSE



**PARTNERSHIP
FOR THE FUTURE**

WPP WEISS & POWELL, INC.
RADIO SALES

277 Park Avenue, New York, NY 10172 (212) 421-4900

NEW YORK

BOSTON

CHICAGO

DETROIT

ATLANTA

DALLAS

ST. LOUIS

MINNEAPOLIS

LOS ANGELES

SAN FRANCISCO



KEEP A CHANGING MARKET FROM CATCHING YOU BY SURPRISE.

If you know radio, you know it's important to keep up with the way the market changes. Your audience is often on the move, and new trends in listening habits and programming preferences can change between rating periods. Those trends are of prime importance to you and sometimes getting information from quarterly reports isn't fast enough. That's why Arbitron Ratings developed ARBITRENDS,SM the computerized ratings tool for the eighties.

ARBITRENDS delivers a radio market report from our computer to yours. All you do is pick up the phone, turn on your IBM® XT, and you're ready to catch up on the latest audience trends. ARBITRENDS is a first in radio marketing. It's a technological breakthrough that can give you a picture of your market in a shorter time than ever before, so you can make up-to-the-minute business decisions.

And ARBITRENDS does most of the work for you, helping to turn the numbers into information you can actually use. You get user-selectable report formats that let you pick the specific demographics, dayparts, and estimates you need to study. That's the power, precision and efficiency of ARBITRENDS.

So don't let the ratings catch you by surprise. Call Arbitron Ratings at (212) 887-1300 and find out about the major new trend in radio. It's ARBITRENDS, the radio resource of the eighties.

ARBITRON RATINGS



ARBITRON RATINGS COMPANY
A Control Data Company



Broadcasting Jun 4

Vol. 106 No. 23

TOP OF THE WEEK

Cable strikes a deal with the cities

New compromise may clear way for enactment of first-ever federal legislation setting national policy for medium; Dingell approval bodes well for bill's progress in House

After months of intense negotiation, the nation's cities and the National Cable Television Association have come away from the table triumphant: Last week they finally reached an agreement on proposed legislative changes in a House cable deregulation bill (H.R. 4103) that may lead to passage of the first major piece of communications legislation since enactment of the Public Broadcasting Act of 1967. It is a compromise that appears to satisfy both parties and a deal many observers felt could never be cut.

The concord between NCTA and representatives of the National League of Cities and the U.S. Conference of Mayors now awaits ratification by their memberships. The NCTA board was scheduled to review the compromise yesterday (Sunday) in Las Vegas, the NLC board this Friday (June 8), followed by the USCM on June 16.

Described as maintaining a "delicate balance," the compromise loosens the regulatory grip of municipalities on cable systems in a number of ways, but at the same time preserves part of the cities' authority. The agreement will be offered as an amendment to H.R. 4103, now pending before the House Energy and Commerce Committee. Although the compromise is markedly different from the bill, each party feels it has fared well.

The announcement and copies of the new accord were greeted with enthusiasm on Capitol Hill by House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.). Dingell, who was instrumental in bringing the parties back to the negotiating table, is credited with "making it happen."

The chairman says he will hold a markup on the bill in late June. And although the measure enjoys Dingell's and Wirth's support (Wirth is the author of 4103), there are other issues that could impede the process. Several consumer groups had already made it known that they are not pleased with the bill's direction. It is unclear, however, where they stand on the new compromise. Moreover, the measure is expected to face even stiffer opposition from the Bell operating companies. The BOC's are at odds with the bill because it enables cable to offer data

transmission services unhampered by state regulation. The data services debate is expected to surface during committee markup.

Dingell, too, recognizes the opposition and promises the parties will "have full opportunity to have their views heard and concerns addressed prior to the committee markup."

And the opposition may not be limited to the BOC's and consumer groups. Some cities may also rise in protest. Even if the NLC and USCM back the measure there is always a possibility some of their members will strike their own course and fight the bill. And there is no assurance that all cable operators will go along. "I am sure there will be some cable companies and cities who will be unwilling to accept this compromise. Such is

if he does a good job he'll be allowed to stay in business," he said. Municipal officials and NCTA have been trying to work out this compromise since February (BROADCASTING, March 12). More than a year ago, the NLC and NCTA were at the bargaining table over the Senate cable bill (S.66), but managed to settle their differences. The Senate measure passed despite stiff resistance from some big-city mayors.

After the House subcommittee passed H.R. 4103—similar in some respects to S. 66—last November, NLC, under mounting pressure from its membership, reversed its position and joined the mayors in opposition to the measure. Since then, the bill has been hung up in the Energy and Commerce Committee, where the members are also sharply



Mooney going over the latest status

the case with any real compromise," Wirth said.

"I do not expect the telephone issues to delay or impede consideration of this bill," said James Mooney, NCTA executive vice president and cable's chief negotiator on the compromise. Mooney admitted that some cities may quarrel with the deal but believes the bill's prospects are "excellent." Overall, he's found the reaction to the new accord "generally positive."

Mooney says there are two principal characteristics that arise from the agreement. "One is that the cable operator is going to have a lot of flexibility to respond to the market rather than having to respond to a regulatory whim. The other characteristic is that a cable operator is given assurances that

divided on the issue (23 of the 42 committee members are sponsoring the bill).

Dingell was one of the bill's chief critics, but he promised not to block its passage. He insisted the groups reopen negotiations and try to reconcile their differences (BROADCASTING, Jan. 30). (This time around, the U.S. Conference of Mayors also was at the table.) In March, however, the talks collapsed and the parties were at an impasse on the bill's franchising and rate regulation provisions. Despite the deadlock, the cities and NCTA kept working. Proposal after proposal was shuttled back and forth between the associations. Last Monday (May 28), it all came together.

The end result is an agreement that has the blessings of both sides and leading congress-

sional figures. Mooney and NCTA President Thomas Wheeler led the negotiations for cable, and the cities negotiating team included: Minette Trosch, mayor pro tem, Charlotte, N.C.; Tom Volgy, vice mayor, Tucson, Ariz.; Carol Bellamy, council president, New York; Richard Fulton, mayor, Nashville; Richard Caliguiri, mayor, Pittsburgh, and Paul Zeltner, council member, Lakewood, Calif.

For the cities, this new package is an improvement over H.R. 4103. The nation's municipalities were troubled by a bill that among other things, would have freed most cable systems from rate regulation on all but their lowest tier of service; given them expectation of franchise renewal and permitted *de novo* (from the beginning) review by the courts if the request for renewal is rejected; protected them from regulation as common carriers; put a 5% cap on franchise fees and allowed them, in event of a "significant change in circumstances," to modify franchise promises.

"We think it's a fair package overall," said Cynthia Pols, NLC legislative counsel. She noted that H.R. 4103 was "such a bad bill" that there were few concessions for the cities to make during the negotiations. All told, Pols said, the compromise "establishes a great deal of clarity in the regulatory framework."

The NLC position was seconded by its associated organization, the USCM. "We believe the accord is comprehensive and fair and meets our basic policy objectives," said Len Simon, USCM spokesman. "Given the political situation and dynamics, this is the best deal we believe that can be achieved at this time," he said.

Unlike H.R. 4103, the accord does not provide renewal expectancy and *de novo* re-

view. However, the agreement—as did the bill—includes a defined set of criteria on which the franchising authority must base its renewal decisions. The following factors would be considered:

- Whether the operator has substantially complied with the material terms of the franchise and with applicable law.

- Whether the quality of the operator's service has been reasonable in light of community needs.

- Whether the operator has the financial, legal and technical ability to provide and service facilities and equipment proposed.

- Whether the operator's proposal is reasonable to meet future cable-related community needs and interests, taking into account the cost of meeting such needs and interests. (In each instance, the term "reasonable" is viewed as key and is expected to guard the industry from arbitrary revocation of franchises.)

Moreover, the accord creates a "due process" environment for the renewal proceeding and allows cable systems to appeal the decision in state and federal court. Although it does not permit *de novo* review by the courts, cable operators would still be entitled to ask the judge to make an independent decision based on the record established in the renewal proceeding. Moreover, if a cable operator felt he was being denied due process during the initial franchise proceeding he could take the case to a court immediately on an interlocutory appeal.

H.R. 4103 held little promise for the cities in the area of rate regulation. And while the cities are still stripped of their authority to regulate basic service rates after four years, the compromise, the cities feel, substantially improves their lot. The NLC is pleased with the proposed definition for basic service that

would include "all tiers of service which include local broadcast signals, including multiple tiers."

Furthermore, the cities would be permitted to take their case for rate regulation before the FCC. According to the agreement, the FCC within 180 days of enactment would be granted authority to establish standards for rate regulation in areas where cable systems are "not subject to effective competition." Under 4103, rate regulation for basic service would be abolished after five years in areas where four full-power television signals (with at least one of each of the three networks) are received within the grade B contour. The bill also would permit operators to increase regulated rates annually according to the regional consumer price index in the past year. The compromise says systems may increase regulated rates annually by no more than 5% unless the rates are frozen under a franchise.

NCTA is not troubled by the proposed FCC intervention. It feels the commission would rule in its favor. The cities, a league spokesman noted, believe that while the current FCC has not been inclined to favor the municipalities, "there may be a more favorable commission in four years."

The accord also requires the FCC to "submit a report to Congress six years after the effective date of this legislation with recommendations to Congress, including legislative recommendations if appropriate, concerning rate regulation based on a study of the effect of competition in the marketplace."

If the cities fail to take final action on a rate increase request within 180 days, the agreement says the proposed increase shall automatically go into effect—unless the 180-day period is extended by mutual agree-

Few find fault with cable-cities deal

The biggest surprise attending last week's news of a compromise between the National Cable Television Association and the nation's cities may not have been that it was reached in the first place, but that so few found serious objection with the compact that emerged.

Monroe Rifkin, president of Rifkin and Associates and outgoing chairman of the NCTA, said the bill as amended by the compromise was cable's "bill of rights," setting the rules by which cable systems will enter and operate in a given community. "Absent that," he said, "we are at the whim of individual cities and counties and states and at the mercy of operators or would-be operators [at renewal time] that can promise the moon and deliver nothing."

The bill would make cable systems better businesses, he said. Cable operators would be able to make decisions based on economic considerations rather than political ones. Services and rates would be set according to the "needs, wants and ability of the customers to pay as opposed to the city council," he said.

The bill is needed, said Steve Effros, executive director of the Community Antenna Television Association, to "regularize and stabilize" the cable industry. "We could have won more points at the FCC or in the courts," he said, "but it's more important to put an end to this era of unstable relations with the cities so we can get on with our business. We will all know how this game is going to be played."

Better prospects for renewal and rate deregulation would not necessarily increase the value of cable systems. It's true that cable systems that have a lot of years left in their franchise and are not subject to rate regulation are "more desirable" than those that don't, said Hugh McCulloh, a senior vice president at Daniels & Associates, a major system broker, but whether that increase in desirability translates into higher sale prices has never been "quantified."

However, the bill's renewal provision should make it easier to finance the purchase of cable systems, said McCulloh. Today, some lenders will not finance the purchase of a system unless the franchise has a lot of years left in it or unless the buyer has other assets to cover the debt.

Some on the cable side fear that some cities will continue to oppose the bill and make enough fuss to kill its chances this session. Unlike the NCTA, the municipalities are not a disciplined lot. Cities and counties each have political strings to Washington and if certain ones don't like the bill, they will not hesitate to pull them.

While it is anticipated that some cities may not like the compromise, the NLC believes it can deliver its members. Cynthia Pols, the NLC legislative counsel, thinks the current compromise will hold together because the cities have a different perspective than they had when the first agreement was reached. She noted that the league has had an opportunity to gauge where House mem-

ment.

Also at the heart of the negotiations was the controversial clause in H.R. 4103 that would allow cable operators to modify franchise promises after a "significant change of circumstances." This provision was perhaps the one most strongly opposed by the cities. Most of it was wiped out in the compromise, although cable operators faced with "changed circumstances" are accorded a measure of protection. According to the agreement, they would have a right to go to court to get the contract modified on facilities, equipment and services if denied relief by the franchise authority. Furthermore, cable operators could obtain modifications in the franchise agreements on a showing that the "provision of particular facilities or equipment has become commercially impracticable."

Furthermore, the accord permits systems to remove services for which the operator is required to pay a copyright royalty payment "substantially in excess of the amount of such payment required on the date of the operator's offer to provide such service and which has not been specifically compensated for through a rate increase or other similar adjustment." In addition, the operator "may not be required to retain a particular service on a particular tier, provided that the mix, quality and level of service required by the franchise to be offered on the system are maintained, unless such service is subject to rate regulation."

NCTA also maintains that the rest of the bill's more liberal provisions on rate regulation and renewals obviate the need for the changed circumstances clause. The agreement also contains a key provision concerning new franchises that further enhances cable's position. It permits franchising authori-

ties to establish minimum facility and equipment requirements in the RFP (request for proposal) but may not require the provision of information services in the RFP.

In the area of franchise fees the compromise falls in step with H.R. 4103, which imposed a 5% cap. (The present cap set by the FCC is 3%.) Furthermore, the cities were able to deflect an attempt by Wirth and others to mandate how the fees might be used. A provision was included in the agreement that says the "use of franchise fee revenues or the amount of the franchise fee shall not be otherwise restricted by federal law or regulation."

The agreement also states that the costs of PEG (public, educational and governmental) access facilities, equipment and channel capacity and payments for the support of PEG access required by existing franchises "shall not be deemed franchise fee payments and shall be exempt from the franchise fee cap." Moreover, the compromise—as does H.R. 4103—permits cable systems to itemize the amount of the franchise fee as a separate item on subscriber bills. And the operator has the option to pass through increases in franchise fee costs to subscribers where rates are subject to regulation unless the franchising authority shows that the rate structure specified in the franchise agreement already reflects all franchise fee costs, the accord said.

The compromise also includes a consumer protection clause, grandfathers existing franchise agreements and permits franchising authorities to acquire an interest in a cable system should it be denied franchise renewal, but only at "fair market value."

There are two provisions in the compromise that will likely arouse controversy. Under the agreement, the definition of a cable

system in some cases would include satellite master antenna television systems. The agreement says: "The definition of a cable system shall include any SMATV system which uses the public right of way. The franchising authority shall have authority to license and regulate such SMATV systems, consistent with its authority over cable systems. Nothing in this legislation shall be deemed to limit state or local jurisdiction for the licensing and regulation of SMATV systems which do not use the public right of way." NCTA has not taken a position on this provision.

Still another clause may also generate opposition from landlords or apartment owners. According to the compromise, "a property owner may not prevent a legal occupant of his or her property from receiving cable service whether or not comparable services are available from other sources."

Under the agreement, local telephone companies will be permitted to own cable systems, facilities and equipment, "but such companies (other than rural telephone companies) shall be prohibited from controlling the content of information services provided over such systems."

The compromise did not touch the bill's provisions dealing with leased access, requiring cable systems to set aside some of their channels for lease to "unaffiliated" companies. Cable is not pleased with the leased access provision but has conceded it to Wirth as a general quid pro quo. According to H.R. 4103, systems of 36 to 54 activated channels must reserve 10% of usable channels, and systems with 55 to 100 activated channels must set aside 15%. Systems with more than 100 activated channels must "designate 15% of all channels for this third-party access." □

bers stand on the bill and has found considerable support for the cable industry. Also, the fact that the FCC's Mass Media Bureau has threatened to recommend that the agency unilaterally deregulate rates puts things in a different context. "I think people have come around to recognizing the legislation is necessary because of the FCC's behavior and expected behavior," Pols said.

A spokesman for the U.S. Telephone Association noted that the organization opposes the compromise's provisions on crossownership and pole attachments. He noted that the compromise does not address data transmission, an issue that House Commerce Committee Chairman John Dingell (D-Mich.) has promised to address. The USTA plans to meet with Dingell's staff to discuss the data transmission issue. Dingell, in whose committee the bill resides, has indicated his support for the telephone position.

Cable operators may grumble about this provision or that, but, in the end, the industry is expected to rally around and support passage of H.R. 4103. The NCTA board has yet to sign off on it, but Rifkin and NCTA officials appeared confident it would when it meets this week during the association's annual convention in Las Vegas. The compromise should contain no surprises, Rifkin said. "The negotiating committee has been operating within a range of delegated authority."

Some cable operators, said Strange of Sammons Communications, may object to the 5% franchise fee cap. Many municipalities, constrained by current FCC rules that would be pre-empted by the bill, now charge their cable franchisees just 3% or less. Over a period of time, said CATAs Effros, franchise fees for most cable systems will jump to 5%. "It's going to cost the cable indus-

try a lot of money," he said.

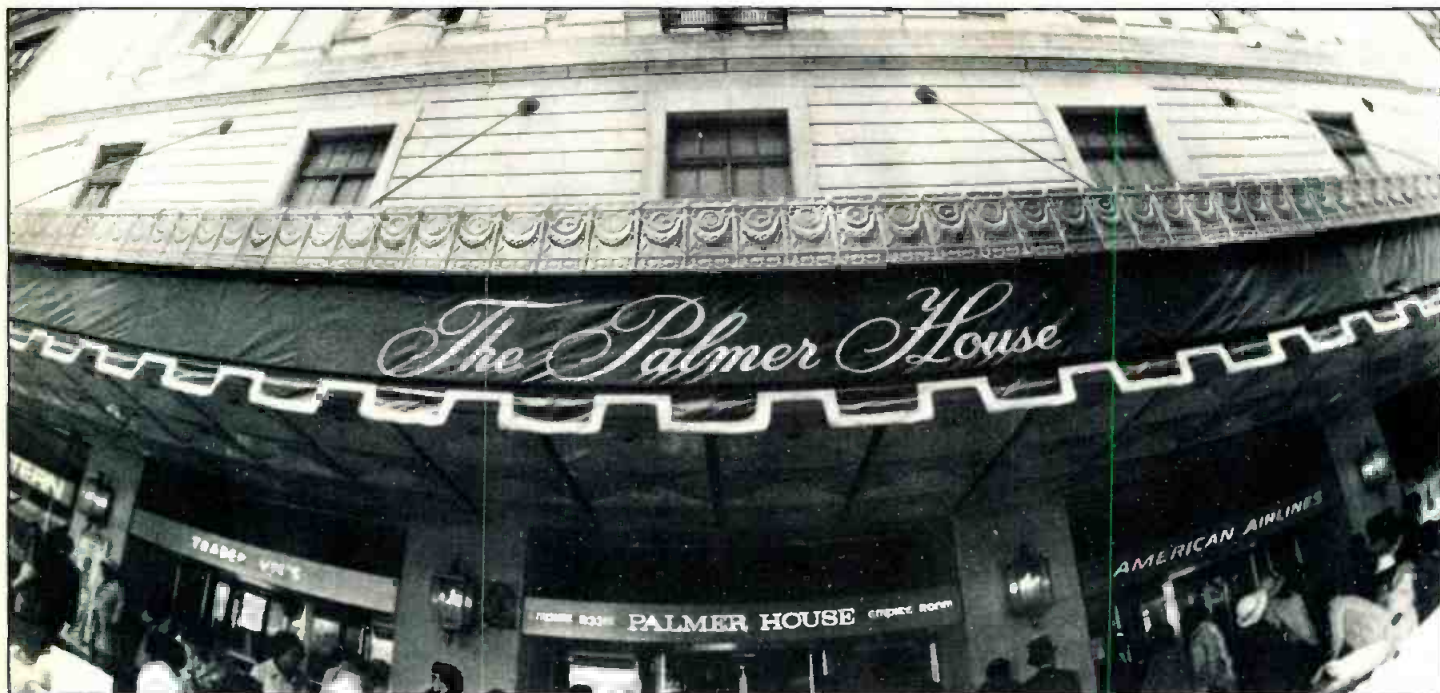
Effros noted, however, that the agreement contains a provision that would allow cable operators to itemize the cost of the franchise fee to each subscriber on his or her bill as some kind of tax. In that way, he said, the municipality would assume some responsibility for hiking the fee.

Consumer groups, led by the Telecommunications Research and Action Center, seem pleased with the compromise. As far as TRAC is concerned, said Executive Director Samuel Simon, the agreement represents "tremendous progress" toward a bill that the consumer groups could support. "With a little bit of fine tuning," he said, "all will be well."

According to Simon, the cable industry made "huge concessions" on the renewal and franchise fees provisions. In the latter, he said, promises of cable franchisees to bear the cost of public, educational and governmental (PEG) access channels in existing systems are exempt from the franchise fee cap and grandfathered. What's more, he said, the capital costs of access channels and "voluntary payments" for their ongoing support in future franchise agreements would be exempt from the cap.

To support the bill, Simon said, the consumers would like a stronger provision protecting consumer rights and requiring cable systems to lease a certain number of channels to third parties to insure programming diversity.

Despite the frustrations of the past, NCTA Chairman Rifkin is sanguine. "We don't want to count our chickens before they hatch, but it's a reasonable compromise and we are encouraged that it will move right on through to the President's desk."



AWRT '84 tackles opportunities and problems for women

Convention features workshops, speeches on women's progress in broadcasting; awards to Turner and Stanville and new president

Through four days of convention last week the status of women in broadcasting was, although not the official theme, a backdrop against which the American Women in Radio and Television debated communications issues.

The feeling that remained after the speeches and workshops were over, was that women have made, in the words of more than one speaker, "great strides," and "the prospects are bright." However, a concern was expressed, also on more than one occasion, that women have reached an impasse in obtaining top management positions in broadcasting.

More than 350 turned out for the organization's 33d annual meeting, held at Chicago's Palmer House hotel, almost double last year's attendance in Toronto. The official theme was "The Challenge of Creativity."

The names that made the convention this year were Ted Turner, president of Turner Broadcasting, who received the association's highest honor, The Silver Satellite Award, and speakers Judy Woodruff, *MacNeil/Lehrer NewsHour* correspondent; Ed Joyce, CBS News president; Mimi Dawson, FCC commissioner; Maureen Reagan, daughter of President Reagan and special consultant to Republican National Committee Chairman Frank Fahrenkopf Jr., and Barbara Proctor, president of the Chicago advertising agency, Proctor & Gardner.

Martha Pell Stanville, NBC-TV vice president, affiliate promotion services, and past president of AWRT, received the group's Achievement Award during a luncheon which also honored Delene Hayes, lyric soprano, American Conservatory of Music, who received the Sid Guber Memorial



Anwyll

Award Scholarship.

Missing from this year's agenda was the annual presentation of the Commendation Awards for programs "portraying women in a positive, yet realistic light." That ceremony was held as a separate fund-raising event in March in New York, but videotaped clips of the 24 winners were shown during the opening on Wednesday, May 30.

The convention closed on Friday (June 1) with a new board of directors in place, and a new president, Jean Anwyll, president of McKinney/Midatlantic, a Philadelphia advertising and public relations firm, who delivered her inaugural address. She succeeds outgoing president, Jeri Warrick-Crisman, president and part owner of WNRJ(AM) Newark, N.J. ("Fifth Estate," May 28).

Mimi Dawson urges women to make most of new technologies

From the vantage point of FCC Commissioner Mimi Wayforth Dawson, the new technologies have emerged as a formidable "creative challenge" for women in broad-

casting.

Emphasizing the convention theme as she addressed the opening session, she called upon AWRT's members to explore opportunities unfolding with direct broadcast satellites, multipoint distribution service and low-power television. "Do you want to remain an owner of one terrestrial station? Or do you want to engage in common carrier, paging, teletext or videotex?"

She cautioned that the broadcasting industry has "seen great failures and will see more failures but we will see successes. And from people like you. People who don't necessarily have a lot of capital but who have terrific ideas."

The FCC, Dawson said, also plays a part in this creative challenge. It's the commission's responsibility to create a "level playing field so everyone can compete by the same rules." If women are given that opportunity, she predicted, "you will be as successful in the new technologies as you are in the technologies of today."

The FCC, she said, is "almost inevitably" involved in controversy because of what she called an "obsolete and outdated regulatory framework" within which it must regulate communications. Congress created the FCC in 1934 to regulate radio and telephone, but this mandate, Dawson said, is no longer manageable. She explained there are services such as MDS and LPTV never envisioned in 1934, leaving the FCC today with the job of creating a competitive environment for all the technologies.

The commission, she said, should have the "courage of creativity to get rid of broadcast regulation almost totally—content regulation most of all. That would free you up as broadcasters to do the things you need to do: to create a product that can compete with cable, MDS, DBS and LPTV."

But the FCC is not alone in its mandate to regulate the new technologies, Dawson said.

Congress, she explained, has two different philosophies. The Senate "tends to be deregulatory with less intrusion into traditional broadcast regulation. Deregulate, get out, let the market work." On the other hand, she said, the House believes "traditional broadcast regulation can survive in a new environment."

Because of this divergence of views in Congress, Dawson advised the AWRT not to "look to Congress to decide how the new technologies will shake out." However, she said, when the House and Senate are unable to agree on policy, "that's when a regulatory agency is most free to act, and also when it needs to be most responsible."

The administration is yet another player, Dawson continued. Although the FCC is an independent regulatory agency, free from the executive branch, the Justice Department, the State Department and the National Telecommunications and Information Administration make their sentiments known by filing comments with the FCC. "We certainly cooperated [with the administration] in financial interest/network syndication," Dawson said.

Finally, she named the U.S. Court of Appeals in Washington. "I think that's a wonderful body. It loves to make policy. And they have the last word."

Dawson predicted less regulation will frighten many broadcasters. "Deregulation is a two-way sword for terrestrial broadcasters. It means more risk and many questions. But my hope is that those of you in the industry will be able to overcome a threatening picture to reach out for these new opportunities." The commissioner also shared her thoughts on several issues currently before the FCC:

- On the use of a lottery in selecting a station licensee—"It gets the service out there. There is such a time delay in getting people on the air through the comparative process."

- On LPTV—"I think the only economy of scale in low-power is in national program networking. If 15-30 stations can combine together, they may be able to create a viable operation."

- On content regulation—"I don't care for it. When you add each of those rules together, the whole becomes more dangerous than the individual parts."



Dawson

Woodruff says one barrier women still have to overcome is age

The "litmus test" for women in broadcasting may be their ability to "make it on TV after their mid-40's," Judy Woodruff, correspondent for *MacNeil/Lehrer NewsHour* and anchor for PBS's *Frontline*, told an AWRT audience that although women have made great progress, they have yet to "break the age barrier."

But the networks are finding it tougher to "put us out to pasture," she said, because modern women are "a pushier, more assertive breed and we are not going to go away quietly." More important, Woodruff said the networks and marketing experts are finding "it is not efficient economically to invest all that time and money training and promoting women just to lose our services in our most productive years."

Men, however, reach their career peaks in their mid-40's, Woodruff said. "Grey temples and character lines all provide an air of sagacious vitality and maturity" in men, she said, citing Walter Cronkite, John Chancellor and Dan Rather.

Another problem Woodruff emphasized: the absence of a women currently serving as

anchors on network evening newscasts. However, she conceded Barbara Walters had broken that barrier at one time, and that women have made "great strides in morning and weekend newscasts."

Indeed, she said, since the days of pioneer broadcaster Pauline Frederick, who was told a women's voice has no authority, there has been much progress. There are increasing numbers of women behind the camera as editors, producers, on-air reporters and anchors, camera operators and technicians, she said, pointing out that at NBC, where Woodruff formerly served as a correspondent, almost 20% of its correspondents are women.

MacNeil/Lehrer has a record to be proud of, as well, she said. "Although our namesakes are men," two of the four principal on-air people are women—Charlayne Hunter-Gault and Woodruff—and, she added, more than half its reporters and producers are women.

Woodruff also used the occasion to sing the praises of the *MacNeil/Lehrer NewsHour*, where she has worked as chief Washington correspondent since last July. Because the program is an hour long, it is possible to "go beyond the headlines... to cover breaking stories of the day in a more



Another satellite for Turner. "Since I've been called a male chauvinist pig on more than one occasion," said Ted Turner, last week, "I really honestly appreciate this award, particularly coming from a group of women... and from a group of broadcasters."

In a speech that provoked much laughter, the president of Turner Broadcasting System accepted AWRT's highest honor, the Silver Satellite Award, from outgoing president Jeri Warrick-Crisman (r), for his "outstanding contributions to the broadcast industry."

Turner pointed out that he and women have a lot in common. "I can tremendously sympathize with anybody struggling to overcome handicaps and trying to achieve equality with the group in power... I'm not exactly the establishment myself." But he advised women not to give up. "It's amazing how fast you can go from a have-not to a have-everything."

Turner used the opportunity as a forum to express his feelings on the must-carry rules. "They are discriminatory... just like it's wrong for men to have all the positions... Why should ABC, CBS and NBC be must-carry?"

He also declared he is on his way to becoming the first "world broadcaster." Cable News Network, he noted, is now exporting to Japan and "close to half the countries in the world are watching us."

AWRT chose Turner for his "innovative concepts" with WTBS(TV) Atlanta and CNN.

ABC wins May sweeps



Woodruff

thoughtful [way]...to do longer pieces combined with in-depth interviews." Quoting Robert MacNeil, she said, "We dare to be boring."

Woodruff said her hope and the hope of many in network news is that *MacNeil/Lehrer* will be "so successful that the networks are going to emulate it."

The commercial networks, Woodruff observed, face a continuous battle against time, as they condense hours of reporting by dozens of correspondents and hundreds of producers and camera crews into 22 minutes each evening and 16 minutes in the morning. At most, she said, a story may run a minute and a half, giving the audience a "bare bones" account even in the case of stories requiring more explanation.

These restrictions, Woodruff said, played a large part in her decision to leave "the very comfortable nest of commercial television and move to public TV.... I take a lot of personal satisfaction in having 10 or 12 minutes to do a story." □

Movie nights, mini-series and original programming lift network to victory; CBS edges NBC for second place

Helped by a strong showing from its Sunday and Monday night movies, plus a push from its mini-series, ABC glided into first place during the May sweeps, rising from its third-place finish a year ago. ABC was also the only network to come out ahead of last year; both Arbitron and Nielsen gave CBS and NBC lower ratings than the previous May.

According to averages supplied by the networks, ABC won the national prime time ratings in the Arbitron period (May 2-29) with an average 15.2 rating and 26 share, compared to CBS with a 13.5/23 and NBC with a 13.3/23.

In the Nielsen period (May 3-30), ABC scored 14.9/26, compared to 13.5/23 for CBS and 13.3/23 for NBC. One explanation offered for the 0.3 rating point difference for ABC between Arbitron and Nielsen is that the former period included an extra episode of *Dynasty*, which boosted ABC's overall average.

ABC said the 1.7 rating point differential in the Arbitron rating period between ABC and runner-up CBS is the greatest between a first and second place network since the May 1973 sweeps. ABC said that 60% of its regular series programming during May was original episodes.

Also, ABC was the only one of the three major broadcast networks to show an improvement in performance over the May 1983 sweeps. ABC in the Arbitron period showed a 2% rise over May 1983, while in the Nielsen period it rose 1%. CBS and NBC, on the other hand, each fell 11% in national prime time ratings since last May in both the Arbitron and Nielsen periods.

ABC said that during the 28-day period ABC won 16 nights, compared to seven wins for CBS and five for NBC. ABC's strongest nights of the week were Wednesday, Saturday and Sunday, where ABC said it had the highest average ratings over the other two networks; ABC said it came in second on Monday, Tuesday, Thursday and Friday.

The HUT (homes using television) levels were down this past May compared to May 1983. The HUT level was 57.6 compared to 59.1 last year. The three-network combined ratings and shares were also below last year's. This past May, the three-network rating was 41.9, which delivered a per-minute average audience of 35,110,000 households compared to a three-network rating of 44.9 last year, which delivered a per-minute average audience of 37,400,000. The three-network share also decreased, from 76 last year (roughly equivalent to May 1982) to 73 this year.

CBS research said, however, that when it came to regular series programming, CBS still maintained its lead. Based on regular series programs—excluding movies and mini-series—CBS said that its programs had an average rating of 15.3, compared to 13.9 for

ABC and 13.1 for NBC. But ABC took the lead, CBS said, when its movie nights (which also on occasion were programmed with mini-series episodes), were included. In this case, ABC averaged a 15.2 rating, while CBS lagged 11% behind with a 13.6 rating, but still 2% ahead of NBC with a 13.3 rating.

NBC ran the greatest percentage of original hours for its regular series programming. It ran 31.5 hours of original hours, or 59% of its regular series programs, compared to 23.5 hours (51%) for ABC, and 22.5 hours (49%) for CBS.

But as a percentage of all programs, including movies, mini-series and specials, ABC ran the most original programming: about 68% as compared to 62% for NBC and 53% for CBS. CBS ran more repeat movies than did ABC, according to CBS, particularly theatricals.

The networks say that the May sweeps are not of paramount importance to them. Rather, they say, the May sweeps serve the affiliates, who use the books to sell most of the third quarter and even part of the fourth quarter. According to one network executive—who said that network's owned station group confirmed it—the local stations sell about 40% of their annual billings on the May book. The networks, however, tend to sell their upcoming season on the immediate past season, and the May books fall outside the September-April cycle.

One important measure in the sweeps is the late night news lead-in the networks provide to their affiliates. According to CBS, this honor fell to ABC for the combined Arbitron-Nielsen sweeps period, when it averaged a 15.6/27 for the 10:30-11 p.m. period preceding local late night newscasts. CBS ran second with 15.3/26, and NBC third at 14.8/25.

The following is a market-by-market look at the May sweeps.

Ratings cited in the following reports are not the final tabulations of Nielsen and Arbitron; they are station-compiled averages of the overnight metered ratings provided to the stations by both services. Meter ratings do not measure demographics. Final results—"the book"—should begin going to stations this week, but will not be available for all markets until at least a month, when BROADCASTING will publish a complete market-by-market breakdown.

New York

The big news in the Big Apple to come out of the May sweeps is the effect of King World's *Wheel of Fortune* in the prime access slot. Although introduced in the New York market only a little more than two months ago, it has propelled WCBS-TV from fifth place last year to second place this year in

both Arbitron and Nielsen in the 7:30-8 p.m. period.

WCBS-TV also took the 6-7 news period anchored by Jim Jensen and Rolland Smith in both Arbitron and Nielsen away from WNBC-TV, which both services put in first place a year ago. WABC-TV's *Eyewitness News*, which until last year was the dominant newscast in the market, was ranked third this time by both Arbitron and Nielsen.

In early fringe (4-5), WNBC-TV led the way in both services, with a 7/20 average for both *Love Connection* and *People's Court* and an average 6.7/20 in Arbitron. WCBS-TV weighed in second with *The Rockford Files*, recording a 6.7/19 Nielsen and a 5.9/18 Arbitron. In third place was WABC-TV, whose new locally produced half-hour (4:30-5) *New York Style* recorded a 4.9/14 in Nielsen and a 4.6/14 in Arbitron. That is a drop from last year's sweep averages when WABC-TV was running *People's Court* in the 4:30-5 period. At that time, it earned a 6/19 Nielsen and 6/18 Arbitron.

At 5-6 p.m., when all three network-owned-and-operated stations were running feature-oriented newscasts, WNBC-TV came out on top in both services, while WABC-TV's newscast dropped from second place last year to third this year. Nielsen showed WNBC-TV on top with 6.2/15 (versus 6.1/16 last year) and Arbitron placed it at 6.9/18 (compared to a 4.7/12 last year). WCBS-TV's 5-6 news scored a 5.9/14 Nielsen and a 5.3/14 Arbitron, while WABC-TV recorded 5.3/13 in Nielsen and 5.0/13 in Arbitron.

Independents turned in some good performances at 5-6 p.m. Metromedia's WNEW-TV captured a 6.2/15 Nielsen with *Charlie's Angels*, while *Little House on the Prairie* on WPIX(TV) recorded 6.6/16.

During the O & O newscasts, from 6 to 7, there was some reordering of rank, but all three network stations suffered lower shares than in the May sweeps a year ago.

At 6-7, WCBS-TV took the lead with a 7.0/15 in Nielsen (down from a second place 7.7/17 last year), while WNBC-TV's newscast, anchored by Chuck Scarborough and John Hambrick, was a close second at 6.9/15 (down from a first place 7.8/18 last year), and WABC-TV, anchored by Roger Grimsby and Bill Beutel, finished third with 6.8/15 (compared to 7.2/16 last year). In Arbitron, the score was WCBS-TV 6.9/16; WNBC-TV 6.5/15, and WABC-TV 6.4/14.

In terms of meter ratings (without a demographic breakout), the independents didn't do so poorly either, according to Nielsen. Nielsen put WNEW-TV at 6-6:30 at 9.1/20 with *Three's Company*, which was followed by a 9/19 for *One Day at a Time*. WPIX(TV) runs *Alice* at 6-6:30 and scored a 4.5/10 in Nielsen, followed by *Sanford and Son*, which drew a 5.5/12 at 6:30-7. At 6-7 p.m. WOR-TV runs *Vega\$*, which delivered a 4.7/10 in Nielsen. Viacom's *Family Feud* stayed on top in access (7:30-8), but its margin of victory shrank. WNBC-TV recorded a 10.9/20 for *Feud* in Nielsen (16% rating loss compared to last year's 13/25), while *Wheel of Fortune* moved into second place on WCBS-TV with a 9.5/18 (compared to a 5.7/11 the station drew last year with *The Muppets. Entertainment Tonight* on WABC-

TV drew an 8.4/16, down from last year's Nielsen of 8.6/17.

During access, WNEW-TV runs *All In The Family*, which scored a 8.3/15 in Nielsen, off from a 9.4/18 last year. In Arbitron, however, *All In The Family* beat *Family Feud*, recording a 10.3/20 compared to *Feud*'s 9.4/18. Arbitron ranked *All In The Family* first in access, *Wheel of Fortune* second, and *Family Feud* third.

At 11 p.m., the WABC-TV newscast, anchored by Ernie Anastos and Katie Tong, rose from a 9/18 last year (when it was anchored by Tom Snyder) to 10.7/21 this year in Nielsen. WNBC-TV came in second with a 10.3/20 Nielsen for a newscast anchored by Chuck Scarborough and Sue Simmons, but that was off dramatically from last year's 12/23 Nielsen which put them in first place. WCBS-TV came in third in Nielsen with a 9.8/19, down also from last year's 11/21.

Arbitron ranked the 11 p.m. newscasts in the same order, with roughly similar figures. WABC-TV 11.1/24 (up from a 9.9/20 last year); WNBC-TV 9.6/20 (down from a first-place 10.3/21 last year), and WCBS-TV 8.9/19 (up from an 8.5/17 last year).

Los Angeles

The local Los Angeles news wars raged on with their usual ferocity during the May sweeps, with KCBS-TV overtaking KABC-TV, by Nielsen's count, to win the early evening news block with an average 6.7 rating (6.8 by KABC-TV's count) and a 15.8 share from 4:30 to 7 p.m.

KABC-TV's three-hour news block (4-7 p.m.) averaged a 6.3/15.5. In May of 1983 KABC-TV averaged a 7.5/18.4 over the three-hour block, to place first, compared to KCBS-TV's average 6.2/14.6 performance.

KNBC(TV) placed third with an average 5.6/13.4 for its 4-7 p.m. news block, compared to a 5.4/13.3 last May. It was the first time since 1972, said a KCBS-TV spokeswoman, that the station won the early evening newsblock in the Nielsen measurement period.

Meanwhile, KABC-TV and independent station KTLA(TV) are protesting Nielsen's meter sample for the Los Angeles market, claiming that Hispanic households and households with children and younger parents are significantly underrepresented (see story, page 85). And by Arbitron's count, KABC-TV still dominates that news period with an average 6.5/15.9 for its three-hour block, compared to KNBC's 5.7/13.4 and KCBS-TV's 4.3/11.2.

In the late-night news period (11 p.m.) KABC-TV maintained its lead. KABC-TV was given an 8.6/22.7 by Nielsen, compared to a 10/25 a year ago, and a 10/27 by Arbitron, compared to a 9/23 last May. Nielsen gave KNBC second place with an 8/21.3 (9/23 year previous), as did Arbitron, 7.4/20 (9/23 year previous). KCBS-TV scored a 7.8/21 Nielsen (8/19 year ago) and a 6.4/17.8 Arbitron (6/16 year ago).

In the independent news race, KTLA kept well ahead of the pack with an average 5/9 for its hour-long program starting at 10 p.m., according to Nielsen, although it's down from last year's 6/11 performance.

The program's Arbitron score was an average 6/11, this year and last.

KTTV(TV) repeated its Nielsen of 2/3 this year. It scored 2/3 in Arbitron this year versus 2/4 last year for its 10 p.m. news program.

KHJ-TV's 9-10 p.m. news show scored a Nielsen 2/3 compared to a 1/2 last year when the program was seen from 10 to 11 p.m. According to Arbitron, the newshour did a 3/4 this year and a 1/2 last year.

KCOP(TV) does a local half-hour news show at 10 p.m. and carries *Independent Network News* from 10:30 to 11 p.m. Nielsen gave the local segment a 2/4 and a 1/3 for INN, with no ratings change from a year ago. The local program scored a 2 rating in Arbitron this year and last, and INN scored a 1.5 rating this year compared to a 1 rating last year.

In prime access (7:30-8 p.m.) Nielsen gave the period to KCBS-TV's *2 On the Town* with a 9/16.9, down from 11/19 a year ago. KABC-TV's *Eye on L.A.* scored a 7/13, down from a 10/18. *Family Feud* on KNBC did a 7.5/14.5, compared to a 6/11 a year ago, placing second this year. KTTV averaged a 7/14 in access with *WKRP in Cincinnati*, compared to an 8/15 a year ago. KTLA did a 6/11 with *Laverne and Shirley* in access (year ago 8/15). KCOP scored a 7/12 with *People's Court*, compared to 6/11 last year with *Tic, Tac, Dough*. KABC-TV had *People's Court* last year, but gave it up to program its own *L.A. Today* magazine show in the 3:30-4 p.m. time slot. The magazine show averaged a Nielsen 3.6/11.5 compared to the 4/16 that *People's* did in the time period a year ago.

Chicago

In the Windy City, Max Robinson, the former *ABC Evening News* co-anchor who began in March as anchor for both the 6 and 10 o'clock news on NBC-owned WMAQ-TV, has found the late news reception chilly. So far he's been unable to make a dent in the margins of first-place, CBS-owned WBBM-TV and second-place, ABC-owned WLS-TV. *Wheel of Fortune* handily beat the competition in prime time access, and both independents, Tribune's WGN-TV and Metromedia's WFLD-TV, also did well during the period. Keeping track of who's in what place is confused by differences, sometimes reaching several rating points, between the Arbitron and Nielsen numbers.

There are four measurements of the 10-10:30 p.m. newscasts in Chicago using Monday-Friday or Monday-Sunday, program-to-program comparisons or comparisons only when newscasts begin at the same time. All the measurements show the O & O's in the same order: CBS, ABC, NBC. Using Monday-through-Sunday program-to-program comparisons both Nielsen and Arbitron show WBBM-TV maintained its ratings from last year, WLS-TV moved up two ratings points and WMAQ-TV dropped three. Nielsen gives WBBM-TV an 19/30, WLS-TV a 15/25 and WMAQ-TV an 11/18. Arbitron figures give WBBM-TV a 15/27, WLS-TV a 14/26 and WMAQ an 11/21.

Ranking below the newscasts, according

to Nielsen, are *M*A*S*H* on WFLD-TV (9/14) and *Soap* on WGN-TV (8/12).

Discrepancies between Arbitron and Nielsen left unresolved the question of who was in first place from 6 to 6:30 p.m. Nielsen showed the second half-hour of news on WBBM-TV with a 12/23, compared to 10.8/22 for *Barney Miller* on WGN-TV. Arbitron had *Barney Miller* with 12/25 and the WBBM-TV half-hour with 10/20. Both rating services have the other stations in the same order. Arbitron showed *Taxi* on WFLD-TV with a 9/19, the half-hour news on WLS-TV with an 8/18 and that of WMAQ-TV with a 5/11. Nielsen gave *Taxi* an 8.6/17, the WLS-TV news an 8.5/17 and the WMAQ-TV news a 7/14.

Wheel of Fortune on WLS-TV continued its hold on the 6:30-7 p.m. time slot, getting a 14/29 in Arbitron and a 14/27 in Nielsen. Arbitron had *Three's Company* on WFLD-TV (9.6/19) edging out WGN-TV's *Jeffersons* with a 9.2/19, down from 13/26 last year, followed by the second half-hour of news on WBBM-TV with an 8/16 and WMAQ-TV's *Family Feud*, dropping from 11/22 last year to a 7/14. Nielsen showed WGN-TV in second place with 10.0/19, WBBM-TV next with 9.6/18, WFLD-TV in third with 8.5/16 followed by WMAQ-TV with 8.1/16. Numbers for *Three's Company* were slightly below those last year for *M*A*S*H*, which it replaced.

The second half-hour of *Quincy* on WBBM-TV led the pack at 4:30, getting 7.5/19 in Arbitron and an 8.3/21 in Nielsen. The first half-hour of local news on WMAQ-TV pulled a 6.6/17 in Arbitron and an 8/20 in Nielsen, beating the competing first half-hour of news on WLS-TV which had a 6.4/16 in Arbitron and a 6/15 in Nielsen. For the full-hour newscasts WMAQ-TV won in Nielsen with an 8/18 compared to 7/16 for WLS-TV. Arbitron had the opposite order, giving 6.6/17 to WLS-TV and 6.3/16 to WMAQ-TV for the full hour of news. WFLD-TV's *Flintstones* (6/17) led *Leave it to Beaver* on WGN-TV (5/13), according to Arbitron.

WBBM-TV continued to lead at 5 p.m. with its half-hour newscast up against the second half-hours of newscasts on the other two O & O's, receiving a 9/21 in Arbitron and an 11/26 in Nielsen, both numbers almost identical to last year. Arbitron put WGN-TV next with *One Day at a Time* pulling an 8/19 followed by the second half-hour of news on WLS-TV with a 7/16. Nielsen had the second half-hours of news on ABC and NBC O & O's tied at 7.0/15, followed by WGN-TV with 6.8/15 and WFLD-TV's *What's Happenin'* with a 6/14. Arbitron showed WFLD-TV (6/15) edging out WMAQ-TV by one share point.

While the three O & O's were running network news programs at 5:30 p.m., *Alice* on WGN-TV (9/18) led *Happy Days* on WFLD-TV (7/15).

Philadelphia

In Philadelphia, Capital Cities-owned ABC affiliate WPVI-TV remained dominant, taking the lead by a wide margin in most locally programed dayparts, according to both Arbitron and Nielsen.

It is also a market where two independent UHF stations, Taft-owned WTAF-TV and the Providence Journal Co.'s WPHL-TV, frequently outdraw the other two network affiliates in households during local and network news periods.

At 4 p.m., WPVI-TV is dominant with a 10/28 Arbitron and a 10/23 Nielsen generated by *The Merv Griffin Show*, with Group W's KYW-TV and the CBS-owned WCAU-TV in a close race for second with a 6.1/17 and 6.2/16, respectively, in Arbitron and a 6/15 and 7/18 in Nielsen. At 4-5 p.m., KYW-TV carries *The Waltons* and WCAU-TV carries *Rockford Files*.

Independent WPHL-TV, which carries *Dancin' on Air* at 4-5 p.m., recorded a 3/7 Arbitron and 5/13 Nielsen. But WTAF-TV, which runs *Superfriends* and *Scooby Doo*, averaged a 6/15 in Arbitron for the hour and a 7/17 in Nielsen.

At 5-6, WPVI-TV stayed out ahead in its local news with a 16.8/35 Arbitron and a 13/28 Nielsen, although Arbitron gave it a 24 share a year ago and Nielsen gave it a 33 share. WCAU-TV came in second, its newscast delivering 9/19 in Arbitron and an 8/17 in Nielsen. Arbitron lifted WCAU-TV in the 5-6 block from 8/19 last year, while Nielsen downgraded it from 8.8/21. KYW-TV's 5-6 news earned a 4/9 in both Arbitron and Nielsen; about flat compared to last year.

Independent WPHL-TV, with *Little House on the Prairie*, recorded a 4/8 in Arbitron from 5 to 6, and a 5/11 in Nielsen. WTAF-TV, with *What's Happenin'* at 5-5:30 and *Laverne & Shirley* at 5:30-6, averaged 7.5/16 in Arbitron for the hour and an 8.5/19 in Nielsen.

At 6 p.m., WPVI-TV recorded a 20/40 for its local news in Arbitron and a 16/32 in Nielsen, compared to WCAU-TV which pulled an 8/17 Arbitron and an 8/16 Nielsen. KYW-TV had a 4/8 Arbitron and a 4/7 Nielsen. But WPVI-TV's 6-6:30 news slipped since last May, when Arbitron gave it a 43 share and Nielsen a 37 share.

WTAF-TV's *Happy Days* (10/19) outdrew KYW-TV's 6-6:30 local news (4/7), according to Nielsen. WPHL-TV, with *Barney Miller*, recorded a 6/12 in Nielsen. In Arbitron, *Happy Days* recorded a 9/18, KYW-TV's local news registered a 4/8 and *Barney Miller* scored a 4/7.

The three network affiliates run network news at 6:30-7 in Philadelphia, and have a full hour of access programing from 7 to 8.

At 7-8, WPVI-TV is still in front with *Tic Tac Dough*, which recorded a 16/30 in Arbitron and a 15/28 in Nielsen. Those numbers are down in both services from last year when Arbitron gave the show a 32 share and Nielsen a 30 share.

WCAU-TV drew a 9/18 for *Entertainment Tonight* in Arbitron, and a 7/14 in Nielsen. Last year Arbitron gave it a 7.8/16 and Nielsen a 5.8/12.

KYW-TV from 7 to 7:30 carried *People's Court*, which earned an 8/16 in Arbitron and an 8/15 in Nielsen. Those numbers were up over last year, when the station carried *Evening Magazine* in that period and drew a 5.4/11 in Arbitron and a 4.4/9 in Nielsen.

The independents also did well from 7 to

7:30, although in some cases not as well as last year. WTAF-TV ran *M*A*S*H* and scored a 10/20 in Arbitron and a 9/16 in Nielsen, compared to last year when it recorded a 7.4/15 in Arbitron and a 7.2/15 in Nielsen. WPHL-TV ran *Three's Company*, which had a 6/11 in Arbitron and an 8/16 in Nielsen.

From 7:30 to 8, WPVI-TV carried *Wheel of Fortune*, which pulled a 21/38 in Arbitron and a 20/36 in Nielsen. KYW-TV moved up to second place with a 9/17 in Arbitron for *Evening Magazine* and an 8/15 in Nielsen. WCAU-TV earned a 5/10 in Arbitron for *Family Feud* and a 5/9 in Nielsen. WTAF-TV carried *Taxi*, and recorded an 8/14 in Arbitron and an 8/15 in Nielsen. WPHL-TV, with *Three's Company*, recorded a 6/11 in Arbitron and an 8/15 in Nielsen.

San Francisco

CBS affiliate KPIX(TV) swept the 6 p.m. local news hour in both Nielsen and Arbitron while the top spot in the 11 p.m. news period was divided between the CBS outlet in Nielsen and ABC-owned KGO-TV, which inched out KPIX in Arbitron.

During the fiercely competitive 6-7 time slot, KPIX topped the market with a 10 rating/22 share (Nielsen) and 10/21 (Arbitron). Following KPIX in Nielsen was KGO-TV, at 7/15. The ABC station also placed second in Arbitron, registering 9/19—down from 12/24 a year ago when it led the pack in Arbitron. Tied for second in Nielsen at 7/15 was Cox Communications' KTVU's *Three's Company* and *Laverne & Shirley* hour, while NBC affiliate KRON-TV's *Newscenter 4* landed third in both services, finishing with a 5/10 in Nielsen and Arbitron. Next was KBHK-TV's broadcasts of *Happy Days* and *Good Times*, which, with the hour combined, pulled a 3/7 in the two services.

For the 11-11:30 p.m. period (Monday to Sunday), KPIX's *Eyewitness Newscasts* continued to dominate the market in Nielsen with a 10/26, followed by KGO-TV at 8/22. The ABC station, however, edged out KPIX in Arbitron, pulling a 9/25 to the CBS affiliate's 8/24. KRON-TV again finished third in both Nielsen (6/17) and Arbitron (5/15).

As for two of the independent outlets in the 11 p.m. slot (Monday to Friday), KTVU claimed fourth place in both services while KBHK-TV was fifth. KTVU, which is programing *Barney Miller*, had a 4/11 in Nielsen and a 3/10 in Arbitron. Meanwhile, KBHK-TV's airing of *Twilight Zone* garnered a 2/4 in Nielsen and 2/5 in Arbitron.

Looking at local news coverage at 10-11 p.m., KTVU had a 6/12 in Arbitron and a 6/11 in Nielsen.

In prime time access—7:30 to 8—KPIX's *Evening Magazine* won the period in both Nielsen and Arbitron, registering a 10/19 in both. KTVU's reruns of *WKRP in Cincinnati* were second in Nielsen at 9/17—down from 11/20 a year ago when it was airing *Barney Miller* episodes. At the same time, the independent station tied for second place in Arbitron with KGO-TV's *People's Court*—both had a 9/18. KRON-TV's *Entertainment Tonight* was third with a 7/14 in both Nielsen and Arbitron. □

MANNIX

MEANS ACTION — ON THE SCREEN AND IN YOUR MARKET!



When you buy MANNIX, you buy *only the best* 130 hours of eight sensationally successful CBS seasons—a strategy that's generating as much action on screen as on! Check out these February results:

NEW ORLEANS/ WVUE (AB)
11:30 PM #1 in Rating and Share! WVUE's highest Share for the time period in almost 2 years!

DALLAS/ KTVT (Ind.) 11 PM
Highest time-period Share in almost 2 years, topping its lead—(Three's Company) by 50%! Outstanding Tonight Show and Charlie's Angels in Adults 25-54!

SPRINGFIELD, MO./ KOLR (CBS) 10:30 PM #1 in Rating, Share and Women 18-34, 18-49 and 25-54!

TAMPA/ WTOG (Ind.-U) 12 NOON #1 in Men & Women 18-34 and 18-49! #1 WTOG program in 18-49s and Total Adults, sign-on to 6 pm!

W. PALM BEACH/ WPEC (AB) 4 PM #1 in Rating and Share, earning WPEC's highest Share for the time period in over 3 years! Leader in all Male demos!

MEMPHIS/ WREG (CBS) 11 PM #1 in Rating, Share and both Men & Women 18-49 and 25-54!



NOW HITACHI HAS A 1" VTR TO MATCH THE ACHIEVEMENT OF OUR COMPUTERCAMTM CAMERAS.

After presenting video producers a camera good enough to shoot studio-quality pictures outdoors, what can you possibly do for an encore?

Present production houses with a 1" VTR better than anything they're now using to edit these pictures with.

That's the high-performance Hitachi HR-230.

It'll open the slightly jaded eyes of engineers and editors at even the biggest production houses wedded to our two major competitors.

Because this VTR gives you *more* than today's production house competitive machines. A recue in 3.5 seconds. With no pops and clicks. An excellent acceleration and deceleration profile. A fast/slow motion, real time

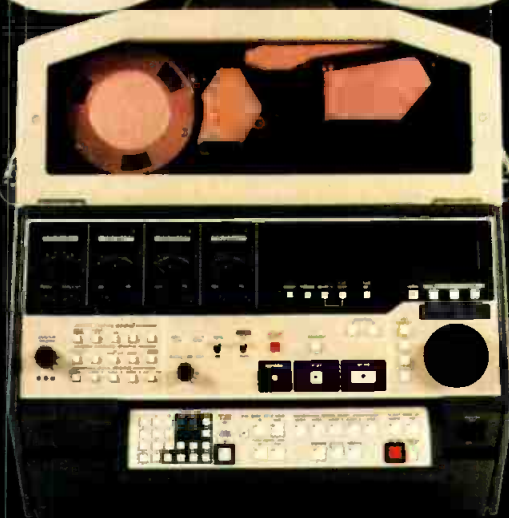


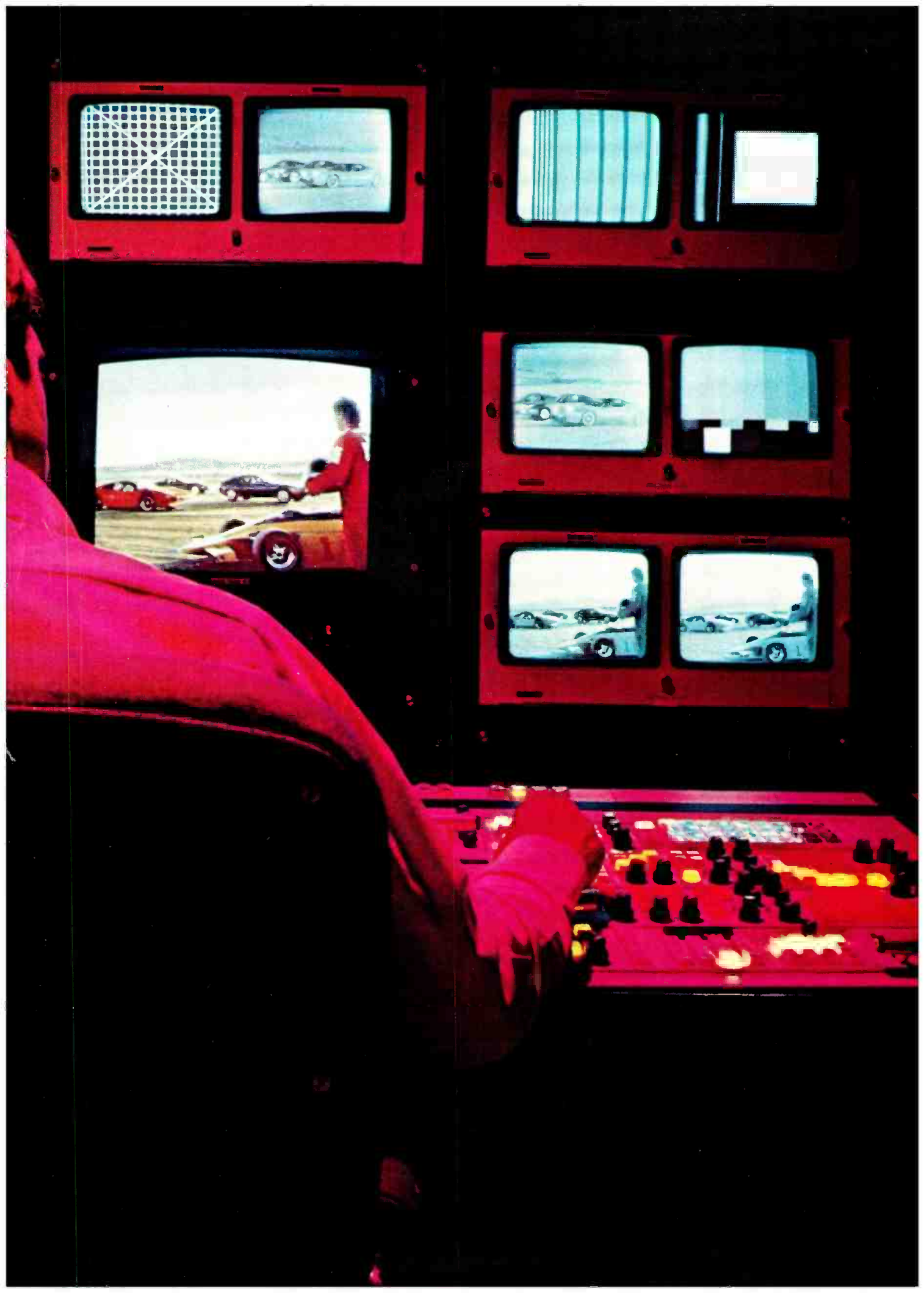
reverse and field/frame still motion. Up to 3 hours of operation. And a unique fold-out full-feature editing panel.

In fact it is a true third-generation 1" in just about every respect, except for its lower price.

And you get something from Hitachi that is the hallmark of our design and manufacturing philosophy: unmatched reliability. Reliability that has given some editors up to 90 hours of high-speed editing per week for months on end from Hitachi 1" VTRs with *no* downtime.

For more information, contact Hitachi Denshi America, Ltd., Broadcast and Professional Division, 175 Crossways Park West, Woodbury, NY 11797. (516) 921-7200.





Sound Advice

ITC announces a revolutionary departure from the traditional triple deck cartridge machine. The Delta III's advanced modular design gives you three independently removable decks. This means that you can remove a deck for easy maintenance and still stay on the air.

That's great news for you and your listeners because the Delta III's superior sound will spoil everyone who hears it. You won't want to settle for less, and neither will they.

The Delta III is part of the Delta series, ITC's new generation of cartridge machines. Mechanically, electronically and physically superior to previous models, the Delta Series is fast becoming the new standard of the industry.

That's something you need to know. Because you wouldn't want to miss the revolution.



The Delta III offers:

- three independently removable decks
- rugged modular design
- crystal-referenced servo motor
- toroidal power transformer
- non-magnetic stainless steel shaft
- now more affordable!

Don't Miss The Delta Revolution

INTERNATIONAL TAPETRONICS CORPORATION

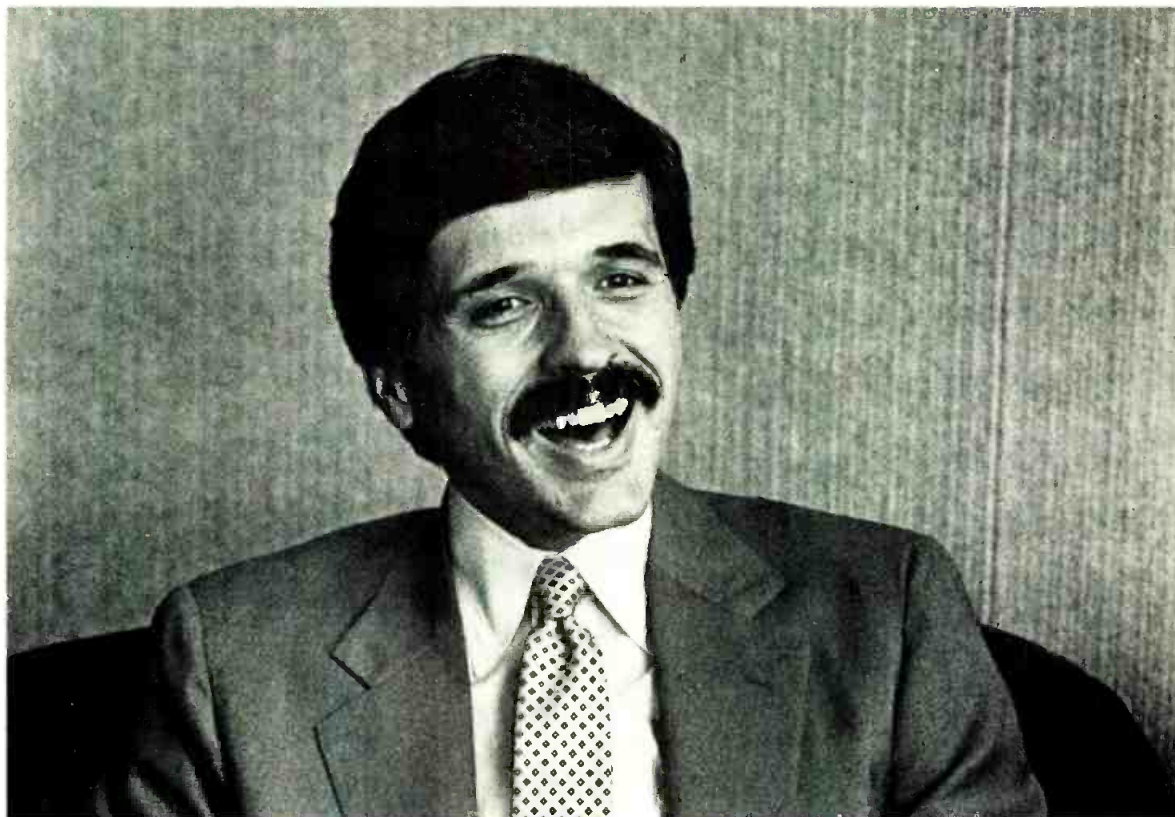
2425 South Main Street / P.O. Box 241 / Bloomington, Illinois 61701

Call Toll-Free: 800-447-0414

From Alaska, Hawaii and Illinois call collect: 309/828-1381

3M hears you...

3M



Tom Wheeler is a superstar. From the time he broke out of the grocery business to break into communications eight years ago he has made a larger-than-life mark on Washington in particular and the wired nation in general. His leadership of the National Cable Television Association has been virtually a textbook example of how to win friends and influence people—an impression confirmed by fan and foe alike. Now—putting into practice all his preaching on the need for turnover at the top—he's moving on; later this summer he will take over as president of the Nabu Network, a cable-computer software venture, where he will remain on the industry's leading edge. In this exit interview with BROADCASTING on the eve of the NCTA convention, Wheeler deals with cable's past, present and future, and strikes a note of optimism about all.

Still pushing the outside of the envelope

Our questions may not be in order of importance, but we'd like to start by asking: Why did you quit?

You really go right to the guts of things.

Actually, that's a very serious question. A lot of people in this industry are asking it and I thought you might be able to give us some straight answers.

The two quick answers are: (1) To everything there is a season, and (2) a great opportunity presented itself.

We have accomplished a great deal here at NCTA. I had a great

time at NCTA. I feel fulfilled from the experience. But my idea of having fun on a job is to keep growing. And NABU presented an opportunity for additional growth in new areas. And I think that's important for me.

It's also important for the association. It's important to get new blood in here; it's important to get new ideas. We don't want to get stagnated and begin to take the approach that we've always done it this way, so let's do it again. I think the industry will be the beneficiary of this change in leadership.

I also believe very strongly in the NABU concept. Our consumer

research is proving it out, and the acceptance in the first few days of the test in Alexandria [Va.] is proving it out. I think it is a very viable business and I am excited about playing a major role in it.

What are the unresolved issues you leave behind?

I hope that cable legislation will be 90% or 95% resolved by the time I leave. And I have made a commitment to Jim Mooney and to the board that I will be on call for anything I can do to help take it that last 5% or 10% of the trip.

One thing. I don't think in terms of unfinished business or disappointment or that something happened or didn't happen. My attitude has been: What can we do to keep pushing, to keep trying things? It has been one of standing in the stream as the stream goes by, if you will. And trying to be a player in directing the course of that stream.

I can see new things that are coming up. I can see things that can be polished and perfected. I can see issues that need to be refined. But I don't really feel that I am leaving an unfinished agenda.

There are no make-or-break issues remaining for cable?

Oh, I think there are a lot of make-or-break issues coming up on the horizon. The relationship with telephone companies. And an issue that has been getting more and more prominence: that of cable-ready television sets. The continuing refinement of the Copyright Act. The issue of where we are going in terms of the technologies that we are going to be offering as an industry. The issue of where we are going in terms of our marketing activities and our consumer service activities.

There is a full agenda. But I don't see it as unfinished business. I see it as an evolutionary development of an industry. I don't see it as: "Oops, you missed the train."

One of your achievements was to eliminate the rules on distant signal. Then the Copyright Royalty Tribunal comes along and effectively reimposes the distant signal rules. I mean, that's sort of a step backwards. The question is: Has this evolutionary process progressed as far as you'd like it?

Well, I'm very pleased with the progression that it has taken. Sure, it could always go further. As I said, copyright is going to be a persistent issue. I have a feeling that, like the poor, it's always going to be with us. But I don't think it's unfinished business.

Let me give you a for instance. We could go into the Congress tomorrow and fix up what the Copyright Royalty Tribunal did to us, and do you think that would mean the copyright issue would go away? No! We would then be back on the defensive against the assault of the broadcasters or the assault of the motion picture industry. There are some things that are continuing serials, I guess—tune in tomorrow.

What about the nonregulatory issues, the marketing and the management? Have you been able to provide any leadership there, do you think?

I hope so. NCTA's responsibility first and foremost is in the public policy area. But as the industry's principal association, I think we have a responsibility to try to step up to other challenges that we see out there. Clearly, the issues of consumer service, marketing and programming are things that we have stepped out of the public policy arena and gotten involved with. We will be unveiling at the convention a study done for us by ICR on levels of consumer satisfaction in the cable television service. Where it's good, where it's bad, what bugs people, what makes them happy. We will continue to push ahead and I will continue to be involved with the Council for Cable Information and work that's being done there.

I think we have moved out front in terms of our programming activities, with regard to what we have done to focus on programming, to give it a special home in the association in terms of a committee, to give it a special forum in terms of the programming conference, which has now been incorporated as the third day of the convention. And to give it special recognition in terms of the ACE awards. So yes, I think we are reaching beyond the traditional public policy issues and are trying to make a contribution to the industry in terms of the other nonpolicy areas.

But is programing really your business? Might it be better to just keep out of that? The National Association of Broadcasters is not that heavily involved in TV programing, although it does get involved with radio.

Anything that has anything to do with the success or failure of the cable television industry is the business of NCTA, I believe. And I think one of the mistakes the cable industry ought to avoid—and that we've worked hard over the last several years to avoid—is the bifurcation of the industry into various specialty groups, as has happened in broadcasting. The more you fractionate your voice in the policy forums, the more you inhibit the ability to work together to solve your own problems instead of being at each other's throats. And the job of an association is to go out and address all the issues of common concern to the broad spectrum of the industry.

The failure of the National Cable Programing Conference to catch on and grow the way you obviously wanted it to two or three years ago—do you see that as a rebuke?

No, I don't. I see that as just like a cable operator starting a new service—you keep tweaking it until you get it working right. It's clear that there is a need for that kind of forum—if for no other reason than that independent organizations, for-profit organizations, are looking to put together similar ventures themselves. So if they can make a profit at it, clearly there is some kind of need out there that needs to be fulfilled. The question is: How is the need best fulfilled?

What about the state of the industry, as opposed to the state of the association? How healthy do you find cable to be now?

I find cable to be healthy and getting healthier. I think we've turned the corner in terms of the significant cost of construction and what a drain that was.

How did you turn it?

In two ways. One, by developing new financing methods such as limited partnerships that can be done off balance sheet. And secondly, by getting the construction done—by getting through the big expense period where you can start to generate cash flow off those invested dollars. Moreover, I think we have turned the corner in terms of establishing what is and isn't feasible in the marketplace, in terms of some of the things that cities will require in this part of the franchising process—or that cities are not requiring or at least stimulating as part of the franchising process.

I think we have seen the settling down in the programming area. We can never underestimate the great asset that exists within this industry because we have on-line programming. Look at our competitors—whether it be MDS or DBS or whoever it may be—they're talking about having to go out and create programming or affiliate with someone else. In essence, starting from scratch. The great advantage that cable has is that we now have solid, in-place, on-line programming services that have proved their value in the marketplace. Everybody talks in terms of the great cable shakeout; I just think it was the great cable metamorphosis. It is a period that I learned in business school is typical of business. You have all kinds of entrants and excitement and proposals at the start of a new business. And then as the business gets more mature, some of those people begin to discover that perhaps they don't have a business and things begin to plateau.

Can you tell us where the industry stands now in terms of data on penetration and subscribers and things of that sort?

Yes. We are looking at about 42% penetration. That works out to some 36 million subscribers. I think the significant thing is that by the end of next year we will probably get 50% of all American homes. When I came here eight years ago we were in only 15%. Indeed, in the last presidential election year we had half the subscribers we have today. We're still growing—we're still adding 400,000 subscribers a month.

Does that figure get larger? Is it likely to be 500,000 a month, or 600,000 a month?

The key to answering that question is to answer the question about the ability of the cable industry to get penetration beyond 54%. That



AMERICAN IMAGE^{T.M.}

PRODUCTIONS

Station Promotion Directors: 10 Perfect Ways

American Image can make you smile this fall!

1. Customized or syndicated TV promotional campaigns—with video animation only, audio only, or both ...you choose what's best for you!
2. Exciting customized or syndicated news opens & movie themes.
3. Music Explo production library with 400 beds to own—not lease—no needle drop charges, no licensing fees!
4. At American Image we encourage you to let your ideas flow freely, pooling them with our own to create a TV promotional campaign that fits your station's positioning like a glove!
5. We want to make choosing your fall promotion campaign a hassle-free, exciting experience.
6. You'll discover that campaigns you thought you couldn't afford are easily within reach.
7. You can depend on American Image to produce a campaign that reflects the highest quality control, imagination, and talent.
8. As a subsidiary of Schering-Plough Corporation, American Image shares a tradition of dependability and excellence.
9. Be the first to pilot a dazzling customized American Image station promotion in your area, and watch the ratings zoom!
10. Call us toll-free 1-800-251-2058
In Tennessee 1-901-529-4308

SEE YOU AT THE **BPA!**

CAESAR'S PALACE/LAS VEGAS
Booth 64, June 11-15

* Production facilities in Memphis • Nashville

has to be a major goal in the industry. And if we are looking to stay in front of the power curve we can enjoy for a couple years yet the growth in subscribers from new builds. But we need to look to the future and anticipate that growth will come not from those who can't get cable, but from those who could get cable and choose not to. We have to be reaching out to those the industry calls the "untouchables."

When will you pass all the homes?

I don't think we'll ever pass all the homes. But we will be in front of the wireable homes—those that are economically feasible to wire—some time between now and the end of the decade.

We've been rewiring America. I mean, let's understand what this business has been all about. We have been rewiring America with a broadband communications path that heretofore did not exist. And that rewiring is reaching the last couple of laps in the process.

I don't know why you emphasize rewiring as opposed to wiring.

I'm talking telephone.

I know you are. Why do you emphasize that?

Because I think it is important to differentiate between cable and telephone. There was one set of wires into the home. It was a narrow band service—twisted pair. As we go more and more into the provision of high speed data in everything we do, the broadband, high-speed capacity of cable is going to be more and more important.

So I think that we are rewiring America. I don't see the cable industry getting into the switched voice telephone business, but those wires are certainly going to be capable of providing other new telecommunication services.

Part of the problem that cable had is not being able to deliver on some of these Qube-type services, the two-way, the fancy information services, what have you—the video-type stuff. Why should I believe it's still going to happen?

Maybe you're looking at the wrong end of the telescope. Thank God somebody was out there trying. I mean, thank goodness there are entrepreneurs in the cable business who kept saying, "Hey, I've got an idea; let's see if it will fly in the marketplace." There is no God-given right to have every one of those ideas succeed. But you and I are better off for all those that do succeed. And I think that's what's important.

In his book, "The Right Stuff," Tom Wolfe keeps talking about pushing the outside of the envelope—that's what test pilots do, to go up and push the outside of the envelope of safety to see how far they can take it to the edge. That's what we ought to be doing. I mean, that's the way you make advancement. You say, "Hey, can I try this; will it work?" And out of that comes better aircraft technology or better communications technology, depending upon which analogy you want to use.

And some things don't work. And a lot of test pilots end up as ashes on the canyon floor—some communications folks, too—but that's what it's all about. You've got to keep pushing the outside of the envelope.

I'm going to put my money where my mouth is on that kind of thing. I think that's the kind of spark that brought the cable industry to this point. And I think it's also the kind of spark that was lacking in the broadcast industry at a very crucial time, and is just beginning to be reignited. And I hope the cable industry doesn't make that kind of mistake in judgment. And I'm going to be out there urging what I think is a way of continuing to push the outside of the envelope.

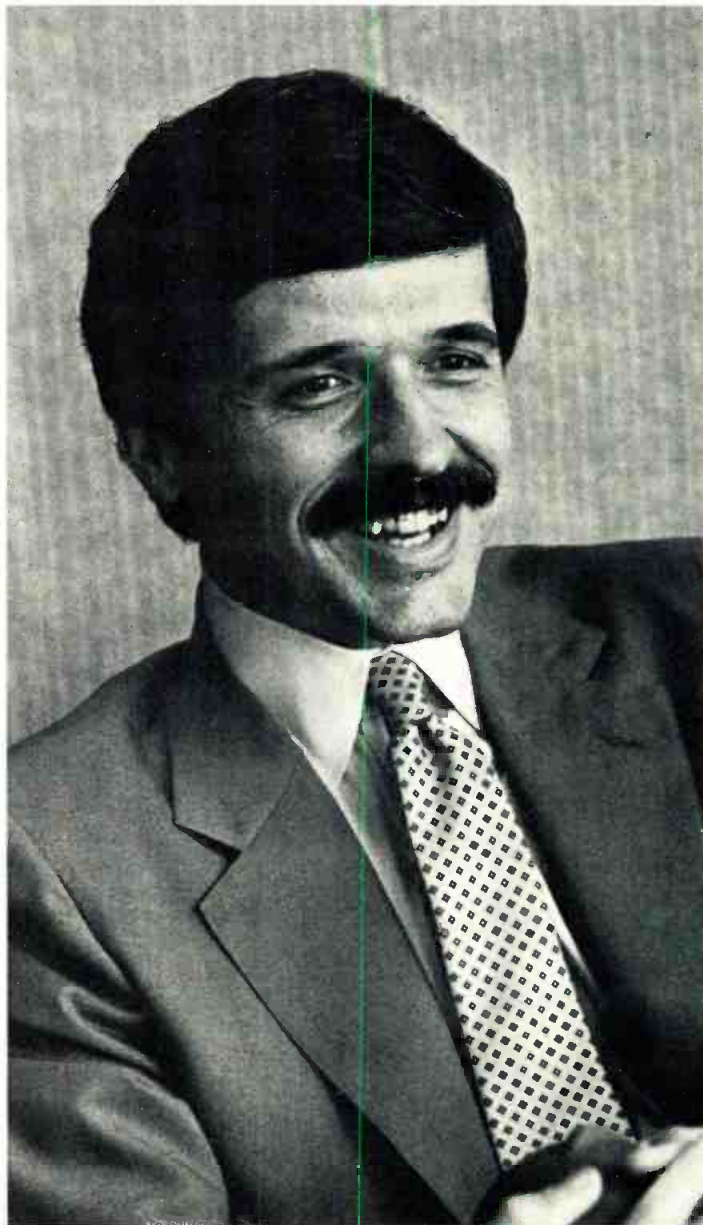
You know, there's a little anonymous poem that I have always lived by. It says: "On the plains of hesitation/Bleach the bones of countless millions,/Who at the dawn of victory sat down to wait/and waiting, died." I think you keep on pushing.

I suspect the cable industry is going to be like the automobile industry. They are finally going to turn this around and they are going to start enjoying the profits. I just don't see a lot of them out there trying a lot of new things.

I understand what you're saying. And they should enjoy the profits because by God they sure did earn it. And maybe it's not going to be

as risk-taking as before. And the key to growth is risk. And the way I understand economics is the basis of profit is a reward for risk. And that they have to keep that kind of component alive or we will sit back and watch somebody else who is willing to take the risk and blow right past us. Because there are other people out there who are pushing the outside of the envelope. There are people out there who are saying, "I'm going to try new ideas." And 20 years ago those were called cable operators; 10 years ago those were called cable operators; five years ago those were called cable operators. They still ought to be called cable operators.

Well, one of the bald-faced reasons behind my question on the state of the industry was to ask you to address a worry that many have that cable may have peaked already and may be going into a period in which one cannot really expect it to grow dramatically, nor to ever make a significant impact on the telecommunications system of the country. Now that doesn't mean to say that it cannot be a business.



"Let's understand what this business has been all about. We have been rewiring America with a broadband communications path that heretofore did not exist."

But on the programing front we have CNN and C-SPAN and I don't know what else.

Oh, now wait a minute. Why did the networks go to late night and early morning news? To be responsive to cable and what it was doing. Why do the broadcasters want all music formats patterned after MTV? Because it was successful. What we are seeing here is that things are taking place in cable that reflect in other segments of the television medium as well. I can't accept the notion that cable has peaked or that cable has stagnated, or that cable has ceased to become all that it could be.

I think it comes out of a perception—perhaps inaccurate—that the industry is pulling back; that it is not expanding its frontiers in terms of the number of channels or program offerings it intends to make. And, indeed, a growing feeling that if we are going to deliver the must-carry signals and five premium services that's as much as we'll ever need. And that as a consequence cable may be in a position of being endangered by new technologies that come on screen within the next decade.

Interestingly enough—if I could jump over to NABU for a second—one of the things that we've learned over there in our consumer focus groups is that 59% of those who do not subscribe to cable said they would subscribe if a delivery system for computer software were available. To have their cable be more than television. And I think that is true of other kinds of services as well.

Do you believe those people?

Well, we're out hooking them up right now. But let's say half of them are bald-faced liars. It still says 30% who don't subscribe will subscribe. That's an incredible number. And you've got to keep doing those kinds of services.

I mean, that's the challenge. The first challenge in cable was to bring signals where there weren't any. The second challenge in cable was to use that technology to bring viewers to the tube who wanted services other than traditional television signals—movies, sports, news, etc. The third challenge of cable is to bring people to the cable system who want things other than video, television. And if you say that the cable industry is only the delivery of television programing, then the future of the cable industry looks different. It's a lot different if you say that cable is a delivery system, built upon the economics of television programing but which can have incremental applications for many other uses. And again, I want to emphasize, that's not just a NABU speech. I've been saying that for years. And that's one of the reasons that I'm going to NABU—because it's a chance to put into practice what I really believe in.

Let's go back to general questions as opposed to specific ones. What do you count as successes and failures during your NCTA term?

First of all there have been none that have been my successes. What we have been fortunate to have here is the coming together of two very important forces. First, an industry, as represented by a board of directors, made up essentially of the chief executive officers, the decision makers of their companies, who said: "We will run the association like we run our businesses. We will give direction as to what we want done. But it's your job to do it." And that's pretty rare in a trade association.

We had that kind of philosophy coming together with the existence of an extremely talented staff that was turned on both by the promise of cable and the potential of their own futures in cable if they delivered at NCTA—which we advertised to everyone as the entry to the excitement of this industry.

Those two things coming together, the board providing leadership by saying that it is our job to get from point A to point B, and then the kind of high quality staff that got us from point A to point B on their dedication, motivation and hard work, is the reason why there have been successes. They are not my successes; they are the successes of that group. I was just the guy lucky enough to be up front.

What are the successes?

I look to the Copyright Act of 1976 and start there. Frankly, I think

that was [former NCTA President] Bob Schmidt's success; I came along at the tail end of that. But the very fact that the industry could be held together during that divisive period is attributed to Bob Schmidt and his leadership. And while he didn't "solve" the copyright problem, he did more than anyone else to rid us of the image of pirates. And it was that image that was holding us back more than any facts in terms of policy formation.

We go from there to the Poll Attachment Law, the first piece of cable television legislation ever enacted. At the time it was the second largest expense on a cable operator's ledger. It was the way the telephone companies could keep you from competing effectively with them. And the federal government stepped in—the first time Congress had ever done that. That was a watershed.

We moved from there to the distant signal and exclusivity rules. It was a multiyear fight that culminated in that three-year economic inquiry. Then the rulemaking on those two issues. They ended up having them repealed and then sustained by the Malrite decision.

Look at the AT&T divestiture. The fact that Judge Greene made seven changes in the consent decree as agreed to by AT&T and the Justice Department. And one of those seven was ours on information publishing. He took our specific language and put it in the consent decree.

Then look at the cable legislation and how that has moved to now—hopefully—being on the verge of enactment into law.

And that's just the public policy area. I think we have moved in many other areas to increase the industry's position, the industry's image with the public, with the press, with the financial community. We have been working to help specific segments within the industry grow, whether it be the programing community or the marketing areas or whatever. I look back on the last eight years with great pride and a big smile.

I have been asked the question about my biggest disappointments 50 times. And I still can't think of any. This was not a job I found to be disappointing or full of disappointments.

Why can't you get together with the cities?

I think we are in the process of coming together. (Editor's note: NCTA and representatives did reach agreement, several days after this interview; see page 39) I think it is the cities that are having to understand themselves; that their failure to act or their success in blocking a piece of legislation does not mean that the issue is going to go away. They are confronted by this issue in multiple forums. And that has been something that I don't think has been appreciated by the cities. It is becoming more appreciated and as a result I hope it means that cities are coming closer to reaching some kind of accord as to how we work together to formulate a policy we can both live with, rather than have opposed by one party or the other.

Are you going to make an end run around the cities, and take the issue to the FCC?

We made a commitment to the cities that so long as we were proceeding apace and saw progress in discussions we would not go to other forums. No one should doubt for a minute that the papers are not drawn up and sitting in the desk drawer. And we will be in every forum possible—including the Congress, including the piecemeal approach of the Congress—should H.R. 4103 not become law. And we are ready to move tomorrow morning at 8 o'clock.

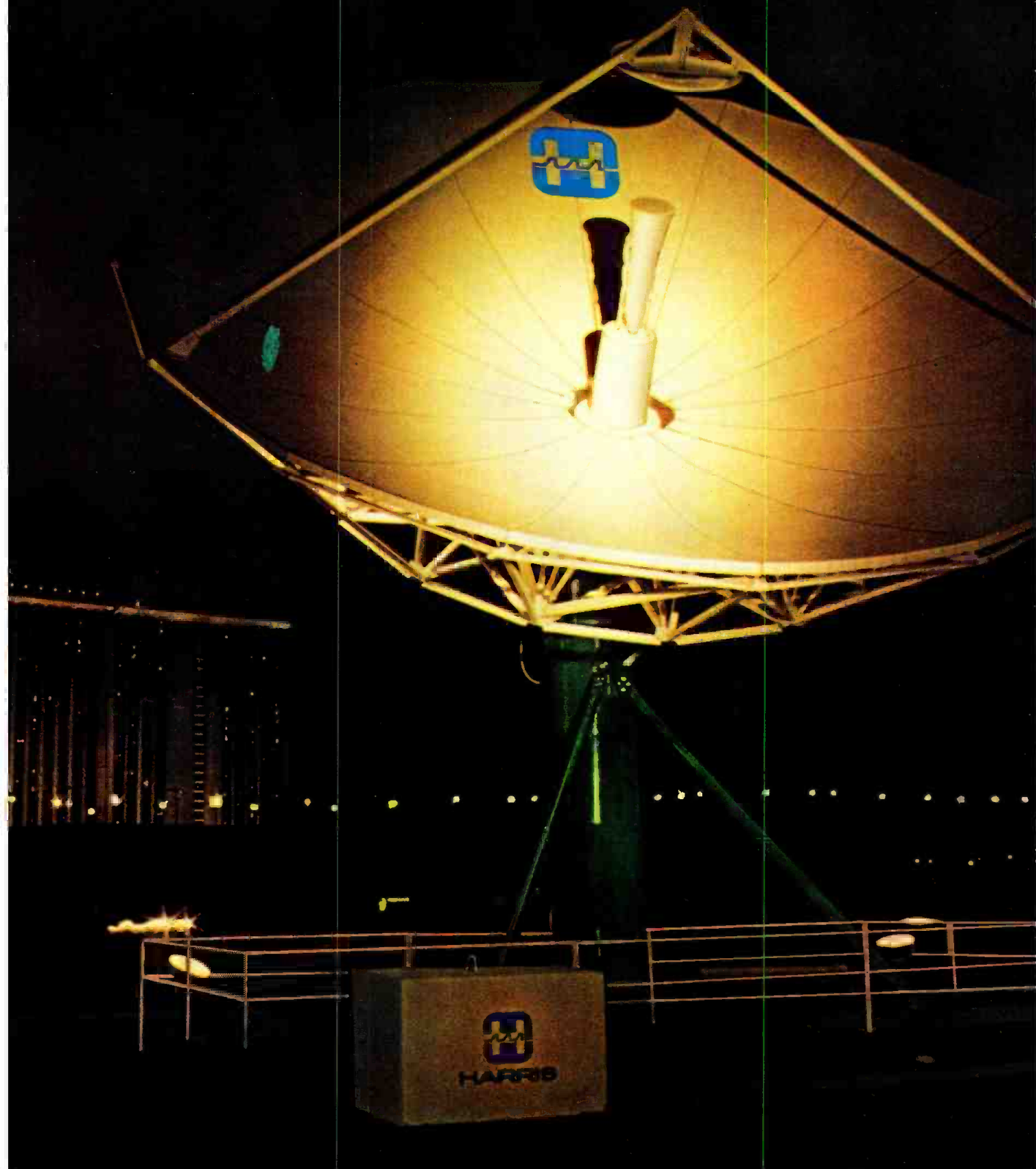
Does that include the FCC?

That includes the FCC, it includes the courts, it includes state government agencies. We are ready to fight this issue on the beaches, on the beachheads, in the valleys, in the fields. There are multitudinous forums out there. We are prepared to go that route if necessary.

One of the things that's followed the decision of the FCC not to exercise jurisdiction in the franchise area, and leave that activity to the cities, is that you find yourself in a position where you're impeded by the franchise authorities. Would it now make sense for you to return to the FCC, which has established a policy of forbearing rate regulation for nondominant carriers, and accept a pattern of common carrier regulation by the FCC?

I thought you were making a lot of sense until you got to the common

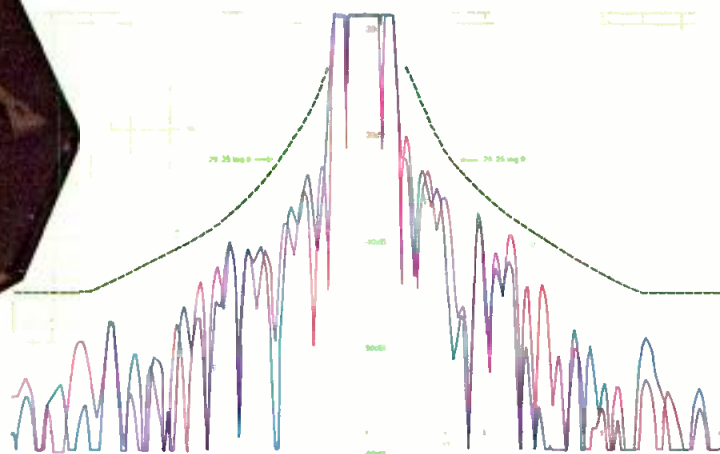
**The only 9-meter dish
that meets new FCC requirements**



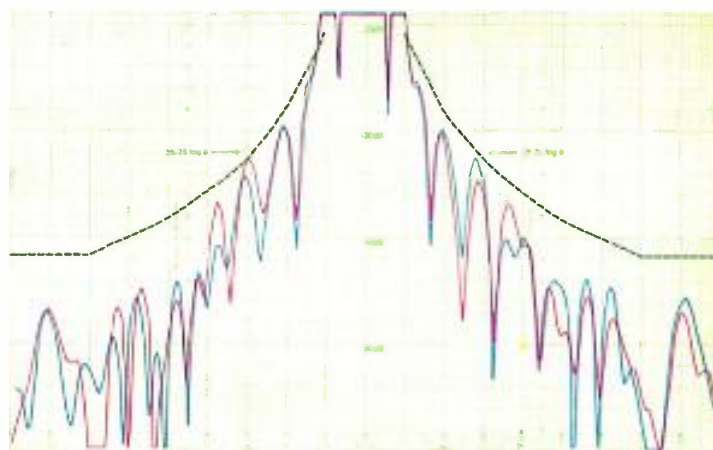
Another Breakthrough From Harris

There are new 2nd FCC requirements—and among transmit/receive C-Band antennas, our Model 5251 is the smallest antenna the FCC will routinely license for a permanent 24-hour uplink. And because our antenna is under 30 feet in diameter, no environmental impact study is required. In addition, the 5251 can be retrofitted for Ku-band operation without structural modifications.

NOW LOOK AT THESE ACTUAL TEST PATTERNS AND SEE HOW IT OPERATES UNDER THE PRESCRIBED FCC CURVE AT ALL LEVELS:



Typical Transmit Pattern (+ / - 9°)



Typical Receive Pattern (+ / - 9°)

And such high performance comes on a beautiful steel kingpost pedestal for rapid mobility (switchover in 60 seconds or less between domestic satellites).

You can't find better technology for the price anywhere else. And where else can you telephone for service 24 hours a day, seven days a week?

For more information, contact Ray Pawley at 800-327-8478. Harris Corporation, Satellite Communications Division, P.O. Box 1700, Melbourne, FL 32901



For your information,
our name is Harris.



carrier. The FCC has shown in its actions on franchises—in its decision in the Nevada case and in other decisions—that it indeed is willing to step in and remove the authority from the cities if that authority is being used abusively. Don't think, however, that there is anywhere in that kind of a thought process a quid pro quo for common carrier status or the need for common carrier status.

What the FCC is doing right now is trying to struggle with how the telephone company is a common carrier and yet offers competitive services. It would seem to me to be extremely counterproductive and flying in the face of all experience for them to say that the solution to the cable issue is to make cable a common carrier so we can struggle with that issue again—not only for telephone companies, but also for cable companies.

Well, what's the bogeyman for you in the term 'common carrier'?

It's a bogeyman that goes across the board. If the cable industry had been a common carrier, you wouldn't have had the development of the new services that you've seen. You wouldn't have seen growth in programming services and some of the other technologies. It's clear that a common carrier existing on a rate base return exists for the purpose of maximizing that return—not necessarily maximizing its service. The history of common carriers in this country—including not only telephone companies but trucking, railroad and everything else—is that the name of the game is how you guarantee yourself that return that the government has said you're going to have. And you do that by not taking risks.

The cable operator doesn't sell a wire. He sells programs. He sells services. And the incentive, therefore, is to develop those programs, and to develop those services. And if the cable operator's business had been purely as a carrier—to carry somebody else's programs and services—I don't think you would have had the kind of initiative, the kind of risk-taking we were talking about earlier in the interview that continues to this day. It's that simple. And the whole history of common carrier is one of risk avoidance. And that is not necessarily the best kind of consumer service.

What's the eventual future of must-carry?

I think we have to break the must-carry issue into two parts. First is the carriage of the television signal in markets—the reason for which television stations were licensed. The reason behind the must-carry rule to begin with. To aid broadcasters in meeting the public interest obligations under their license.

It was at a meeting with BROADCASTING magazine editors and the NAB's Eddie Fritts two years ago that I said we could sit down together and work this out. And that we would go to the FCC, go to the Congress and solve this problem together. I think that we know how to put a package together that will maintain must-carry for those broadcasters who feel it important, while at the same time eliminating some of the crazy aberrations of a sweeping application of the rules, where people are having to carry signals nobody watches.

I made that proposal two years ago. The lack of response has been deafening.

There is a relationship between must-carry and copyright, and that has been the broadcasters' Achilles heel all this time. They keep talking about property rights, property rights with copyright. Yet they turn around and say: "Let's take away the cable operator's property rights." They are two sides of the same issue. What I am suggesting is that I think there's always a way to solve the problem. And the broadcasters have assiduously avoided it. It's a great issue to demagogue on, but they have done nothing.

Could you be specific about your proposal?

We had an agreement with the broadcasters as part of the copyright package 18 months or two years ago. We talked about the 1%-2% kind of approach where you had to get the minimum threshold of viewership and then you became a must-carry. At that point in time they thought they could live with that level and we thought we could live with it. It may need some tweaking today to reflect whatever concerns there are. But there it sits. And it has been demagogued to death. I have had an open offer sitting out there and it has been

ignored time and again.

My question calls upon something you may not be able to deliver. But I'm asking you to get away from thinking of it as a negotiating point or something about which you have to negotiate, and talk about the eventual future of must-carry. Where is it going to be in 10 years, 15 years?

I understand your question. What I am saying is that it's in the broadcaster's lap. Number one, I have tried to indicate that I think the cable television industry is prepared to step up and answer that question once and for all, but the broadcasters keep running away from it. Number two, they keep upping the ante. Now they say we want also for you to carry the things that are on the vertical blanking interval.

The must-carry rule was created so that people could see their television. OK? So that they can get specific services for which those broadcasters were in the community in the first place. Now they come along and say: "Well, wait a minute, I may want to do paging, or I may want to do videotex or teletext or I may want to do other kinds of services over the vertical blanking interval. And you've got to carry them just because you carry the picture." And that's a bunch of malarkey. The FCC has agreed in saying that it's a bunch of malarkey. It has essentially divided must-carry into two parts: the old traditional services and all the new services. And on the new services we're clean.

In relation to some of the issues that were left behind you mentioned the telephone company. Can you define that issue as you see it and how that's going to grow or what is going to have to take place to resolve it?

We're in the process of sorting out a relationship. I think there are two key things. This is really a relationship with the regional companies, the local telephone companies, less with AT&T.

There is a lot of political concern about telephone rates. As a result, I think that the cable industry or any other competitor to the telephone company is going to be under pressure to ease that competition in consumer rates through this cross-subsidy concept the telephone companies have. And also in areas such as pole attachments to contribute more money to telephone companies to have some effect on rates. It's an ongoing kind of issue that we're going to have to work through. We are all working on a new reality that began Jan. 1, 1984.

The second issue with the local telephone companies, however, is the fact that they remain dominant carriers, monopolies in their markets with the ability to incrementally increase rates and cross-subsidize the competitive services to keep those services from being competitive much longer and allow them to be dominant in that area as well. And that is something that telephone companies are working hard to have modified. You would think to hear some of the arguments that the regional operating companies make at the FCC and the Congress, you would think they had sprung from the bullrushes on Jan. 1. Just presto, here we are—that they didn't come in with the history of abuses which forced the divestiture in the first place and forced these restrictions in the first place.

But I hope that in a couple of years we can get to the other side of both of those issues and then begin to talk about what the telephone companies and cable operators have in common and how they can be supportive of each other. And I think as a result new business opportunities will result for both or accrue to both.

Is it inevitable that the telcos will have a broadband wire?

Inevitable is a long time. They're going to have broadband networks. That's for sure. And don't forget, just in the last couple of years they have gotten rid of party lines. That's a long time. So to put broadband in the home, they'd better do what the cable industry's done.

What's going on with CCI? How come it's in such apparent trouble?

Oh, CCI is like any other trade organization. Everybody has an idea and in this regard it's a little different from running a trade organization where you are dealing with public policy makers. At least I had



We don't like to brag,
but we've been number one
18 years in a row.

Let the others tiptoe their way around
the numbers. The truth is simple: most of the
music played on radio is licensed by
BMI. And it has been for 18 years.



Call it bragging if you like, but
that's the way it really is.

Wherever there's music, there's BMI.

the advantage of saying to the board, "Hey, I spent 15 years developing my professional life and how you get things done in Washington." What CCI is doing is operating in an area where everybody has spent their professional life developing some kind of marketing expertise. And there are a lot of different ideas out there. And what's going on right now is that those ideas are being worked through in a typical trade association manner. They will produce a product; they will produce a result. There will be a CCI campaign.

So you don't consider it serious?

I consider it something that you have to pay very serious attention to—it's not something you can slough off lightly because everybody has good points. But I don't consider it debilitating.

But do you think CCI is on track?

I would expect that we will see in the fall of this year finished commercials out in specific markets and the program under way.

What do you think NCTA is going to be like this fall and into the future after you leave—a question that invites you to speculate about Jim Mooney and how well he will do as president.

I think the NCTA is going to go on without missing a beat. Jim Mooney has been the chief operating officer of this association for the last 18 months, and he was executive vice president and vice president of government relations before that. He is prepared to move in and able to move in and assume the leadership mantle.

One of the goals that the board established for me is that there must be an orderly succession, so that when the transition does take place it will be transparent, if you will. Now that doesn't mean that NCTA is going to be the same, because Jim and I are certainly different in many respects. Jim is by far brighter than I am, more analytical; he has a quicker mind, a better ability to seize diverse concepts and put them together to make something. Jim is by far a

better legislative tactician than I am—he didn't run the whip's office in the House of Representatives for nothing. And Jim is by far a more detail-oriented administrator than I am. And those are all going to be positive improvements for the association. The improvements will be noticed and the day-to-day operations of the association will not change because Jim's been running them anyway for the last 18 months.

The thing that I think we will see as the industry evolves is that the association will evolve. Jim Mooney's NCTA will be called upon to do different things than was Tom Wheeler's NCTA. A maturing industry such as ours has different kinds of needs in terms of public perception, in terms of public policy, in terms of marketing, et cetera. And we'll see Jim begin to retool NCTA and refocus NCTA to some of the new realities of the cable business.

But I have no qualms at all about passing the gavel to Jim Mooney. I think he is an incredible leader and will be a very, very able president of NCTA.

I guess it's a good thing you're going.

I've enjoyed the job immensely. I mean, I've had fun in this job. It's a job that I looked forward to coming to every morning. It wasn't always a bed of roses, but that made it all the more exciting and all the more stimulating. And I've been blessed with the ability to be excited about what I do and to believe in what I do. And I'm grateful to the industry for that kind of opportunity.

I've been focusing of late on this issue of really who has been NCTA for the last eight years. And there's a story that I've told before, but it's the best way I know to put it. I'm a great Churchill fan, as you probably know. And they called Churchill the last lion. And he said, "It wasn't I who was the lion. It was the British people. It was they who had the heart, who had the courage, who had the strength, who had the belief to do what had to be done. I was just privileged to give the roar."

Delta makes your deliveries DASH.



Delta DASH® delivers the same day to over 90 cities across the U.S. and abroad, covering 10,000 communities. Why get that small package delivered tomorrow when you can DASH it today? DASH (Delta Air Lines Special Handling) delivers packages up to 70 lbs. . . to over 10,000 communities. So give us a ring at the Delta Marketing Office in the

city nearest you. Or call DASH at (800) 638-7333 for pick up or delivery.

For top priority shipments over 70 lbs., use Delta Air Express. It guarantees your shipment gets on the flight specified. For full details, call your nearest Delta Marketing Office.

DELTA AIR CARGO. READY ALL-AROUND.

“AND NOW, A PUBLIC SERVICE MESSAGE FROM YOUR COUNTRY.”

The men and women of the Army and Air National Guard thank you for your support of our public service efforts.

And so do the people of North and South Carolina.

When tornadoes flattened their homes and businesses in April 1984, the National Guard was there in a hurry to help pick up the pieces.

We hope you will continue your strong support of the National Guard.

Because the more people count on us, the more we're counting on you.



Americans at their best.

Please stop by our exhibit booth at the NCTA Convention to view our latest public service announcements.

Unbeatable **DALLAS...YET A**



**THE 1ST & ONLY
RELEASED TO
WHILE #1 ON**

A day-by-day rundown of NCTA

Monday, June 4

Opening general session. 9:30-11 a.m. Hilton Pavilion. *Cable: The Consumers' Choice.* Speakers: Gustave Hauser, NCTA vice chairman and chairman and chief executive officer, Hauser Communications; Monroe Rifkin, NCTA chairman and president, Rifkin & Associates; Thomas Wheeler, NCTA president, and James Mooney, NCTA president-elect.

Luncheon. Noon-1:30 p.m. Hilton ballroom. Speaker: Representative Timothy Wirth (D-Colo.), chairman of House Telecommunications Subcommittee.

Two concurrent technical sessions. 2-3:30 p.m. *Commercial Insertion: No Pain, No Gain.* Room B. Moderator: Scott Tipton, HBO. Speakers: Paul Olivier, ATC; Ned Mountain, Wegener Communications; Roger Strawbridge, Adams-Russell Telecommunications; Ernest Tunmann, Tele-Engineering Corp.; Vern Bertrand, Channelmatic.

Test and Measurements. Room D. Moderator: Thomas Polis, Communications Construction Group. Speakers: Bradford Kellar, Raychem Corp.; Kenneth Crandall, Zeta Laboratories; Warren Braun, ComSonics; Donald Groff and David Kelma, General Instrument.

Six concurrent breakout sessions. 2-3:30 p.m. *Foreign Intrigue: Cable Growth Around the World.* Room A4. Moderator: George Moreau, Alliance Internationale de la Distribution Par Fil. Speakers: John Bird, Mackintosh International; Neil McHugh, Viacom World Wide; Terry McGuirk, Turner Broadcasting System; Dr. H. Allen Ecker, Scientific-Atlanta. Reactor: Thomas Southwick, *Multichannel News.*

Packaging: Making It the Ace Up Your Sleeve. Room A5. Moderator: Tom Schmitt, Group W Cable. Speakers: Nimrod Kovacs, United Cable Television; Ajit Dalvi, Cox Cable; Jack Heim, Showtime/The Movie Channel; John Billock, HBO. Reactor: Ellis Simon, *Cable Marketing.*

Positioning the Cable Industry in 1984. Room A6. Moderator: John Saeman, Daniels & Associates. Speakers: Douglas Dittick, Tribune Cable Communications; Robert Lewis, Jones Intercable; Trygve Myhren, ATC. Reactor: Dennis Leibowitz, Donaldson, Lufkin & Jenrette.

The Level Playing Field: Promoting Competition Through Legislation. Room E3. Moderator: Ralph Baruch, Viacom. Speakers: Senators James Exon (D-Neb.) and Larry Pressler (R-S.D.), and Representatives Mickey Leland (D-Tex.), Michael Oxley (R-Ohio), Matthew Rinaldo (R-N.J.), Richard Shelby (D-Ala.). Reactor: Don West, BROADCASTING Magazine.

Copyright: Where Do We Go from Here. Room G1. Moderator: Bob Miron, Newhouse Broadcasting. Speakers: Senator Patrick Leahy (D-Vt.) and Representatives Henry Hyde (R-Ill.), Robert Kastenmeier (D-Wis.), Harold Sawyer (R-Mich.), Mike Synar (D-Okla.). Reactor: John Mansell, *Cable TV Security.*

Cable Deregulation: Impact on Consumers. Room G2. Moderator: James Hirshfield, Summit Communications. Speakers: Representatives Dan Coats (R-Ind.), Cardiss Collins (D-Ill.), Edward Madigan (R-Ill.), Don Ritter (R-Pa.), Ron Wyden (D-Ore.). Reactor: Steve Tuttle, *Television Digest.*

Three concurrent sessions. 3:45-5:15 p.m. *Cable and Telephone: The "Data" Issue.* Room E1. Moderator: Edward Allen, Western Communications. Speakers: Representatives Jim Bates (D-Calif.), Thomas Bliley Jr. (R-Va.), Norman Lent (R-N.Y.), Thomas Tauke (R-Iowa), Billy Tauzin (D-La.). Reactor: Howard Fields, *Cable Age.*

The Federal Pole Attachment Law: Are States Subverting the Will of Congress? Room E2. Moderator: Jerry Lindauer, Prime Cable Communica-

tions. Speakers: Representatives Wayne Dowdy (D-Miss.), Thomas Luken (D-Ohio), Carlos Moorhead (R-Calif.), Howard Nielson (R-Utah), Bill Richardson (D-N.M.).

Cable and the First Amendment. Room E3. Moderator: Brian Conboy, Time Inc. Speakers: Senators Patrick Leahy (D-Vt.) and Ted Stevens (R-Alaska), and Representatives Howard Berman (D-Calif.), Michael DeWine (R-Ohio), Thomas Kindness (R-Ohio), Henry Waxman (D-Calif.). Reactor: Jonathan Banner, *View.*

Tuesday, June 5

Six concurrent sessions. 8:30-9:30 a.m. *Padlocks & Watchdogs: Preventing Theft of Service.* Room A4. Moderator: Dan Gold, Comcast Cable. Speakers: Sam Towne, Gill Cable; William (Skip) Arbuckle, Pennsylvania deputy attorney general; Robert McRann, Cox Cable; David Shreff, Showtime/The Movie Channel.

Washington Insiders on Cable Deregulation and You. Room E1. Moderator: Edward Merlis, NCTA. Speakers: Ralph Everett, Gerald Kovach and Ward White, Senate Commerce Committee, and Rodney Joyce, Tom Ryan, Howard Symons and Tom Rogers, House Telecommunications Subcommittee.

Cable Guides: Innovations With or Without Expense. Room E2. Moderator: Alex Papagan, Colony Communications. Speakers: Kent Rice, ATC; Scott Weeker, TCI; Cindy Dennis, Cox Cable.

The Impact of Public Relations on Cable's Bottom Line. Room E3. Moderator: Ed Dooley, NCTA. Speakers: Richard Holcomb, ATC; Roger Turner, Colony Communications; William Duke, Atlantic Richfield Co.; Edward Stanton, Manning, Selvage & Lee.

The Inside Track: Accounting's Critical Contribution to Effective Operations. Room G1. Moderator: James Cavanaugh, Tribune Cable Communications. Speakers: Gary Bracken, TCI; Ed Gillis, Coopers & Lybrand; William Kingery, Daniels & Associates.

Rivals for Attention: Staying One Step Ahead of Cable Competition. Room G2. Moderator: John Woodbury, NCTA. Speakers: Larry Kaufman, Opinion Research Corp.; William James, Capital Cities Cable; Barbara Russell, Prudential-Bache Securities.

Breakfast session. 8:30-10 a.m. *'Breakfast With...' The FCC.* Hilton Ballroom. Host: Brenda Fox, NCTA. FCC staffers at individual tables: Lauren (Pete) Belvin, Ralph Haller, Thomas Hervitz, William Johnson, John Kamp, Edward Minkel, Randy Nichols, Stephen Ross, William Russell, Diane Silberstein, Roy Stewart and John Wong. Special Guest: Dennis Patrick, FCC commissioner.

Two concurrent technical sessions. 9-10 a.m. *Cable Revolutionaries: Scanning the New Blue Skiss.* Room B. Moderator: Wendell Bailey Jr., NCTA. Speakers: Georg Luettgenau, TRW Electronic Component Group; Gary Arlen, Arlen Communications; Israel (Sruki) Switzer, Cable Television Engineering; Frank Marlowe, RCA Laboratories.

Advances in Signal Relay Via Satellite & Microwave. Room D. Moderator: Jeffrey Krauss, M/A-COM Development. Speakers: Dom Stasi, Warner Amex Satellite Entertainment Co.; Thomas Straus and Jamal Saraff, Hughes Aircraft Co.; Jerrold Heller, M/A-COM Linkabit.

General session. 10:30-noon. Hilton Pavilion. *Keeping the Customer Satisfied: Components of Cable Service.* Moderator: Char Beales, NCTA. Speakers: Christopher Lovelock, Harvard Business School; Kenneth Scott, American Express Co.; Robert Clasen, Rogers Cablesystems, and Dean Kilpatrick, Jeri Baker, Rulf Wulfsberg, International Communications Research.

Two concurrent technical sessions. 10:30-noon. *Audio: The New Playing Field.* Room B. Moderator: Alex Best, Scientific-Atlanta. Speakers: Dennis Waters, Waters & Co.; Michael Hightower, Oak Communications; Yuichi Kojima, Sony Corp.; James Wonn, Group W Cable; Craig Todd, Dolby Laboratories.

Rebuilding Tomorrows for Cable. Room D. Moderator: F. Ray McDewitt,

Las Vegas connection. BROADCASTING will be based at booth 101-103 at the Las Vegas convention center. Editorial and advertising staff members will be staying at the Las Vegas Hilton next door. On hand will be: John Andre, Gene Edwards, Tim Thometz, Geoff Foisie, Steve McClellan, Mark Miller, Harry Jessell, Don West, Len Zeidenberg.

You Know Our Reliability...

New For '84

1 kW Single Cabinet UHF TV Transmitter



Acrodyne continues the tradition of innovative TV transmitter design and production technology with the all new TRU-1KAC 1 kW UHF single cabinet LPTV transmitter. This model provides compatibility with all U.S. and CCIR system broadcast standards on Bands IV and V. Our newly-developed modular upconverter uses a synthesized local oscillator and phase locked VCO to maintain exceptionally stable carrier frequencies and carrier separation. Capable of precise offset, the single cabinet transmitters feature full broadcast quality modulators. The synthesized local oscillator is programmable for any UHF channel between 471-830 MHz. Programmability permits simplified channel changes, retrofit to existing Acrodyne products and reduced maintenance and spares requirements for network stations.

Reliable, field-proven features for all 1 kW UHF Acrodyne transmitters include:

- Single tetrode output
- Wideband totally solid-state drivers
- Completely air-cooled
- IF modulated and low level diplexed
- Straight forward broadband solid-state circuitry
- Full capability for remote control interface
- Broadband, interchangeable, plug-in, high-power, solid-state R.F. amplifiers
- Adaptable for both primary and standby roles

Keep your broadcast capabilities at their peak. For low-maintenance, cost-effective TV transmitter equipment, **call or write Acrodyne today.**

ACRODYNE

Acrodyne Industries
A Unit of Whittaker Corporation
516 Township Line Road
Blue Bell, Pennsylvania 19422
215/542-7000 800/523-2596
Telex: 846358

Whittaker

**The Signal
of Reliability**

H.R. 4103 weighs heavy on minds of NCTA attendees

Agreement between cities, cable over legislation expected to be dominant topic at 33d annual convention

Thousands of cable operators will be in Las Vegas this week (June 3-6) for the 33d annual convention of the National Cable Television Association, but many of their thoughts may be about Washington and H.R. 4103, a bill that would limit the regulatory authority of cities over cable and provide some assurance that the problems of franchising do not recur in refranchising.

With news last week of an agreement between NCTA and city officials, who were at odds over key provisions of the bill, prospects for its passage going into the convention were bright (see "Top of the Week") and talk of the agreement and legislation are sure to be pervasive.

In that respect, this year's convention may be like last year's in Houston, where news of the passage of S. 66, the Senate counterpart to H.R. 4103, overshadowed news being made at the show.

But organizers of the Las Vegas convention will be doing their best to hold the cable operators attention, starting with an opening session on Monday (June 4), featuring an elaborate multimedia presentation to in-

gorate the membership and a videotaped message from President Ronald Reagan.

The opening session will be followed by 48 other general, management, public policy, marketing, technical and programing sessions during which some 250 public officials and industry executives will speak. The exhibition will comprise more than 300 companies in booths occupying nearly 200,000 square feet, selling hardware, programing and services.

Most sessions will be of the nuts-and-bolts variety, designed to aid members in signing up and keeping subscribers and increasing revenues and profits. They will cover packaging of programing, preventing pirating, effective public relations, cable guides, creative financing, advertising, taxes and improving customer services. The only session that might be labeled "blue sky" is one on teletext and videotex.

Much of the talk about H.R. 4103 will emerge at the public policy sessions that feature members of the House Energy and Commerce Committee, where the bill is now pending. Twenty-two of the 42 members of the committee are scheduled to appear at the session at the invitation and, in some cases, at the expense of NCTA. Given the latest hike in copyright royalty fees, which were

so steep that they caused some cable operators to drop distant signals and prevented others from adding them, cable operators are interested in a session designed to feature what the federal government can do to lighten their royalty burden.

Another concern of the cable industry over the past few years has been potentially competitive media, notably direct broadcast satellites and SMATV and "wireless cable" (multichannel MDS) systems. The competitors are the subject of a Tuesday morning session and NCTA plans to release during the convention for discussion a study that, according to one report, shows that cable stacks up well against the competitors.

The National Cable Programing Conference, which after three tries failed to establish itself as a stand-alone convention, is being folded into the national convention this year. It will consist of two general and four "breakout" sessions on Wednesday. The breakout sessions cover home video, programing costs, funding programing coproductions and audio programing.

The convention wraps up on Wednesday evening with a dinner dance at which NCTA's annual awards for industry service will be presented and at which Paul Anka will entertain. □

BROADCASTING's cable programing numbers

In the last five months nearly all basic and pay cable programing networks have shown healthy gains, following the continued rise in cable penetration. The Disney Channel and Bravo showed the biggest gains with 89% and 36% increases, respectively, although new figures for HBO and Cinemax were not available. The Eternal Word Television Network, Nashville Network, the

Financial News Network and CNN Headline News showed the biggest jump among basic cable services. WTBS closed within 794,000 homes of the largest basic cable service, ESPN. Even with HBO's December 1983 numbers, it remains far and away the largest pay cable network over second place Showtime/The Movie Channel.

Basic cable programing status report

Service	Systems	May 84 subs	Dec 83 subs	% chg
ESPN	7,828	31,800,000	28,500,000	11.6
WTBS	6,416	31,006,000	27,654,000	12.1
CNN	4,844	26,816,000	22,626,000	18.5
USA	4,000	23,000,000	21,000,000	9.5
CBN	4,331	23,000,000	23,000,000	0
MTV	2,470	21,800,000	17,600,000	19.3
Nickelodeon	3,250	19,300,000	17,600,000	9.7
Lifetime	1,818	18,600,000	16,000,000	16.3
C-SPAN	1,350	17,000,000	16,000,000	6.3
FNN	1,000	16,400,000	12,500,000	31.2
Nashville Network	2,000	15,900,000	11,245,000	41.4
WGN	5,437	13,690,130	10,900,000	25.7
Weather Channel	1,244	12,000,000	10,000,000	20.0
Satellite Prog. Net.	481	11,000,000	10,440,000	5.4
CNN Headline	1,195	10,921,000	8,330,000	31.1
Arts & Entertmnt	1,500	10,500,000	---	---
PTL Club	850	10,000,000	8,100,000	23.5
Modern Satellite Net	524	9,700,000	8,685,000	11.5
WOR-TV	1,118	6,605,000	6,200,000	6.5
BET	319	6,400,000	5,200,000	23.1

Service	Systems	May 84 subs	Dec 83 subs	% chg
Learning Channel	522	4,499,700	3,913,000	15.4
Trinity Network	343	4,057,000	3,350,000	21.2
Eternal Word TV	155	2,400,000	1,628,000	47.4
National Christian Net	95	1,200,000	1,434,000	-14.3
WPIX(TV)	152	850,000	---	---
Genesis Story Time	20	300,000	6,000	400.0

Pay cable programing status report

Service	Systems	May 84 subs	Dec 83 subs	% chg
HBO*	5,400	13,500,000	13,500,000	0.0
Showtime	3,000	5,400,000	4,750,000	13.7
Movie Channel	2,750	3,100,000	2,600,000	19.2
Cinemax*	2,000	2,700,000	2,700,000	0.0
Disney Channel	1,600	1,005,000	531,000	89.2
Playboy Channel	429	684,000	577,000	18.5
Home Theater	425	275,000	250,000	10.0
Bravo	143	211,000	155,000	36.1
Galavision/SIN	160	130,000	120,000	8.3

* Home Box Office has not yet released official subscriber and system count updates for HBO or Cinemax for 1984. Last official figures are for December 1983.

NOTHER FIRST!

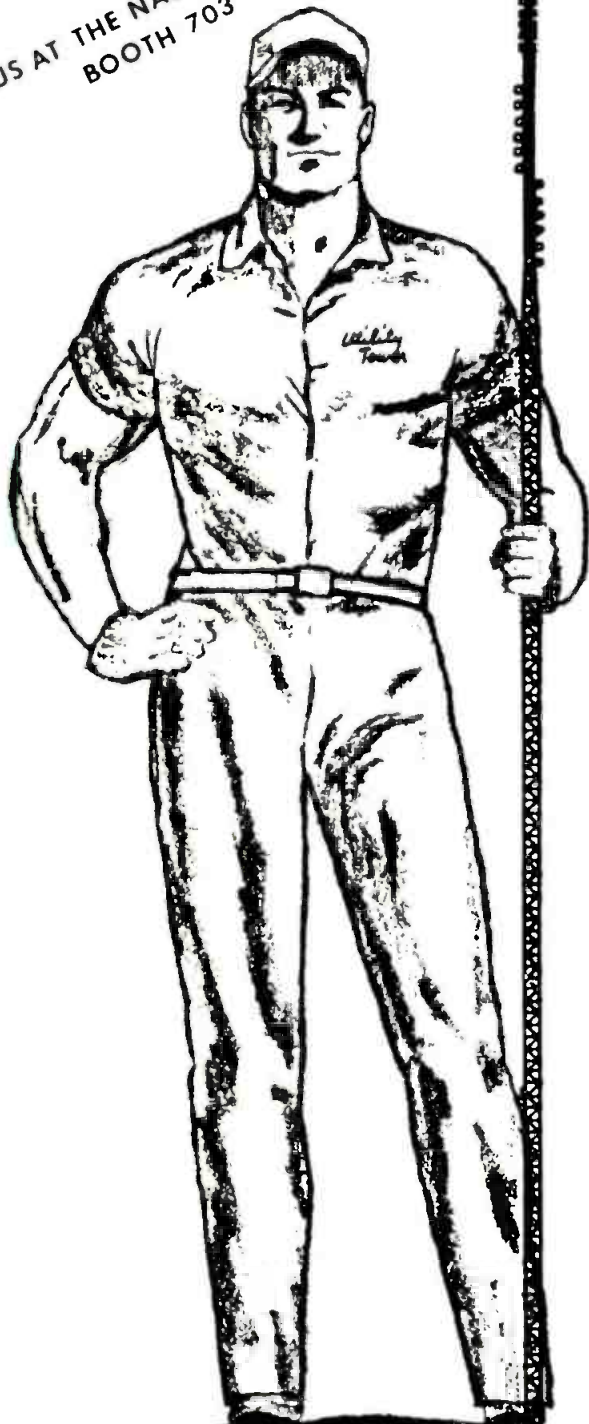
PROGRAM EVER
SYNDICATION
THE NETWORK

Only Dallas

104 STATIONS SOLD!

LORIMAR®

SEE US AT THE NAB CONVENTION
BOOTH 703



You get a **TOWER OF STRENGTH**

When you buy

Utility

EXPERIENCED ENGINEERING, STRONG CONSTRUCTION,

PROMPT INSTALLATION — YOU GET ALL

THESE WHEN YOU BUY UTILITY.

UTILITY TOWERS ARE EASIER TO TUNE,

EASIER TO MAINTAIN.

AND THESE MONEY-SAVING EXTRAS COST

YOU NO MORE FROM UTILITY.

THERE ARE UTILITY TOWERS IN

NORTH AMERICA, SOUTH AMERICA, EUROPE

AND ASIA.

CHOOSE UTILITY — KNOWN THE WORLD OVER

AS THE "TOPS IN TOWERS."

SERVING NATIONAL ASSOCIATION OF BROADCASTERS FOR OVER THIRTY YEARS

P. O. BOX 12369
3200 NORTHWEST 38TH STREET
OKLAHOMA CITY, OKLAHOMA 73157

Utility Towers
COMPANY

Warner Amex Cable Communications. Speakers: Joseph Preschutti, C-COR Electronics; Paul Brooks, General Electric Cablevision; Neil Neubert, Warner Amex Cable; Norman Slater, Cablesystems Engineering.

Luncheon. 12:30-2 p.m. Hilton ballroom. Introduction: NCTA President-elect James Mooney. Speaker: Senator Barry Goldwater (R-Ariz.), chairman, Communications Subcommittee.

Seven concurrent sessions. 3:30-5 p.m. *New Cable Pioneers: Building Companies Through Creative Financing.* Moderator: Bob Rosencrans, United Artists Cablesystems. Speakers: Robert Rogers, TCA Cable TV; Steven Simmons, Simmons Communications; Steven Dodge, American Cablesystems Corp. Reactor: J. Patrick Michaels, Communications Equity Associates.

Running the Show: Tips on Managing a Mature Cable System. Moderator: June Travis, ATC. Speakers: Doug Wenger, Storer Communications; Fred Viera, United Cable TV; Burton Stanier, Group W Cable; John Fowler, Warner Amex Cable.

Service with a Smile: A New Look at Customer Service. Room A6. Moderator: Gary Weik, Harte-Hanks Cable Communications. Speakers: Dale Parker, Heritage Communications; James Cottingham, ATC; Barry Elson, Cox Cable; Joseph Van Loan, Viacom Cablevision. Reactor: Judy Rüdud, Cable Television Business.

Federalism and the National Communications Marketplace: Who Should Regulate Whom? Room E1. Moderator: Raymond Strassburger, Times Mirror. Speakers: David Markey, NTIA; Jim McKinney and Jack Smith, FCC; Carter Hunt, city of Scottsdale, Ariz. Reactor: Norman Black, Associated Press.

Playing the Political Game: Participation That Works For You. Room E2. Moderator: William Bresnan, Group W Cable. Speakers: California State Senator Joseph Montoya; Richard Alteri, New York State Cable TV Association; Orlando Brilliante, ATC; Dan Shields, United Cable TV Corp. Reactor: Victor Livingston, Titsch Communications.

Cable/Telco's Developing Relationship: Friends or Foes. Room E3. Moderator: John Goddard, Viacom Cablevision. Speakers: Representative Al Swift (D-Wash.); Joel Swerdlow, author; Brian Thompson, MCI Communications; Marc Nathanson, Falcon Communications. Reactor: Ron Wolf, Philadelphia Inquirer.

The Advertising Advantage: Capturing Viewers and Revenues. Room G1. Moderator: Jack Clifford, Colony Communications. Speakers: Robert Alter, CAB; Thomas McKinney, Group W Cable; Gerry Hogan, Turner Broadcasting System; Bill Wiener, BBDO. Reactor: Maurine Christopher, Advertising Age.

Two concurrent technical sessions. 3:30-5 p.m. *Data Communications.* Room B. Moderator: Geoffrey Gates, Cox Cable. Speakers: Ernest Tunmann, Tele-Engineering Corp.; Bill Doyle, E.F. Hutton & Co.; John Lee Hughes, NABU Network; Leo Shane, General Instrument; James Mollenauer, Codex Corp.

Distribution System Concepts. Room D. Moderator: Joseph Preschutti, C-COR Electronics. Speakers: Robert Dickinson, E-COM Laboratories; Thomas Hunter Jr., Data Transmission Devices; Robert Hoss, Warner Amex Cable Communications; Harry Reichert Jr., General Instrument; Thomas Saylor III, Caltec Cablevision. Associated Publication: Steven Grossman, C-COR Electronics.

Wednesday, June 6

Five concurrent sessions. 8:30-9:30 a.m. *Computers: Taking the Byte Out of Customer Service.* Room E1. Moderator: John Evans, Arlington Cable Partners. Speakers: Gerald Bennington, TCI; Kent Higgins, Magnicom; Jim Dovey, United Cable.

Videotext and Teletext: A Realistic Look at New Horizons. Room E2. Moderator: Dr. Terrence McGarty, Telmarc Group. Speakers: Selman Kremer, Satellite Syndicated Systems; Arthur Esch Jr., NABU Network; William Thomas, Zenith Radio Corp.; Gary Arlen, Arlen Communications.

Marketing Magic: Segmentations Research One Year Later. Room A4. Moderator: Frederick Livingston, Continental Cablevision. Speakers:

Mark Greenberg, Prime Cable Corp.; Alexandra Oncken, Viacom Cablevision; Dan Churchill, Cablesystems Pacific.

A Taxing Situation: Cable Systems and Tax Policy. Room A4. Moderator: H.W. (Buzz) Goodall, Continental Cablevision. Speakers: Jim Clark, United Cable TV; Theodore Morrison Jr., Virginia state delegate; Sat Matusmoto, Viacom Cablevision.

Advertising: Harnessing A New Revenue Stream Without Building a Dam. Room A4. Moderator: Mel Gilbert, Snyder Community Antenna Television. Speakers: Joe Gans, Cable TV Co.; H. Lewis Parsons, VideoDisc Broadcasting; Ron Fischmann, CAB; Jack Roundtree, Satellite Channel Media.

Two concurrent technical sessions. 9-10 a.m. *Radiation Measurement and Prevention.* Room B. Moderator: William Petty, Cablecom General. Speakers: Ted Hartson, Capital Cities Cable; Sandy Livermore, Magnavox CATV Systems; Jody Shields, United Artists Cablesystems Cablevision; Gregg Nydegger, Cardinal Communications.

The Final Link: Today's Home Terminals. Room D. Moderator: Stan Guif, Oak Communications. Speakers: James Farmer, Scientific-Atlanta; John Schilling, General Instrument; Mircho Davidov, Oak Communications; Del Heller, Viacom Cablevision.

National Cable Programing Conference

Opening session. 10-11:30 a.m. *Satellite Showdown.* Hilton ballroom. Operator team: John Sie, TCI; William Strange, Sammons Communications; John Charlton, Warner Amex Cable. Basic programers team: Ted Turner, Turner Broadcasting System; Kay Koplovitz, USA Network; John Wynne, Landmark Communications. Pay programers team: Peter Chernin, Showtime/The Movie Channel; Christie Hefner, Playboy Enterprises; Winston Cox, HBO. Studios: Charles Engel, MCA Pay Television; Michael Brandman, Lorimar Productions; John Pike, Paramount Video.

General session. 1-2 p.m. *The Newsmakers: Programing Leaders Meet the Press.* Hilton ballroom. Moderator: Brian Lamb, C-SPAN. Industry: N.J. Nicholas Jr., Time Inc.; Terrence Elkes, Viacom International. Press: David Crook, Los Angeles Times; Merrill Brown, Washington Post; Ron Aldridge, Electronic Media.

Four concurrent breakout sessions. 2:15-3:45 p.m. *The Pay-Per Chase: The Challenge of Home Video.* Moderator: Edward Bennett, Viacom Cable. Speakers: Ed Bleier, Warner Brothers Television; Austin Furst, Vestron Video; Phil Lind, Rogers U.S. Cablesystems; David Meister, HBO.

Back to Basics: The Bottom Line of Programing Costs. Ballroom E. Moderator: Jim Cownie, Heritage Communications. Reactors: Donald Sbarra, Multimedia Cablevision; Larry Wangberg, Times Mirror Cable Television. Basic networks: Robert Wussler, Turner Broadcasting System; Nicholas Davatzes, Arts & Entertainment; R.B. Smith, Satellite Program Network; John Schneider, WASEC; Bill Grimes, ESPN.

Everyone Into the Resource Pool: Funding Co-Productions. Ballroom F. Moderator: Robert Crestani, William Morris Agency. Speakers: Greg Nathanson, Golden West Television; Peggy Christianson, Disney Channel; Stephen Greenberg, Astral Film Enterprises; Regina Dantas, Metromedia Producers Corp.

The Sound of Cable: New Frontiers in Audio Programing. Ballroom G. Moderator: Gene Linder, ATC. Speakers: Gerard Maglio, Daniels & Associates; Steve Olsen, The Music Group; Ed Taylor, Southern Satellite Systems; Richard Maul, Western Communications.

Two concurrent technical sessions. 3:30-5 p.m. *Addressability: Coming of Age.* Room B. Moderator: Joseph Van Loan, Viacom Cablevision. Speakers: Robert Rast, ATC; J. Curt Hockemeier, Cox Cable; Mike Burgess and Steve Lafferty, Wegener Communications; Graham Stubbs, Oak Communications.

Cable Distribution Plant. Room D. Moderator: Robert Luff, United Artists Cablesystems. Speakers: Richard Citta, Zenith Radio Corp.; Ronald Hranac, Jones Intercable; F. Ray McDewitt and Roy Thompson, Warner Amex Cable Communications.

Gala dinner dance/annual awards presentation. 7:30 p.m. Hilton Pavilion. Entertainment: Paul Anka.

**Just a little reminder
from Xerox.**

XEROX



You may have heard a phrase like, "I Xeroxed my recipe for you" or "Please Xerox this for me." And they may seem harmless enough.

But they're not. Because they overlook the fact that Xerox is a registered trademark of Xerox Corporation. And trademarks should not be used as verbs.

As a brand name, Xerox should be used as an adjective followed by a word or phrase describing the particular product.

Like the Xerox 1075 Copier. The Xerox 640 Memorywriter. Or the Xerox 9700 Electronic Printing System.

Our brand name is very valuable to us. And to you, too. Because the proper use of our name is the best way to ensure you'll always get a Xerox product when you ask for one.

So, please remember that our trademark starts with an "X."

And ends with an "®."

NCTA's convention floor showcase

The following is a list of exhibitors at the Las Vegas Convention Center. An asterisk denotes a product new to the market. The floor will be open from 4-7 p.m. on Sunday; 11 a.m.-6 p.m. on Monday; 9 a.m.-6 p.m. Tuesday, and 9 a.m.-5 p.m. on Wednesday.

Acorn Insurance Agency 1630
300 Union Blvd., Suite 100, Lakewood, Colo. 80228

ACTS Satellite Network 750
6350 West Freeway, Fort Worth 76150
Cable programing service.

ACTV Inc. 1829-31
1287 Lawrence Station Rd., Sunnyvale, Calif. 94089

Adrian Steel 1656-58
906 James St., Adrian, Mich. 49221

Service van interior equipment, ladder racks, safety/security partitions. **Staff:** Earl Maag.

Alamar Electronics 1473
478 W. Hamilton Ave., Suite 207, Campbell, Calif. 95008

Allied Steel & Tractor 1432
5800 Harper Rd., Solon, Ohio 44139

Underground piercing tool—Hole-Hog. **Staff:** Greg Smith, Tom Murphy, Allen Springer, Paul Scully.

Alpha Technologies 1249-50
1305 Fraser St., D-5, Bellingham, Wash. 98226

AP750CG computer-grade fast-transfer power supply, standby power supplies and remote status monitoring systems. **Staff:** Bob Bridge, Fred Kaiser, Johan Dooyeweerd, Bob O'Hara, Grace Borsari, Les Forwood, Don May, Steve Miller, Randy Pattison, Lynda Black, Al Laughlin.

AM Cable TV Industries 313
Box 505, Quakertown, Pa. 18951

Full turnkey construction services, off-premise addressability service featuring the tier guard tap. **Staff:** John Dieckman, Dennis Anelli, Tom Burka, Bill Stone, Leo Borin, Mac Qurashi, Bob Dickinson, Lee Zemnick, Bill Ross, Ben Benefield, Joe Cadile.

American Spliceo 1756
Box 3367, Morehead City, N.C. 28557
Cable construction services.

Amperex Electronic Corp. 1252-53
Providence Pike, Slatersville, R.I. 02876

Power doubler hybrid modules*, CATV hybrid modules, linear wideband amplifiers, low noise wideband transistors. **Staff:** Howard Hench, Jan Ramaekers, Frans Timmermans, Pieter Lok, Cor Hack, Jan Hanse, Bob Allen, Tom Perry, Jack Cagle.

Andersen Laboratories 1131B
1280 Blue Hills Ave., Bloomfield, Conn. 06002

Consumer SAW filters for CATV and data communications. **Staff:** Ernie Hodur, Don Lowcavage, Steve Gentilozzi, Judy Ainly.

Andrew Corp. 1832
10500 W. 153d St., Orland Park, Ill. 60462

Anixter Communications 620
4711 Golf Rd., Skokie, Ill. 60076

Antenna Technology Corp. 1237-39
8711 E. Pinnacle Peak Rd., Scottsdale, Ariz. 85255

Multiple satellite beam earth station. **Staff:** Joe Stever, Scott Grone, Gary Hatch, Gary Hester, Eric Schechter, Jerry Nelson, Peter Nelson, Bob Birchler, Jay Rader, Doug Simonson, Chris Augustin, David Hay, Jim Immer, Art Nehf, Tim Stump.

Armex Cable TV Hardware 1226
2700 E. Nine Mile Rd., Warren, Mich. 48091

Coaxial cable connectors, F connectors. **Staff:** William Orley, Leslie Day, Paul Platinga, Tom Drew, Terry Thomas, Frank Day.

Army & Air National Guard 1035A
Box 1776, Edgewood, Md. 21040

Arts & Entertainment 758
555 Fifth Ave., New York 10017

ASI Market Research 1465
7655 Sunset Blvd., Los Angeles 90046

Associated Plastics 1219-20
2626 Kansas Ave., Riverside, Calif. 92507

Associated Press 110-11
1825 K St., NW, Washington 20006
AP NewsCable.

AT&T Communications 1047
Routes 202 & 206, Bedminster, N.J. 09721

AT&T Information Systems 1118
One Exchange Pl., New York 10006
One Speedwell Ave., Morristown, N.J. 07960

Staff: Alan Adler, Gary Tarantino, Joe McKeown, Ed Chapman, Peggy Daniel, Ginger Forehand, Henry Danser, Jim Holcombe, Robert Hoffman, Robert Lutz, Teresa Mintz, Susan Littell.

Audiocom/Am. Cable Marketing 1673
164 Daniel Low Terrace, New York 10301

Augat CATV Group 351
Box 111, Horseheads, N.Y. 14845

Amplifiers, placement components, repair service, connectors, descrambler/traps, RF leakage detectors, pay TV security traps.

Belden 647
2000 S. Batavia Ave., Geneva, Ill. 60134

Fiber optic cable, broadcast cable, coaxial cable. **Staff:** George Benton, Stu Cudworth, John Duffin, R. Webbek, R. Sharp, D. Billish.

Bell & Howell 104-06
6800 McCormick Rd., Chicago 60645

Microaddressing products and mail inserter systems. **Staff:** Fred Barnes, Brad Baggaly, Larry Olson, Dan Smith, Dave Willard, Ed Warnol, Lee Harris.

Matthew Bender 1459
235 E. 45th St., New York 10017

Cable television law guide. **Staff:** Kathi Raftery, Lou Lucarelli, Ben Percival, Bob Kehn, Fred Grant, Michael Cook, Roy Bleiweiss, George Bearese, Lee Bongioiatti.

Biddle Instruments 1259
510 Township Line Rd., Blue Bell, Pa. 19422

Cable test sets.

Black Entertainment Television 730
1050 31st St., NW, Washington 20007

BET programing. **Staff:** Robert Johnson, Edward Maddox, Carol Coody, Paulette Johnson, Alexis Piper, Tim Thompson, Retha Wilson.

Blonder-Tongue Laboratories 724
One Jake Brown Rd., Old Bridge, N.J. 08857

Custom CATV headend products, including modulators, signal processors, preamplifiers and antennas, guardsman premium program delivery systems, mark VI pay-per-view system. **Staff:** Isaac Blonder, Martin Siskel, James Fitzpatrick, Glenn Stawicki, George Bahue, Dwight Staehler, Chuck Fitzer.

Brad Cable Electronics 1125
1023 State St., Box 739, Schenectady, N.Y. 12301

Tek-line 7-channel block converter*, sweep generator controller, new, used and rebuilt converter sales, converter repurchasing, repair services, service contracts, parts inventory, research and development services, line amplifier and power supply repair. **Staff:** Ben Price, Robert Price, Donald Sloan, Wayne Lupe, Bill Browning, Skip Addudell.

Bravo (see Rainbow)

BROADCASTING Magazine 101-03
1735 DeSales St., NW, Washington 20036
BROADCASTING Magazine, Yearbook.

Budco 160
4910 E. Admiral Pl., Tulsa, Okla. 74115

Taplocks, single digit tags, panel tags, security marking devices. **Staff:** Nick Allen, David Allen, Barbara Allen.

Business Systems 940
2720 Wade Hampton Blvd., Greenville, S.C. 29615

Computerized in-house subscriber management and billing system with addressable converter interfacing, inventory management and automated pay-per-view capability. **Staff:** Larry Edwards, Jack Sunderman, Jann Ratts, Don Stro-

We're Working Hard To Win New England Over

On Friday night, May 18th,
we received the UPI award for Best
Television Newscast in
New England.



The next night, May 19th,
we received the New England
Emmy Award for Outstanding
Newscast.

And People Are Beginning To Notice



NEWSEVEN

WNEV-TV Boston

New England Television Corporation, Inc.  A CBS Affiliate Represented nationally by **TELEREP**

beck, Lee Maynard.

BYTEX Corp. 860
1011 S. Myrtle Ave., Monrovia, Calif. 91016

C-COR Electronics 909
60 Decibel Rd., State College, Pa. 16801

Failsafe bypass for trunk housings*, frequency translator*, SCAT off-premises addressable converter, feedforward distribution amplifiers, status monitoring system, main line passives, split-band amplifiers, LNA amplifiers, RF data modems, headend power supplies, standby power supplies. **Staff:** J. Palmer, J. Preschutti, J. Hastings, D. Pisarcik, C. Schrock, R. Covell, J. Dowdell, F. Kummer, B. Brammer, S. Davidson, I. Saldi, M. Dineson, R. Schulin, E. Harmon.

Caballero Control Corp. 125
7920 Alabama Ave., Canoga Park, Calif. 91304

Cable Call Corp. 1530-32
10324 S. Dolfield Rd., Owings Mills, Md. 21117

Cable Communications Media 1228-9
203 E. Broad St., Bethlehem, Pa. 18018

Staff: Carl Kehler, David Levin, Russ Funkhouser, Kate Benzing.

Cable Graphic Sciences 1152-53A
2939 Larkin Ave., Clovis, Calif. 93612

Cable Product News 1398
Box 2772, Palm Springs, Calif. 92263

Cable Retrievers 1057A
Box 60141, Fort Worth 76115

Cable Security Systems 1929-31
621 Stage Rd., Box 2066, Auburn, Ala. 36831

Cable Services 1116
2113 Marydale Ave., Williamsport, Pa. 17701

Cable Spinning Equipment 1214
Box 777, Hector, Minn. 55342

Cable TV Supply Co. 805
5933 Bowcroft St., Los Angeles 90016

CableAge 1203
1270 Avenue of the Americas, New York 10020

CableBus Systems 946
7869 S.W. Nimbus Ave., Beaverton, Ore. 97005

Technology for interactive communications over two-way RF cable plant, supervised monitoring systems and addressable terminals. **Staff:** Pat Robison, Dave Green, George Green, Charles Sleeper, Karl Hoffmann.

CableData 334
11020 Sun Center Dr., Rancho Cordova, Calif. 95670

On-site, inline subscriber information systems for billing, instant access and update, addressable interfaces, automatic trouble call tracking, pay-per-set billing, general ledger, inventory control and complete, flexible reporting. **Staff:** Bob Mathews, Jon Woolley, Ray Matteson, Susie Mathews, Stephanie Diamond.

Cablefacts 324
Box 11908, Lexington, Ky. 40578

Cableshop 1032
1370 Main St., Waltham, Mass. 02154

24-hour programing service featuring long-form advertising messages. **Staff:** Garth Hallberg, Trevor Lambert, Susan Robinson, Gilbert Moreira, Roger Bumstead, Victoria de la Plant, Jennifer Wood.

Cableview Publications 1217-18
111 8th Ave., New York 10011

Cadco 1154-55A
2706 National Cr., Garland, Tex. 75041

Cajun Cable Co. 1138
Box 39576, Phoenix 85069

Cardiff Publishing 1555
6530 S. Yosemite St., Englewood, Colo. 80111

Casat Technology 1054-55A
6 Northern Blvd., Amherst, N.H. 03031

J.I. Case 433
700 State St., Racine, Wis. 53404

Maxi-Sneaker, 30+4, TL100, chutes and blades display. **Staff:** Marge Cheyka, John Harris, Bob Wren.

Catel/Tomco Communications 1012
4800 Patrick Henry Dr., Santa Clara, Calif. 95054

RCA active computer-controlled CTM20*, TM-1400 TV modulator, off-air processing, local origination products, cable FM services for satellite delivered signals, fiber optics multiplexing and transmission equipment. **Staff:** Frank Genochio, Tom Olson, Dick Old, John Petter, Al Johnson, Dan Lusky, Barry Lar Rieu, Jim McLane.

Catholic Telecommunications 1831
95 Madison Ave., Suite 804, New York 10016

CATV Services 922
3270 Seldon Cr., Fremont, Calif. 94538

TRS 80 model 100 computer, Wavetek test equipment, Pacific Western conduit. **Staff:** Richard Richmond, Denis Sette, Tom Heiser, Rick Tuttle, Kathy DeCausemaker, Barbara Haynes, Sheri Busko, Molly Richmond.

CATV Subscribers Services 1233-34
108 State St., Suite 102, Greensboro, N.C. 27408

Contract services including mapping, engineering/design, construction, sales/marketing, installation and support services. **Staff:** Raymond Galtelli, Josephine Galtelli, Jerry Haisman, Fred Robertson, Penny Martin.

CBN Cable Network 411
CBN Center, Virginia Beach, Va. 23463

Family-oriented 24-hour cable network of entertainment, information and inspirational programing. **Staff:** Tim Robertson, Tom Rogeberg, Tom Hohman, John Roos, Bill Miller, Clay Boudreaux, Howard Williams, Craig Sherwood, Shirley Hill, Mark Solow, Dan Clark, Doug Greenlaw, Wendy Paschen, Kim Cooper.

Channel Commercial Corp. 810
620 W. Foothill Blvd., Glendora, Calif. 91740

Channel Master Satellite Systems 318
Industry Dr., Oxford, N.C. 27565

Micro-Beam, 52-channel CARS band microwave transmitting system, 60-channel converters, satellite reception equipment*. **Staff:** Richard Derrenbacher, Jim Pfau, Marshall Turner, Steve Dozier, Randy Karr, George Jusaites.

Channelmatic 1101
821 Tavern Rd., Alpine, Calif. 92001

Automatic 15 videocassette changer system*, single VCR commercial insert system*, computer-controlled random-access within tape/multiple VCR commercial insert system using on-line Zenith Z-1000 computer and terminal, self-contained and modular or local control audio/video switching and distribution equipment. **Staff:** Bill Killion, Vern Bertrand, Dwain Keller, Dave Mayer, Al Taylor, Tim Lange.

Chapman Associates 1230
1835 Savoy Dr., Suite 206, Atlanta 30341

Brokerage, appraisals and financing of CATV systems.

Chicago Lock Co. 1131
4311 W. Belmont Ave., Chicago 60641

Ace II tubular type locks for enclosures. **Staff:** Bill Shinn, Dale Padjen, Bob Kain.

Chrysler Corp. 1154-55A
Box 1057, Detroit 48288

Cinemax 512
Time & Life Bldg., New York 10020

Pay programing service.

Coaxial Analysts 453
333 Logan St., Denver 80203

Advanced computer graphics systems for mapping, design and construction management, plus engineering, marketing, financial, brokerage and management services. **Staff:** Terry Hulseberg, Ross McPherson, Bob Fanch, Jeff Gutfreund, Andy Eiseman, Steve Gower, Jim MacKenzie, Ed Cook, Ellen Keralla, Steve Fante, Lou Edmondson.

College Sports Network 1240
13626 Perkins Rd., Baton Rouge, La. 70810

Comex Systems 1757
Mill Cottage, Mendham, N.J. 07945

Communications Equity Associates 844
5401 W. Kennedy Blvd., Suite 851, Tampa, Fla. 33609

Staff: J. Patrick Michaels Jr., Harold Ewen, Don Russell, Tom MacCrory, Jay Dugan, Ed Frazier, John Long, Brian Sweeney, Pep Shappee, Beverly Lofley, Don Bosson, Mark Sena, Gene Gawthrop, Beverly Harms.

Communications Systems 1214
Box 777, Hector, Minn. 55342

Cable spinning equipment featuring the model R cable lasher. **Staff:** Wendell Die-

trich, John Innes, Greg Peterson.

Compucon 1052A-53A
Box 401229, Dallas 75240

Broadcast, cable, satellite and terrestrial microwave engineering services, communications market research, field services, on-going frequency protection, time sharing services. **Staff:** Becky Shipman, Gary Lopez, Roger Baxter, Sara Pegues, Muriel Carter, Scott Goldman, Donna Savino, Vince Dainotto, Al Bridegam.

Comsearch 158
11503 Sunrise Valley Dr., Reston, Va. 22091

Engineering, scientific analysis and test services, and system design and engineering of satellite earth stations, point-to-point microwave: common carrier private, auxiliary broadcast, CARS band and LPTV systems including site acquisition, frequency engineering, coordination and protection, FCC applications and FAA notification form preparation, radio and facilities engineering, project management. **Staff:** Kurt Oliver, Jim Fitzgerald, Mike Morin.

ComSonics 1580
1350 Port Republic Rd., Harrisonburg, Va. 22801

CATV equipment repair, testing equipment, strand mapping/system design, FCC testing, on-site technical services (including terrestrial interference testing*), spectrum analyzer (Sniffer II RF leakage detection system*). **Staff:** Carl Hensley, Carey Rolston, Wayne Bruffy, Scott McDonald, Dennis Zimmerman, Glen Shomo, Warren Braun, Charles Trice, Pat Trice.

Comtech Data 942
350 N. Hayden Rd., Scottsdale, Ariz. 85257

Jerry Conn Associates 112-3
Box 444, Chambersburg, Pa. 17201

Nexus I, commercial insertion equipment, CATV, SMATV distribution products. **Staff:** Tom Carbaugh, Sonya Weaver, Dave Showalter, Bob Sollenberger, Diana Riley, Don Rice, Doug Kepler.

Control Technology 1846
1881 State St., Garland, Tex. 75042

Country Music Television 1770
30 East 40th, New York 10016

Creative Data Systems 159
7373 W. 107th St., Overland Park, Kan. 66212

Creative Management Systems 1318
Box 10, Toms River, N.J. 08754

Credit Protection Association 930
Box 802068, Dallas 75380

CTAM 1870
219 Perimeter Center Pkwy., Suite 480, Atlanta 30346

CWY Electronics 1215-16
405 N. Earl Ave., Box 4519, Lafayette, Ind. 47903

Omni rack system for enclosure organi-

zation, pedestal and apartment box enclosures*, TDR for cable industry*. **Staff:** William Whiteley, Terry French, Patty French, Wendell Whitaker, Thursa Whitaker.

Daniels & Associates 207
2930 E. Third Ave., Box 6008, Denver 80206

Merger, acquisition and investment services. **Staff:** Bill Daniels, John Saeman, Jerry Maglio, Hugh McCulloh, Bob Holman, Gerry Zimmerman, John Muraglia, Ted Taylor, Pat O'Brien, Lana Ritzel, Jay Busch, Tim David, Bruce Dickinson, Cynthia Baker, Brian Deevy, Dayton Chapin, Ron Cotten, Bruce Godfrey, David Greenberg, Linda Hinshaw, Phil Hogue, Ben Hooks, Mark Kennedy, Bill Kingery, Buzz Mitchell, Jayne Mitchell, Bob Nagel, Wendell Owen, Bob Russo, Erika Schafer, Brim Sherman, Neil Tinggaard, Tony Accone, Bill Fogarty, Steve Halstedt.

Datum 1731
1363 S. State College Blvd., Anaheim, Calif. 92806

Delcom Corp. 1638

6019 S. 66th East Ave., Tulsa, Okla. 74145
Television system design, computerized layout and wiring formats, standard and custom production consoles, control room furnishings. **Staff:** Sam Pate, Chris Miller, John Vavroch, Ken Clayton, Gerald Whitworth, Tom Roberts, Jerry Koerner, Marty Brown, Cherridah Pate, Patrick Quinn.

Deloitte Haskins & Sells 360-62
28 State St., Boston 02109

Financial forecasting and planning model for CATV operators, cable financing services.

DEL Compu-Cable Systems 1951
1736 Quebec Ave., Saskatoon, Saskatchewan S7K 1V9

Delta Benco Cascade 460
124 Belfield Rd., Rexdale, Ont. M9W 1G1
Line extenders, trunk amplifiers, apartment amplifiers, intelligent taps, cable products.

Di-Tech 122-23
48 Jeffry Blvd., Deer Park, N.Y. 11729

Audio/video routing switchers, audio/video pulse distributor amplifiers, video detectors and equalizers, audio monitor amplifiers, tone controlled systems. **Staff:** George Petrilak, Bob Johnson, Joe Perullo, Tony Bolletino.

Disney Channel 644
4111 W. Alameda Ave., Burbank, Calif. 91505

Family pay programming service.

Ditch Witch 355
Box 66, Perry, Okla. 73077

Dow Jones & Co. 217
Box 300, Princeton, N.J. 08540

Dow Jones Cable News, News/Retrieval. **Staff:** Allen Grossman, Dick Stickney, Frank Nini, John Austin, Doris Runyon, Bob Hollis, Yvonne Valenti, Joe Guilfoyle.

Art Pickens, Tom Pace, Carl Valenti, Charles Brady, Hal Frock, Dale Lindquist, Frank Panella.

Drop Shop 855
Box 284, Roselle, N.J. 07203

Drop materials, cordless drills, apartment boxes, splitters, cable marking devices, house amplifiers, block converters, quad-shield products and tools, indoor/outdoor wire molding, grounding materials.

Durnell Engineering 363-65
Hwy. 4, South, Emmetsburg, Iowa 50536

Eagle Comtronics 640
Box 2457, Syracuse, N.Y. 13220

Converters, programable and addressable descramblers, super traps, decoding filters, taps and passives. **Staff:** Alan Devendorf, Ken Kennedy, Joe Ostuni, Chet Syp, Kent Lewis, Jack Davis, Dave Headley, Tom Malson, Bob Dupre, Charlie Shaw, Tom Quirk, Pete Swanson, John Tekach, Cliff Webster, John Mammosser.

Eagle Creek Enterprises 1475
771 Corporate Dr., Box 12365, Lexington, Ky. 40503

Eastern Cable Show 1876
5780 Peachtree, Suite 460, Atlanta 30342

Eastern Microwave 744
Box 4872, 3 Northern Concourse, Syracuse, N.Y. 13221

WOR-TV superstation. **Staff:** Art Perkins, Gil Korta, Ann Marie Russell, Sam Morse, Diane Yankulovich, Laurie Prouty, Linda Balestra, Tracy Snell.

Electrohome Ltd. 2221-22
809 Wellington St., Kitchener, Ont. N2G 4J6

Elephant Industries 1246
Box 3626, N. Fort Myers, Fla. 33903

Underground hydraulic boring equipment. **Staff:** William Schosek, Neil Schosek, Etsell Emde.

EMCEE Broadcast Products 1257
Box 68, White Haven, Pa. 18661
Transmitters.

English Enterprises 847
Box 6494, Orlando, Fla. 32853

ESPN 477
ESPN Pl., Bristol, Conn. 06010
Sports programming network.

Eternal Word Television Network 736
5817 Old Leeds Rd., Birmingham, Ala. 35210

Catholic cable network. **Staff:** Mother Angelica, Ginny Dominick, Matt Scalici, Chris Harrington, Tracee Crew, Dick Stephen, Jim Farren, Debra Windham.

Federal Telecom 156-57
114 Cass St., Woodstock, Ill. 60098

CATV closures, pedestals, cabinets and associated hardware. **Staff:** John Middlebrook, Dave Schweyher, Joe Martin, Bill DeFord, Bud Campbell.

Financial News Network 1766
600 Madison Ave., New York 10022

First Data Resources 256

7301 Pacific St., Omaha 68114

Billing and management system.

Fort Worth Tower 824

Box 8597, 1901 E. Loop 820 S., Fort Worth 76112

Towers, earth stations and prefabricated equipment buildings.

Galavision 818

460 W. 42d St., New York 10036

Spanish pay television channel. **Staff:** Fred Landman, Starrett Berry, John Figueroa, Eddy Dominguez, Carmen Rodriguez, Juliet Giamartino.**Gamco Industries 457**

19 Walnut Ave., Clark, N.J. 07066

Traps, parental guidance traps, amplifiers, drop material, passives, featuring hotel/motel unit. **Staff:** Sheila O'Sullivan, Fred Whiting, Carmine Amatuucci, Marion Carver, George Baureis.**Games Network 905**

4401 Wilshire Blvd., Los Angeles 90010

Video game pay programming in educational and entertainment formats.

General Cable CATV 901

Box 700, One Woodbridge Center, Woodbridge, N.J. 07095

General Electric 541

One College Blvd., Portsmouth, Va. 23705

Comband computer technology. **Staff:** R. Polomsky, T. Tucker, R. Hess, H. Wilard, F. Scricco, P. Dodge, R. Boule, P. Luck.**General Instrument/Jerrold 501**

2200 Byberry Rd., Hatboro, Pa. 19040

Addressable and baseband terminals, signal security, off-premises equipment, home security, 550 mhz amplifiers, data products, headend, converters, feedforward amplifiers, videoconferencing demonstration, digital video and audio display, earth stations, connectors, taps, passives. **Staff:** Frank Hickey, Morris Chang, Fred Shuh, James Fielder, Hal Krisbergh, Ken Coleman, Jack Forde, George Fletcher, Dan Hoy, James Bailey, Charles Cooper, Ed Breen, Terry Jenkinson, Steve Wagner, Skip Litz.**General Machine Products 361**

3111 Old Lincoln Hwy., Trevese, Pa. 19047

Gilbert Engineering 1201-02

Box 23189, Phoenix 85063

Coaxial connectors, grounding blocks and jumper cables.

Gill Management Services 211

2050 Bering Dr., San Jose, Calif. 95131

Group W Satellite 401

Box 10210, 41 Harbor Pl., Stamford, Conn. 06904

Nashville Network, Home Theater Net-

work, Home Team Sports, Group W Satellite Communications. **Staff:** Harlan Rosenzweig, Lloyd Werner, Larry Rebich, Roy Mehlman, Craig Chambers, Tom Hawley, David Hall, John Schramm, Jerry Smith, Bill Aber, Roger Seltzer, Peter Newman, Peter Weisbard, Kathy Peterson, Mary Healy.**GTE Spacenet Corp. 1488**

1700 Old Meadow Rd., McLean, Va. 22102

Frank B. Hall & Co. 124

9401 Indian Creek Pkwy., Suite 600, Overland Park, N.J. 66210

Hamlin USA 321

13610 First Ave., South, Seattle 98168

Baseband (Cipher-link) and RF addressable scrambling/descrambling systems*, remote control converters with A/B switch and built-in descrambler options*, set-top and wired remote converters with A/B switch and built-in descrambler options, multilevel programmable scrambler/descrambler, cross pulse monitor. **Staff:** Jim Forgey, Don Kirk, Tom Minami, Ray Pastie, Bart McKay, John Vanderbeck, Victor Moore, Gaylord Hart, Bill Kirk, Dave Nelson, Eiko Kondo.**Home Box Office/Cinemax 512**

Time & Life Bldg., New York 10020

Variety programming services. **Staff:** Frank

Stop Your Listeners' Ears.

.....

Please send me at no charge
DAY BY DAY WITH JESUS
☐ The Program Record
To Be Played AM _____ PM _____
Days of the Week _____
☐ Audition Record

Name _____

Station _____ Address _____

City/State/Zip _____

Mail To:
International Lutheran Laymen's League
DAY BY DAY WITH JESUS
2185 Hampton Avenue
St. Louis, Missouri 63139-2983

.....

Your listeners, many of them, go about their daily work to the sounds you bring them. Your music, your news, your talk are like familiar friends, a real part of their lives.

Bring them another Friend. DAY BY DAY WITH JESUS is five minutes of special radio they'll really appreciate. They'll stop and take notice, in a special way, of this ecumenical, contemporary, relevant material. And they'll take special notice of your station with its thoughtful programming.

DAY BY DAY WITH JESUS: a brief meditation, prayer suggestion and Thought for the Day. It's different. It will stop your listeners and start them thinking.

Produced by The International Lutheran Laymen's League.

Order the 12-inch LP disc today, free of charge. Send the coupon, or call Violet Knickrehm, (314) 647-4900.

Biondi, Michael Fuchs, Tony Cox, Peter Frame, William Hooks, Stan Thomas.

Home Theater Network 401
465 Congress St., Portland, Me. 04101

Family programing service. **Staff:** Peter Kendrick, Kathy Peterson, John Schramm, Jerry Smith.

Ben Hughes Co. 1057B
304 Boston Post Rd., Box AS, Old Saybrook, Conn. 06475

Hex crimp tools, dielectric coring tools, stripping/coring tools, accessory items. **Staff:** Vincent Mangano, Deborah Morrow.

Hughes Aircraft Co. 1105
Box 2999, Torrance, Calif. 90509

Abe Sonnenschein, Gene Stanley, Doug Rasmussen, Bill Margiotti, Irv Rabowski, Jim Taglia, Jim Rushing, Norman Woods, Dalton Couig, Bob Stanton, Art Heiny, Lorri Kaufman, Eric Pastell, Ken Grabowski, Marilyn Talley.

Hughes Communications 1687
Box 92424, Worldway Postal Center, Los Angeles 90009

IBM 1332, 1431
1133 Westchester Ave., White Plains, N.Y. 10604

On-line customer service systems, personal computers.

Intercept Corp. 259
Box 1116, 220 Entin Rd., Clifton, N.J. 07014

Tier traps, parental control traps, band reject filters, pedestals, converters, multi-taps and passive equipment. **Staff:** Peter Ramsden, Dominic D'Alfonso, George Abdelmessieh.

Jackson Enterprises 1205-06
Box 6, Jacks Ln., Clayton, Ohio 45315

Aerial cable construction and installation tools, double one-inch bender*, 10 cable positioner*, setups*, corner blocks*, single roller* and wire raising tools*, mapping services and new/rebuild construction services. **Staff:** Richard Jackson, John Jackson, Charlie Castilano.

JVC 424
41 Slater Dr., Elmwood Park, N.J. 07407
Color cameras, videocassette recorders/players, editors, color monitors/receivers and accessories.

Kanematsu-Gosho 1009
One World Trade Center, New York 10048
Converters.

Katek 1370
458 Valley St., Orange, N.J. 07050

Kavco 1211-12
3931 Image Dr., Dayton, Ohio 45414
Video cart system*. **Staff:** Russell Johnson, Ralph Johnson, Brooke McCarter, Don Wurst, Harold Thompson.

Kavouras 1032A
6301 34th Ave., South, Minneapolis 55450

Kerricraft 861
5955 Firestone Blvd., South Gate, Calif. 90280

KMP Computer Services 127-28
135 Longview Dr., Los Alamos, N.M. 87544

Computerized billing and management system. **Staff:** Eldon Pequette, Randy Provan, Richard Provan, Lisa Evans.

Lance Industries 1245
13001 Bradley Ave., Sylmar, Calif. 91342

Staff: M. Mann, R. Mann, R. Mann, L. Mann, J. Updyke, J. Barris, S. Barris.

Leaming Industries 1256
180 McCormick Ave., Costa Mesa, Calif. 92626

Stereo processors for cable programing services, studioline FM stereo transmission system*. **Staff:** Frank McClatchie, Susan McClatchie, Stan Serafin, Jim Leaming, Rob Leaming.

Learning Channel 1018
1200 New Hampshire Ave., NW, Suite 240, Washington 20036

Lectro Products 1040
420 Athena Dr., Athens, Ga. 30601

Standby and regular power supplies, coax cables. **Staff:** Gary Campbell, Grant Childress, Bob Featherstone, Jim Forbes, Steve Fudge, Bob Heinrich, Bill Howerdel, Chuck Trautner, Tom Yawit, Jerry Schultz, Gary Batson, Jack Arbothnott, Kevin Lynch, Mason Hamilton.

Leitch Video of America 1470
825K Greenbrier Cr., Chesapeake, Va. 23320

Digital television scrambler/descrambler with multi-audio, vertical interval processor and vertical interval inserter, audio video switcher, television sync and test signal generators, video processing and distribution amplifiers, frame store synchronizer. **Staff:** John Walter, Gary Becknell, Stan Moote.

Lemco Tool Corp. 1132B
Box 330A, R.D. #2, Cogan Station, Pa. 17728

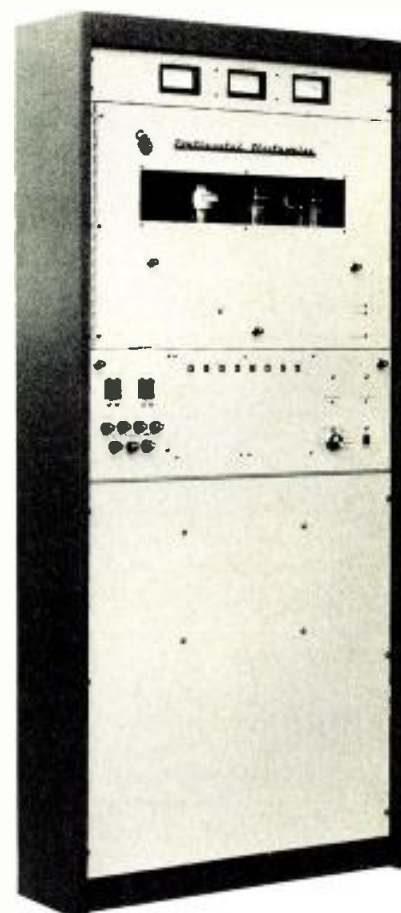
Aerial and underground maintenance tools. **Staff:** Glenn Miller, Bob Brantlinger.

Lifetime 346
1211 Avenue of the Americas, New York 10036

Basic cable programing service. **Staff:** Thomas Burchill, Don Andersson, Mary Alice Dwyer-Dobbin, Al Husted, Dave Moore, Seymour Kaplan, William Padalino, Lynn Woodard, Brenda Gregory, Emily Burch, Peter Krieger, Bonnie Kuper, Sydney McQuoid, Kay Thompson, Janet Saville.

Lindsay America 1730-32
1202B W. 19th St., Panama City, Fla. 32405
Apartment amplifiers, actives, passives, multi-taps, connectors, CATV antennas. **Staff:** Ben Rhodes, David Atman, John Thomas, Frank Egenstafer, Dan Kolis, Fred Gibson, June Clark.

Lode Data Corp. 1850-52
6450 E. Hampton Ave., Denver 80222
Staff: Trygve Lode, Alan Grandbois.



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 214/381-7161
Continental Electronics Mfg. Co.
Box 270879 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	

Louisville Ladder 1476
1163 Algonquin Pkwy., Louisville, Ky. 40208

Lynx Inc. 1380
Box 813, Acton, Mass. 01720

3M 1356
3M Center, 225-3S-05, St. Paul 55144

M/A-COM (Linkabit), (MVS), (Prodelin) 517
Box 1729, Hickory, N.C. 28603

(Comm/Scope Coaxial Cable)—P-III and Quantum Reach trunk and distribution cable, Paramedrop drop wire and head-end cable. **Staff:** Frank Drendel, E.S. (Bill) Barbour, Frank Logan, Gene Swithenbank, Jearld Leonhardt. (Prodelin Satellite Antenna Systems) Compression-molded fiberglass satellite antennas, from six- to 12-foot, reflectors, mounts, feeds, satellite receivers, LNAs, LNB's actuators, polarizers. **Staff:** Larry Nelson, Phil Cox, Dale Sherrill, Harry Matthews, Randy Raybon.

MacCable1374-78
1120 Empire Central Pl., Dallas 75247

Magnavox CATV Systems 801
100 Fairgrounds Dr., Manlius, N.Y. 13104

Amplifiers, trunk and line extenders, passives, connectors, converters, converters/descramblers, headend equipment, series taps, addressable converters, status monitoring.

Magnicom Systems 815
1177 High Ridge Rd., Stamford, Conn. 06905

MARC/10, in-house management information and subscriber processing system, and networking and communications links. **Staff:** J. Neil Smith, Al Merritt, Kent Higgins, Mark Freter, George Pupa, Paul Mitchell, Mike Bernard, Judith Spurgeon, Dave Wyllie, Bob Hoffman, Gerrie Schmidt.

Mai Communications 258
141 Shreve Ave., Barrington, N.J. 08007

Converter repair, engineering, auditing, installs, consulting, rebuilds, new builds, upgrades, modification of Jerrold line equip, potting, prom programming, assembly work. **Staff:** Robert Mai Sr., P.J. Otten, Marty Greenburg, Thomas Girard, John Fowler.

Malarkey-Taylor Associates 421
1301 Pennsylvania Ave., NW, Suite 200, Washington 20004

Cable communications consultants. **Staff:** Martin Malarkey, Archer Taylor, Robert Jones, Gary Hurvitz, C.C. Wagner II, Judith Bean, Sidney Epstein, Steven Porter, Barry Culman, Roseanne Penedo, Rebecca Sims, Colin Robertson, Ceci Hiramoto, Dr. Howard Prosser, James Cuddihy, Katherine Wise, Jim Wilson, Jonathan Ingram.

Manufacturers Hanover Trust 1629

270 Park Ave., New York 10017

Mardex 1676
150 Fifth Ave., New York 10011

Masterack 833
905 Memorial Dr., SE, Atlanta 30316

MATCO 1776
427 Perymont Ave., San Jose, Calif. 95125

MCI Telecommunications 1565
1133 19th St., Washington 20036

MCNT 465
624 S. Michigan Ave., Suite 616A, Chicago 60605

Minorities in Cable and New Technologies.

Metrotech 1755
670 National Ave., Mountain View, Calif. 94039

Cable and cable fault locating instruments, model 850 underground cable tracer with electronic guidance system and digital depth readout*, high resistance cable fault locator*. **Staff:** Dan Housh, Ed North, Phil Webber.

Microdyne 1001, 650
Box 7213, 491 Oak Rd., Ocala, Fla. 32672

1100 BDC-12, 1100DCR-12 Ku band block converter and downconverter receiver*, 1100LPR C band receiver*, 3, 3.66, 5 and 7 meter antennas, fixed and tuneable modulators. **Staff:** Earl Currier, John Gelfer, Tom MacAllister, Margaret Kinsler.

Microtime 1031
1280 Blue Hills Ave., Bloomfield, Conn. 06002

Time base correctors, frame synchronizers, VTR machine controller/commercial inserter, A/B effects system. **Staff:** Daniel Sofie, Raymond Bouchard, David Everett, Jerry Rankin, Robert Wickland, Norman Pinette, Gary Armour.

Midwest Corp. 1480
One Sperti Dr., Edgewood, Ky. 41017

Transportable TVRO system, cable hardware and electronic equipment. **Staff:** Roy Williams, Joe Mack, Dewey Blankenship, Paul Nickless, John Loughmiller, Pete Rightmire.

Minorities in Cable 1874
Box 1691, New York 10185

Miralite Corp. 1829
4050 Chandler, Santa Ana, Calif. 92704

Modern Satellite Network 1669-71
5000 Park St., North, St. Petersburg, Fla. 33709

BizNet News Today, MSN specials, Home Shopping Show. **Staff:** George Umberto, Bob Finehout, Curt Hensley.

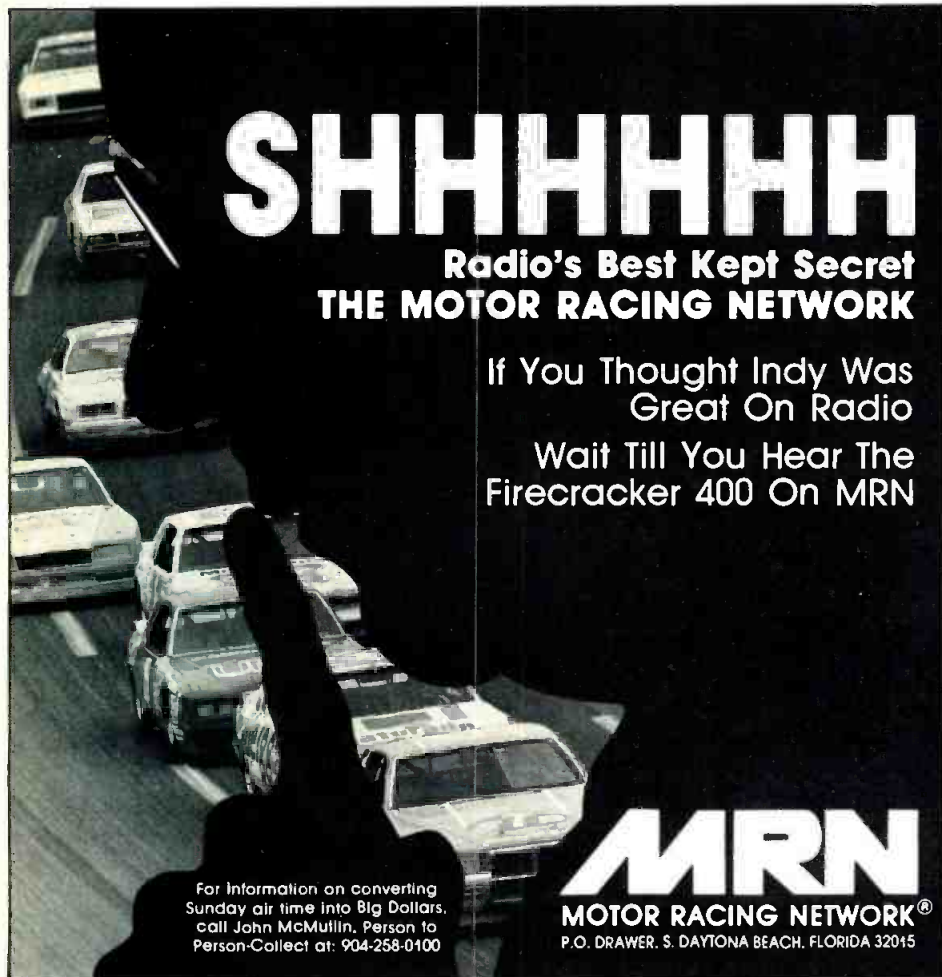
Motorola Semiconductor 1856
725 S. Madison Dr., Tempe, Ariz. 85281

The Movie Channel 635
1633 Broadway, New York 10019

Pay movie service.

Mycro-Tek 914
Box 47068, Wichita, Kan. 67201

Video display information systems in-



SHHHHHH

Radio's Best Kept Secret

THE MOTOR RACING NETWORK

If You Thought Indy Was Great On Radio

Wait Till You Hear The Firecracker 400 On MRN

MRN

MOTOR RACING NETWORK®

P.O. DRAWER, S. DAYTONA BEACH, FLORIDA 32015

For information on converting Sunday air time into Big Dollars, call John McMullin. Person to Person-Collect at: 904-258-0100

cluding single- and dual-channel character generators and off-line editing terminals; Mycro-Vision Max character generator*, text and graphics fonts, wire service feeds, weather station interface, Mycro-Vision SupraSystem of character generators and off-line editing terminals. **Staff:** Jake Sorg, Dave Walker, Mike Burton, Herb Lacey, Don Paustian, Bob Relitz, Paula Horne, Fred Godwin, Steve Dunwoody, John Bonner, Beverly McGill, Steve Briggs, Doug Cash, Doug Rupe.

Nabu Network 753
1199 N. Fairfax St., Suite 300, Alexandria, Va. 22314

Home computer programing software. **Staff:** John Kelly, Arthur Esch Jr., Vivian Goodier, Barbara Ruger, John Hughes.

National Guard (Air and Army) 1035
Box 1776, Edgewood, Md. 21040

Public service announcements. **Staff:** Mike Haller, Ron Owens, Alexis Seifert.

National Cable Rep 1769-71
27801 Euclid Ave., Cleveland 44132

Neptune Water Meter Co. 107-09
904 Gilmer Ave., Tallahassee, Ala. 36078

Network Prod. Music Library 1556
4429 Morena Blvd., San Diego 92117

Network sound effects library*, music production library. **Staff:** Kathy Anderson, Laurie Anderson, Michael Anderson, Dale Crandall, Cathy Collins, Tom DiNoto, Janet Griffin, Sherry Harrison, Larry Kessler, Susan Kessler, Brian McManamon, Dalia Perez, Robert Skomer, John Slowiczek, Lee Wiegand.

Nielsen HomeVideo Index 1038
1290 Avenue of the Americas, New York 10104

Nielsen code cable on-line data exchange, VCR usage study, local cable system viewing studies, other research for the home video market. **Staff:** Susan Whiting, Dave Harkness, Kip Vanderbilt, Paul Lindstrom, Frank Henson, Barry Kresch, Daniel Fischer.

Northern CATV Sales 367
Box 6729, Syracuse, N.Y. 13217

Pay TV security devices, Arcorn traps and decoding filters, EEG parental locks, Norcom taps and passives, Videotek monitors and Microcom block converters. **Staff:** Andrew Tresness, Darcie Elmer, Ken Siegel, John Jung.

Oak Industries 627
16935 W. Bernardo Dr., Rancho Bernardo, Calif. 92127

Converters, converter/decoders, addressable pay TV system, satellite signal encryption system, off-premise Mini-Hub II star switched network system*, Oak Sigma System advanced baseband addressable cable control system*. **Staff:** Chuck Radloff, Ed Joseph, Mike Shaughnessy, Doug Howe, Lou Roels, Loris Thacker, O.J. Hanas, Dave Beeching, Rj Smith, Paul Devermann, Tom Munn, Dick Strabel, Tony Wechselberger, Karen

Whatley.

Octagon-Scientific 436K
476 E. Brighton Ave., Syracuse, N.Y. 13210

Baseband down-loadable converters*, addressable headend scrambler*, IBM PC addressable control system, 450 mhz addressable converter line, headend equipment including scramblers, nonvolatile intelligent data controller and LOCAL system. **Staff:** Peter Warburton, Martin Zelenz, Teresa Costello-Murphy, Stephanie D'Agostino, Joseph Boone, Michael Goldsmith, Dennis McCarthy, Jon Salvati, Greg Lauth, Matthew Hart.

Oem Enterprises 1134A
8230 Haskell Ave., Van Nuys, Calif. 91406

CATV amplifiers, passives and connectors. **Staff:** Danny O'Connell, Michael Holland.

On Cable Magazine 1113
25 Van Zant St., Norwalk, Conn. 06856

Opinion Research Corp. 1260
Box 183, Princeton, N.J. 08542

Marketing research consultants. **Staff:** Andrew Brown, James Fink, Howard Horowitz, Larry Kaufman, Harvey Morrow.

Panduit Corp. 1209
17301 Ridgeland Ave., Tinley Park, Ill. 60477

Cable ties, mounting and retaining devices, aerial support ties, plastic wiring duct, cable markers and safety signs. **Staff:** Charlie Miller, Bill White, Roy Bentley, Tom Orton.

Paralex 1021
437 Goldfloss St., Box 12339, Winston-Salem, N.C. 27107

Computerized billing, accounting and management information services. **Staff:** R. Lloyd Payton, Bruce Odell, Lee Mixson, Scott Randall, Pat Moseley.

Payview Ltd. 1235-36
1050 Connecticut Ave., NW, Washington 20036

Addressable, baseband decoding systems and modular components. **Staff:** George Ho, Jack Thompson, C.J. Hunting, William S.H. Cheung, H.C. Shek, Y.W. Chan.

Phasecom Corp. 747
6365 Arizona Cr., Los Angeles 90045

550 mhz sumband modulators*, model 4800 fixed message generator*, frequency agile modulator, satellite receiver, scrambler optimized modulators, multibay communications command and control console. **Staff:** Bert Rosenblum, Arie Zimmerman, Gene Stewart, Harry Linden, Jack Beverly, Charlie Quick, Dr. Joe Garodnick, Frank Imondi, Dave Binns.

Pico Products 1109
103 Commerce Blvd., Liverpool, N.Y. 13088

Security pay products and earth stations. **Staff:** Bud Hitchcock, George Knapp, Irene Burke, William Pearson, L. James Milne, James Mead, James Quigley, De-

bra Bulken, Peter Petrus, Jame McDade, David Crawford, Bill Hanscomb, Cullen Davis, Ray St. Louis, Mike Holland, Robert Greiner, Daniel O'Connell, James Lewis.

Pioneer Communications 547
2200 Dividend Dr., Columbus, Ohio 43228

Converters, one- and two-way addressable terminals and systems, interactive systems and premium audio converters. **Staff:** Bob Matsumoto, Tom Calabro, John Lanpher, Ed Kopakowski, Shellie Rosser, Bob Adler, Alice Soltysiak, Irv Faye, Michael Hayashi, Linda Arnold, Lorri Tremer, LaWonne Thorn, Larry Brown, Kathy Hindman, Larry Shredl.

Playboy Channel (see Rainbow)

Poleline Corp. 114-17
20 Antin Pl., Bronx 10462

Prestige series construction hardware, Tuff Box prewire apartment house boxes and security enclosures, combination coring and stripping tool, heat shrink tubing, installation materials, security equipment, aerial construction equipment and hardware, underground construction equipment, ladders, tools, test and metering equipment, cable and accessories. **Staff:** Matt Lysek, Michael Soloman, Larry Poeppelmeier, Jeffrey Frey.

Portac 1632
108 Aero Camino, Goleta, Calif. 93117

Video display message generators.

Precise Mfg. 455
2143 E. Fifth St., Tempe, Ariz. 85280

Premium Channels Publishing 733
1265 Sunrise Hwy., Bayshore, N.Y. 11706

Monthly premium service guides. **Staff:** Richard Wilen, Frank Safran, Steve Goldmintz, Judi Gold, Robert Holtzman, John Diaz, Denise Durante.

Prism 528
100 Crossways Park West, Woodbury, N.Y. 11797

Production Products Corp. 1225
133 W. Seneca St., Manlius, N.Y. 13104

Integral right angle connectors for trunk and distribution cables, other connectors, four-pole traps. **Staff:** Daniel Mezzalingua, Andrew Szegega, David Hayes, Steven Miller, Randy Pattison, Ray Davies, J. Randolph, Ronald Smith, T. Johnson, R. Hughes.

Professional Education Network 1227
311 W. Superior, Suite 301, Chicago 60610

Continuing professional educational cable programing service for lawyers, accountants, CPAs and other professionals. **Staff:** Bob Levy, Karie Storm, Catha Johnson.

Proped 1134
Box 154, Sicklerville, N.J. 08081

Security enclosures, pedestals.

PTL 1680
Charlotte, N.C. 28279

PTS Corp. 1455
Box 272, Bloomington, Ind. 47402

Converter repair services. **Staff:** Jim Church, Jeff Hamilton, Gary Wilson.

Pyramid Industries 1392-94
Box 23169, Phoenix 85063

Staff: Paul Rhodes, Earl Gilbert, W.E. Pequignot, Larry Focazio, Lanny Gilbert.

Quante Corp. 1243-44
3350 Scott Blvd., Santa Clara, Calif. 95051

Digital fiber optics supertrunk equipment*. **Staff:** Joseph Hawkins, Gilles Vignaud, Andre Gaytan, Albert Yan, Chris Hawkins, John Morrissey, Richard Lawrence, Fred Halle, Derek Henry, Vladimir Liska, Marc Philips, Tom Holgate, Doody Ungson.

Rainbow Programing Services 528
100 Crossways Park West, Woodbury, N.Y. 11797

Bravo, Playboy Channel, SportsChannel Network (New England, New York and Chicago). **Staff:** Art Baer, Que Spaulding, Earl Spencer, Bruce Sellers, Jack Ansaldi, Carole Shander, Debra Lieberman, Chip James, Katie McEnroe, Sally Jacoby.

RCA Americom 201
400 College Rd. East, Princeton, N.J. 08540

Satellite distribution. **Staff:** Harold Rice, William Berman, Donald Reinert, Lou Donato, Dave Cornell, Bruce Lazarus, Gerry Kaplan, John Williamson.

Regency Cable Products 436
Box 379, Bernhards Ba, N.Y. 13028

Rekee Corp. 1529
8530 Wilshire Blvd., Suite 309, Beverly Hills, Calif. 90211

Reliable Electric 950
11333 Addison St., Franklin Park, Ill. 60131
Security enclosures, pedestals, enclosures, poleline hardware, standby power supplies. **Staff:** John Muutean, Rick Siemdas, Doug Frassrand, Lee Keating, Roy Clingan.

Reuters 461-63
1212 Avenue of the Americas, New York 10036

RF Monolithics 1388-90
4441 Sigma Rd., Dallas 75234

Rhoades National Corp. 1631
Box 1316, Columbia, Tenn. 38402

Ripley Co. 1131A
46 Nooks Hill Rd., Cromwell, Conn. 06416
Cable preparation tools including jacket strippers, coax cable strippers, coring tools, combination core strip tools, hex crimp tools, conductor cleaners and accessories. **Staff:** R.S. Clark, H.F. Thayer.

Riser Enterprises 1382-84
Bentley Rd., Highstown, N.J. 08520

Riverside Manufacturing 224
Box 460, Moultrie, Ga. 31768

Business uniforms and career apparel. **Staff:** Tom Morrell, John Mathews, Ralph Deems.

RMS Electronics 214
50 Antin Pl., Bronx, N.Y. 10462

Scrambler/descrambler with 16 tiers of unlimited channels*, standby and inverter power supplies, 450 mhz line splitters and directional couplers, 450 mhz multi-taps, matching transformers, nonpower passing hybrid splitters and directional couplers, wall plates and taps, house amplifiers, attenuators, antenna/cable switches, Superfit connectors, hardware and tools. **Staff:** Arthur Fink, Donald Edelman, Kerwin McMahon, Ray Perez, Gunther Diefes, Lee Heller, Soloman Rayzman.

Rockwell International 222
Box 10462, Dallas 75207

Roscor Corp.
6160 W. Oakton St., Morton Grove, Ill. 60053

Staff: Steve Detch, Paul Roston, Phil Roston, Lee Ruber, Howard Eilman, Steve Kozola, Steve Robinson, Jerry Garber, Jim Pianowski, Andy Turner, Bennett Grossman, Rosemary Root, Craig Kohler.

RT Cable 1370-72
458 Valley St., Orange, N.J. 07050

Turnkey installation, construction and repair services. **Staff:** Robert Bilodeau, Roy Tartaglia, Richard Thomas, Ron Katz, George Fenwick, Clifford Paul, Larry Anderson, James MacGeorge, Matthew Schultz, Jeff Caridad, Lee Stump, Bob Munroe, Tom Rowse.

Sadelco 1207-08
75 W. Forest Ave., Englewood, N.J. 07631

S.A.L. Cable Communications 1622
5 Hub Dr., Melville, N.Y. 11747

Pole line hardware, drop material, head-end equipment, vehical leasing. **Staff:** Alan Scheinman, Marvin Eisner, Marty Chipkin, Jon Schwartz, Dennis Hibdon, Jeff Gardner, Nick Ferlito, Donald Bos, Vivian Leykamm, Alan Brooks.

Sandoval Productions 1054
3142 Dona Sofia Dr., Studio City, Calif. 91604

Sante Fe Communications 1574-76
3833 Ebony St., Ontario, Calif. 91761

SAT-Guide Magazine 1054
Box 1048, 418 N. River, Hailey, Idaho 83333

SatServ 1134B
1660 L St., NW, Suite 906, Washington 20036
Staff: Lee Lindbloom.

Satellite Program Network 925
Box 470684, Tulsa, Okla. 74147

Satellite Program Network. **Staff:** Dick Smith, Ray Klinge, Sue McPartland, Ray Beindorf, Thelma Smith.

Satellite Syndicated Systems 925
Box 45684, Tulsa, Okla. 74145

WTBS Atlanta, Keyfax, Satellite Cable Audio Network, In-touch Network*, CableText/Program Information Network. **Staff:** Ed Taylor, Selman Kremer, Phyllis Vettes, Terri Johnson, Altus Wilder, Clay Moore.

SaTV Entertainment Corp. 260
16130 Stagg St., Van Nuys, Calif. 91409

Scientific-Atlanta 301
Box 105027, Atlanta 30348

Headend electronics and earth station antennas, coaxial cable, set-top converters, data modems, distribution products, studio products, encryption products, mini-cable and security products, feed-forward amplifiers, encryption demo, 9530 receiver for mini-cable applications, model 6402 high-speed data modem, headend stereo. **Staff:** Jay Levergood, Jim Hart, Jerry Copeland, Larry Bradner, Dudley Johnson, Tom Smith, Solomon Webb, Patricia Rooney, Mike Green, Ronnie Moore, Steve Necessary, Patrick Miller, Ken McLaurin, John Lowry, Joe Gerkes.

SDX of Dallas 1396
11408 Audelia Rd., Suite 2462, Dallas 75243

SelectTV 1132
4755 Alla Rd., Marina del Rey, Calif. 90291

Movie and entertainment programing service, adult tier, addressable scrambling system.

Showtime/The Movie Channel 635
1633 Broadway, New York 10019

Pay satellite-delivered programing services. **Staff:** Mike Weinblatt, Ron Bernard, Joanne Black, Peter Chernin, Jack Heim Sr., Kenneth Kaufman, Jim Miller, Fred Schneider, Stephan Wm. Schulte, Bruce Braun, Howard Brykes, John Burns, Julia Chasman, Anne Plunkett, Tom Furr, Stu Ginsburg, Stuart Gray, Art

Why Accu-Weather?

Because

Your listeners want to start their day with a reliable weather forecast... let them.



619 W. College Ave.
State College, PA
16801

814-237-0309

The Leading Weather Service

Gusow, Rick Howe, Dick Ingebrand, Brad Johnson, Steve Lafferty, Reva Melniker, Jordan Rost, Bruce Rider, Carl Sambus, Joshua Sapan, Joseph Schling, Michael Seeger, Leona Tenebruso, Jim Van de Velde, Jeff Wade, Mike Wheeler.

Signal Vision 933
22732-B Granite Way, Laguna Hills, Calif. 92653

Cable hardware, underground vaults and pedestals, passives and drop materials, apartment security boxes. **Staff:** Neil Phillips, Brian Dickey, Kent Songer, Rich Nensel.

SIN Television Network 818
250 Park Ave., New York 10177

Spanish-language programming. **Staff:** Bill Stiles, Andrew Goldman, Susan Catapano.

Sony Corp. of America 727
1 Sony Dr., Park Ridge, N.J. 07656

Software creative package with graphics capability. **Staff:**

Soundtrack Music 1469-71
77 N. Washington St., Boston 02114

Sports Time Cable Network 1665
900 Walnut, Suite 340, St. Louis 63102

Regional sports network. **Staff:** Larry Albus, Tom Smith, Tim Browne, Rex Lardner, Bill Baker, Rod Clark, Susan Widham, Jan Devine, John Isbell, Jerry Lovelace.

Sportsvision (see Rainbow) 528

SPRUCER 1009
1 World Trade Center, Suite 4811, New York 10048

Standard Communications 364-66
Box 92151, Los Angeles 90009

Standard Components 1848
2201 Landmeier Rd., Elk Grove, Ill. 60007
RF tuner for cable converters*, other tuners and converters. **Staff:** James Marx, Carl Sannwald, Edward Novakowski, Edward Midgley, Dean Ritchie, Sarah Marx.

Studioline Corp. 853
3800 N. Fairfax Dr., Arlington, Va. 22203
Studioline cable stereo system. **Staff:** John Humphreys, Jason Taylor, Dave Rubenstein, Norma Young, Bryant Halsey.

Synchronous Communications 830
1701 Fortune Dr., Suite O, San Jose, Calif. 95131

Tamaqua Cable Products 126
Box 347, Schuylkill Haven, Pa. 17961
Coaxial cables pre-installed in flexible conduit. **Staff:** Bill Combs, Terry French, Larry Webb, Gary Zuk, Bruce Rawlings, Dick Babcock, Norm Hanson, Dale Ford, George Combs, Andy Pavlick.

TCS Cable 1935
12496 Dellaire Rd., Suite 136, Houston 77072

Tele-Engineering 850
2 Central St., Framingham, Mass. 01701

Telecrafter Corp. 1477-83
Box 30635, Billings, Mont. 59107

Manufacturer and marketer of cable markers*, audit control home box* and tele-theft control lock and seal system. **Staff:** A. Clinton Ober, Gary Sbragia, Mark Franco, Jack Klinge, Don Blohowiak, Dorit Herman, Tim Reilly, Guy Larson, Jim Koen.

Telegraphics Inc. 1204
3333 S. 900 East, Suite 220, Salt Lake City 84106

Commercial ad insertion equipment, teletext/videotext decoders, graphic systems and data display systems with weather. **Staff:** Keith Barlow, John Dyke, Boyd Hales, Steve McNeill, Bill Steele, Edward Walden.

Television Digest 957
1836 Jefferson Pl., NW, Washington 20036

Television Digest, Television Factbook, Communications Daily, Satellite Week, Video Week, other publications. **Staff:** Albert Warren, Steve Tuttle, Seth Goldstein, Barbara Pratt, Cheryl Grund, Michael Taliaferro, Lynn Levine, Barbara Van Gorder, Julie Talen.

Tele-Wire Supply Corp. 827
7 Michael Ave., East Farmingdale, N.Y. 11735

Telpar 1135B
4132 Bill Mitchell Rd., Addison, Tex. 75001
Character text generators.

Texscan Corp. 612
3102 N. 29th Ave., Phoenix 85061

Distribution equipment, cable test equipment, character generators, stand-by power supplies, remote addressable converters, set-top converters, distribution lines, headend equipment. **Staff:** Carl Pehlke, Jim Luksch, Raleigh Stelle, Tom Holder, Bob Freedlund, Dick Taylor, Bob Shannon, Gerry Goldman, Charlie Auer, Lynn Harrison, Dennis Gourley, Randy Wegner, Gail Bondurant, Ann Newman, Jan Pappas.

Texscan Corp.
3855 S. 500 West, Suite S, Salt Lake City 84115

Staff: Dennis Gourley, Bill Morton, Ken Lawson, Randy Wegner, Cory Worsen-croft.

Time Manufacturing 1015
7601 Imperial Dr., Waco, Tex. 76710

Times Fiber Communications 340
Box 384, Wallingford, Conn. 06492

Titsch Communications 1044
Box 5400, 2500 Curtis St., Denver 80217

Cablevision Magazine, CED. **Staff:** Michael McCready, Dean Kilpatrick, Victor Livingston, Eric Taub, Donna Briggs, Frank Hogan, Gary Kim, Pam Berke, Cathy Wilson, Marcia Larson, Jeri Baker, Pippa Groves, Brian Finch, Bill Pochuluk, Rolf Wolfsburg.

Tocom 839
Box 47066, Dallas 75247

Staff: John Campbell, Mike Corboy, John Nolen, Dick Kolarik, Carl Weidman, Bonnie Bratby, Sid Prothro, Sandra Rogers, John Cummings, Wayne Burress, Matt Aden, Dan Olson, Art Johnson, Bob Beeman, Larry Neblett.

Toner Cable Equipment 451
969 Horsham Rd., Horsham, Pa. 19044

Headends, standby power supplies, distribution equipment, multi-taps, antennas, earth stations, apartment house security cabinets, in-house computer system. **Staff:** Bob Toner, Steve Deasey, Michael Greninger, B.J. Toner, Jim Diver, Shawn Toner, Ray Raymer, Joe Carmichael, Jim Wigglesworth, Rich Andersen, Karen Toner, Gordon Arnold.

Tonna Electronique 1474
1350 Avenue of the Americas, New York 10019

Toshiba America 821
2900 MacArthur Blvd., Northbrook, Ill. 60062

Off-premise CATV converter*, digital cable audio terminal*, tuners*, home security systems* and other peripherals. **Staff:** S. Makino, K. Minemura, I. Asakawa, T. Takato, T. Kiriyaama.

Trident Communications Group 1937
61 Central Ave., Needham, Mass. 02192

Trinity Broadcasting Network 836
Box A, Santa Ana, Calif. 92711

Christian programming network. **Staff:** Stan Hollon, Frank Prainito, Terry Hickey, Roseann Smathers.

*Closed: - Over One Billion Dollars
In Television Station Sales*

HOWARD E. STARK

Media Brokers—Consultants

575 Madison Avenue

New York, N.Y. 10022

(212) 355-0405

Triple Crown Electronics 120-21
4560 Fieldgate Dr., Mississauga, Ont. L4W 3W6

Satellite receivers, TV signal processors, TV channel modulators, emergency override system, distribution amplifiers, apartment amplifiers.

TRW Electronic Components 129-30
2525 E. El Segundo Blvd., El Segundo, Calif. 90245

Turner Cable Sales 307
1050 Techwood Dr., NW, Atlanta 30318

Cable News Network, CNN Headline News, superstation wrbs. **Staff:** Ted Turner, Robert Wussler, Terry McGuirk, Nory LeBrun, Doug McGinnis, Susan Grant, Andy Harrison, Bud Sutherland, Steve Chamberlain, Mark Henderson, Julia Bedner, Cathy Burrell, Don Lachowski, Arthur Sando, Gerry Hogan.

TV Cableguide 1135
304 N. Kings Hwy., St. Charles, Mo. 63301

TV Guide 1128
4 Radnor Corporate Ct., Radnor, Pa. 19088

Staff: Eric Larson, Herb Zucker, Larry Moore, Debra Disch, Kathleen Clow, William Hammack, Vicki Williams.

TV Host 1034
Box 1665, Harrisburg, Pa. 17105

Staff: David Stefanic, Frank Dillahey, Terry Harman.

TV Watch 523
1819 Peachtree St., Suite 707, Atlanta 30309

Stationmaster ad system—ad insertion and verification equipment, cable ad sales turnkey program, totally automated electronic program guide. **Staff:** Hal Butts Jr., Dennis Campo, Dan Bostwick, Richard Eidson, John Brady, Bill Goodwyn, Marc Goldstein, Rick Jubeck, Mel Van Tine, Bill Bernard.

TVSM 740
201 Gibraltar Rd., Horsham, Pa. 19044

Publishers of Cable Today and The Cable Guide. **Staff:** Neil Heller, Allen Turner, Marci Levine, Irv Kalick.

UEC Manufacturing Co. 1121
Box 54979, Oklahoma City 73154

Aerial lift equipment. **Staff:** Bill Barrett, Ron Rowland.

U-TEL CATV Products 1223-24
2900 E. LaJolla Rd., Anaheim, Calif. 92806

Uni-Set Corp. 1236
449 Avenue A, Rochester, N.Y. 14621

Modular studio staging system. **Staff:** R. Kniffen, J. Simpson, E. Ingerick, M. Lesczinski.

United Video 537
3801 S. Sheridan Rd., Tulsa, Okla. 74145

Superstations WGN and WFTM Chicago, WPX New York and KTVT Dallas and electronic program guide. **Staff:** Roy Bliss, Morgan Lambert-Bliss, Bob Price, Jeff Treeman, Virgle Smith, Anne Tarbel, Chris Bourne, Terri Sontag, Leanne Knowles, Jamie Witmer, Ashley Flournoy, Joan Rickett, Reuben Gant, Tom Keenze, John

Roberts, Bill Johnson.

Unitog Co. 1844
101 W. 11th St., Kansas City, Mo. 64105

UNR Rohn 1241-42
Box 2000, Peoria, Ill. 61656

Staff: Gene Francis, Larry Grimes, Al Repsumer, R.A. Kleine.

USA Cable Network 406
1230 Avenue of the Americas, New York 10020

Advertiser-supported entertainment cable network. **Staff:** Kay Koplovitz, Gil Faccio, Barry Kluger, Andy Besch, Dave Kenin, Dan Lawlor, Monia Joblin, Jamie Padnos, Martha Urscheler, Linda Mausekopf, Diane Weingart, Steve Brenner.

U.S. Air Force 1457
6440 N. Central Expwy., S. 319, Dallas 75206

U.S. Army 1254
HQ, Dept. of Army, office chief Army Reserve, Washington 20310

Public service announcements. **Staff:** Peter Shugert.

Vermeer Manufacturing 1247-48
Box 200, New Sharon Rd., Pella, Iowa 50219

Trencher, rock cutter/concrete cutter vibratory plow. **Staff:** George Wassenaar, Bob Qualls, Dave Parra, Jay DeVries, Frank Lambert.

Vibra King 1531
Box 247, Mankato, Minn. 56001

Video Data Systems 1461-63
205 Oser Ave., Hauppauge, N.Y. 11787

Videodisc Broadcasting Co. 1052-53
1425 Greenway Dr., Suite 210, Irving, Tex. 75062

Staff: H. Lewis Parsons, Bill Keith, Rolf Rasmussen, Tom Croft, Amy Morris, Chris Blackman, Sharie Parsons.

Viewsonics 229
170 Eileen Way, Syosset, N.Y. 11791

Passive devices, drop and grounding materials, pole line hardware, tool and safety equipment, security devices, meter and instrument cases, MTV stereo adapter kit, apartment boxes, digital multimeters.

Viewstar 1570-72
55 Milner Ave., Scarborough, Ont. M1S 3P6

Digital CATV converters, baseband descrambler, DBS satellite receiver. **Staff:** Paul Hrivnak, Nuno Romao, Peter Makowchik, Al Sopel, Zygmunt Zara.

Warner Amex Satellite Entertainment Co. 601
75 Rockefeller Pl., New York 10019

Music Television, Nickelodeon. **Staff:** John Schneider, Robert Pittman, David Hilton, Andrew Setos, John Reardon, Mark Booth, Rodney Allen, E.A. Hassett, Ruth Otte, Melody Oxarart, Mark Rosenthal, Leslye Schaefer, John Shaker.

Wavetek 1836
5808 Churchman, Beech Grove, Ind. 46107

Cable TV test equipment, system analyzer, system sweep, signal level meters.

Weather Channel 328
2840 Mt. Wilkinson Pkwy., Atlanta 30339

Weather forecasts and information. **Staff:** John Janas, Doug Holladay, Mike Ban, Dave Gunn, Steve Gunn, Steve Severn, Cj Sartor, Dawn McCall, Kathleen Smith, Dan Mohler, Tammy Zinn, Bahns Stanley, Susan Storey, Kathy Lane, Marilyn Manely.

Wegener Communications 1221-22
150 Technology Park, Norcross, Ga. 30092

Stereo processors, synthesizers and other cable FM equipment, audio security equipment, data and teletext transmission equipment for satellite and microwave. **Staff:** Bob Placek, Heinz Wegener, Peggy Placek, Ned Mountain, Jon Thrasher, Susan Copeland.

Wesco CATV Supply 1430
6770 Old Collamer Rd., East Syracuse, N.Y. 13057

Western CATV Distributors 919
3430 Fujita Ave., Torrance, Calif. 90505

Cable MATV, TVRO cable products, engineering support services and equipment repair. **Staff:** William Ewing, Allen Lipp, Bob Vallerand, Tom Robinson, Chris Ewing, Robert Hansen, Phil Glade, Eric Patterson, Edward Cooper, William Schweizer, Sonny Vale, Chuck Swehla, William Moylan, William Schiller, Jerry Huckaday.

Wilk Power & Video 1864-66, 1963-65
16255 Ventura Blvd., Suite 1001, Encino, Calif. 91436

Character generator, standby power supply, A/V switching equipment.

Winegard Co. 533
Box 329, Montgomeryville, Pa. 18936

Trunk and distribution equipment, mini trunk, modular passives, subscriber taps and AC power supplies. **Staff:** Joseph Dolinski, Peter Hasse, Lynne Hood, Chuck Moore, Robert Fleming, Gil Cunningham.

Women in Cable 1872
2033 M St., NW, Suite 703, Washington 20036

World Video Library 1422
2747 Airport Greeway, Fort Worth 76111

Yearbook Associates 1670
Box 2161, Cleveland, Tenn. 37311

Zenith Radio Corp. 417
1000 N. Milwaukee Ave., Glenview, Ill. 60025

Z-TAC addressable converter/decoder system, Z-VIEW two-way cable system, Z-TEXT teletext decoders. **Staff:** Jim Faust, Charles Eissler, Vito Brugiara, George Green, Gordon Kelly, Bob Hansen, Pamela Standley, Bill Thomas, Dick Collie.

Zeta Laboratories 1031A
3265 Scott Blvd., Santa Clara, Calif. 95051

Broadband and frequency agile RF modems for data communications. **Staff:** Chuck Frank, Ken Crandall, Ron Reak, Mike Law, Vince DeLellis.

BROADCASTING's Top 50 MSO's

	<i>Company</i>	<i>Basic subscribers</i>	<i>Homes passed</i>	<i>Basic penetration</i>	<i>Pay subscriptions</i>	<i>Total homes in all franchises</i>
1	TCI (12-31)	2,766,000	5,000,000 est.	55.9	1,949,000	N/A
2	ATC (12-31)	2,400,000	4,400,000	54.5	2,200,000	N/A
3	Group W (4-1)	1,979,000	3,475,000	56.9	1,556,000	4,000,000
4	Cox	1,494,008	2,578,706	57.9	1,573,136 (Dec.)	2,984,048(Dec.)
5	Storer (3-31)	1,413,000	2,647,000	53.4	1,410,000	3,344,000
6	Warner Amex	1,382,983	2,978,121(3-31)	46.4	1,236,943	3,866,571
7	Times Mirror	961,638	1,839,404	52.3	828,130	2,311,000
8	Continental	868,000	1,630,000	53.3	962,000	1,870,000
9	Newchannels (5-11)	850,000	1,425,000	59.6	825,000	1,650,000 est.
10	Viacom	752,000	1,415,000	53.1	613,000	1,598,000
11	United	655,398	1,193,079	54.9	564,019	1,497,113
12	Sammons (5-9)	594,815	957,763	62.1	465,994	N/A
13	Rogers	526,000	1,054,150	49.9	714,220	N/A
14	Cablevision	502,000	1,042,000	48.2	1,298,000	3,015,000
15	Comcast	460,570	824,500	55.9	476,425	N/A
16	Telecable	410,500	674,500	60.8	428,100	N/A
17	Jones Intercable (5-18)	390,385	629,410 (4-30)	62.0	313,854	N/A
18	Heritage	379,288	697,351	54.4	266,970	738,470
19	Cablecom	354,560	536,972	66.0	256,031	547,532
20	UA Columbia	347,000	622,000	55.8	326,500	650,000
21	GE	328,000	524,000	62.6	203,000	524,000
22	Tele-Media	307,625	372,356	82.6	157,911	N/A
23	Wometco (5-9)	288,810	506,514	57.0	237,808	N/A
24	Century	277,720	450,000 est.	61.7	249,009	475,000 est.
25	Prime Cable	271,782	600,536	45.3	300,682	650,000
26	Multimedia	257,984	449,268	57.4	274,773	456,151
27	TCA Cable TV	243,000	320,000	75.9	74,000	375,000
28	Centel (5-11)	242,759	384,309	63.2	197,561	N/A
29	Daniels & Associates	240,041	454,410	52.8	250,009	N/A
30	Maclean-Hunter	236,238	470,285	50.2	305,411	487,100
31	Service Electric	210,000	300,000	70.0	75,000	N/A
32	American Cablesystems	192,280	342,850	56.1	222,140	465,000
33	Colony	181,683	307,441	59.1	176,702	332,460
34	Cablevision Industries	174,660	211,949	82.4	137,084	N/A
35	Rollins	172,800	290,500	59.5	141,300	351,900
36	Cableentertainment	167,124	225,695	74.1	81,502	N/A
37	Comm. Services (March 83)	165,000	N/A	N/A	99,500	N/A
38	Suburban	161,483	324,288	49.8	188,471	N/A
39	Tribune	159,520	326,445	48.9	148,200	677,820
40	Western	148,713	199,716	74.5	72,631	N/A
41	Harron	143,247	192,971	74.2	91,422	250,000
42	McDonald (May 83)	139,585	179,789	77.6	87,028	N/A
43	Adams Russell	128,716	229,045	56.2	139,858	300,125
44	Midcontinent	127,644	206,417	61.8	67,918	206,417
45	Midwest	120,000	220,000	60.0	62,000	N/A
46	McCaw Communications	118,089	184,826	63.9	60,325	N/A
47	NY Times	113,795	220,648	51.6	117,549	250,000
48	Caltec (5-18)	106,570	214,455	49.7	124,815	N/A
49	Armstrong	104,856	153,021	68.5	70,025	N/A
50	Gill Cable	104,000	198,000	52.5	152,424	237,000

BROADCASTING's annual roundup of the top 50 cable MSO's shows Tele-Communications Inc. increasing its margin as the nation's largest, aided by the purchase of Liberty last year, the 21st largest MSO. ATC remains in second. Other major deals completed in the past year include Prime Cable's purchase of Cable America, which operates major systems in Atlanta and southern California.

Last year 13 companies had more pay subscriptions than basic subscribers. Although Storer dropped below that threshold this year by 3,000 subscribers, four more companies were added to that list—Comcast, Prime Cable, Daniels & Associates and Caltec.

All figures are as of April 30 unless otherwise noted. The TCI figures

do not include the purchase of Tele-Media, scheduled to close later this year, or the purchase of Warner's system in Pittsburgh. Since Dec. 31, 1983, TCI has closed deals for systems totaling approximately 150,000 basic subscribers, principally in and around Buffalo, N.Y.

Cox figures do not include 143,134 mini-tier subscribers. Warner's total homes count includes 750,000 homes in New York and Milwaukee where building has yet to begin. GE's basic count does not include 53,000 expanded basic subscribers. Cableentertainment figures do not include approximately 7,500 six-month seasonal subscribers in southern New Jersey. Pay figures for Cableentertainment do not include 22,186 on a mini-tier.

Major radio advertisers spend close to \$400 million

Investments by top 20 companies up 4.7% over 1982 to \$381 million; Anheuser-Busch comes out on top

Radio's top 20 advertisers spent a total of \$381.2 million in 1983, up 4.7% from the previous year, according to a top 20 company listing prepared for BROADCASTING by the Radio Advertising Bureau. National spot expenditures (including nonwired networks) climbed 9.2% to \$300.6 million while network radio buys fell by the same percentage to \$80.6 million.

Emerging as the leading radio advertiser once again was Anheuser-Busch, a major sponsor of sports, with \$47.6 million invested in the medium in 1983. The company led the national spot category, based on Radio Expenditure Reports (RER) data, with \$40.7 million, and also spent \$6.9 million on network.

Anheuser-Busch has been using radio primarily to target young-adult audiences, specifically 25-30-year-olds, said Tony Ponturo, director of media services for the company. And of Anheuser-Busch's major beer product brands, Budweiser is the leader in radio advertising, accounting for at least 50% of the brewer's radio ad allocation, he noted.

Although the company did not roll out any new products in 1983, it was Anheuser-Busch's first full year of advertising Bud Light. This year the firm is in the process of

introducing its newest product, LA, a beer low in alcoholic content, and last month launched a 52-week radio campaign for the new brand, said Ponturo. And, he added, Anheuser-Busch is currently using radio as the primary medium to test its new brand of malt liquor in several markets.

Not only was Anheuser-Busch the leading advertiser in the aural medium last year, but beer and ale was the major business category for radio advertising among the top 20 companies, with expenditures of \$124.5 million—up 22% over 1982. The other major beer advertisers were: Adolf Coors (\$21.6 million); Miller Brewing (\$19.2 million); Van Munching & Co. (\$14.6 million); Martlet Importers (\$10.9 million) and Stroh's (\$10.5 million).

Registering the largest overall increase from 1982 was Coors, which soared 142.5% in radio advertising to \$21.6 million. Mark Reiss, Coors director of media, noted that in 1983 the company extended its overall marketing campaign to reach 67% of U.S. households compared to 36% in 1982.

Van Munching & Co., importer of Amstel and Heineken beers, jumped nearly 100% in radio ad expenditures to \$14.6 million. Alvin A. Nilson, advertising and sales promotion manager, said that the company's growth in radio advertising is tied to the introduction in 1981 of Amstel Light as well as to more widespread distribution of both Amstel and Heineken.

Not all the beer companies showed radio ad increases. Stroh's, which includes the Joseph Schlitz Brewing Co., spent \$10.5 million in the medium in 1983—down 17.3% from the previous year.

Another major business category that spent large amounts in radio was automotive manufacturers. Landing in the top 10 among all radio advertisers were: General Motors, in second place at \$38.4 million; Ford Motor Co., sixth at \$20 million, and Chrysler Corp., seventh at \$19.5 million. Rounding out the top 20 were American Honda, which placed 14th at \$13.6 million, and Nissan Motors (Datsun), which finished 18th at \$10.9 million. But all of the auto firms, with the exception of Honda, lowered their spending in the medium last year, bringing total expenditures for the category down 17.4%. The biggest decreases in spending were registered by Chrysler, off 37.5%, and Ford, down 32.2%.

Continuing as the top network radio advertiser, based on Leading National Advertisers' (LNA) data, is Jeffrey Martin Inc., a pharmaceutical manufacturer which purchased all of its \$21.7-million of time in network last year—a decline of 33.8% from 1982. The reason for the drop, according to company chairman and president, Martin Himmel: "Hefty" ad boosts in commercial and cable television to improve the company's position in the marketplace. Jeffrey Martin distributes a long list of pharmaceuti-

Radio's top 20 advertisers

Listed below are 1983's top 20 radio advertisers of national spot (including nonwired network buys) and network expenditures with a comparison to the previous year. The figures were computed by the Radio Advertising Bureau from financial data collected confidential-

ly by Radio Expenditure Reports Inc. (national spot) and Leading National Advertisers Inc. (network). LNA only measures ABC, CBS and NBC.

All dollar figures are in millions.

	National spot			Network			Total radio		
	1983	1982	% change	1983	1982	% change	1983	1982	% change
Anheuser-Busch	\$40.7	\$36.8	+ 10.6%	\$ 6.9	\$ 6.3	+9.5%	\$47.6	\$43.1	+ 10.4%
General Motors	\$29.0	\$31.0	- 6.5%	\$ 9.4	\$ 7.9	+19.0%	\$38.4	\$38.9	-1.3%
AT&T	\$27.9	\$17.1	+63.2%	\$ 9.5	\$ 7.3	+30.1%	\$37.4	\$24.4	+53.3%
Jeffrey Martin	—	—	—	\$21.7	\$32.8	-33.8%	\$21.7	\$32.8	-33.8%
Coors	\$21.6	\$ 8.9	+143.3%	—	—	—	\$21.6	\$ 8.9	+143.0%
Ford	\$12.9	\$23.1	-44.2%	\$ 7.1	\$ 6.4	+10.9%	\$20.0	\$29.5	-32.2%
Chrysler	\$16.6	\$28.3	-41.3%	\$ 2.9	\$ 2.9	—	\$19.5	\$31.2	-37.5%
Miller Brewing*	\$19.2	\$18.2	+5.5%	—	—	—	\$19.2	\$18.2	+ 5.5%
Sears,Roebuck	\$ 5.4	\$ 2.9	+86.2%	\$10.6	\$11.0	-3.6%	\$16.0	\$13.9	+15.1%
United Airlines	\$14.6	\$13.6	+7.3%	\$ 0.8	\$ 0.5	+60.0%	\$15.4	\$14.1	+ 9.2%
Delta Airlines	\$15.3	\$11.7	+30.8%	—	—	—	\$15.3	\$11.7	+30.8%
PepsiCo	\$14.2	\$16.5	-14.0%	\$0.9	\$ 2.8	-67.9%	\$15.1	\$19.3	-21.8%
Van Munching & Co.(Heineken beer)	\$14.6	\$ 7.3	+100.0%	—	—	—	\$14.6	\$ 7.3	+100.0%
American Honda	\$11.0	\$11.8	-6.8%	\$2.6	\$ 1.2	+116.7%	\$13.6	\$13.0	+ 4.6%
Southland Corp.	\$12.1	\$ 7.9	+53.2%	—	—	—	\$12.1	\$ 7.9	+53.2%
Campbell Soup	\$ 3.6	\$ 2.1	+71.4%	\$ 7.4	\$ 9.7	-23.7%	\$11.0	\$11.8	-23.7%
Martlet Importers (Molson beer and ale)	\$10.9	\$ 7.9	+38.0%	—	—	—	\$10.9	\$ 7.9	+38.0%
Nissan Motors (Datsun)	\$10.9	\$11.3	-3.5%	—	—	—	\$10.9	\$11.3	- 3.5%
Stroh's*	\$10.5	\$12.7	-17.3%	—	—	—	\$10.5	\$12.7	-17.3%
Pillsbury	\$ 9.6	\$ 6.1	+57.4%	\$0.8	—	—	\$10.4	\$ 6.1	+70.5%

cal brands such as Compoz, Topol and Doan's Pills.

Spending the least on spot was Campbell Soup at \$3.6 million. However, that figure represented a more than 70% increase in its spot expenditure over 1982.

Among the remaining top 20 firms that posted marked increases in their purchases of radio time last year were AT&T at \$37.4 million, up 53.3% over 1982, and Pillsbury at \$10.4 million, up 70.5%.

AT&T's radio advertising came primarily from AT&T Communications (formerly Long Lines). "There's been a gradual trend toward increasing our radio advertising from year to year," noted Phil Shybosch, ad manager for AT&T Communications. And last year, he said, AT&T Communications began using celebrities such as Ronnie Milsap and the Pointer Sisters for the radio portion of its "Reach Out and Touch Someone" campaign. Meanwhile, Pillsbury's Burger King subsidiary invested significantly in the medium in 1983.

Also using radio substantially in 1983 was Southland Corp., which owns the 7-11 chain of convenience stores. The company increased radio spending by more than 53% to \$12.1 million—up 53.2% from 1982's \$7.9 million.

As for airline industry users of radio, only two companies made the top 20 ranking: United and Delta. Together the companies increased their spending by 19%, \$30.7 million in 1983 versus \$25.8 million in 1982. Last year, United inched out Delta, pouring \$15.4 million into radio to Delta's \$15.3 million.

How did 1983 perform overall? According to Radio Expenditure Reports Inc., total national spot business in 1983 was up 12.4% to over \$696 million. Network radio, according to information collected by the accounting firm of Ernst & Whinney, which tracks all national networks, finished about 16.6% ahead with more than \$253 million. Business in the first quarter of 1984 got off to a sluggish start, but momentum in recent weeks has picked up with national spot dollars for the second quarter projected to be between 15% and 20% ahead while network radio's billings climb between 10% and 15%. □

AAF 'putting it all together'

Group's annual convention gets under way in Denver this week

Advertising and media professionals from across the country are meeting in Denver this week to "explore every phase of advertising" at the American Advertising Federation's 1984 annual convention.

"Putting It All Together," the theme of this year's meeting, to be held at the Fairmont hotel June 2-6, "is indicative of the AAF's diverse membership encompassing the entire advertising community and also what we hope to accomplish" during the meeting, AAF President Howard Bell said.

President Reagan is scheduled to speak to

RAB's top 12 agencies in radio

	Total U.S. billings	%spent in radio
Bloom Cos.	\$153 million	20%
Ross Roy Inc.	\$227 million	17%
W.B. Doner & Co.	\$165 million	17%
Bozell & Jacobs	\$551 million	15%
Tracy-Locke	\$198 million	14.8%
D'Arcy MacManus Masius	\$610 million	13%
Della Famina, Travisano & Partners	\$205 million	12%
Needham, Harper & Steers	\$520 million	11%
Leber, Katz Partners	\$251 million	11%
Scali, McCabe, Sloves	\$157 million	11%
Jordan, Case & McGrath	\$148 million	11%
Nationwide Advertising	\$ 67 million	11%

the convention via a special videotaped message today (June 4). Also addressing the group: James C. Miller III, chairman of the Federal Trade Commission; Vance Stickell, AAF chairman and executive vice president of the *Los Angeles Times*; Calvin S. Hatch, chairman and chief executive officer of Clorox Co., speaking on "The Idea Exchange"; F. Kent Mitchel, vice president of General Foods Corp. ("Advertising and the Public Interest"); Kenneth Roman Jr., president of Ogilvy & Mather ("The Changing Scene in Advertising"); John V. Roach, chairman and chief executive officer of The Tandy Corp. ("Computers—How Pervasive Can They Get?"), and James E. Duffy,

president of ABC Television Network.

Also on the agenda are workshops and seminars and the presentation of the national Addy awards for excellence in advertising. Among the workshop and seminar topics are "Public Issues and Advertising," "Are You As Creative As You Might Be?," "Color Your Public Relations Beautiful" and "Stress, How Much Goes With Your Territory?" In addition to the Addys, the AAF Achievement Awards will be presented and winners of the National Student Advertising Competition announced.

More than 550 people—slightly more than last year's number—have registered for the conference. □

Top TV spending categories

Figures released by the Television Bureau of Advertising show the distribution of broadcast television advertising dollars by the top 25 advertiser categories. The combined expenditures of the top 25 in local, spot and network television account for \$12.9 billion or roughly 80% of the \$16 billion spent on television advertising in 1983. The TVB figures were obtained from data supplied by Broadcast Advertisers Reports.

Among the top 25 there is significant concentration. In local sales, the top five categories, headed by restaurants & drive-ins and food stores and supermarkets, account for 49% of the dollars expended by the 25. In spot advertising, food and food products and automotive head the list of the top five, which account for 53% of the spot expenditures by the 25. In network sales, food and food products and toiletries and toilet goods are followed by automotive, proprietary medicines and beer and wine. Together those categories account for 54% of the \$6.7 billion dollars spent by the top 25 advertising categories in network advertising.

Top 25 spot TV categories

	1983	1982	Chg
1. Food & Food Products	\$776,376,000	\$704,958,400	+ 10
2. Automotive	411,805,200	361,033,000	+ 14
3. Confectionary & Soft Drinks	327,367,700	265,783,000	+ 23
4. Toiletries & Toilet Goods	242,108,500	221,934,300	+ 9
5. Beer & Wine	200,278,700	205,980,600	-3
6. Soaps, Cleaners & Polishers	166,171,200	156,734,000	+ 6
7. Consumers Services	164,986,300	140,429,000	+ 17
8. Household Equipment & Supplies	164,640,800	130,294,300	+ 26
9. Travel, Hotels & Resorts	139,444,000	121,485,700	+ 15
10. Proprietary Medicines	133,173,500	107,303,100	+ 24
11. Home Electronics Equipment	120,385,800	107,934,900	+ 12
12. Publishing & Media	114,942,200	97,041,600	+ 18
13. Apparel, Footwear & Accessories	100,978,800	95,639,200	+ 6
14. Sporting Goods & Toys	100,713,700	120,343,200	-16
15. Gasoline, Lubricants & Other Fuels	86,551,000	90,059,100	-4
16. Office Equipment, Computers & Copiers	72,605,900	52,136,600	+ 39
17. Insurance	57,129,000	51,106,700	+ 12
18. Pet Foods & Supplies	55,658,100	54,884,800	+ 1
19. Building Material Equipment & Fixtures	54,982,300	53,328,400	+ 3
20. Jewelry, Optical Goods & Cameras	53,950,400	53,299,800	+ 1

Charts continue on page 84.

Books For Broadcasters

THE ART OF INTERVIEWING FOR TELEVISION, RADIO AND FILM, by Irv Broughton. A journalist's bible on professional techniques: how to plan, prepare and conduct a film, video or radio interview for any purpose. It's a guide for *anyone* involved with interviews ... in any capacity... doing any type of interviewing. Covering everything from selecting a subject and a personality to asking the right questions and preparing for the interview, this book will help the reader become a more professional, competent interviewer. There are hints and suggestions on how to ask questions, how to act and react, the legal aspects, how to familiarize yourself with the scope and limitation of technical equipment, and more. It's a book of problem-solving techniques that distill the essence of which good interviews are made, and it's for everyone: the newperson, writer, disc jockey, talk show host, documentary filmmaker. 266 pps. 33 illus. **T51125 \$14.95.**

THE EXECUTIVES GUIDE TO TV AND RADIO APPEARANCES. This book will tell you exactly how to prepare for being on TV or radio, how to anticipate questions, how to tell a good anecdote, how to smile and gesture, even what to wear. What's more, *The Executives Guide to TV and Radio Appearances* shows you how to turn a hostile accusation to your advantage—how to use your new-found communications skills and your time on camera to create a favorable impression of yourself and your organization. Written by an experienced public relations manager for Ford Motor Co., *The Executives Guide to TV and Radio Appearances* is a must tool for every executive who makes policy or who must articulate it. It's also invaluable for TV producers, TV talk and news show staff and anyone else involved in this type of communications. 138 pages, illus., appendix. **O-914236-53-9 \$14.95**

BROADCASTING BOOK DIVISION

1735 DeSales St., N.W.
Washington, D.C.
20036

Please send me book(s) number(s) _____. My _____ payment is enclosed.

Name _____

Firm or call letters _____

Address _____

City _____

State _____ Zip _____

Continues from page 83

21. Freight & Industrial Development	32,390,500	40,732,600	-20
22. Horticulture	29,522,600	31,868,800	-7
23. Household Furnishings	25,378,300	20,914,300	+21
24. Agriculture & Farming	18,819,700	21,094,900	-11
25. Smoking Materials	10,606,700	10,840,600	-2
TOTAL TOP 25	\$3,660,966,900	\$3,317,160,900	+10

Top 25 local TV categories

	1983	1982	Chg
1. Restaurants & Drive-Ins	\$498,133,100	\$405,908,500	+23
2. Food Stores & Supermarkets	229,020,500	192,989,400	+19
3. Auto Dealers	172,875,300	121,102,500	+43
4. Banks, Savings & Loans	165,639,700	155,215,500	+7
5. Department Stores	163,585,000	140,766,600	+16
6. Furniture Stores	144,035,100	112,927,900	+28
7. Radio Stations & Cable TV	126,504,300	120,388,000	+5
8. Amusements & Entertainment	99,351,900	90,557,600	+10
9. Movies	97,865,100	90,357,600	+8
10. Leisure Time Activities & Services	81,691,700	74,674,500	+9
11. Discount Department Stores	79,102,600	77,516,400	+2
12. Appliance Stores	72,274,400	50,107,600	+44
13. Clothing Stores	66,222,700	54,921,500	21
14. Home Improvement Contractors	65,157,500	46,733,100	+39
15. Drug Stores	54,967,900	45,321,400	+21
16. Auto Repair & Service Stations	52,762,200	43,945,800	+20
17. Sports Hobby & Toy Stores	42,201,200	38,839,700	+8
18. Hotels & Resorts, U.S.	42,101,500	36,861,600	+14
19. Medical & Dental Services	41,047,500	27,758,500	+48
20. Local Education Services	35,701,600	26,826,600	+33
21. Auto Supply & Accessory Stores	34,630,500	29,763,900	+16
22. Builders & Real Estate Agents	34,218,500	24,529,700	+39
23. Carpet & Floor Covering Stores	33,844,900	26,237,200	+29
24. Shoe Stores	32,458,200	28,024,300	+16
25. Rental Services	29,186,800	23,761,200	+23
TOTAL TOP 25	\$2,494,579,700	\$2,086,036,600	+20

Footnote: Most co-op activity is credited by BAR to the manufacturer and not to the above local categories.

Top 25 network TV categories

	1983	1982	Chg
1. Food & Food Products	\$1,064,293,700	\$994,901,500	+7
2. Toiletries & Toilet Goods	920,749,600	897,480,800	+3
3. Automotive	745,052,900	595,543,300	+25
4. Proprietary	574,757,400	528,966,100	+9
5. Beer & Wine	358,342,700	303,221,200	+18
6. Soaps, Cleaners & Polishers	352,981,100	321,977,300	+10
7. Confectionery & Soft Drinks	307,429,800	300,250,700	+2
8. Office Equipment, Computers & Copiers	260,213,000	129,310,000	+101
9. Household Equipment & Supplies	222,363,800	217,869,000	+2
10. Restaurants & Drive-Ins	213,388,500	170,104,100	+25
11. Consumers Services	199,555,100	157,631,900	+27
12. Apparel, Footwear & Accessories	198,783,100	160,300,300	+24
13. Pet Foods & Supplies	159,794,100	148,918,400	+7
14. Home Electronics Equipment	158,406,100	163,823,300	-3
15. Department Stores	147,786,600	111,330,600	+33
16. Jewelry, Optical Goods & Cameras	143,218,000	151,294,100	-5
17. Movies	133,247,400	109,611,200	+22
18. Sporting Goods & Toys	113,089,100	100,444,100	+13
19. Insurance	96,502,900	73,385,100	+32
20. Publishing & Media	82,236,200	75,898,200	+8
21. Travel, Hotels & Resorts outside U.S.	79,488,200	72,663,700	+9
22. Building Materials, Equipment & Fixtures	67,570,900	69,799,700	-3
23. Freight & Industrial Development	49,959,200	24,243,500	+106
24. Investment Brokers	46,384,800	25,779,200	+80
25. Gasoline, Lubricants & Other Fuels	42,495,000	54,863,600	-23
TOTAL TOP 25	\$6,738,089,200	\$5,959,590,900	+13

KABC-TV, KTLA challenge May Nielsen numbers

Stations feel ratings service didn't include representative number of Spanish and younger households in spring survey

ABC owned-and-operated KABC-TV Los Angeles has notified the A.C. Nielsen Co. that it intends to cancel its subscription to the ratings service unless alleged "substantial discrepancies" between reporting of the Los Angeles television audience ratings by Nielsen and Arbitron are resolved to its satisfaction. Research director William Johnson said KABC-TV is joining Los Angeles independent KTLA-TV in announcing its intention to cancel the station's current contract with Nielsen (BROADCASTING, "In Brief," May 28).

"We've had considerable contact with Nielsen," Johnson said in an interview, "[but] we haven't gotten much in the way of answers as to why this situation occurred or why it was allowed to develop to the state that it has. What we're complaining about is their [Los Angeles] meter sample, which not only seems to be out of balance in terms of younger households and Hispanics, but also

a very large drop in in-tab households, compared to a year ago."

Specifically, KABC-TV and KTLA are unhappy about the composition of Nielsen's sampling universe, which the firm has conceded as being below the estimated proportion of the area's Spanish-surnamed and younger households. Johnson claims Nielsen's in-tab sample during the May sweeps period has been 446 households, compared with an average daily household reporting total of slightly more than 500 last May. Although both stations acknowledge that Nielsen has taken some steps to correct the problem, Johnson charged "their progress reports have been very sketchy. We haven't seen, until late last week, much of a change in the in-tab sample. One day it got up to 464 households. That was the single highest day during the entire May book."

Johnson believes the discrepancies have hurt KABC-TV and KTLA the most, and said his tracking shows the greatest impact has been in early fringe and early news periods. Both stations have historically attracted a younger audience than others in the market.

It's estimated that the two station contracts have a combined value of more than \$1 million annually to Nielsen. Nielsen Vice President Thomas J. Hargreaves, based in Los Angeles, confirmed the discrepancies in an April 12 letter to KTLA Research Director Jan Collins and said the company is making a "concerted effort" to address the problem. Hargreaves told BROADCASTING last Wednesday that there have been some questions directed to Nielsen from other stations in the Los Angeles market regarding the alleged discrepancies, but no other threats of cancellation.

"We are aware of KTLA's and KABC-TV's concerns and we are taking quick action to correct these discrepancies," Hargreaves said. "We don't necessarily feel that it is going to have a significant adverse impact on the ratings reports."

"We feel [Nielsen] is not giving us a true report of the market," KABC-TV's Johnson concluded. "I think it's affecting the entire market, not just ourselves and KTLA... I think there is a question about the reliability of this [May] report." □

Six nightly wins pace ABC to victory

Powered by victories on six nights, ABC won the prime time ratings race for the fifth time in the past six weeks since the end of the 1983-84 season. For the week ended May 27, the Nielsen National Television Index showed that ABC came out ahead with a 14.6/27, compared to CBS's 11.7/22 and NBC's 11.5/21.

ABC won every night but Sunday, which NBC took away from traditional winner CBS by 0.3 rating points. And NBC, which this past season has usually been winning Tuesday night, fell back to second place there due to a strong repeat episode (31 share) of ABC's *Life's Most Embarrassing Moments*.

Also, rating measurements were delayed Tuesday night because of a sustaining presidential press conference that ran from about 8-8:45.

NBC's second part of its mini-series *The First Olympics: Athens 1896*, kept that network in third place Monday night with an average share of 19. ABC's second part of its mini-series, *The Mystic Warrior*,

earned a 30 share opposite *First Olympics* from 9-11.

Other highlights of the week included ABC's *20/20* winning the Thursday 10-11 period with a 30 share against a repeat of NBC's *Hill Street Blues*, which averaged 12.8/24, and *Sheriff and Astronaut*, a CBS pilot which averaged 13.1/24.

CBS's third place showing Saturday night was attributable in part to the *CBS Saturday Night Movie*, "Xanadu," which averaged an 18 share. ABC averaged a 26 share for Saturday night based on its regular lineup of *T.J. Hooker*, *Love Boat* and *Fantasy Island*.

NBC pulled into first place Sunday night with help from an original episode of *Knight Rider*, which averaged a 25 share and outdrew a repeat of *Hardcastle & McCormick* on ABC (average 23 share). NBC then dominated the 9-11 period with its made-for-TV Sunday night movie, "No Man's Land." It averaged a 32 share against the Indianapolis 500, which averaged a 25 share on ABC.

Rank □ Show □ Network □ Rating/Share

1.	Love Thy Neighbor	ABC	20.0/35
2.	The Mystic Warrior, pt. 2	ABC	18.9/30
3.	Life's-Embarrassing Moments	ABC	18.6/31
4.	Cagney & Lacey	CBS	18.4/30
5.	No Man's Land	NBC	17.3/32
6.	One Day at a Time	CBS	17.0/27
7.	Newhart	CBS	16.9/26
8.	A Team	NBC	16.7/29
9.	Funnest Joke-Ever Heard	ABC	16.4/28
10.	20/20	ABC	16.2/30
11.	Riptide	NBC	15.9/28
12.	Hart to Hart	ABC	15.5/31
13.	Invitation to Hell	ABC	15.4/29
14.	Amer's Funniest Poul-Ups	ABC	14.6/25
15.	Full Guy	ABC	14.5/27
16.	60 Minutes	CBS	14.1/33
17.	Simon & Simon	CBS	14.0/25
18.	Trapper John, M.D.	CBS	13.9/26
19.	Remington Steele	NBC	13.5/26
20.	Love Boat	ABC	13.2/27
21.	Sheriff & The Astronaut	CBS	13.1/24

Rank □ Show □ Network □ Rating/Share

22.	Scarecrow & Mrs. King	CBS	13.1/23
23.	Indianapolis 500	ABC	12.9/25
24.	Hill Street Blues	NBC	12.8/24
25.	Jeffersons	CBS	12.7/23
26.	September Gun	CBS	12.4/23
27.	Alice	CBS	12.4/22
28.	Cheers	NBC	12.3/22
29.	All Star Family Feud	ABC	12.3/22
30.	T.J. Hooker	ABC	12.2/27
31.	Knight Rider	NBC	12.2/25
32.	Magnum P.I.	CBS	12.0/24
33.	Webster	ABC	12.0/24
34.	Fantasy Island	ABC	11.9/24
35.	Summer Fantasy	NBC	11.8/22
36.	First Olympics: Athens, pt. 2	NBC	11.8/19
37.	Matt Houston	ABC	11.7/21
38.	Family Ties	NBC	11.6/22
39.	Hardcastle & McCormick	ABC	11.3/23
40.	Wonderful TV Game Shows	NBC	11.2/23
41.	Benson	ABC	10.9/23
42.	Gimme A Break	NBC	10.9/22

Rank □ Show □ Network □ Rating/Share

43.	Every Which Way But Loose	CBS	10.6/19
44.	Domestic Life	CBS	10.4/20
45.	Dukes of Hazzard	CBS	10.0/21
46.	Duck Factory	NBC	10.0/17
47.	Double Trouble	NBC	9.9/17
48.	Facts of Life	NBC	9.8/17
49.	St. Elsewhere	NBC	9.8/17
50.	High School U.S.A.	NBC	9.5/19
51.	Zany Adv. Robin Hood	CBS	9.1/16
52.	Different Strokes	NBC	9.0/21
53.	AfterMash	CBS	9.0/20
54.	Silver Spoons	NBC	8.9/19
55.	Xanadu	CBS	8.9/18
56.	Bugs Bunny Special	CBS	8.7/19
57.	Ripley's Believe It Or Not	ABC	8.5/20
58.	Muppet Movie, pt. 1	CBS	8.5/14
59.	TV's Greatest Commercials	NBC	8.3/17
60.	Four Seasons	CBS	8.0/16
61.	Charlie Brown Special	CBS	7.5/17
62.	College Bowl Nat'l Champ.	NBC	7.4/14
63.	Father Murphy	NBC	3.9/9

News groups tighten up financial rules

Increased concern comes in wake of SEC probes of 'Journal' and CBS

Broadcast news organizations are taking steps to prevent recurrences of two recent cases of alleged profiteering by news employees. Many of the major news organizations are either rewriting or re-emphasizing their policies on the use of news for financial gain after the Securities and Exchange Commission filed suit against a *Wall Street Journal* reporter and began an investigation of news personnel at CBS. While all three broadcast networks, CNN, Financial News Network, *Wall Street Week* and *The Nightly Business Report* have policies covering conflicts of interest, and most prohibit disclosure of news to outsiders, none have a policy requiring disclosure of investments by news employees and few have prohibitions against short-term stock trading.

Ironically it is CBS, the only one of the three broadcast networks that had an existing policy against short-term stock trading, that the SEC is investigating. An initial inquiry by the SEC found that several employees may have tried to profit in the stock of G.D. Searle & Co., prior to the airing of a 60

Minutes segment questioning the safety of Searle's artificial sweetener, NutraSweet. Gene Mater, CBS News senior vice president, communications and news practices, said he would not comment on what action, if any, was taken by CBS as a result of its own investigation. He said CBS was cooperating with the SEC in its investigation.

The CBS News guidelines on securities transactions were inserted into the division's employee handbook almost five years ago: "Reporting may involve coverage of specific corporations. During the course of such reporting, CBS News personnel may become 'insiders' by learning of sensitive information not previously disclosed to the public, the disclosure of which might affect the price of a corporation's securities. . . . Use of any such information by CND [CBS News Division] personnel for private gain, or disclosure of nonpublic information concerning a corporation other than in a news or public affairs broadcast, is clearly improper. . . . Such practices will not be condoned. . . . The obvious sensitivities involved in trading of a corporation's securities by CBS News personnel who are involved in the reporting on that corporation, may warrant refraining

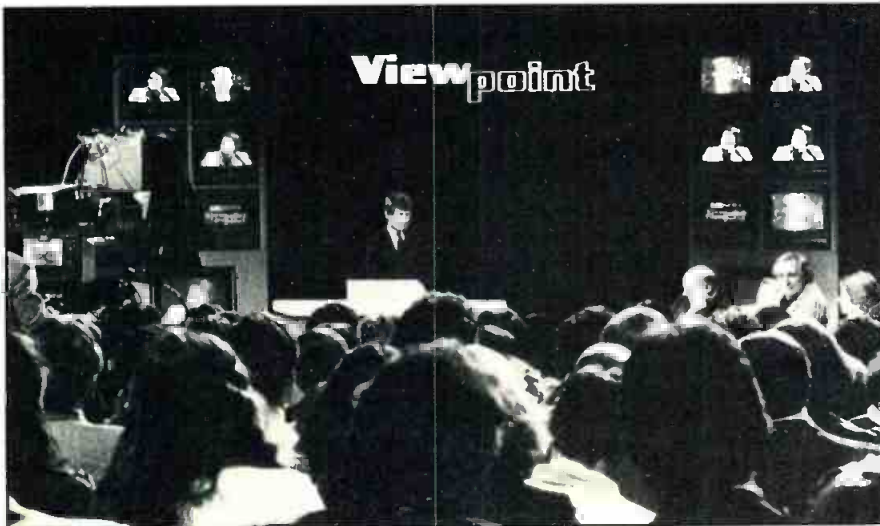
from securities transactions for a longer period [than three days]. Any questions regarding the applicability of this policy to specific factual situations should be addressed to the president of CND, who, in turn, may consult with the Law Department in appropriate circumstances."

The possible failure of the four-paragraph, precisely worded policy to prevent unethical behavior suggests to many news executives that good employees are the only real protection against such scandals. Tom Pettit, executive vice president of NBC News, noted that NBC does not require news employees to regularly disclose their investments. "If they feel there is a conflict of interest, they have to report it. It's relying on the good sense of everyone, and obviously you don't always have good sense with everyone. If someone, say, were to engage in some nefarious activity, it's unlikely he or she would report it anyhow, until caught. So I'm not sure how enforceable a specific stricture against this kind of thing is. If someone is doing something wrong, they know it's wrong, they're going to do it whether it's in the rule book or not."

George Watson, ABC News vice president, who in early 1982 created the current ABC News policies and standards, said that network also has "no financial disclosure policy, though we've talked about it in light of the CBS and *Wall Street Journal* episodes. The great difficulty is, of course, that an annual disclosure wouldn't suffice. Would a semiannual? Would you have to do it every week? Would you have to do it every time you made a significant change in your portfolio? What about your wife? It seems to me that the best we can possibly do is, in unequivocal and forceful language, lay a heavy burden on anyone who compromises our integrity or his."

Myron Kandel, financial editor for CNN, pointed out that a reporter might try to profit from a story through inexperience, rather than dishonesty. Formerly a president of the Society of American Business & Economic Writers, he noted that at that organization's annual meeting last month, "We devoted an entire evening session to the subject of ethics and business journalism, with about 45 or 50 members taking part. One fellow mentioned that a freelance reporter said she was so impressed by the company she was writing on that she bought 100 shares of stock and was not aware that there was anything wrong with it. A lot of these people are new to the business. There is a lot more business news being reported and television is relatively new to this."

Lou Dobbs, CNN's managing editor of business news, said, "After the CBS and *Wall Street Journal* problems we decided we had better do something more. Never had we said that violation of this code—CNN



On cameras. Ted Koppel took his *Viewpoint* program to the studio of noncommercial WGBH(TV) Boston for a discussion of cameras in the courtroom. Among those on the panel who opposed the proposition was Ginny Foat, an official of the National Organization for Women who was found innocent in a widely publicized murder trial in New Orleans. As a result of the television coverage of pretrial proceedings in California, before her extradition, she said, she is convinced "cameras have no place in the courtroom." (Foat is shown at the photo's extreme right, looking at Koppel.)

Among those supporting the concept was Massachusetts Judge William Young, who presided at the New Bedford, Mass., gang rape trial, which Cable News Network covered live for hours at a stretch. He gave it as his "best opinion that trials which are covered by television cameras are not conducted in a manner different than those trials which are not covered." Others who participated on the panel were Judge Donald P. Lay, of the U.S. Court of Appeals for the Eighth Circuit; Gerry Spence, a defense attorney; Professor Alan Dershowitz of the Harvard Law School, and William Small, president of United Press International. Ed Turner, executive vice president of CNN, participated through a hookup from Atlanta.

Washington Watch

For record. "If there is any fixed star in the constellation of policies which the commission seeks to vindicate, it is that no person in the field of telecommunications shall be denied a fair opportunity within or outside government to be considered for employment or promotion without regard to race, religion, gender or ethnic background." So said Bruce Fein, FCC general counsel, in speech to Hispanics at 1984 Image National Convention and Training Conference in Albuquerque, N.M.

Held over. Amendment for \$70 million in supplemental funds for Corporation for Public Broadcasting for fiscal years 1984 through 1986 was dropped from fiscal 1984 supplemental appropriations bill, H.J. Res. 492, by House and Senate Appropriations Committee members during conference. Representative William Natcher (D-Ky.), who chairs House subcommittee with jurisdiction over CPB, refused to discuss amendment during conference but agreed to consider it for next major supplemental bill in June.

uses the code of the Society of American Business & Economic Writers—would result in anything. We had said this is the law, but we had never said what the penalty was. I sent out a review of the code and said that any breach in this code of ethics would result in immediate termination. It applies to all of our editors, producers, senior producers, correspondents, managing editors, associate producers, field producers, clerical people. . . . I ask everyone not to do any short-term trading. I can't force anyone to do anything, but I can ask them to. If you don't have honest, good, decent people, there is nothing you can do to protect yourself. If it can happen to the *Wall Street Journal*, it can happen to anybody."

Paul Steinhilber, president of FNN, said that network is reviewing its policies in light of the alleged activity at CBS and the *Wall Street Journal*. "Our technical analyst did some trading before we hired him, and we asked him for a disclosure. Beyond this, we have not done as well as we should and as we intend to. . . . I guess you'd say that we operate under the normal standards of objective journalism. It has been stated, but not written down, that you obviously do not work on or report on stories about stock that you own or have any involvement in. . . . but frankly, I think we need a more definitive policy than that."

Both NBC and ABC are rewriting their guidelines, and both Pettit and Watson indicated that the recent allegations would prob-

ably have an effect on the new wording.

Rich Dubroff, producer of the PBS series, *Wall Street Week*, said that show can affect both the price and volume of stock trading: "I guess I would be happier if it didn't." He said WSW staff members "are prohibited from purchasing any stock that they have reason to believe will be mentioned on the program. Once a stock is mentioned on the program we are not allowed to purchase it for a month afterwards."

Dobbs said that for a similar show on CNN, *Moneyline*, he specifically asks that he not be told what stocks are going to be discussed and makes a point of not rehearsing the show.

The impact of radio and television on Wall Street is not new, according to CNN's Kandel. He recalled Walter Winchell's Sunday radio broadcasts and said that Winchell used to "tout" stocks on the show and on Monday the buy and sell orders in whatever stock Winchell had discussed the night before were heavy. To handle the paperwork, brokers brought little wagons on the floor of the exchange that they dubbed "Winchell Wagons." He added that Winchell was never accused of attempting to profit from his recommendations, but was nonetheless persuaded to stop because of his extraordinary impact.

If there have been previous conflicts of interest with radio and television news employees and the stories they have covered, the news executives said they either hadn't had

any or, at least, had not known about any. And NBC's Pettit recalled an incident with Chet Huntley: "Huntley owned a beef cattle ranch over in New Jersey. . . . A chain here in New York which bought the beef advertised it as Chet Huntley's beef. There was a big scandal at the time because Huntley was doing commentary on the radio network regarding the import regulations against Australian beef."

At the local level the problem evokes less concern because there is little business reporting, according to Ernie Schultz, executive vice president of the Radio-Television News Directors Association. "We talk about ethics and guidelines all the time and it has never come up at our meetings. You could count the people working in this area outside of the networks on one hand. Some stations will use a broker; they have him on every evening at 5 o'clock. The full disclosure there is that he always identifies himself as being from Merrill Lynch or wherever. I guess its a brand new area."

The larger the news organization, the more complex the rules, with the networks each having policy guidelines that approximate a book. Pettit emphasized that in large organizations it was important that senior news executives keep a close watch over the news operation: "You just have to have good intelligence about what's going on in your own newsroom. I've seen everything, from numbers rackets and, in other newsrooms, marijuana transactions. This [financial] one poses a particular challenge."



WHO'S WHO IN TELEVISION AND CABLE

STEVEN H. SCHEUER

"Locate rising stars, independent producers, marketing directors and various celebrities...provides interesting asides and little known facts about the people who are highlighted. More than 400 photographs complement the text."

—*Audio-Visual Communications*
Contains over 3000 concise but detailed profiles of producers, directors, corporate executives, set designers, critics, writers, agents, and prominent on-camera personalities. Four hundred photographs. Indexed by job category and show. 608 pages. 6 1/2 x 9. \$49.95 hardbound.

FACTS ON FILE, INC.

460 PARK AVENUE SOUTH
NEW YORK, N.Y. 10016

Champion's champions. Fifty-nine Champion Media Awards for Economic Understanding were presented in New York to print and broadcast journalists for outstanding economic reporting to general audiences. Sponsored by Champion International Corp., the awards, now in their seventh year, were administered by The Amos Tuck School of Business Administration, Dartmouth College. Prize money totaling \$99,000 was awarded among 14 newspaper and broadcast categories. The keynote speaker, Robert MacNeil, executive editor and co-anchor of the *MacNeil/Lehrer NewsHour*, called business and economics "increasingly front-page news, demanding the same professionalism journalists give politics and foreign affairs," and said: "Awards like these are an added incentive for improvement." Winners of first-place awards in television and radio include: "Banking on the Brink," NBC-TV (Anne Boggan, James Gannon, Marvin Kalb, Robert Loweree, Todd Norbitz); "Hospital Costs: You Can Help Control Them," KTVK-TV Phoenix (Brian Cabell, Dave Polyard, Tom Twinam); "Ma Bell's Broken Home," WSMV-TV Nashville (Glenn Farley, Marcie Goodrich, Pat Slattery); "Intensive Agriculture: The Other Side" and "AP&L Comes to Newark," KAIT-TV Jonesboro, Ark. (Gary Baugh, Jack Hill, Randy Hollis, Ray Scales, Bix Smith); "Airline Deregulation: Flying the Uncertain Skies," CBS News (Frank Devine, Norman Morris, Charles R. Reeves, Frank Settipani); "Health Care: Costs and Consequences," KYW-TV Philadelphia (Rosemary Haddad), and "WPPSS: Who Pays the Tab?" Media-Rites, Eugene, Ore. (Marcia Mint Danab, John Hockenberry, M'Lou Zahner Ollswang).

Stock Index

	Closing Wed May 30	Closing Wed May 23	Net Change	Percent change	P/E Ratio	Market Capital- ization (000,000)
BROADCASTING						
N ABC	56 1/2	56 3/4	-	1/4 -	0.44	10 1,657
N Capital Cities	144 3/4	146	- 1	1/4 -	0.86	17 1,941
N CBS	70 5/8	70 3/8	-	1/4 -	0.36	11 2,096
N Cox	45 3/4	47 1/8	- 1	3/8 -	2.92	17 1,296
A Gross Telecast	69 1/2	69 3/4	-	1/4 -	0.36	16 55
O Gulf Broadcast	7 1/4	7 1/2	-	1/4 -	3.33	181 319
O LIN	19 3/8	20 5/8	- 1	1/4 -	6.06	18 406
O Malrite Commun.	8	8	-			7 68
N Metromedia	35 3/4	37 3/8	- 1	5/8 -	4.35	30 1,000
O Orion Broadcast	1/16	1/32	- 1/16			827
O Price Commun.	6 1/4	6 1/4	-			20
O Scripps-Howard	25 1/2	25 1/2	-			15 263
N Storer	33 5/8	34 1/2	-	7/8 -	2.54	20 551
O SunGroup Inc.	4 3/4	5 1/4	-	3/4 -	9.52	2 3
N Taft	56 1/2	57 1/4	-	3/4 -	1.31	14 514
O United Television	13 3/8	13 7/8	-	1/2 -	3.60	19 149

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams Russell	17 3/8	17 5/8	-	1/4 -	1.42	16 105
A Affiliated Pubs	42	44 7/8	- 2	7/8 -	6.41	16 340
N American Family	16 5/8	17	-	3/8 -	2.21	9 272
O Assoc. Commun.	9 1/2	9 1/2	-			45
N A.H. Belo	41	44 3/8	- 3	3/8 -	7.61	13 468
N John Blair	30 1/8	30 1/2	-	3/8 -	1.23	13 238
N Chris-Craft	10 3/4	11 1/4	-	1/2 -	4.44	13 68
N Cowles	34 7/8	34 1/4	-	5/8	1.82	33 138
N Gannett Co.	38 5/8	38	-	5/8	1.64	16 3,091
N General Tire	30 3/4	36 3/4	- 6		16.33	11 660
O Gray Commun.	58	58 1/2	-	1/2 -	0.85	13 29
N Harte-Hanks	28 1/4	29 1/4	- 1	-	3.42	17 620
N Insilco Corp.	14 7/8	14 3/4	-	1/8	0.85	7 252
N Jefferson-Pilot	39 1/4	38 1/2	-	3/4	1.95	9 834
O Josephson Intl.	9 1/4	10 1/8	-	7/8 -	8.64	7 45
N Knight-Ridder	24 5/8	24 1/2	-	1/8	0.51	14 1,610
N Lee Enterprises	22 3/8	22 1/4	-	1/8	0.56	14 300
N Liberty	23 3/4	24	-	1/4 -	1.04	14 238
N McGraw-Hill	37 7/8	38 1/2	-	5/8 -	1.62	16 1,898
A Media General	53 1/4	53 1/2	-	1/4 -	0.47	10 370
N Meredith	41 1/4	41 3/4	-	1/2 -	1.20	12 388
O Multimedia	37	37 3/4	-	3/4 -	1.99	17 616
A New York Times	26 3/8	27 5/8	- 1	1/4 -	4.52	6 1,029
O Park Commun.	24 3/4	25	-	1/4 -	1.00	20 228
A Post Corp.	61	61	-			22 111
N Rollins	17 7/8	18 1/2	-	5/8 -	3.38	22 463
N Schering-Plough	36 3/4	36	-	3/4	2.08	11 1,856
T Selkirk	13 3/4	13 3/4	-			30 112
O Stauffer Commun.	52	51	- 1		1.96	13 52
A Tech Operations	37 7/8	38 1/8	-	1/4 -	0.66	16 35
N Times Mirror	36 1/4	36 1/2	-	1/4 -	0.68	14 4,979
N Tribune	25 1/8	26 3/4	- 1	5/8 -	6.07	12 1,029
O Turner Bcstg.	23 1/2	24 1/4	-	3/4 -	3.09	67 479
A Washington Post	73 3/4	74 1/4	-	1/2 -	0.67	17 1,045

SERVICE						
O BBDO Inc.	37	37 1/4	-	1/4 -	0.67	13 237
O Compact Video	4 1/4	4 1/2	-	1/4 -	5.56	19 17
N Comsat	23	23 1/2	-	1/2 -	2.13	8 414
O Doyle Dane B.	18 1/2	18 1/4	-	1/4	1.37	15 112
N Foote Cone & B.	47 3/4	48 1/2	-	3/4 -	1.55	12 139
O Grey Advertising	110	110	-			9 652
N Interpublic Group	28	28 1/2	-	1/2 -	1.75	6 299
N JWT Group	34 1/2	35	-	1/2 -	1.43	12 204
A MovieLab	4 5/8	4 5/8	-			4 8
O A.C. Nielsen	41 5/8	42 5/8	- 1	-	2.35	19 938
O Ogilvy & Mather	49	49 1/2	-	1/2 -	1.01	15 220
O Sat. Syn. Syst.	7 3/4	8 1/4	-	1/2 -	6.06	16 44
O Telemation	5 1/2	5 1/2	-			5 6
O TPC Commun.	3/4	3/4	-			1 2
A Unitel Video	7 1/8	7 3/8	-	1/4 -	3.39	10 16
N Western Union	23 3/4	24 1/4	-	1/2 -	2.06	11 58

	Closing Wed May 30	Closing Wed May 23	Net Change	Percent change	P/E Ratio	Market Capital- ization (000,000)
PROGRAMING						
O Barris Indus	4 3/8	4 1/2	-	1/8 -	2.78	23 25
N Coca-Cola	54 5/8	55 3/4	- 1	1/8 -	2.02	13 7,437
N Disney	63	66 1/4	- 3	1/4 -	4.91	23 2,178
N Dow Jones & Co.	37 5/8	37 3/8	-	1/4	0.67	21 2,411
O Four Star	6	6 1/2	-	1/2 -	7.69	6 5
N Gulf + Western	31 1/4	31 3/4	-	1/2 -	1.57	9 2,417
O Robert Halmi	1 5/16	1 1/4	-	1/16	5.04	26 22
O Lorimar	9 1/2	10	-	1/2 -	5.00	5 49
N MCA	39 1/8	40	-	7/8 -	2.19	12 1,886
N MGM/UA	13 3/8	13 7/8	-	1/2 -	3.60	23 665
N Orion	10 1/2	12 1/4	- 1	3/4 -	14.29	12 98
O Reeves Commun.	6 1/2	6 3/4	-	1/4 -	3.70	10 81
O Telepictures	13 1/2	14 3/8	-	7/8 -	6.09	22 88
O Video Corp.	12 3/4	12 7/8	-	1/8 -	0.97	23 21
N Warner	22 3/4	22 7/8	-	1/8 -	0.55	3 1,488
A Wrather	37	38 1/2	- 1	1/2 -	3.90	40 83

CABLE						
A Acton Corp.	6 1/8	6	-	1/8	2.08	21 34
O AEL	25	26 1/2	- 1	1/2 -	5.66	19 51
O AM Cable TV	3 1/4	3 3/8	-	1/8 -	3.70	16 12
N American Express	25 7/8	29	- 3	1/8 -	10.78	10 5,508
N Anixter Brothers	17 3/8	18 1/2	- 1	1/8 -	6.08	24 316
O Burnup & Sims	5 5/8	5 3/4	-	1/8 -	2.17	6 50
O Cardiff Commun.	7/8	7/8	-			88 4
O Comcast	19 1/4	20 1/4	- 1	-	4.94	18 158
N Gen. Instrument	20 5/8	21 7/8	- 1	1/4 -	5.71	15 650
N Heritage Commun.	16	15 7/8	-	1/8	0.79	33 119
T Maclean Hunter X	17 1/2	17 1/4	-	1/4	1.45	24 645
A Pico Products	7 7/8	7 7/8	-			25 22
O Rogers	6 1/4	6 1/8	-	1/8	2.04	7 138
O TCA Cable TV	12 3/4	12 1/2	-	1/4	2.00	26 85
O Tele-Commun.	16 1/4	16 5/8	-	3/8 -	2.26	16 699
N Time Inc.	38 1/4	37 5/8	-	5/8	1.66	14 2,246
O Tocom	2 5/16	2 3/8	-	1/16 -	2.61	2 18
N United Cable TV	21 1/2	22 3/4	- 1	1/4 -	5.49	14 237
N Viacom	26 1/2	26 1/4	-	1/4	0.95	16 339

ELECTRONICS MANUFACTURING						
N Arvin Industries	22	22 1/8	-	1/8 -	0.56	9 166
O C-Cor Electronics	8	8 1/4	-	1/4 -	3.03	8 28
O Cable TV Indus.	3 1/4	3 1/8	-	1/8	4.00	16 10
A Cetec	7 7/8	7 1/2	-	3/8	5.00	15 17
O Chyron	15	15 1/2	-	1/2 -	3.23	21 92
A Cohu	8 1/4	8 1/8	-	1/8	1.54	18 14
N Conrac	14	14 3/4	-	3/4 -	5.08	12 86
N Eastman Kodak	66	65	- 1		1.54	16 10,927
O Elec Mis & Comm.	9 1/2	9 3/4	-	1/4 -	2.56	29 28
N General Electric	52	52 1/2	-	1/2 -	0.95	12 23,619
O Geotek-Telemet	1 3/8	1 3/4	-	3/8 -	21.43	20 4
N Harris Corp.	27 3/4	27 3/4	-			16 1,095
N M/A Com. Inc.	15 3/8	16 5/8	- 1	1/4 -	7.52	51 663
O Microdyne	8	8 1/4	-	1/4 -	3.03	26 37
N 3M	73 3/8	74	-	5/8 -	0.84	13 8,612
N Motorola	106 3/4	106 5/8	-	1/8	0.12	17 4,192
N N.A. Philips	30 1/4	31	-	3/4 -	2.42	5 434
N Oak Industries	3 1/8	3 1/2	-	3/8 -	10.71	1 51
A Orrox Corp.	2 5/8	2 3/4	-	1/8 -	4.55	3 6
N RCA	31 1/4	33 1/2	- 2	1/4 -	6.72	15 2,553
N Rockwell Intl.	25 1/4	24 3/8	-	7/8	3.59	10 3,901
N Sci-Atlanta	9 5/8	9 7/8	-	1/4 -	2.53	481 230
N Signal Co.s	26 1/4	27 3/8	- 1	1/8 -	4.11	26 230
N Sony Corp.	14 3/8	14 1/2	-	1/8 -	0.86	26 3,319
N Tektronix	55 3/4	57 1/2	- 1	3/4 -	3.04	22 1,068
A Texscan	12 3/8	11 7/8	-	1/2	4.21	14 78
N Varian Assoc.	36 3/8	38 1/4	- 1	7/8 -	4.90	18 779
N Westinghouse	20 5/8	40 1/4	- 19	5/8 -	48.76	8 3,610
N Zenith	25 3/8	24 1/2	-	7/8	3.57	11 555
Standard & Poor's 400	170.86	173.88	-	3.02	- 1.74	

T-Toronto, A-American, N-N.Y. and O-OTC. Bid Prices and Common A Stock used unless otherwise noted. Some bid prices supplied by Shearson/American Express, Washington. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Pools or as obtained by Broadcasting's

own research. Footnotes: * Last week's quote for Gray Communications closing on May 23 was in error. This week's quotes have been corrected. ** Westinghouse stock split 2-for-1 in May.

WOR-TV breaks ground in Secaucus, N.J.

Bradley, Kean, Servodidio launch station's new home

Some of New Jersey's leading political figures participated in the groundbreaking ceremonies for the complex in Secaucus, N.J., that will house WOR-TV (ch. 9), currently located in Manhattan. The station's move across the Hudson River will give New Jersey its first full-power VHF television outlet, courtesy of legislation approved by Congress two years ago. The legislation, introduced by Senator Bill Bradley (D-N.J.), requires the FCC to automatically renew the license of any VHF station agreeing

to move to a state without VHF television service. RKO General, the licensee of WOR-TV, promptly offered to move the station, which at the time was in jeopardy of losing its license for alleged violations committed by its parent company, General Tire Co.

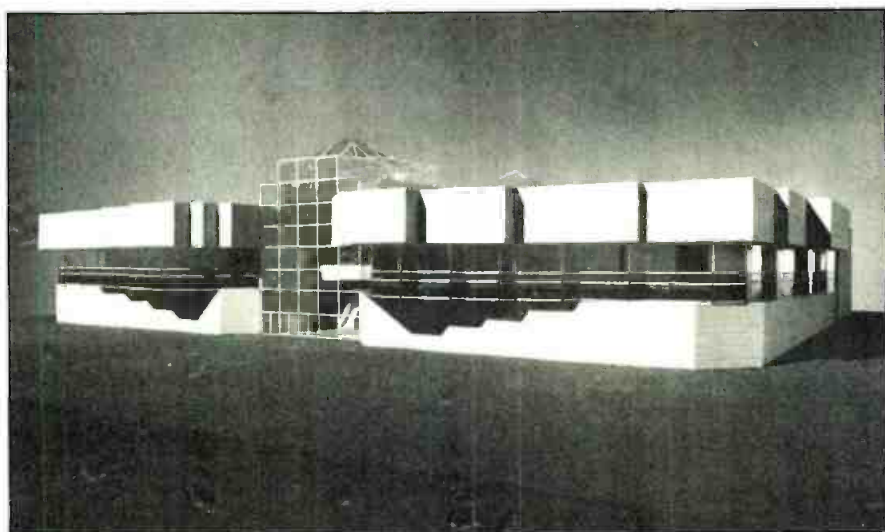
In December of 1982, in compliance with the Bradley legislation, the commission authorized the station's move across state lines, and renewed its license for five years.

The station estimates that WOR-TV's new facilities will be completed in 18 months at a cost of between \$10 million and \$15 million. Describing the planned facilities as "state of the art," RKO Television President Pat Ser-

vodidio added that the complex has been designed to accommodate WOR-TV's expanded local news (it launched a half-hour news program, *News 9: Prime Time*, last year) and programing and commercial production efforts.

The station's new complex, with more than 100,000 square feet of work space, will house a newsroom, three studios and production and administrative offices. The station's transmitter will remain atop the World Trade Center at the southern tip of Manhattan.

Among the state's political leaders on hand for the groundbreaking ceremonies were Bradley, New Jersey Governor Thomas Kean, Representative Frank Guarini (D-N.J.) and Secaucus Mayor Paul Amico. □



WOR-TV's new headquarters



Breaking ground. RKO invited a number of luminaries to help in the ground-breaking of its new facilities for WOR-TV in Secaucus, N.J. On hand were (l-r): Bishop Jerome Pechillo; Pat Servodidio, president of RKO Television; Senator Bill Bradley; Shane O'Neil, president and chief operating officer of RKO General Inc.; Governor Thomas Kean; state congressman Frank Guarini; Secaucus Mayor Paul Amico; Rabbi Samuel Berman, and Peter A. Leone, WOR-TV vice president and general manager.

LaRouche program throws twist at public stations

Public television stations across the country are grappling with a request by Democratic presidential hopeful Lyndon H. LaRouche (BROADCASTING, May 21) to air his 30-minute political message, "The U.S. Under President Reagan's Hoover Recovery." While some noncommercial stations have aired the program—on the advice of counsel—to comply with a provision of the Communications Act, other stations have decided not to air it until they have received proof that LaRouche is a bona fide presidential candidate.

Noncommercial KPTS(TV) Wichita, Kan., is one station that aired the program (June 1). It said that a representative of the LaRouche campaign, Sanford Roberts, requested that the program be aired during prime time between May 15 and June 4. (Roberts said that all public broadcasting stations were sent a letter making a similar request.)

KPTS said that it was advised by counsel that the LaRouche spot falls within the "reasonable access" provision of the Communications Act, Section 312 (a)(7), which authorizes the FCC to revoke a broadcaster's license "for willful or repeated failure to allow reasonable access" to a station by a "legally qualified candidate for federal elective office on behalf of his candidacy," and applies to both commercial and noncommercial stations. The Public Broadcasting Service sold excess capacity on the PBS transponders to LaRouche in May, adding a disclaimer that the LaRouche message was not part of PBS programming. At that time PBS, according to a spokesman, sent a message to stations explaining the reasonable access provision and recommending that stations consult their individual counsel. Aside from the cost of satellite distribution (which amounted to "less than \$200," a second spokesman said), there is no cost to La-

Rouche for airing the message.

Other noncommercial stations offered a mixed bag of responses to the request: WETA-TV Washington, said that it wrote back to the LaRouche campaign asking for documentation that LaRouche was a bona fide candidate. The campaign informed the station that the proof was being sent; WPBT(TV) Miami said that it has scheduled the message for June 3, but without an opening and closing announcement that the program is a paid political announcement by the LaRouche campaign. Instead, the station added an announcement that the program was prepared by the LaRouche campaign and that the station is running it in compliance with the reasonable access provision. KVI(TV) Sacramento, Calif., said that after establishing that LaRouche was a bona fide candidate and

on the ballot for the California primary, it ran the message May 23 and regretted that it did not have more time to promote the show more comprehensively. Other stations contacted were awaiting legal advice on the matter. □

Making a living from an LPTV

Not a lot of low-power television station entrepreneurs appear to be getting rich fast. But Mike Story, president of the Texas Publishing Co., may have found an inside track to success. He and his partner's K18AL, on channel 18 in Sulphur Springs, Tex., went on the air last September, and it appears to be

made of what it takes.

According to Story, K18AL is generating revenues of \$40,000 a month, is projecting revenues of \$70,000 a month by the end of the year and expects to be in the black by the end of July. The underlying secret: "That's not to try to low-ball a high-ball project," Story says.

What that means in part is treating an LPTV as if it were a full-power independent, looking toward men like Ted Turner, whose superstation WTBS(TV) Atlanta has become legend, as role models. To that end, Story and his partner, Jack Butler, have plowed more than \$1 million into the station, which now has 25 full-time employees.

Another part is knowing what to sell. And that, for Story, is the same local angle the company used to build up readership for the community newspapers it once published—covering sports at area high schools, and even junior high schools, sports, beauty pageants, rodeos and local news—events not covered by the full-power TV's serving the not-so-distant Dallas-Fort Worth area.

Getting cable carriage also helps. By marketing its coverage of local affairs—coverage the cable companies can point to as fulfilling their franchise agreements to provide locally originated material—the station is now carried on enough basic tiers to boost its over-the-air audience potential of about 7,000 to about 27,000.

All in all, Story says, the station now is offering two-and-a-half hours of local origination a day. The Los Angeles-based JPD Television Network supplies much of the rest (movies and reruns like *I Love Lucy* and *My Favorite Martian*). The station also has cut a separate deal with 20th Century Fox for movies like "The Sound of Music" and "Cleopatra."

Like other LPTV stations, it faces competition from newspapers and radio for local advertising dollars. "But," Story says, "if you can put a station on and charge less than radio, you're going to beat them to death, as long as you do it aggressively." □

LET'S MAKE A DEAL!

FIRSTMARK HAS THE BUYERS, SELLERS AND FINANCING.

Just tell us what you need. As a broker/financer of broadcast or cable TV property transactions, we can handle all or any part of your transaction. Our 24 years of experience in the industry have given us a list of buyers and sellers and more in-service experience than you'll find anywhere else. Add to that our unique capability to finance the same transactions we broker and you've got a solid deal, put together and financed by one experienced company. That can save time, money and confusion for everyone involved.

We have the contacts and the money. All you have to do is throw the switch. Call Firstmark. Ask for Bill Van Huss.

Firstmark Financial

Firstmark Financial Corp. Communications Finance Div.
110 E. Washington Street Indianapolis, IN 46204
(317) 262-5858

JPD TV sold. James P. Devaney, founder and president of the JPD Television Network, a 12-hour daily commercial program service for low-power television stations, has sold his interest in the 18-month-old network to a group of investors headed by a Dallas land developer and businessman, Alan Preston.

Devaney announced May 24 that the network will be renamed the American Television Network on July 4 and that JPD's family-oriented, satellite-delivered programming will continue without interruption. Devaney will remain as a consultant to the network during the transition period. Terms of the "seven-figure" transfer, according to a company release, allow Devaney to keep the name and logo of the existing program service.

Michael Wuerigler, who has been JPD's chief executive officer, is heading the new management team for the American Television Network. The newly created network will take over all of JPD's existing programming, technical and physical assets.

Stopping Storer's earnings slide

Cable purchases, construction, interest rates all have had negative effect on earnings; broadcast division keeps going strong; system sales lead to new optimism for a turnaround

Peter Storer says the worst is over for Storer Communications Inc. The company's chairman and chief executive officer says that the net losses the company has suffered in recent quarters are about to end and that the company can look forward to taking care of "day-to-day" operations.

It was in 1978 that the company's board of directors decided to make a major expansion in cable and, like Warner and other MSO's, aggressively to pursue new franchises. From 1979 to 1982 it won a number of contested franchises including Prince George's county, Md. (a suburb of Washington), northeast Houston and half of Minneapolis. The company was also busy acquiring other systems. Its subscriber base increased from 347,200 at the end of 1979 to 846,000 at the end of 1981 to 1,410,000 as of March 31. Storer noted, "In hindsight there were certain franchise fights that we are glad we didn't win."

Cash from Storer's seven TV stations provided additional financing for the expansion into cable. The television division has regularly registered an operating profit of 33%. Revenue increases have averaged under 10% over the last five years but the company notes that a majority of its stations are in so-called "smokestack" markets—Cleveland, Detroit, Milwaukee and Toledo—with generally more vulnerable economic prospects than, for example, the markets in which its three other stations are located: Boston, San Diego and Atlanta. In the first quarter of this year television revenue increased 11% over the same period last year and operating income rose 22%.

The plunge into cable was achieved to the detriment of earnings. Because the systems were being bought and built within a relatively short time, the costs associated with those systems mounted much faster than operating profit from its established cable systems and the seven television stations that it owns. A related problem was interest rates. To fund the expansion, Storer relied mostly on bank financing, rather than equity, or stock, financing and thus was vulnerable to

the interest rates that rose in 1981 and have remained high.

Storer said that if it had to do it over again, the company would probably use the same financing strategy: "Some of the bank debt is locked in on five-year rate guarantees where we did an interest swap on \$100 million at what we then believed to be an advantageous rate of return. Then only history tells you whether it was good or not. Interest rates ranged from the first bonds we issued at eight and a half percent all the way up to certain loans that were relatively small but that were up to 15%. What we did was based on the most advantageous financing we could get in the market. We did about as much equity financing as we felt was applicable; we could have done more but because of where our stock stood in the market, we felt debt financing was a better vehicle."

This is not to say that Storer has not learned from the past. "I think probably the only real operational mistake we made, that we had any real control over, was that we forgot to keep small rate increases up in our classical systems. We should have kept moving as we had in the past...modest increases, 40 to 50 cents a year maybe, and kept those moving up so that it could have increased cash flow and helped the bottom

FNI Communications Company

has been acquired by

FNI Cable Associates

(A Tennessee Limited Partnership
controlled by Rifkin & Associates)

*The undersigned acted as financial advisor to
FNI Communications Company in this transaction.*

Lehman Brothers
Shearson Lehman/American Express Inc.

May, 1984

Storer and the bottom line. As the company spent more money to buy cable systems, obtain franchises and build, it assumed more debt, driving up interest expense and ultimately driving down net income. Dollar amounts are in millions.

	1979	1980	1981	1982	1983
Net earnings (loss)	\$30	\$25	\$32	\$9	(\$40)
Total revenue	\$170	\$197	\$276	\$379	\$459
Broadcast revenue	\$130	\$129	\$144	\$157	\$168
Cable revenue	\$40	\$68	\$133	\$223	\$291
Cable capital expenditures	\$54	\$161	\$291	\$319	\$190
Long-term debt	\$66	\$174	\$379	\$614	\$729
Interest expense as % of total revenue	3.3%	3.9%	7%	13.5%	14.8%
Cable division depreciation and amortization as % of total revenue	5.8%	9.2%	12.6%	16.4%	18.6%

line profit... It wouldn't have made a drastic difference in the financial statement, but it was one of those things we lost track of when we were battling for franchises."

Beginning last year, the company took a number of steps to ease its financial distress. One part of the plan was to go after basic rate increases for its systems. In this effort the company appears largely successful, reporting recently that it was granted increases "in 38 systems. An additional 38 were filed with local franchising authorities of which 18 were approved for 1984 and 20 are pending. Another 31 will be applied for in 1984." Rate increases covered 300,000 subscribers in 1983, and are expected to cover 700,000 in 1984.

The company's second corrective move was a decision to sell some of its systems. The dispositions over the last 18 months generally fall into one of two categories—

(1) smaller stand-alone systems in Colorado, Florida, Pennsylvania and Texas averaging between 6,000 and 7,000 subscribers and (2) larger, partially built systems. Storer said, "Approximately a year ago I would say we looked at the lack of development in the pay ratios and the lack of their development in the 'bells and whistles' systems. It became apparent that the development of those into a profitable operation was going to be delayed."

Included in that category are the \$49-million sale of the Prince George's county, Md., franchise (BROADCASTING May 28), and the yet to be sold West Pasco county, Fla., system. The company also sold its half-franchise in Minneapolis to Rogers Cablesystems last year for recoupment of costs. The company expects the sales could reduce debt by much as \$18 million by the end of next year.

The corrective efforts have led to some enthusiasm for the company's prospects, although Storer stock has not exceeded the high of \$43 a share it reached in 1981, before rising interest rates and lowering expectations for the cable industry took hold of Wall Street. From the middle of that year the price slowly eased down to a low of \$20 per share, before rising with the bull market in the latter half of 1982. The stock hovered around \$30 for the better part of 1983, but in the last six months has traded in the mid-30's, outperforming a declining market. Ernest Levenstein, first vice president, Shearson Lehman/American Express, noted that cash flow on a fully diluted basis is slightly under \$10 a share, and with the stock at "\$33 and change, it is probably selling at one of the larger discounts."

Storer still has to face paying off its debt, a figure that will total at least \$170 million between now and 1988. According to No-reen Williams, assistant vice president of industrial ratings, Standard & Poor's, who keeps an eye on Storer and its BB- rating on subordinated debt, "The rating as it stands seems reasonable at this point. They have made great progress by selling off some of these systems, and reduced the commitments they have to make going forward. Before we could make a change upward on the rating there are some problems with some of new urban franchises."

"Critical to how we evaluate Storer and the whole industry is the fact that there is a lot of protection in the assets of their broadcasting properties and the cable systems already built," said Williams. "The ability to sell the assets, as they are doing on the cable side, is something that we put a great deal of importance on. There is a lot of undervaluation in Storer's broadcasting properties, so that high leverage is less of a concern than if they didn't have those broadcasting properties."

Peter Storer sees light at the end of the tunnel. "Frankly, I think we're through with our major problems. There are always ongoing business problems. Over the next nine months we should have reduced our debt and depreciation with a direct effect on our bottom line earnings. That has been the major problem for us to face. The rest [of our efforts] at the moment is continuing to improve our day-to-day operations, to get the rate increases. For those big systems we have a target price we want to get for basic."

"I think the industry as a whole is also somewhat concerned about the pay-to-basic ratio. Some of our drop-off was caused by the elimination of Spotlight [in which Storer was a partner]. Because a certain number of our customers had bought everything they could, the end of that service affected the ratio. The ratio may have just about leveled out for us and may increase very slowly; these things don't change very quickly. That depends on what services are offered and how they are differentiated.... I will say this: Any time we go through a significant pay rate increase we can see a decrease in that ratio. We think we have learned something about marketing, and when somebody says to us that with a \$2.50 increase, pay is going to stay flat or maybe increase, we say: 'Let's talk about that; experience shows otherwise.'"

Keymarket Communications of Alabama, Inc.

has acquired

WTBC/WUOA
Tuscaloosa, Alabama

for

\$1,312,500

from

Tuscaloosa Broadcasting Company

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

6/4/84

Changing Hands

PROPOSED

KWHO-AM-FM Salt Lake City □ Sold by Northwest Radio Co. to Sunrise-Utah Inc. for \$2,085,000 cash. Seller is owned by Northwest Energy Co. which has no other broadcast interests. It was recently bought by Williams Co. of Tulsa, Okla. Buyer is owned by Richard Elliot, general manager of KGHL(AM)-KIDX(FM) Billings, Mont., who has no other broadcast interests. KWHO(AM) is daytimer on 860 khz with 1 kw. KWHO(FM) is on 93.3 mhz with 26 kw and antenna 3,660 feet above average terrain. Broker: Chapman & Associates.

KECK(AM)-KHAT(FM) Lincoln, Neb. □ Sold by J-P Enterprises Inc. to Capitol Cities Broadcasting Inc. for \$1,388,000 cash. Seller is owned by James C. Treat (50%), Karen Shelley, Susan Early, Carmen Parker (16% each) and Mildred Early (2%). They have no other broadcast interests. Buyer is owned by Robert D. Hanna (40%) and William M. Ledford (60%). Hanna owns KROX(AM) Crookston, Minn. (50%); KERV-AM-FM Kerrville, Tex. (13.1%); KCLW(AM) Hamilton, Tex. (66%); KLRN(AM)-KLML(FM) Leadville, Colo.; KICS(AM)-KEZH(FM) Hastings, Neb. (50%); WBSR(AM) Pensacola, Fla. (75%); WNNB(FM) Grifton, N.C. Ledford owns remaining 25% of WBSR(AM). KECK(AM) is daytimer on 1530 khz with 5 kw. KHAT(FM) is on 106.3 mhz with 2.9 kw and antenna 145 feet above average terrain. Broker: Prikrly Media Associates

WKWF(AM) and WVKF(FM) Key West, Fla. □ Sold by the estate of John M. Spottswood to Long Communications Inc. for \$1,050,000. Seller has no other broadcast interests. Buyer is owned by Russell Long, investor with no other broadcast interests. WKWF(AM) is on 1600 khz with 500 w fulltime. WVKF(FM) is on 95.5 mhz with 100 kw and antenna 300 feet above average terrain. Broker: C.L. Richards

KAFE-AM-FM Santa Fe, N.M. □ Sold by Enchanted Land Broadcasting Inc. to A. Thomas Joyner, David Weil, and Gregg P. Skall for \$950,000. Seller is owned by Dale Wood, who has no other broadcast interests. Buyers Joyner and Weil recently sold WISN(AM)-WQDW-FM Kinston, N.C. ("Changing Hands," March 19), and are buying WLOE(AM)-WRSQ-FM Eden, N.C. ("Changing Hands," April 9), and WHAL(AM) and WYQC-FM Shelbyville, Tenn. ("Changing Hands," May 28). Skall is Washington communications attorney. KAFE is daytimer on 810 khz with 5 kw. KAFE-FM is on 97.2 mhz with 28 kw and antenna 80 feet above average terrain. Broker: C.L. Richards

KORL(AM) Honolulu □ Sold by O'Day Broadcasting to Pacific Broadcasting Corp. for \$790,000 cash. Seller is owned by Pat O'Day, vice president of Madison Park Broadcasting and general manager of KXA(AM)-KKMI(FM) Seattle, Wash. He has no other ownership interests. Buyer is owned by Michael L. Jordan, economic consultant and treasurer of Dallas-based Jordan Investments (48%), Mary P. Heller (23%) president of Heller Securities, Dallas-based investment firm, Ronald B. Poock (21%), Boston attorney, and two others. They have no other broadcast interests. KORL is on 650 khz with 10 kw full time.

WVSI(AM) Jupiter, Fla. □ Sold by Raymond E.

Knappe to Robert B. Taylor for \$650,000, comprising \$100,000 cash and remainder note. Seller has no other broadcast interests. Buyer is general manager of WXKE(FM) Fort Wayne, Ind. WVSI is daytimer on 1000 khz with 1 kw.

WSOK(AM) Savannah, Ga. □ Sold by Black Communications Corp. of Georgia Inc. to Bay Communications Inc. for \$435,000, comprising \$375,000 cash and \$60,000 noncompete agreement. Seller is owned by Ben Tucker, who has no other broadcast interests. Buyer is owned by J.S. Love (28%), his daughter, Joe Love Little (28%), Mary E. Macmillan (28%) and two others. They also own WAEV(FM) Savannah, Ga., and WLOX-TV Biloxi, Miss. WSOK is daytimer on 1230 khz with 1 kw. Broker: R. A. Marshall & Co.

KODE(AM) Joplin, Mo. □ Sold by Gilmore Broadcasting Corp. to Remick Radio Inc. for \$288,478, comprising \$75,000 cash and remainder note. Seller is owned by James S. Gilmore who owns KODE-TV Joplin, Mo.; WSWA(AM)-WQPO(FM) Harrisonburg, Va.; WHET(TV) Evansville, Ind., and WREX-TV Rockford, Ill. It also owns Western Ohio Cablevision, and recently bought, subject to FCC approval, WLVE(FM) Miami. ("Changing Hands," May 14). Buyer is owned by Glenn H. Remick (50%), general manager of KODE, and his wife, Lesalie (50%), they have no other broadcast interests. KODE is on 1230 khz with 1 kw day and 250 w night.

WBUZ(AM) Fredonia, N.Y. □ Sold by Catocin Broadcasting Corp. to Carl G. Timko for

\$225,000, comprising \$75,000 cash, \$20,000 real estate transfer, and remainder note. Seller is owned by Harry Serafin, who has no other broadcast interests. Buyer is mortician with no other broadcast interests. WBUZ is daytimer on 1570 khz with 250 w.

CABLE

System serving Bedford Township, Mich. and Toledo, Ohio □ Sold by Maclean-Hunter Cable Television to Bedford Cablevision Ltd. for an estimated \$3.5 million. Seller is MSO with systems serving nearly 600,000 subscribers in U.S. and Canada. This is Maclean-Hunter's first cable sale, attributed to its distance from Detroit, where it serves a cluster of 16 systems. Buyer is partnership of Vern Milligan and Tom Johnson, both of Golden, Colo., co-owners of cable system in Rancho San Diego, Calif. System has 3,400 subscribers, passes 5,500 homes and has 135 miles of plant. It will gain additional 1,000 subscribers and pass additional 1,800 homes with planned 25-mile plant extension this summer. Broker: Jones Group Ltd.

Systems serving Bellaire, Neffs and Glencoe, all Ohio □ Sold by Bellaire Antenna Systems Inc. and Neffs Cable Service Co. to TCI Growth Co. for an estimated \$3 million. Seller is owned by John Nowak. Buyer is subsidiary of Tele-Communications Inc., Denver-based MSO owning systems serving over 2.2 million subscribers. The systems serve 3,050 basic subscribers and passes 3,605 homes with 43 miles of plant. Broker: Communications Equity Associates.

For other proposed and approved station sales, see "For the Record," page 104.)

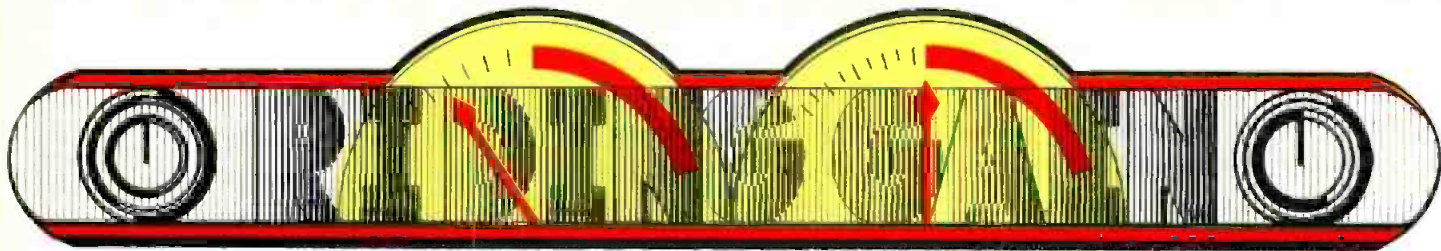
YOUR RADIO STATION MARKETING NEEDS REQUIRED OUR SELECTIVE EXPANSION.

- More dedicated radio professionals.
- New sales tools such as computers, modern office equipment and larger offices.
- More sales effort and thorough attention to a few select medium and large market radio stations.

When confidentiality, integrity and experience are important...

The Mahlman Company
One Stone Place
Bronxville, New York 10708
914-779-7003

Brokerage Appraisals Consulting



Radio testament

National advertising and agency executives will give testimony to radio's strength as an ad medium at this Wednesday's (June 6) annual Association of National Advertisers/Radio Advertising Bureau workshop day at New York's Waldorf-Astoria hotel. Henry Hayes, media director for Pepsi-Cola Co. and chairman of the ANA radio committee, will give welcoming remarks. Keynoting the event will be Jeff Campbell, president, chief executive officer, Burger King Corp., who plans to give an update on the "burger wars" and the use of radio as a "front-line weapon" (BROADCASTING, March 26).

Others giving case histories of their companies' uses of the aural medium in the overall media mix will be: Jim McCarty, senior advertising manager, Levi-Straus & Co.; Ralph Countryman, vice president, media services, Seven-Up Co., and Pat Kane, director of corporate advertising, Beatrice Foods. An overview of radio as an advertising medium will be given by Malcom MacDougall, president and director of creative services, SSC&B/USA. Scheduled to give

the luncheon address is F.G. (Buck) Rogers, vice president, corporate marketing, IBM.

The workshop is expected to draw about 700 radio sales and agency executives, up from the nearly 600 who attended last year's meeting.

Aren't they grand

Seven grand awards were among the 75 radio programing gold medals scheduled to be presented last Friday night (June 1) by the International Radio Festival of New York at the city's Sheraton Centre hotel. Entrants were judged on performance in the following categories: entertainment programs, news programs, information programs, public service announcements, commercials, promotion spots and editorials. There were 1,106 entries from 18 countries.

Following are the grand award winners: Durfee & Solow Advertising, New York (best commercial), for "World Leaders" for Vita Food Products.

TBWA, New York (best commercial campaign), for its "Craving Singles Picnic" spots for Fromagerie Bellcheese.

New Sounds Inc., New York (best public service announcement), for "Two Cops" for the Patrolmen's Benevolent Association.

KMOX(AM) St. Louis (best news program), for *The Hidden Poison/Times Beach: Born 1925, Died 1983*.

WBBM(AM) Chicago (best editorial), for *A Christmas Story*.

WCAU(AM) Philadelphia (best information series), for *The Pump*, a 13-part series on the heart.

3AW Broadcasting Ltd., Melbourne, Australia (best entertainment program), for *From Australia to The Great Wall*.

Shutdown

Drake-Chenault Enterprises, the Canoga Park, Calif.-based radio program syndicator and consultant, has discontinued its network division, which produces *The History of Rock 'n' Roll*, a one-hour weekday bartered program ("Riding Gain," Dec. 5, 1983) airing on approximately 300 stations nationwide. The reason, according to DC President James Kefford, was lack of long-term advertising commitments. The last show was broadcast June 1.

Popular item

The National Association of Broadcasters radio promotion kit, "Radio, The Natural Turn On," is attracting strong interest among the association's members. There have been more than 1,000 requests for the kits that include a tape with six 30-second promotional announcements. NAB plans to offer another series of announcements soon.

Ship makes radio waves

Laser 558-All Europe Radio is a new radio station, launched May 24, beaming contemporary hit music to most of Western Europe from the M.V. Communicator, a ship anchored in international waters in the North Sea. The station, which transmits a 25 kw signal on 558 khz, is manned by an all-U.S. staff who play popular songs from Europe, Scandinavia and the United States. "We expect an early cume audience of nearly 10 million listeners," said Roy Lindau, president of the newly formed New York-based Music Media International Inc., which represents Laser 558 internationally. The station will be heard in the UK, the Netherlands, Belgium, Denmark, France, Germany, Norway, Sweden and Ireland.

The station is currently transmitting programming 20 hours per day—including one-minute news headlines each hour—but, according to Lindau, who formerly served as senior vice president and marketing director for Major Market Radio, plans call for the outlet to expand its broadcast day to 24 hours. Rates for a 30-second spot range from \$40 to \$250 depending on the daypart. The

GAMMON & NINOWSKI MEDIA BROKERS, INC.

STANDING READY TO SERVE!

Gammon & Ninowski is currently working with several highly qualified broadcast groups looking to acquire television stations in ADI markets 1-150.

These prospective purchasers have been prequalified and are prepared to move most expeditiously and with the utmost of confidentiality.

We would like very much the opportunity to discuss with you a potential purchase of your television station.

If you would like to call and discuss this possibility with us, contact Ronald J. Ninowski by calling collect, 202-861-0960.

GAMMON & NINOWSKI MEDIA BROKERS, INC.,

the media brokers who warrant your trust,
serving the broadcasting industry with offices located in:

WASHINGTON, D.C.

James A. Gammon
Ronald J. Ninowski

LOS ANGELES, CA

Carl J. Fielstra

programming in in English with multilingual ID's.

"Unlike pirate stations of the past," said Lindau, "Laser 558 is a legal offshore radio station. It's a complete nonEuropean organization operating in international waters."

Anchored about a mile away from Laser 558 is Radio Caroline, which transmits rock music to most of Western Europe.

Money makers

Since 1968, classical music stations have raised more than \$20 million for symphony orchestras and opera companies in the U.S. through on-air fund raisers, according to fine arts station WFMT(FM) Chicago. The station claims to have raised the largest single amount, \$4.3 million for the Chicago Symphony Orchestra over the past nine years. Among the other leaders in classical radio marathons are: WQXR-AM-FM New York, which has raised over \$2.5 million for the New York Philharmonic since 1978, and WCRB(FM) Boston, more than \$2.4 million for the Boston Symphony in the past 14 years.

Playback

On July 6, the American Public Radio Network will begin offering its 260-plus affiliates an audio version of PBS's *The American Debate*, a weekly half-hour hosted by *Washington Post* associate editor, Robert Kaiser. The series examines critical issues through discussions with experts. Public radio stations will be fed the broadcast on Fridays while public television receives it on Sundays, according to a network spokeswoman. The program is currently funded by the Roosevelt Center for American Policy Studies, a nonprofit, nonpartisan research organization with offices in Chicago and Washington.

□

An "audio journey into the soul of America" is the description of a new 24-hour Independence Day special produced by Dallas-based Otis Conner Productions and distributed via Transtar Radio Shows, the new program syndication arm of the Transtar Radio Networks. The program, *Celebration of America*, is designed to air as either a 24-hour weekend event or stripped over several nights, according to Ron Ruth, Transtar's vice president of sales.

According to officials of Transtar and Conner, the special is about 75% music, with selections complementing the program's story lines. The show's host will be KRLD(AM) Dallas personality Alex Burton. Transtar affiliates will have right of first refusal, said Ruth.

Jazzed up

The American Jazz Radio Festival, a new two-hour weekly series, will premiere nationally this July on National Public Radio. The series will include performances by guitarist Kenny Burrell, saxophonist Wayne Shorter, pianist John Hicks and the Mingus Dynasty band. The series is produced by WBOG(FM) Newark, N.J., and distributed by NPR.



Final days. ABC's contemporary hit WPLJ(FM) New York will soon give away a new co-op home in Edison, N.J., to a winner in the station's "\$1,000 Song of the Day" promotion. The "Home of Your Own" promotion, which was coordinated in conjunction with Pace Advertising and Margate Associates, a real estate development company, was scheduled to conclude yesterday, June 3. Pictured above are (back row, l-r): Peter Bush, air personality; Raul G. Lahee, account executive; Joseph E. Parish, vice president and general manager, and Jim Kerr, air personality, all with WPLJ. (Front row, l-r): Roy Deutschman, general sales manager, WPLJ; Maureen Lesourd, retail sales manager, WPLJ; Eli Schonberger, of Pace Advertising.

WE'RE PROUD OF OUR 30 YEARS OF PROFESSIONALISM AND INTEGRITY

At Chapman Associates, we believe that nothing speaks better than success. That's why we're so proud of our 30 years of consistent achievement.

Chapman Associates has built and maintained a solid reputation based on radio station sales. Now, Chapman Television offers the same reputable service and confidentiality to its buyers and sellers.

For confidential discussions on buying or selling television properties, contact E. L. Corky Cartwright, President, Chapman Television (303) 740-2224. You'll be sold on our services.



CHAPMAN ASSOCIATES
nationwide mergers & acquisitions

1835 Savoy Drive, Atlanta, GA 30341 (404) 458-9226

Republicans open fire for House seats

Vander Jagt previews TV spots blasting Speaker and Democrats

The Republican Congressional Campaign Committee last week opened its fight for a larger number of House seats, and it is focusing on the alleged unfairness of House Speaker Thomas P. (Tip) O'Neill Jr. (D-Mass.) as the means for whipping up the kind of anti-Democratic passion that it hopes will turn the trick.

Two 30-second television commercials feature supers reciting the alleged transgressions—"Democrats falsify congressional records" and "Speaker breaks own rule," among them—against portraits of George Washington and Thomas Jefferson. And at the close of the spots, the portraits—Washington's in one, Jefferson's in the other—are shown weeping. Each ends with the line, "Bring back the pride. Vote Republican."

To the chairman of the National Republican Congressional Committee, Representative Guy Vander Jagt (R-Mich.), who introduced the spots at a crowded news conference, the ads show the "arrogance" of the Democrats after 29 years in power in the House. "Absolute power for almost three decades leads to arrogance," he said. "We have had our rights as a minority [party] trampled on, so the rights of the people have been trampled on. The people may decide it's time for a change." The Democrats outnumber the Republicans in the House, 268-167.

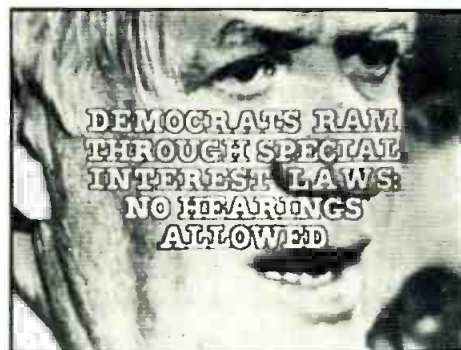
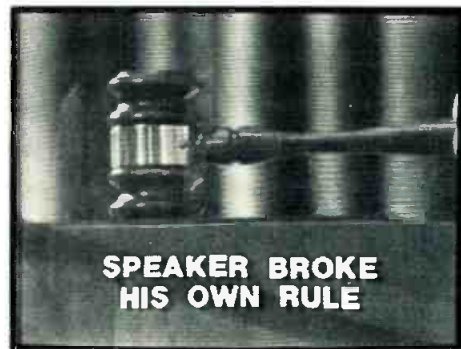
The Republicans' initial timebuy for the spots is modest—\$17,000. That will permit a test in the Washington market and nationwide on the Cable News Network. The Republicans have budgeted \$2 million for a nationwide campaign featuring the two spots and/or other ads, depending on the results of the test.

Democrats did not wait long to offer their critique. Representative Tony Coelho (D-

Calif.), in a statement that was ready for distribution to reporters as they left the Vander Jagt news conference, said the latest "lie and buy" campaign "won't work. To Coelho, O'Neill is a plus for the Democrats. "I can't walk through an airport with Tip without being stopped by crowds of people—working people—who want to shake his hand." O'Neill himself seemed unmoved. "It really doesn't make much difference to me." He attributed the attacks to "the regressives [on the Republican side]... the John Birch type."

The Republican Congressional Campaign Committee has used O'Neill—rather, an actor lookalike—in past elections. In 1980, he was shown as a bumbling, grandfatherly type who allowed the car he was driving to run out of gas. Two years ago, O'Neill and Jimmy Carter lookalikes were shown at a funeral along with an actor portraying an attorney reading a will bequeathing to Ronald Reagan a recession and soaring inflation. While those commercials were done with a touch of humor, those shown last week have a sharp edge.

In one, a choir is heard singing "America the Beautiful" as an extreme close-up of O'Neill's face shows only his eyes, and animated lettering spells out, "Democrats falsify congressional records." After the camera pulls back to reveal more of O'Neill's face, the animated lettering spells out, "Democrats ram through special interest laws: No hearings allowed." Then, as a picture of the Capitol comes on the screen, an announcer says, "Something's wrong. Very in our House of Representatives." Then, as O'Neill's eyes, nose and mouth are shown, the animated lettering spells out, "Democrats bottle up important crime law: Congressmen not allowed to vote." At that point, the portrait of George Washington is shown, and a tear appears in the corner of an eye. "Is this the way our founding fathers meant for



things to be?" the announcer asks. "Bring back the pride. Vote Republican."

The falsification-of-congressional-records charge, according to Vander Jagt, refers to the removal of the words "I object" from the *Congressional Record* after they were spoken by a Florida Democrat, Dan Mica, who feared the action would be criticized by his constituents who might have been expected to support the bill under consideration. (Actually, because of a change O'Neill made in the rules, it was not necessary for Mica to express an objection.) The falsification charge also referred to changes that a Democratic staffer who later resigned made in congressional hearing testimony. The charge of ramming through "special interest laws," according to Vander Jagt, was a reference to passage of a bankruptcy reform bill on March 21, two days after it was introduced. The crime bill said to have been bottled up was introduced on March 16, 1983, but committee action is yet to be scheduled. A companion bill was passed by the Senate, 91-1.

Confidential Financial Services To Owners And Qualified Buyers

*Take advantage of our personalized services
for brokerage, financing, appraisals*

Lester Kamin & Company

COMMUNICATIONS BUSINESS BROKERS

Radio ■ TV ■ Cable TV ■ Newspapers

■ 2020 North Loop West ■ Suite 111 ■ Houston, Texas 77018 ■ 713/957-0310 ■

The other spot contains a reference to the action of the Speaker's that has particularly outraged Republican House members: his order on May 10 to have the television cameras covering House proceedings pan the chamber—to show it was empty—as Representative Newt Gingrich (R-Ga.) was attacking liberal Democrats during a time of the day, after regular business, that is set aside for speeches. For five years, an inflexible rule had required that the cameras be focused on the person speaking. The Speaker has the authority to change the television coverage rules, but the Republicans complained he exercised it without consulting the minority leadership—or even notifying Gingrich as he talked.

The commercials were not the only anti-Democratic video material Vander Jagt provided for the reporters' viewing. He also presented a five-minute tape informally labeled *Tip's Greatest Hits*, a collection of snippets of House floor debates. It shows O'Neill overruling, insulting or shutting off Republican members. The piece is not for broadcast, although Vander Jagt said it is not clear that the House rule prohibiting House members from using tapes of television coverage of the House for political purposes would apply to it. But the Republican Congressional Campaign Committee offered to make copies for television journalists interested in using it in their coverage of the ad campaign. A committee aide later said 25 dubs were requested, and provided. □

ALJ renews New Jersey FM over complaints of sparse local news coverage

Competing applicant to Pillar of Fire's WAWZ-FM is turned down; judge rules station's prior record is sufficient

How much local news and public affairs programming must a radio licensee offer to pass muster at the FCC? Not a lot, according to FCC Acting Chief Administrative Law Judge Thomas Fitzpatrick.

In an initial decision released last week, Fitzpatrick granted renewal to Pillar of Fire for WAWZ-FM Zarephath, N.J., denying a competing application by Radio New Jersey, even though the station broadcast no daily local news programs and no regularly scheduled locally produced public affairs programs.

In his decision, Fitzpatrick said the station, which primarily broadcasts religious programming, had exceeded its nonentertainment programming proposals through other sources. WAWZ-FM, Fitzpatrick said, had broadcast UPI World News on a regular basis between 12 and 15 times a day at the top of the hour for four or five minutes. It also broadcast weather reports after the news and "timely notified the public of school, government office and court closings or postponements due to inclement weather." At the

same time, Fitzpatrick said, the station had, on a weekly basis, provided a summary of the news in the region. And it broadcast announcements on cultural, civic, educational, government and religious activities throughout the service area, the judge said.

While the station did not carry regularly scheduled, locally produced public affairs programs, it had devoted 3.72% of its broadcast time to public affairs programming—and also had broadcast locally produced public affairs programs on eight occasions during its license period for a total of 227 minutes, the judge said.

Fitzpatrick further noted that while the station provided no campaign coverage or timely election results to its listeners, it had, among other things, on its weekly regional

review program, furnished coverage of the 1978 U.S. Senate primary and election contests and information relative to registration for the 1979 and 1980 elections. "Although the political coverage provided . . . was minimal in scope, it does not warrant a conclusion that Pillar did not exercise 'reasonable good faith judgment' in the exercise of its licensee discretion under the particular facts present," the judge said.

In his decision, Fitzpatrick noted that the commission has made clear that a preference for past broadcast performance is entitled to more weight than "structural factors" like integration and diversification—and the judge said the station deserved a strong preference for its past performance.

While Radio New Jersey was given

WOOD Broadcasting, Inc.
has sold

WOOD AM & WOOD FM
Grand Rapids, Michigan

to

Grace Broadcasting of Grand Rapids, Inc.
for

\$8,100,000

We are pleased to have
initiated and assisted in this transaction
completed in May, 1984.

R.C. CRISLER & COMPANY



EXCELLENCE. INTEGRITY. EXPERIENCE.

580 WALNUT ST.
CINCINNATI, OHIO 45202
(513) 381-7775

"slight-to-moderate" comparative preferences on diversification and integration grounds, and a "very slight" preference for an auxiliary power proposal, those were offset somewhat by a demerit assessed for use of misleading promotional material at its

WRNJ(AM) Hackettstown, N.J. "It is ruled that RNJ's advantages under diversification and integration, offset by its demerit, are insufficient to overcome the strong preference awarded to Pillar for its past broadcast record," the judge said. □

Wheel-spinning on international policy

White House calls on State and Commerce to settle their differences over jurisdictional dispute

For the four applicants involved and an increasingly impatient White House, not to mention the 108 anxious members of the International Telecommunications Satellite Organization, this is a time of waiting—of waiting for officials of the State and Commerce Departments to resolve the largely procedural differences between them that are blocking the establishment of national policy regarding satellite systems that would compete with Intelsat. A top White House aide, in a meeting on May 23 with Under Secretary of State William Schneider and David Markey, head of Commerce's National Telecommunications and Information Administration, reportedly asked for a resolution of the conflict "in 24 hours" (BROADCASTING, May 28). But last week, no one was yet predicting when the matter would be settled.

The issue has been brewing for more than a year—since March 1983, when Orion Satellite Corp. filed an application with the FCC seeking authority to establish a telecommunications satellite system that would provide service in the lucrative North Atlantic region. The application triggered the initiation of an executive branch study of the

domestic and international policy implications it raises—and led to a joint request by NTIA and State to the FCC not to act on the application until the study was completed. Since then, three other applications have been filed—by International Satellite Inc., RCA Americom and Cygnus Satellite Corp.—and Intelsat's concerns about the impact on the organization of the proposed competition were expressed in resolutions by the board of governors, the Assembly of Parties (member governments) and its signatories. Intelsat members also took the unusual step of writing to the FCC and the State Department on the issue.

Movement toward establishing U.S. policy stalled late in March when the NTIA and State, whose position embodies the report of a Senior Interagency Group, filed separate reports with the White House (BROADCASTING, April 2). The White House since then has declined to choose between them. And the invitation of Craig Fuller, assistant to the President for cabinet affairs, to Schneider and Markey to discuss the matter made it clear the White House would rather have the departments resolve the issue than confront the President with the necessity of making such a choice.

Some progress was reportedly made following the meeting in the White House, in drafting a letter to the commission transmit-

ting the executive branch's recommendations. But, as officials noted, that was simple, given the basic agreement between State and NTIA on the substantive issues: Both believe the U.S. should permit alternative systems provided they are barred from offering a public switched network and thus competing with Intelsat for business that now provides the bulk of its revenues. The stated aim is to assure Intelsat's continued viability. They also agree that the proposals for alternative systems should be coordinated with Intelsat, as provided for in the Intelsat agreement.

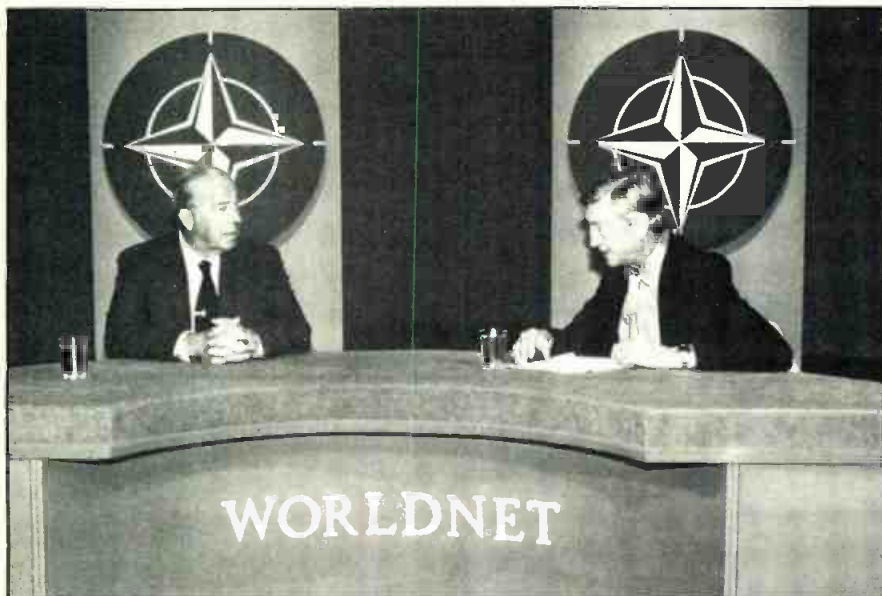
But the principal disagreement involves procedural matters—matters that reflect the turf fight in which the departments have been engaged. One issue is whether the "determination" of national policy on the issue will be made by the President, as State insists, or by the secretary of Commerce, under authority delegated by the President, as proposed by NTIA. Another is whether the letter to the commission should be signed by the secretary of Commerce alone or by the heads of both departments, as State contends it should.

But there is a more substantive issue, one that involves the question of whether the U.S. should express its willingness to support a change in the Intelsat agreement that would enable the organization to engage in flexible pricing to meet competition in specialized services ("Closed Circuit," April 9). The international agreement now requires averaging of prices as a means of holding down costs for Third World countries that occupy the so-called thin traffic routes. NTIA, which raised the issue in its report to the White House, argues that if the U.S. supports competition for Intelsat, it should make clear it supports changes in the Intelsat agreement to enable it to meet the competition. The change would enable Intelsat to reduce charges for nonbasic services on its thick routes simply to cover incremental costs and thus meet and beat competition.

State is said to feel that expressing support for a change in the pricing structure at the same time the U.S. opens the door to competition for Intelsat would cause many countries, particularly those in the Third World, to doubt the sincerity of the U.S. commitment to Intelsat. Indeed, State is said to have warned that the backlash would be so severe as to cause the U.S. to halt, at least temporarily, its movement toward authorizing alternative systems. (Those who support NTIA's position note that Intelsat's director general, Richard Colino, has said publicly on a number of occasions that if Intelsat is to be forced to compete, it should be allowed to design a competitive price structure.)

Since efforts of middle range officials in State and Commerce to resolve these matters have not succeeded, sources in both camps say it might be necessary for Secretary of Commerce Malcolm Baldrige and Secretary of State George Shultz to meet on the issue. One official took it a step further: "It may have to be resolved by the President sitting down with the two cabinet officers."

But even if the two departments reach agreement, final governmental action probably would not be forthcoming immediately. It is likely that the commission would invite



NATO talks. Secretary of State George Shultz (l) answered questions from journalists in 14 North Atlantic Treaty Organization countries on Thursday, as part of a two-hour program commemorating the 35th anniversary of NATO and broadcast to those countries by way of the U.S. Information Agency's Worldnet system. Shultz is shown with Sandy Gall, anchor of England's Independent Television Network, who moderated the program. Besides the Shultz press conference, the program included a live satellite discussion among European journalists in NATO countries and administration officials in Washington and taped interviews with citizens of some of the NATO countries.

comment on the executive branch's recommendations before acting on the applications. And some government officials are expressing concern that the continued delays are working to the disadvantage of the applicants—and to Intelsat's advantage. The feeling is that delays could cause banks and others on whose cooperation the applicants are depending to lose interest in the enterprise.

However, Thomas McKnight, president of Orion, said Orion intends to persevere. He acknowledged that negotiations "are entering a ticklish period." But, he said "that doesn't mean we won't be there in the end. The investors"—most of them from the cable television industry—"are committed to seeing this through." Indeed, he said the interest that the three other applicants have demonstrated in providing international satellite service "indicates to our investors they have done the right thing." □

Study supports Intelsat thesis on competitors

Hinchman survey concludes economic harm would result if ISI and Orion applications were approved

Members of the Intelsat board of governors and officials of its signatories last week were poring over the final version of a two-volume report on "The Economics of International Satellite Communications." It fleshes out and provides supporting analyses and work papers for the thesis stated in the executive summary that was released two months ago: that the competing systems proposed by the Orion Satellite Corp. and International Satellite Inc.—let alone the two others that were proposed subsequently by RCA Americom and Cygnus Satellite Corp.—would cause Intelsat serious economic harm (BROADCASTING, April 9).

The study, by Walter Hinchman Associates Inc., maintains that neither Orion nor ISI would be a viable undertaking if the International Telecommunications Satellite Organization abandoned its present system of averaging prices globally and charged according to relevant costs. Because of the economies-of-scale and utilization-of-capacity advantages Intelsat enjoys, neither could come close to meeting the relevant marginal or variable costs that Intelsat would incur to satisfy the same demand levels, according to the study. Those costs are said to range from \$240,000 to \$580,000 per utilized transponder per year.

But the report also says that if one or both of the proposed systems were established, "Intelsat would suffer considerable economic harm—whether or not it chose and was allowed to make such cost-based pricing adjustments." For the diversion of any business would result in higher costs for Intelsat users, since the unit cost that Intelsat members ultimately pay is the cost per unit of utilized capacity. And the study foresees a possible diversion of sufficient traffic to result in increases in Intelsat user costs of up to 31.7% to 35.6%.

Even without competition, about half of

Intelsat's capacity is not utilized—a function, at least in part, according to the study, of Intelsat's obligation to replace primary and major path satellites with later-generation, higher-capacity satellites long before the life of the older satellites is exhausted. The study says Intelsat is currently operating or has under construction sufficient capacity to meet not only its anticipated requirements but also "the maximum level of demand for trans-Atlantic services that the Orion and/or ISI systems could possibly satisfy."

The report indicates the "residual" capacity is potentially valuable to Intelsat. For to the degree that Intelsat uses it to meet the special service needs of its members, the study says, "it generates additional 'revenues' substantially in excess" of the costs involved. And those excess revenues, in turn, reduce the revenue requirements assigned to the capacity used to provide basic telephone and telegraph service, which constitute the largest part of Intelsat's business. Conversely, to the degree those additional service revenues are reduced, the greater the costs borne by the basic services.

What's more, the report suggests that repricing the residual Intelsat capacity based on its actual incremental costs to prevent the diversion of this traffic to other systems is not an altogether happy solution. For the report says it "would have much the same effect" on the cost of basic services. Thus, the cost to Intelsat of retaining customers for its special services would be an increase in prices for the basic services on which all of the system's users depend. The revenues to reduce the costs would not be available.

The study—in two volumes, one contains a summary report, the other the backup papers—was distributed to members of the board and to the signatories in anticipation of the board's meeting, in Honolulu, that begins on June 6 and runs until the 13th. The study will undoubtedly add to the concerns Intelsat members already feel about the likelihood the U.S. will authorize systems that would compete with Intelsat.

The competition, if it comes, may not be limited to the provision of special services. The executive branch has made it clear that it would expect the FCC to prevent new systems from providing public telephone service; the executive branch sees that as a means of protecting Intelsat against economic harm. And all of the applicants have indi-

cated they do not intend to offer that basic service. But the Hinchman study says that "both ISI and Orion apparently anticipate, or at least hope, that demand for the services they propose to offer will be significantly greater than that forecast by Intelsat—or that they will be able to divert some of the growing demand for basic telephone and telegraph communications to their respective services." The reference to possible diversion of basic services reflects widespread speculation on the part of those following the efforts of those seeking to provide international telecommunications satellite service that those parties could find their way into the provision of basic services, despite the present intentions of the government.

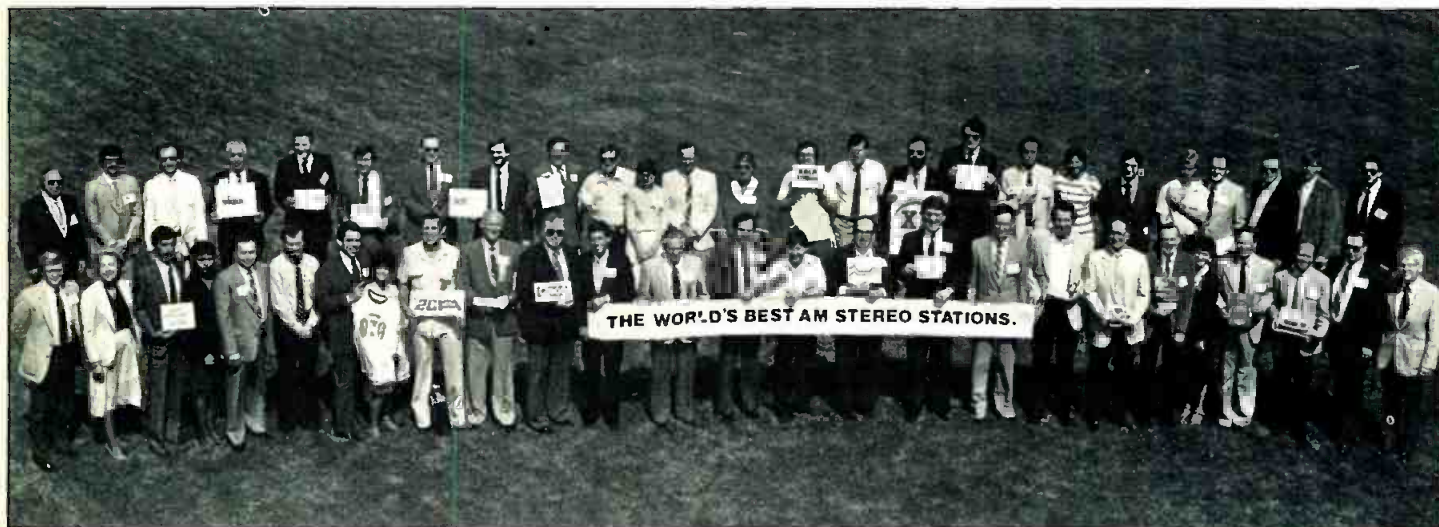
Neither Orion nor ISI provided demand forecasts. As a result, the authors of the Hinchman study produced their own assumptions based on a straightforward expansion of the Intelsat demand forecasts. The study projects a diversion of sufficient traffic to ISI and/or Orion to result in an increase in average use costs of 4.3%-4.9% in the 1986-87 period, when Intelsat assumes demand of 14 transponders. At double that forecast of demand, the diversion would result in an increase in costs of 8.6%-9.8%.

And the impact would be even higher in subsequent years as a result of assumed increasing demand, according to the study. If Orion and ISI could capture larger amounts of traffic that would be handled by Intelsat—for example, amounts equal to the total number of transponders available for lease (116)—"Intelsat's annual costs per utilized transponder would be as much as 35.6% higher in 1987 and 31.7% higher in 1988."

The study addresses another question that could be controversial—the nature of the cross-subsidies at work between and among various users, geographic regions and services. A study done for Orion that appeared to undercut the Intelsat argument that its structure benefitted poorer countries indicated that subsidies actually flow from the thin routes of the Pacific and Indian Ocean regions to the busy Atlantic area. The Hinchman study says that, for a variety of reasons, a definitive quantification of the subsidies is not possible. But it adds that, with minor exceptions, the net flow is from the heavy communications routes—that is, the Atlantic—to less developed nations and associated light traffic routes. □

More LPTV's. Using lotteries, the FCC last week granted low-power television licenses to TEL Radio, ch. 5, Del Rio, Tex.; NSN Inc., ch. 53, Valdosta, Ga.; Community Media Network, ch. 36, Indianapolis; Frontier Gulf Broadcasting, ch. 62, Petersburg, Fla.; Villarreal Broadcasting, ch. 55, Carrizo Springs, Tex.; Gloria Garcia, ch. 11, Sterling, Colo.; Constance Wodlinger, ch. 5, Houston; Family Television, ch. 34, Yuba City, Calif.; Satellite Entertainment, ch. 68, Charlotte, N.C.; Hometown TV, ch. 21, Morris, Minn.; Deloy Miller, ch. 9, Eagle Pass, Tex.; Citizen Television, ch. 56, Columbus, Ohio; Low Power Technology, ch. 29, Polk City, Iowa; Global Village Video, ch. 14, East Hampton, N.Y.; Ventures in Communications, ch. 60, Raleigh, N.C.; KSN Community Services, ch. 51, Independence, Kan.; The Sun Network, ch. 28, Douglas, Ariz.; Deloy Miller, ch. 64, Bisbee, Ariz., and ch. 66, Norfolk, Neb.; American Christian TV, ch. 22, Flagstaff, Ariz.; Valley County TV, ch. 14, Glasgow, Mont.; Hector Leal, ch. 24, St. George, Utah; Corporation for Black TV, ch. 19, Boston; Neighborhood TV, ch. 55, Savannah, Ga.; Russell Communications, ch. 14, Billings, Mont.; Eddie Robinson, ch. 28, Key West, Fla.; Macon Media, ch. 35, Macon, Ga.; Residential Entertainment, ch. 44, Flint, Mich.; Channel 5 Public Broadcasting, ch. 15, Carson City, Nev.; Community Television Network, ch. 64, Minneapolis; KOTV, ch. 63, Chautauqua County, Kan.; Women's Low Power Stations, ch. 3, King Mountain, Alaska; Sandi Barrios, ch. 46, Boone, N.C.; Blacktail TV, ch. 67, Bigfork, Mont.; Ponyland Broadcasting, ch. 52, Redding, Calif., and Charlie's TV's, ch. 61, Mullin, Tex.

In Sync



Motorola's obstacle. Motorola has generated quite a bit of momentum for its C-Quam AM stereo system in its campaign to make the system the de facto national standard by encouraging a growing number of receiver manufacturers to build Motorola-only radios. But Leonard Kahn, inventor and chief proponent of the Kahn AM stereo system, believes Motorola can be derailed by one or two stations in several major markets that insist on broadcasting in stereo using the Kahn or Magnavox systems. Consumers will resist purchasing Motorola radios, he reasons, if they are unable to tune in the stereo signals of the Kahn and Magnavox stations. And to show that there are major broadcasters who are committed to the Kahn system, Kahn commandeered a cherry picker at the National Association of Broadcasters convention last month at the Las Vegas Hilton hotel and took a picture of some of them. Back row (l-r): Don Beem, KRLA Los Angeles; Eduardo Liano and John Buffalo, XTRA Tijuana, Mexico; Doc Masoomian, WQXR New York; Roger Johnson, KOY Phoenix; John Francioni, WRA Richmond, Va.; John Dehnell and Kelly Hannig, KSL Salt Lake City; William Newbrough, KNBR San Francisco; Bill Watkins, WTAW Bryan, Tex., and his wife, Mimi; Clive Sloss, Syntec (an Australia radio rep firm, and his wife,

Elizabeth; Chris Hays, KRLA Los Angeles; Tom Bohannon, WBO Orlando, Fla.; Hellmut Frauscher, CKXL, Calgary, Alberta; Bob Deitsch, WABC New York; David Evan, WILI Willimantic, Conn., and his wife, Donna; Tom Davies, CHED Edmonton, Alberta; Pat O'Gara, Morgan Skinner, Neil MacKenzie and Stephen Potter, KLAS Las Vegas, and Jim Carollo, WGN Chicago. Front row: Rich Wood, Rich Wood & Associates (radio rep firm); Ruth Kahn, Kahn Communications; Ruben Hernandez, XEHL Guadalajara, Mexico; and his wife, Anny; William Krause and Gary Blau WNBC New York; Manuel Davila Jr., KCCT Corpus Christi, Tex., and his wife, Rebecca; Joe Oost, 2CH (an Australian radio station); Ron Collette, 2UW (an Australian radio station); Jon Bennett, KKBO Houston; Gary Edens, Harte-Hanks, Clint Nichol, Moffat Group (Canadian group broadcaster); Richard Reis and Dom Bordonaro, WFTQ Worcester, Mass.; Donald Larsen, KOTA Rapid City, S.D.; Robert Denny, WBT Charlotte, N.C.; Greg Jardine, CKLG Vancouver, British Columbia; George Buzunis, CKY Winnipeg, Manitoba; Alexander Tanger, WHUE Boston, Mass.; Floyd Daisey, WFBZ Baltimore, and his wife, Audrie; Phil Lerza, KFRC San Francisco; Bob Kanner KHJ Los Angeles; John Bailie, NBC, and Kahn.

Into the fold

The CBS's national teletext service, Extravision, will soon have two more active affiliates—Bonneville's KIRO-TV Seattle and KSL-TV Salt Lake City. They will join WBTB-TV Charlotte, N.C., and WTVB-TV Buffalo in inserting "pages" of local information into Extravision before broadcasting it. According to CBS, the stations' complete plans and schedule for implementing them will be announced on July 12, 1984.

The news is a big plus for CBS's campaign to make the NABTS system the de facto national standard. KSL-TV has been experimenting with teletext since 1978 and had been a proponent of the incompatible World System Teletext.

"As broadcasters who early-on saw the great potential of teletext," said Bonneville President and Chief Executive Officer Arch Madsen, "we are encouraged by several recent developments, and have become convinced that the superior captioning quality of the NABTS standard—combined with the declining costs of decoders and local origination equipment—will make this a valuable service to our deaf and hearing-impaired viewers, as well as all viewers in

the Pacific Northwest and Mountain West area."

All systems still go

GTE Spacenet Corp.'s Spacenet I, which was launched May 22 aboard an Ariane rocket from Kourou, French Guiana, was in good shape last week, flying over the equator and moving slowly toward its permanent geostationary berth at 120 degrees west longitude.

Spacenet I is GTE Spacenet's first satellite and its launch was the first commercial one for Arianespace Inc., a four-year-old consortium of European aerospace firms and banks (French firms hold a 60% interest in the company).

With C-band and Ku-band transponders, Spacenet I is also the first domestic hybrid satellite to achieve orbit. The RCA Astro Electronics-built bird has 12 narrowband (36 mhz) C-band, six wideband (72 mhz) C-band and six wideband Ku-band transponders.

Once operational, Spacenet I will be relaying plenty of voice and television. Some of the satellite's capacity will be integrated into the GTE Sprint long-distance telephone

network and several of the transponders have been leased to cable and broadcast programmers.

Getting around the telcos

Microwave Mobile Systems, Huntington Beach, Calif.-based company, is out to usurp telephone companies' role as provider of local loops for broadcasters, STV operators and cable programmers. For the past year, it has been using its fixed and mobile microwave facilities to beam live news, sports, entertainment and videoconferences around the Los Angeles area for a variety of customers.

Among MMS's customers are ON TV, a Los Angeles STV operator, and Cable News Network. Under terms of its one-year contract with ON TV, MMS will transmit up to 100 local baseball, basketball and hockey games and entertainment events from their points of origin to ON TV's studio at KBSC-TV Glendale, Calif. MMS will assist CNN in its coverage of the California Democratic presidential primary next Tuesday (June 5). MMS will provide microwave paths between the hotel headquarters of Senator Gary Hart (D-Colo.), Walter Mondale and Jesse Jackson and CNN's Los Angeles studios.

srds

announces the new 1984-1985
Newspaper Circulation Analysis—

NOW... prepare your media and marketing plans faster, more accurately, more completely!

The essential source book for
advertisers, agencies, media planners,
marketers and researchers.

Take the "guess work" out of your marketing and media planning
with strategy based on hard facts. In a single, easy-to-use and
understand volume you get . . .

- Newspaper circulation by County, Metro Area, TV Market Area,
County Coverage summaries! Primary Market Areas and/or City
Zones for covered ABC dailies!
- Newspaper circulation analyzed by TV markets (ADI's) . . .
including spill-over circulations of 1% or more!
- Open inch rates!
- Newspaper Group Analysis includes
B&W page rates, circulation analysis,
market data summaries!

PLUS . . . more exclusive features!

- CONSUMER MAGAZINE DATA: Major
consumer magazines with ABC audit cir-
culation by county, Metro area and ADI!
- NEWSPAPER AND MARKET AREA
RANKINGS: Newspapers ranked by cir-
culation; market areas analyzed by seven
important demographic categories includ-
ing consumer spendable income, total
retail sales and population.
- Much more — There is no better single
planning guide giving you the facts, the
analysis, the up-to-date information you
need for accurate, comprehensive media
and market plans!

Take advantage of this PRE-PUBLICA-
TION OFFER: Order now and use the
SRDS 1984-85 NEWSPAPER CIRCULA-
TION ANALYSIS. Return it if you are not
delighted!

Pre-Publication
Offer!
**SAVE
\$15.00**
if you act now.



PRE-PUBLICATION OFFER

F46BC2

srds

NEWSPAPER CIRCULATION ANALYSIS
Standard Rate and Data Service, Inc.
3004 Glenview Road, Wilmette, IL 60091

**SAVE \$15.00
FOR PROMPT
ACTION!**

☐ **YES** Send me _____ copies of SRDS' NEWSPAPER CIRCULATION ANALYSIS at
the special pre-publication price of \$45.00, a savings of \$15.00 for each copy ordered.

☐ My check is inclosed for \$ _____ in full payment.

☐ I prefer to be billed at the full price of \$60.00.

IMPORTANT: If order is received after 8/31/84 or if billing is requested, the full price of \$60.00 a copy
applies.

Ship to:

Name: _____ Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ () _____

Type of Business: _____

Note: NCA is a supplement to NEWSPAPER RATES AND DATA. If you are a subscriber, you will
automatically receive ONE copy for EACH subscription.

FOR FASTER SERVICE, CALL toll-free 1-800-323-4588. Ask for the Circulation Department.

Illinois residents call: 312-256-6067.



TELECASTINGS



Puttin' on the H.I.T.S

Borrowing from a popular programming concept for radio syndication, a new Buffalo, N.Y.-based company, High Intensity Television Services (H.I.T.S.), is offering commercial television outlets satellite-delivered 24-hour music video programming targeted for 18-49-year-olds. H.I.T.S. will ask television stations to bid on the service, which stations may pick up and use at any time. The goal will be to get stations to air the service during key rating periods, such as early or late afternoon, said John Patton, president of Tenafly, N.J.-based Patton Broadcast Management, which is handling research and marketing of H.I.T.S. Stations also will find it suited for overnight programming, he said. The service, which will feature artists ranging from Culture Club to Kenny Rogers, will be fed in stereo.

Foreign assignment

Turner Program Services has broken into the international field by signing a \$5-million co-partnership deal with Marvel Comics Group and the French Antenne 2 network to produce and distribute 26 episodes of a new children's animated series, *White Fang*. TPS will have the distribution rights to *White Fang* for the U.S. and all foreign territories, excluding those that are French-speaking, and which will be handled by Antenne 2.

White Fang, based on the story by Jack London, involves the adventures of a heroic animal, half dog and half wolf. The writing, making of stills and animation production will be handled through Marvel Comics by Pan Sang East Co. Ltd., a Korean-based company that will be working out of studios in Woodland Hills, Calif. The series is expected to be ready for international distribution by late summer or early fall of 1985.

TPS, Marvel Comics Group, Antenne 2 and Pan Sang East Co. all have undisclosed equity interests in the series. In exchange for meeting the \$5-million production costs, they will share in the revenues from distribution. According to a TPS spokesman, TPS Chairman Henry Gillespie seeks to place *White Fang* on a pay cable network before domestic syndication.

Film preservation

With a contribution of \$50,000, RKO General became the first corporate donor to the American Film Institute's National Center for Film and Video Preservation. The program was established to help preserve film and video productions that might otherwise be lost due to decomposition or color fading. RKO's contribution will be used to create a computerized national "moving image data bank" linking major American archives and producers.



Family Affair. Pat A. Servodidio (I), president, RKO Television, discusses RKO's television series, *The Changing Family*, with Senator Jeremiah Denton (R-Ala.), chairman of the Senate Caucus on the Family. At the caucus's invitation, Servodidio came to Washington to show a videotaped summary of interviews and documentaries researched and produced by RKO television stations for the series of programs, which aired in 1982 in New York, Los Angeles, Memphis and Boston. RKO has agreed to provide the caucus with all 24 hours of the series. A copy was also presented to the Smithsonian Institution.

Annenberg underwriting

The Annenberg/Corporation for Public Broadcasting project has kicked off its 1984 funding program by allocating \$4.5 million to a variety of projects. Included are two programs slated to air in 1986, *The Africans* and *Economics USA*, and support for the start-up of the Public Broadcasting Service's National Narrowcast Service (NNS) and a radio-audio course on American history. Application guidelines for its 1984 funding are now available.

Free medical advice

Medstar Communications Inc., Allentown, Pa., is offering television stations *Health Matters*, a series of 26 health-related programs, tailored to the station's local markets, in exchange for a prime time or prime-time access commercial slot. The costs of the barter programs are underwritten by a local hospital, whose doctors and administrators are featured in the programs.

According to Medstar, its television affiliates can make money off the shows by selling commercial time and, in some instances, by leasing a studio to Medstar and the cooperating hospital for production of the shows.

Each of the shows focuses on a single health topic and is divided into two parts.

The first is devoted to documentaries, their subjects ranging from a new medical procedure to the trials of patients and their families. The second half is a studio discussion involving local health professionals and members of a studio audience.

Health Matters now airs in 12 markets, including Chicago, Dallas-Fort Worth, Denver, Miami and Tampa, Fla.

Direct to the source

Nevada public broadcasting stations may receive direct state appropriations if recommendations made by a state-appointed panel are followed. The Legislative Subcommittee to Study Public Broadcasting in Nevada recommended that an annual allocation of at least \$300,000 be given to Nevada television and radio stations, and an allocation of matching funds for the extension of public broadcasting to Nevada communities without such service.

Preview for the press

The Public Broadcasting System's fall schedule will be previewed this week (June 4-7) at the PBS semiannual press tour at the Arizona Biltmore hotel in Phoenix. On hand will be public television personalities and producers. The agenda includes a "special presentation" on children's programs, PBS said.

16802 or Mrs. Templeton, (814) 865-6597.

July 16-18—Community Antenna Television Association annual "Community Cable Operator's Seminar (C-COS). Marriott's Tan-Tar-A Resort and Golf Club, Osage Beach, Mo. Information: (703) 823-6522.

July 17—"Channel Switching and Commercial Zapping," symposium sponsored by *Media Research Club of Chicago*. Hyatt Regency, Chicago.

July 17-19—Fourth annual WOSU broadcast engineering conference. Fawcett Center for Tomorrow, Ohio State University campus, Columbus, Ohio.

July 18—Caucus for Producers, Writers and Editors third annual general membership meeting. Chasen's, Los Angeles.

July 19-20—Broadcast Financial Management/Broadcast Credit Association board of directors meetings. Westin hotel, Seattle.

July 19-21—National Federation of Local Cable Programmers annual conference, "Community Programming: Managing the Hidden Resources." Sheraton hotel, Denver Tech Center, Denver. Information: (303) 484-6300.

July 19-22—Colorado Broadcasters Association summer convention. Beaver Run, Breckenridge, Colo.

July 20-22—Oklahoma Association of Broadcasters annual summer meeting. Shangri La, Afton, Okla.

July 22-24—Louisiana Association of Broadcasters radio-television management session. Sheraton hotel, New Orleans.

July 24-27—Florida Cable Television Association annual convention. Breakers, Palm Beach, Fla.

July 24-27—Southern Educational Communications Association Center for Instructional Communications summer conference, "High Tech-High Touch," hosted by North Carolina department of public instruction and University of North Carolina Center for Public Television. Chapel Hill, N.C. Information: Jan Surratt, (803) 799-5517.

July 25-26—Wisconsin Broadcasters Association summer convention. Abbey, Lake Geneva, Wis.

July 27-29—South Carolina Broadcasters Association summer convention. Wild Dunes and Racquet Club, Isle of Palms (Charleston), S.C.

July 29-31—California Broadcasters Association summer convention. Hyatt Del Monte, Monterey, Calif.

July 30-31—"Home Satellite TV Conference," sponsored by *University of Wisconsin-Extension*. Wisconsin Center, UW-Extension, Madison, Wis. Information: Heather Goldfoot, (608) 262-6512.

July 30-Aug. 1—New England Cable Television Association annual convention and exhibition. Sheraton Sturbridge Inn, Sturbridge, Mass.

August

Aug. 2-4—Idaho Broadcasters Association annual convention. Sun Valley Lodge, Sun Valley, Idaho.

Aug. 12-15—Cable Television Administration and Marketing Society 10th annual conference. Waldorf-Astoria, New York.

Aug. 15—Deadline for entries in "Women at Work" Broadcast Awards, sponsored by *National Commission on Working Women*. Information: NCWW, 2000 P Street, N.W., suite 508, Washington, 20036.

Aug. 15-19—National Federation of Community Broadcasters annual convention. Mount Vernon College, Washington.

Aug. 16-19—West Virginia Broadcasters Association 38th annual meeting. Greenbrier, White Sulphur Springs, W. Va.

Aug. 17—"Cable TV: Color It Rosy," seminar, sponsored by *Kelly, Scott & Madison Inc.*, advertising agency Hyatt Regency O'Hare, Chicago.

Aug. 22-25—Michigan Association of Broadcasters annual meeting. Hidden Valley Resort, Gaylord, Mich.

Aug. 28—Ohio Association of Broadcasters sales managers' conference. Dublin Stouffers, Dublin, Ohio.

Aug. 28-30—Satellite Communications Users Conference. Louisiana Superdome and the Hyatt, New Orleans.

Aug. 29—Ohio Association of Broadcasters sales school for novice salespersons. Dublin Stouffers, Dublin, Ohio.

September

Sept. 6-8—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Georgia World Congress Center, Atlanta. Information: (404) 252-2454.

Sept. 7—Deadline for entries in National Black Programming Consortium's "Prized Pieces 1984," awards honoring programs which "present blacks in positive, principal roles." Information: NBPC, 700 Bryden Road, suite 135, Columbus, Ohio, 43215; (614) 461-1536.

Sept. 7-9—New Hampshire Association of Broadcasters annual meeting. Red Jacket Inn, North Conway, N.H.

Sept. 9-11—Illinois Broadcasters Association annual convention. Eagle Ridge Lodge, Galena, Ill.

Sept. 11—Ohio Association of Broadcasters "small market radio exchange." Westbrook Country Club, Mansfield, Ohio.

Sept. 12—Ohio Association of Broadcasters "small market radio exchange." Holiday Inn, Chillicothe, Ohio.

Sept. 13—Ohio Association of Broadcasters "small market radio exchange." Holiday Inn, Wapakoneta, Ohio.

Sept. 14-16—Maine Association of Broadcasters annual convention. Sebasco Lodge, Sebasco Estates, Me.

Sept. 16-18—Nebraska Broadcasters Association 51st annual convention. Holiday Inn, Columbus, Neb.

Sept. 16-19—"The Radio Convention," combined conventions of *National Radio Broadcasters Association* and *National Association of Broadcasters* Radio Programming Conference. Westin Bonaventure hotel, Los Angeles.

Sept. 18—Ohio Association of Broadcasters "small market radio exchange." Avalon Inn, Warren, Ohio.

Sept. 20-21—34th annual Broadcast Symposium, sponsored by *Broadcast Technology Society of Institute of Electrical and Electronics Engineers*. Program commemorating IEEE's 100th anniversary will be held. Hotel Washington, Washington. Information: (212) 975-3791.

Sept. 21-22—Massachusetts Broadcasters Association annual convention. Westin hotel, Copley Square, Boston.

Sept. 21-25—10th International Broadcasting Convention (IBC), sponsored by *Electronic Engineering Association, Institution of Electronic and Radio Engineers, Institution of Electrical Engineers, Royal Television Society, Institute of Electrical and Electronics Engineers and Society of Motion Picture and Television Engineers*. Metropole conference and exhibition center, Brighton, England. Information: IEE, Savoy Place, London, WC2R 0BL; telephone: 01-240-1871.

Sept. 22—Ohio Association of Broadcasters "News Directors' Saturday Forum." Columbus Marriott North, Columbus, Ohio.

Sept. 23—Academy of Television Arts and Sciences 36th annual prime time Emmy Awards presentation on CBS-TV, originating from Pasadena (Calif.) Civic Auditorium. Governors' Ball follows at Century Plaza hotel, Los Angeles.

Sept. 23-25—Third annual Great Lakes Cable TV Expo '84, sponsored by *Illinois-Indiana Cable TV Association and Michigan Cable TV Association*. Indianapolis Convention and Exposition Center, Indianapolis. Information: Shirley Watson, (618) 249-6263.

Sept. 24—Broadcast management engineering seminar, sponsored by *University of Wisconsin-Extension*. Holiday Inn Southeast, Madison, Wis. Information: Don Borchert, (608) 263-2157.

Sept. 24-26—National Cable Television Association third minority business symposium, "Cable Television: The View From the '80s." Marbury House hotel, Washington.

Sept. 25-27—30th annual "Broadcasters' Clinic," sponsored by *University of Wisconsin-Extension*. Holiday Inn Southeast, Madison, Wis. Information: Don Borchert, (608) 263-2157.

Sept. 28-30—North Dakota Broadcasters Association

annual convention. Ramada Inn, Grand Forks, N.D.

Sept. 28-30—Florida Association of Broadcasters annual fall conference. Sandpiper Bay Resort, Port St. Lucie, Fla.

Sept. 30-Oct. 2—New Jersey Broadcasters Association 38th annual convention. Golden Nugget casino/hotel, Atlantic City, N.J.

Sept. 30-Oct. 2—Washington State Association of Broadcasters annual fall conference. Red Lion Inn, Pasco, Wash.

October

Oct. 1-5—London Multimedia Market III. Gloucester hotel, London. Information: LMM, 33 Southhampton Street, London, WC2E 7HQ, London; telephone: 01-240-8676.

Oct. 10-14—Women in Communications national professional conference, with presentation of Clarion Awards. Theme: "Striving for Excellence." Westin hotel, Seattle.

Oct. 11-14—Missouri Broadcasters Association fall meeting. Marriott's Pavilion hotel, St. Louis.

Oct. 12-14—Illinois News Broadcasters Association fall convention. Collinsville Hilton, Collinsville, Ill.

Oct. 14-16—Pennsylvania Association of Broadcasters annual fall convention. Hershey Motor Lodge and convention center, Hershey, Pa.

Oct. 15-19—Southern Educational Communications Association conference and "SECA Center for Instructional Communications Postsecondary Screening." Adam's Mark hotel, Houston.

Oct. 16-18—Mid-America Cable TV convention. Hilton Plaza hotel, Kansas City, Mo. Information: (913) 841-9241.

Oct. 19-20—Friends of Old-Time Radio annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 795-6261 or (203) 248-2887.

Oct. 21-23—Communications Expo '84, joint conference and national trade show sponsored by *Canadian Association of Broadcasters and Western Association of Broadcast Engineers*. Edmonton Convention Center, Edmonton, Alberta. Information: Gerry Action, (613) 233-4035.

Oct. 21-24—North Carolina Broadcasters Association fall convention. Marriott, Charlotte, N.C.

Oct. 24-26—Ohio Association of Broadcasters fall convention. New Capitol Square Hyatt, Columbus.

Oct. 25—Presentation of CEBA Awards, honoring excellence in advertising and communications geared to African-American audiences, by *World Institute of Black Communications*. New York Hilton, New York. Information: Linda Bowie, (212) 586-1771.

Oct. 26-29—Texas Association of Broadcasters engineering conference. Hyatt Regency hotel, San Antonio, Tex.

Oct. 28-30—Texas Association of Broadcasters management convention. Hyatt Regency hotel, San Antonio, Tex.

Oct. 28-Nov. 2—Society of Motion Picture and Television Engineers 126th technical conference and equipment exhibit. New York Hilton, New York. Information: (914) 472-6606.

Oct. 30-Nov. 1—Atlantic Cable Show. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

November

Nov. 2—Montana Broadcasters Association sales clinic. Village Red Lion Motor Inn, Missoula, Mont.

Nov. 7-9—Oregon Association of Broadcasters fall meeting. Salisham, Lincoln City, Ore.

Nov. 7-9—Television Bureau of Advertising annual meeting. Hyatt, Chicago.

Nov. 5-13—China Comm '84, exhibition and conference covering telecommunications, electronics and computers. Beijing Exhibition Center, Beijing, China. Information: Clapp & Poliak International, P.O. Box 70007, Washington, 20088; (301) 657-3090.

For the Record

As compiled by BROADCASTING, May 19 through May 25, and based on filings, authorizations and other FCC actions.

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

Ownership changes

Applications

■ WYSI(AM) Jupiter, Fla. (1000 khz, 1kw-D)—Seeks transfer of control of U.S. Two Broadcasting Corp. from Raymond E. Knappe (100% before; none after) to Robert B. Taylor (none before; 100% after) for \$650,000, comprising \$100,000 cash and remainder note. Seller recently ("For the Record," Jan. 23) purchased 100% of former owner, R&R Broadcasting up from his former 49.9%. He is now turning that full ownership over to Taylor. He has no other broadcast interests. Buyer is GM of WXKE(FM) Ft. Wayne, Ind. Filed May 21.

■ KORL(AM) Honolulu (650 khz; 10 kw-U)—Seeks assignment of license from O'Day Broadcasting to Pacific Broadcasting Corp. for \$790,000 cash. Seller has no other broadcast interests. Buyer is owned by Michael L. Jordan (48%), treasurer of Jordan Investments, Mary P. Heller (23%), president of Heller Securities, Dallas-based investment firm, Ronald B. Poock (21%), Boston attorney, and two others. They have no other broadcast interests. Filed May 21.

■ WCTW(AM)-WMDH(FM) New Castle, Ind. (AM: 1550 khz; 250 w-U, FM: 102.5 mhz; 50 kw; HAAT: 500 ft.)—Seeks assignment of license from Delta D Inc. to Mohr-Engledow Broadcasting Inc. for \$1,150,000 comprising \$1,050,000 cash and \$100,000 noncompete. Seller has no other broadcast interests. Buyer is owned by K. Stephen Mohr (51%), his wife, Irene (19%) and Mark E. Engledow (30%). Mohr is account manager and Engledow is sales manager at WIBC(AM) Indianapolis. Filed May 24.

■ KXOF(FM) Bloomfield, Iowa (106.3 mhz; 3 kw; HAAT: 295 ft.)—Seeks assignment of license from Fox River Broadcasting Inc. to BLEWHS Inc. for \$100,000 cash. Seller is in receivership and is being sold. Buyer is owned by Keith Burnam, Ralph V. Lawson, James H. Ensinger, Wilton L. Wilkinson and Robert C. Hockersmith, all 20%. They have no other broadcast interests. Filed May 25.

■ WIKI(FM) Carrollton, Ky. (101.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Titan Broadcasting Co. to WIKI Inc. for \$170,000, comprising \$50,000 cash and remainder in note. Seller is owned by Jannine W. Dean, who owns 1.5% of assignee. Buyer is owned by George A. Freeman, salesman at station who has no other broadcast interests. Filed May 24.

■ KODE(AM) Joplin, Mo. (1230 khz; 1 kw-D)—Seeks assignment of license from Gilmore Broadcasting Corp. to

Remick Radio Inc. for \$288,478, comprising \$75,000 cash and remainder note. Seller is owned by James S. Gilmore who owns WSAV(AM)-WQPO(FM) Harrisonburg, Va., KODE-AM-FM Evansville, Ind. and WREX-TV Rockford, Ill. It also owns Western Ohio Cablevision, and has applied for AL of WLVE(FM) Miami ("For the Record," May 28). Buyer is owned by Glenn H. Remick (50%), GM of the station, and his wife, Lesalie (50%), they have no other broadcast interests. Filed May 23.

■ KECK(AM)-KHAT(FM) Lincoln, Neb. (AM: 1530 khz; 5 kw-D, FM: 106.3 mhz; 2.9 kw; HAAT: 145 ft.)—Seeks assignment of license from J-P Enterprises Inc. to Capitol City Broadcasting Inc. for \$1,388,000 cash. Sellers owned by James C. Treat (50%) and three others Karen Shelley, Susan Early, Carmen Parker (all 16%) and Mildred Early (2%) and have no other broadcast interests. Buyer is owned by Robert D. Hanna (40%) and William M. Ledford (60%). Hanna owns KROX(AM) Crookston, Minn. 50%, KERV-AM-FM Kerrville, Tex. (13.1%) KCLW(AM) Hamilton, Tex. (66%), KLRR(AM)-KLMC(FM) Leadville, Colo., KICS(AM)-KEZH(FM) Hastings, Neb. (50%) WBSR(AM) Pensacola, Fla. (75%) WNBB(FM) Grifton, N.C. Ledford owns remaining 25% of WBSR(AM). Filed May 23.

■ WBUZ(AM) Fredonia, N.Y. (1570 khz; 250 w-D)—Seeks assignment of license from Catocin Broadcasting Corp. to Carl G. Timko for \$225,000, comprising \$75,000 cash, \$20,000 real estate transfer, and remainder note. Seller has no other broadcast interests. Buyer is mortician with no other broadcast interests. Filed May 24.

■ WNRP(TV) Ponce, P.R.—Seeks assignment of license from Norman R. Parkhurst to Patricia O'Reilly-Diaz for \$16,000, comprising \$4,000 cash and remainder in note. Seller has no other broadcast interests. Buyer's husband, Fernando Delano Lopez is 1/3 owner of Channel 34, Fajardo, P.R. Filed May 21.

■ KPWO(AM)-KNWY(FM) Powell, Wyo. (AM: 1260 khz; 5 kw-D; 1 kw-N, FM: 104.4 mhz; 100 kw; HAAT: 1,855 ft.)—Seeks assignment of license from Broadcast Enterprises Corp. to Radio West Inc. for \$200,000 comprising \$25,000 cash and remainder note. Seller is owned by William A. Mack and his wife, Carol. Mack also owns KAAA(AM)-KZZZ(FM) Kingman, Ariz. Buyer is owned by Robert W. Campbell (50%) and his wife, Maria (50%). They also own KSGT(AM) Jackson, KMER(AM) Kemmerer and KPCQ(FM) Powell, all Wyoming. Filed May 24.

In contest

Chief, Policy and Rules Division, considered following requests:

■ McComb, Miss., and Natchitoches, La.—Effective July 23, amended TV table by assigning ch. 28 to McComb and substituting unoccupied noncommercial educational ch. 20 for ch. 28 at Natchitoches. (MM 83-592). R&O adopted May 8.

■ Deer Lodge, Mont.—Deer Lodge Broadcasting Inc. proposed amending FM table by assigning Channel 244A to Deer Lodge as its first FM allocation. Comments due July 9; replies due July 24. (MM 84-463). Adopted May 8.

■ Newton, N.J., and Kingston and Syracuse, N.Y.—Effective July 23, amended TV table by assigning UHF ch. 63 to Newton, substituting ch. 68 for ch. 62 at Syracuse and adding ch. 62 to Kingston. Modified license of WTZA(TV) Kingston (ch. 63) to specify operation on ch. 62. Modified license of WKAF(TV) Syracuse (ch. 62) to specify operation on ch. 68. (BC 79-269). Second R&O adopted May 8.

■ Lordsburg, N.M.—R.C. Crisler proposed amending FM table by substituting Class C Channel 250 for Channel 249A at Lordsburg. Comments due July 9; replies due July 24. (MM 84-460). NPRM adopted May 8.

■ Batavia, N.Y.—William Fortunato proposed amending TV table by assigning UHF ch. 51 to Batavia as its first TV allocation. Comments due July 9; replies due July 24. (MM 84-459). NPRM adopted May 8.

■ Christiansted, St. Croix, V.I.—Paul L. Crogan proposed

Services

FCC DATA BASE

dataworld™

AM • FM • TV • LPTV • MDS
1302 18th St., N.W. Suite 502
Washington, D.C. 20036
(202) 296-4790 800-368-5754

301-731-5677

Complete
Broadcast Facility
Design & Installation



systems Ltd.

7515 Annapolis Road Suite 411
Hyattsville, Maryland 20784

BROADCAST DATA SERVICES
Computerized Broadcast Service
Including
Data Base/Allocation Studies
Terrain Profiles
A Div. of Moffet, Larsen & Johnson, P.C.
(703) 841-0282

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

**UNUSED
CALL LETTERS**

CALL LETTER SYSTEMS
P.O. Box 12403
Jackson, MS 39211
(601) 981-3222

Frequency Searches, Station Listings,
FCC Applications for Educational and
Commercial FM and TV, LPTV, SCA,
MDS and Satellite Earth Stations
SPECTRUM PLANNING, INC



1850 N. Greenville Ave.,
Suite 122
Richardson, TX 75081
(214) 699-3536

Professional Cards

ATLANTIC RESEARCH CORP.
Jansky & Bailey
Telecommunications Consulting
Member AFCE
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 AFCE

A.D. RING & ASSOCIATES
CONSULTING RADIO ENGINEERS
Suite 500
1140 Nineteenth St. N.W.
Washington, D.C. 20036
(202) 223-6700
Member AFCE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
1015 15th St., N.W., Suite 703
(202) 783-0111
Washington, D.C. 20005
Member AFCE

 TELEPHONE (703) 569-7704
CARL T. JONES ASSOCIATES
CONSULTING ENGINEERS
7901 YARNWOOD COURT SPRINGFIELD VA 22153
MEMBER AFCE

LOHNES & CULVER
Consulting Engineers
1156 15th St. N.W. Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCE

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 AFCE

Moffet, Larson & Johnson, P.C.
CONSULTING ENGINEERS
1925 North Lynn Street
Arlington, VA 22209
(703) 841-0500
Member AFCE

DAVID STEEL & ASSOCIATES, INC.
P.O. Box 230
Melin St. & Melvin Ave.
Queenstown, MD 21658
(301) 827-8725
Member AFCE

ANDRUS AND ASSOCIATES, INC.
ALVIN H. ANDRUS, P.E.
351 SCOTT DRIVE
SILVER SPRING, MD. 20904
301 384-5374
 Member AFCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCE

JOHN B. HEFFELFINGER
9233 Ward Parkway, Suite 285
816-444-7010
Kansas City, Missouri 64114
Member AFCE

JULES COHEN & ASSOCIATES, P.C.
Suite 400
1730 M St. N.W.
Washington DC 20036
(202) 659-3707
Member AFCE

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., #8019
(303) 837-1900
DENVER, COLORADO
Member AFCE & 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

Mullaney Engineering, Inc.
Consulting Telecommunications Engineers
9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115
Member AFCE

HATFIELD & DAWSON
Consulting Engineers
Broadcast and Communications
4226 6th Ave., N.W.,
Seattle, Washington, 98107
(206) 783-9151
Member AFCE

ENTERPRISE ENGINEERING P.C.
Consulting Engineers
F.W. HANNEL, P.E.
P.O. Box 9001 Peoria, IL 61614
(309) 691-4155
Member AFCE

MATTHEW J. VLISSIDES, P.E.
STRUCTURAL CONSULTANT
TOWERS, ANTENNAS, STRUCTURES
Studies, Analysis, Design, Modifications,
Inspection, Supervision of Erection
6867 Elm St., McLean, VA 22101
Tel (703) 356-9765
Member AFCE

C. P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS
P. O. BOX 18312
DALLAS, TEXAS 75218
Computer Aided, Design & Allocation Studies
Field Engineering
(214) 869-0294
Member AFCE

 **RADIOENGINEERING CO**
CONSULTANTS
NORWOOD J. PATTERSON
P.O. Box 420
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) 642-6226
Member AFCE

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 AFCE

SHERMAN & BEVERAGE ASSOCIATES, INC.
Broadcast/Communications Consultants
Box 181, R.D. #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

EVANS ASSOCIATES
Consulting Telecommunications Engineers
AM-FM-TV-CATV-ITFS-LPTV-Satellite
216 N. Green Bay Rd.
THIENSVILLE, WISCONSIN 53092
Phone: (414) 242-6000
Member AFCE

SELLMEYER & KRAMER, INC.
CONSULTING ENGINEERS
J.S. Sellmeyer, P.E., S.M. Kramer, P.E.
AM FM TV MDS ITFS LPTV CATV
APPLICATIONS • FIELD ENGINEERING
P.O. Box 841 McKinney, TX 75069
(214) 542-2056

 **COMSEARCH™**
11503 Sunrise Valley Dr./Reston, Virginia 22091
1701 North Greenville Avenue, Suite 814
Richardson, Texas 75081
Communications Engineering Services
Harry L. Stemple, Virginia 703/820-6300
G. Pat Marr, Texas 214/236-3158

PAUL DEAN FORD
BROADCAST ENGINEERING CONSULTANT
R.R. 12, Box 379
WEST TERRE HAUTE, INDIANA 47885
812-535-3831

D.B. COMMUNICATIONS, INC.
Broadcast/RCC-Cellular/Satellite
Communications Consultants
Software Development
300-120th Ave., N.E., Bldg. 3 Suite 233
Bellevue, WA 98005
(206) 455-1700

George Jacobs & Associates, Inc.
Consulting Broadcast Engineers
Domestic & International
Member AFCE
Suite 402 8701 Georgia Ave.
(301) 587-8800 Silver Spring, MD 20910

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 52
readers per copy

EDM & ASSOCIATES, INC.
8/cast-AM-FM-TV-LPTV-ITFS-Translator
Frequency Searches & Rule Makings
C/Carrier-Cellular, Satellites
MMDS, P/P Microwave
FCC 1st Class & PE licensed staff
1110 Vermont Ave., N.W., Suite 1130
Washington, D.C. 20005 Phone (202) 296-0354
Member AFCE

LECHMAN, COLLIGAN, & JOHNSON
Telecommunications Consultants
Applications • Field Engineering
2033 M Street, N.W. Suite 702
Washington, D.C. 20036
(202) 775-0057

amending FM table by assigning Channel 232A to Christened as its fifth FM allocation. Comments due July 9; replies due July 24. (MM 84-462). NPRM adopted May 8.

■ Crandon, Wis.—Forest County Television Co. proposed amending TV table by assigning VHF Channel 4 to Crandon. Chief ordered Midwest Radio-Television Inc., licensee of WCCO-TV Minneapolis-St. Paul, to show why its license should not be modified to specify operation on ch. 4+ instead of ch. 4. (MM 84-456). NPRM and Order to Show Cause adopted May 8.

ALJ Thomas B. Fitzpatrick considered following requests:

■ Wickliffe, Ky.—Granted motion by WBCE Inc. for summary decision and resolved main studio location issue in its favor. (MM 84-235-236). MO&O adopted May 9.

■ Cedar City, Utah—Granted motion by Michael Glenn Golden and dismissed CMM Inc.'s app. with prejudice; conditionally granted Golden's app. for TV at Cedar City, and terminated proceeding. (MM 84-169-170). MO&O adopted May 7.

ALJ Joseph Chachkin considered following requests:

■ Ashdown, Alaska—Granted motion by LRC Broadcasting Co. for summary decision and resolved city coverage issue in its favor. (MM 83-1228-1229). MO&O adopted May 14.

■ Dallas—Granted motion by High Tech Industries Inc. and dismissed its app. with prejudice. (MM 84-75; 77; 79-84). Order adopted May 8.

■ Dallas—Granted motion by El Canal de la Comunidad and dismissed its app. with prejudice. (MM 84-75-84). Order adopted May 4.

ALJ John H. Conlin considered following requests:

■ Greenville, Ala.—Granted joint motion by Haynes Broadcasting Inc. and Lavon Lynn Henley for approval of agreement and dismissed Henley's app. (MM 84-357-359). Order adopted May 2.

■ Libby, Mont.—Granted joint request for approval of settlement agreement; dismissed West Way Inc.'s app.; granted Lincoln County Broadcasters Inc.'s app. for new FM at Libby, and terminated proceeding. (MM 83-1319-1321). Order adopted May 9.

■ Mansfield, Ohio—Granted joint request by Amos Communications Inc. and Eagle Broadcasting Inc.; dismissed Amos's app.; granted Eagle's app. for TV at Mansfield, and terminated proceeding. (MM 83-1156-1157). Order adopted May 8.

ALJ Joseph P. Gonzalez considered following requests:

■ San Bernardino, Calif.—Granted motion by Coastland Media Systems Inc. and dismissed with prejudice its app. for new TV to operate on ch. 30 at San Bernardino. (MM 83-911-925; 927-928). Order adopted May 9.

■ Largo, Fla.—Granted motion by Largo Broadcasting and Big Time Radio for approval of settlement agreement and dismissed with prejudice app. of J&K Broadcasters for AM in East Fort Myers, Fla. (MM 83-1238-1240; 1242-1244). MO&O adopted May 1.

■ Denton and Justin, both Texas—Granted motion by Word of Faith Outreach center and dismissed its app. with prejudice. (MM 84-92-96). Order adopted May 2.

ALJ Edward Luton considered following requests:

■ San Francisco—Granted joint motion by McCaw/Intrastate Cellular Systems and Cellular Network Inc. for approval of third settlement agreement and dismissed McCaw/Intrastate's app. with prejudice. (CC 83-716). MO&O adopted May 1.

■ Augusta, Ga.—Dismissed with prejudice app.'s of Carolina Christian Broadcasting Inc., Prime Time Television Inc. and Southern Media Systems Inc. (MM 83-1245-1252). Order adopted May 7.

■ Augusta, Ga.—Granted joint request by Augusta Family Television Ltd. and Augusta 54 Broadcasting Co. for approval of settlement and dismissed with prejudice Augusta Family's app. for TV at Augusta. (MM 83-1245-1252). MO&O adopted May 7.

ALJ Walter C. Miller considered following requests:

■ New Iberia, La.—Granted motion by Guadalupe Enterprises for summary decision and resolved air hazard issue in its favor. (MM 83-1361; 1363-1365). MO&O adopted May 3.

■ Newark, N.J.—Granted request by Digital Paging Systems Inc. and dismissed its app. with prejudice. (MM 84-114-123; 125; 127-138). Order adopted May 7.

■ El Paso and Clint, both Texas—Granted petition by El Paso to enlarge issues against Radio Jalapeno to determine whether, because of John Doran's ownership of and employment interests in Amerimex International Media Inc., grant of Radio Jalapeno's app. would violate commission's cross-interest policy. (MM 84-56-59). MO&O adopted May 14.

ALJ Frederic J. Confal considered following request:

■ Natchitoches, La.—Granted petition by William H. Brown and dismissed with prejudice app. of Black Star Broadcasting Co. for new FM at Natchitoches. (MM 83-848-851). Order adopted May 7.

Facilities changes

Applications

AM's

Tendered

■ KAFY (550 khz) Bakersfield, Calif.—Seeks CP to increase power to 1 kw and change to DA-2. App. May 25.

■ WCAS (740 khz) Cambridge, Mass.—Seeks CP to increase power to 15 kw and change freq. to 1090 khz. App. May 25.

Accepted

■ KTMG (1370 khz) Deer Trail, Colo.—Seeks CP to change SL and operate trans. from RC. App. May 25.

■ WNER (1250 khz) Live Oak, Fla.—Seeks CP to make changes in ant. sys. by changing height of tower and reducing ant. output. App. May 25.

■ WXYZ (1270 khz) Detroit—Seeks CP to modify nighttime standard pattern. App. May 25.

■ WBNX (1380 khz) New York—Seeks CP to change hours of operation from shared to unlimited. App. May 25.

FM's

Accepted

■ WTVL-FM (98.3 mhz) Waterville, Maine—Seeks CP to change ERP to 50 kw; change HAAT to 302 ft. and change freq. to 98.5 mhz. App. May 25.

TV's

Accepted

■ WKRG-TV (ch. 5) Mobile, Ala.—Seeks MP change TL and change HAAT to 1,706 ft. App. May 25.

■ KTFJ (ch. 36) Hutchinson, Kans.—Seeks MP to change to ERP vis. 2,590.6 kw, aur. 259.06 kw; change HAAT to 1,246 ft. and change TL. App. May 25.

Summary of broadcasting as of April 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,747	170	4,910
Commercial FM	3,577	418	3,969
Educational FM	1,140	173	1,313
Total Radio	9,464	761	10,192
FM translators	789	444	1,233
Commercial VHF TV	537	23	558
Commercial UHF TV	347	222	562
Educational VHF TV	112	3	114
Educational UHF TV	173	25	198
Total TV	1,169	273	1,452
VHF LPTV	194	74	266
UHF LPTV	78	136	207
Total LPTV	272	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,336	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ KMJD-TV (ch. 38) Pine Bluff, Ark.—Seeks MP to change to ERP vis. 2,668 kw, aur. 266.8 mhz; change HAAT to 1,534 ft. and change TL. App. May 25.

■ WKLT-TV (ch. 24) Baltimore—Seeks MP to change to ERP vis. 1,180 kw; aur. 118 kw; change HAAT to 1,073 ft.; change TL; and make changes in ant. sys. App. May 30.

■ WABI-TV (ch. 5) Bangor, Me.—Seeks MP to change to ERP vis. 40 kw, aur. 6 kw; change HAAT to 1,316 ft. and make changes in ant. sys. App. May 30.

Actions

AM's

■ WOKA (1310 khz) Douglas, Ga.—Granted AP to increase daytime radiation efficiency. Action May 16.

■ WJTX (1580 khz) Urbana, Ill.—Returned app. for CP to change hours of operation to day; change freq. to 870 khz and make changes in ant. sys. Action May 21.

■ KBUF (1030 khz) Holcomb, Kans.—Granted app. for CP to change SL; change freq. from 1050 to 1030 khz; change hours of operation to unl. by adding night service with 1 kw DA-2 and make changes in ant. sys. Action May 22.

■ WRFD (880 khz) Columbus-Worthington, Ohio—Granted pet. for reconsideration of app. for CP to increase power to 50 kw and change to DA-D. Action March 19.

■ WHHO (1130 khz) Hilton Head Island, S.C.—Granted CP to change hours of operation to unl. by adding night service with 500 w DA-N and make changes in ant. sys. Action May 16.

FM's

■ KSNL-FM (102.5 mhz) Santa Maria, Calif.—Granted CP to change TL; change ERP to 17 kw; change HAAT to 775 ft. and make changes in ant. sys. Action May 18.

■ WENS (97.1 mhz) Shelbyville, Ind.—Granted app. for CP to change TL and change HAAT to 774 ft. Action May 21.

■ WKKK (105.5 mhz) Fort Knox, Ky.—Granted app. for CP to change TL. Action May 21.

■ *WEEE (89.5 mhz) Cherry Hill, N.J.—Returned app. for mod. of CP to change ERP to 1.95 kw and change to directional ant. Action May 14.

■ WCLN-FM Clinton, N.C.—Granted app. for mod. of lic. to change SL. Action May 18.

■ WSEZ (93.1 mhz) Winston-Salem, N.C.—Granted app. for CP to change TL; change HAAT to 483 ft. and make changes in ant. sys. Action May 21.

■ WCPH-FM (104.9 mhz) Etowah, Tenn.—Dismissed app. for CP to change TL; change ERP to .2 kw; change HAAT to 1,126 ft. and change TPO. Action May 22.

■ WNYU (92.3 mhz) Milan, Tenn.—Granted CP to change HAAT to 589 ft. Action May 16.

■ *KJIC (89.3 mhz) Pasadena, Tex.—Granted app. for CP to change ERP to .383 kw and make changes in ant. sys. WGBM (102.3 mhz) Viroqua, Wis.—Returned app. to change freq. to 102.7 mhz. Action May 22.

Call letters

Applications

Call Sought by

New FM's

KXTO Capi Spanish Broadcasting Inc., Odem, Texas

KPCB R-F Broadcasting Co., Rockport, Tex.

Existing AM's

KXLO KBAB Oak Communications, Inc. Indianola, Iowa

KIIO KREX XYZ Television Inc., Grand Junction, Colo.

Existing FM

KVEE KREX-FM XYZ Television Inc., Grand Junction, Colo.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

KDKO, Denver, has immediate opening for a general sales manager. The person filling this position will become general manager no later than March 31, 1985, upon retirement of present GM. Applicants must have an established, successful, broadcast sales record; must be professional, aggressive, creative and capable of increasing the success of an already competent staff of six AEs. KDKO, a 10KW urban contemporary station, has won many awards, and is a unit of the broadcast division of the Sterling Recreation Organization, with eleven sister stations all on the West Coast. Please send complete resume and references to: KDKO General Manager, Rodney V. Loudon, 7880 E. Berry Place, Englewood, CO 80111. KDKO is an EOE.

General manager of WVBC-FM and instructor/assistant professor of communications. Management experience and Master's degree required; doctorate preferred. Late Summer upgrade from 10 to 1,000 watts planned for student-operated, public service station. Send complete credentials by June 20, 1984, to Dr. Harold C. Shaver, Head of the Communications Department, Bethany College, Bethany, WV 26032. Bethany is an equal opportunity employer.

Sales manager - Oregon A/F. Fabulous opportunity for retail-oriented experienced salesperson. Great list and excellent programming. Write or call Mike Younce, 503-882-2551. P.O. Box 1150, Klamath Falls, OR 97601.

Assistant controller. Great opportunity to lead corporate accounting department, including responsibility for monthly financial statements. Southeast radio group. Accounting degree required. Competitive salary. Excellent working environment. Resume to Box T-17.

HELP WANTED SALES

If you've got a couple of years of sales experience under your belt and would like the challenge of a larger market, we should talk. Group-owned AM/FM is seeking to expand sales department. Send resume to GM, Sentry Broadcasting, Inc., 2830 Sandy Hollow Rd., Rockford, IL 61109.

Sales manager. KFAM Radio, Utah's first 50,000 watt AM radio station in over 50 years, is accepting applications for the position of general sales manager. Good starting salary, benefits and opportunity to advance. Call 801-531-0700.

Grand Forks, ND/Crookston, MN. Sales mgr. needed for FM powerhouse, KYCK. Must be energetic, goal-oriented, willing to make personal sales, and be a staff leader. Great opportunity for right person. Resume to Mike Moffett, GM, P.O. Box 475, Crookston, MN 56716. EOE.

General sales manager for Midwest AM/FM. Must have college degree, 10 years radio sales and some Management experience. Resumes to: Jana Pentz-McBride, General Manager, KWBE/KMAZ, Box 10, Beatrice, NE 68310.

Sales manager. 200K market. Great chance to prove your stuff. Will consider top biller seeking management opportunity. Must be strong on local direct. MOR format. Great Western area. Resume to Box T-3.

We have GMs begging for our salespeople. Learn & increase income. May/June classes. 4 days/\$250. Results Radio School, Box 741323, Dallas, TX 75374.

Experienced radio sales manager wanted for Florida's most powerful country station, preferably with knowledge of central Florida market. Applicant will have an active account list and must be a promotion-minded street seller with agency knowledge. The person we are seeking must be people oriented, aggressive, able to motivate staff, and possess a strong desire to succeed. Good opportunity and excellent company benefits. Equal opportunity employer, M/F. Contact WGTO, PO Box 123, Cypress Gardens, FL 33880.

New owner in WV market looking for aggressive salespeople for AM station with music of your life format, and FM with adult rock. Call GM John Demeter, 304-485-7354 today.

Account executives: new AC FM serving southeastern CT and southwestern RI seeks experienced, hard working sales representatives. Radio sales background preferred. Send letter and resume to Sales Manager, Shoreline Communications, Inc., Box 97, Mystic, CT 06355. EOE.

Texas FM has established list available for experienced salesperson. First month's earnings \$1000-\$1500. Depending on qualifications, first year's earnings should be \$15,000 - \$25,000. Resumes to Jay Corbin, KEMM, Box 1292, Greenville, TX 75401, or 214-454-9245.

Challenging opportunity in Las Vegas. Fast growing lite rock FM looking for sales winner. Base, commission, and bonus based on experience. Resume: Mark Steiner, KMZQ, 1555 E. Flamingo Rd., Suite 335, Las Vegas, NV 89109.

Experienced radio salesperson wanted for Santa Barbara market. Resume to Box T-16.

HELP WANTED ANNOUNCERS

Bright, creative video jocks wanted for West Coast full power music video stereo TV station. Send video tape (any format) or audio tape & resume to: Sanger Telecasters, M. Harrison, PO Box 3437, Fresno, CA 93650. EOE.

Mature pro needed for opening on upstate New York full service/AC station. Good voice and production abilities a must. Five years preferred. Send tape, resume and salary requirements to: Thom Williams, WGHQ, C.P.O. Box 1880, Kingston, NY 12401. No calls. EOE/MF.

Illinois AM/FM seeking talented personality. EOE. Excellent pay/benefits. Beautiful city. Resume to Box T-9.

Air talent: new AC FM serving southeastern Connecticut and southwestern Rhode Island seeks full and part-time announcers. On-air delivery and production skills important. Experience also necessary. Send tape and resume to Program Director, Shoreline Communications, Inc., Box 97, Mystic, CT 06355. EOE.

HELP WANTED TECHNICAL

Chief engineer. Top rated AM/FM station, key Midwestern city. Anchor station in a highly successful chain. Compensation open. For confidential consideration, send resume and salary history to T. W. Textor, 2626 Ruan Center, Des Moines, IA 50309.

The Snider Corporation of Little Rock, AR, needs a top flight chief engineer. We have a 100,000 watt state of the art top rated FM, a 5,000 watt news/talk directional AM. A state news network with our own uplink and 56 downlinks throughout Arkansas. The chief must manage the department and direct another engineer. Pay commensurate with experience. Send resume to Snider Corporation, P.O. Box 4189, Little Rock, AR 72214. Don't miss this exciting opportunity to join one of broadcast's most innovative companies.

Outstanding engineering opportunity, Midwest. Company car, excellent insurance. Experience required. Resume/references to Box R-102.

Engineer/programming position. Unique Christian radio station. FM stereo, 3000 watts, Iowa. \$1,000 a month. Contact Manager, 515-424-9301.

Chief engineer/innovator - major company, great Sunbelt location, excellent salary, benefits for right person. Class C, FM and AM combo. Candidate should be up on newest technology and strong on preventive maintenance. Super growth opportunity for creative chief with a class operation. Send resume and references to Box R-110.

Assistant chief engineer for 50KW, DA2. Experience in studio construction and maintenance, high power AM transmitters and directional antennas, audio equipment repair and wiring, and equipment installation. Must be conversant with FCC rules and regulations, and able to communicate effectively. Send resume and references to WGTO, PO Box 123, Cypress Gardens, FL 33880. Equal opportunity employer, M/F.

HELP WANTED NEWS

Kentucky - BPP person needed immediately. Sports-minded station, small market. Call 606-248-5842.

Immediate opening: news director/announcer. Regional 5,000 watt AM station seeks news director/announcer with professional journalism and broadcasting experience. Successful candidate will have minimum two years experience in news broadcasting. Must demonstrate skill in interviewing, writing and editing, and on-air news delivery. Must be willing to work flexible hours to cover local/state meetings and press conferences. Experience anchoring/reporting election returns desirable. Good pay and benefits. Send tape, resume, and references to: Eric Michaels, Program Manager, WVMT, Box 620, Colchester, VT 05446. Equal opportunity employer.

Wanted: bold morning anchor to join established show. News sense, personality. T & R: Curt Miller, WQHK/WMEF, Box 6000, Fort Wayne, IN 46896. EOE.

Experienced newperson wanted for top stations in U.S.'s fastest growing market to gather, write, air news. Personal interview required. Tape/resume: J. Foley, WFPG/WIIN, 2707 Atlantic Ave., Atlantic City, NJ 08401. EOE/MF.

KUAT AM-FM in Tucson, Arizona, is seeking a news and public affairs producer/writer. Duties: reports to the news director and carries out assigned tasks. Maintains close working relationship with public affairs director. Participates as part of the total radio team in other projects as assigned, including on-air fundraising campaigns. Assists in the training and supervision of student reporters. Works under pressure with a variety of people having varying skills and levels of ability; and meets assigned deadlines. May be asked to assume total responsibility for the news department in the absence of the news director. Works nights, weekends, and a variable schedule when workload requires; this is not an 8-5 job. Occasional travel out of town as assigned. Qualifications: Bachelors degree, preferably with course in journalism. Two years similar work experience. (Additional experience considered in lieu of a degree.) Well above average written and verbal skills. Classified staff, University of Arizona. \$16,762, plus generous benefits. Please submit a resume with samples of writing and audio production demo tape by June 15, 1984 to: (specify title when applying) Employment Office, University of Arizona, 1717 E. Speedway, Tucson, AZ 85721. AA/EOE.

Metromedia's KRLD in Dallas is seeking an experienced news director. Send resume to Ed Wodka, Vice President/General Manager, KRLD, 7901 Carpenter Freeway, Dallas TX 75247. Equal opportunity employer, M/F.

News announcer: anchor/reporter needed for new AC FM serving southeastern CT and southwestern RI. Reporting experience, writing skills and on-air delivery important. Salary commensurate with abilities. Send tape and resume to News Director, Shoreline Communications, Inc., P.O. Box 97, Mystic, CT 06355. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Operations director for growing South Carolina 100,000 watt country station. Air shift, background in promotions, research. Top pay and benefits. Tape and resume to Tom Love, VP/GM, WIGL, PO Box 5106, Columbia, SC 29250. EOE.

One of America's three great radio stations needs a superlative sports director with at least three years experience with top station. The successful applicant will possess exceptional PBP skills, host a weekly coach's show. Broadcast daily sports reports, direct department including hiring PBP person for our FM affiliate's schedule, prepare and adhere to department and promotion budget, and represent our company with local sports fans, parent groups, youth organizations, etc. We want a person of impeccable character, sincere community spirit, and highest competence, one whom we will be proud to place in the starting line-up of our 35 person professional broadcast team. Salary \$18,000-\$22,000 and chance to grow. Mail edited tape of PBP and other work plus personal and professional recommendations and complete resume to: Mike Diem, WJON Broadcasting Company, Box 220, St. Cloud, MN 56302. EOE.

SITUATIONS WANTED MANAGEMENT

Experienced general manager. Group oriented- take charge person. Ambitious sales oriented person. CRMC. My recent 100,000 watt FM & fulltime AM (combo) produced fantastic sales increases & the ratings shot to the top also! Prefer Southeast. Available now! Reply Box R-38.

General manager. Somewhere out there, you need me. Broadcast professional, sales-oriented, highly motivated. 20+ years experience. Presently employed. Prefer medium or small market. Box R-81.

Money-making manager - problem solving general manager. 20 yrs. sales, programming. Call Manager, 316-799-2817.

Small market GM: Selling GM, train air, sales and support staff. Develop programming, news, community involvement. Deliver quality, credibility, and respectability with a profit. Married, late 30's Box R-104.

General manager: sales intensive, self motivated, highly organized, and disciplined to win the battles of sales and profits. 18 years in management with persuasive product knowledge. Solid professional with effective management skills. Looking for an owner who wants a winner. Box R-108.

Classical broadcaster with exceptional background seeks PD position with major fine arts station. 25 years professional experience in radio, TV, music, and drama. Box R-120.

16 years experience as general manager and sales manager. Street seller and sales teacher. Small to medium markets. Possible ownership. Available immediately. Box T-4.

Sales manager. Over 12 yrs. successful GM/SM experience. Prefer to run sales dept., sm./med. SE mkt. A pro who does it right. Have money making sales promotions to add to the frosting. Great track record, credentials/references. Compatibly employed. Box T-8.

General manager position wanted. Midwest. Experience. 1. Write Box T-11.

SITUATIONS WANTED ANNOUNCERS

Professional voice and delivery. Excellent reader. Personable, any hours. Can start now. David Semenske, 414-258-6085.

Harrisburg sports personality-looking for another interesting voice for drive times? Can do it all. Talk, anchor, remotes, etc. Will consider part time. Track record and four years experience. 717-243-2529, or P.O. Box 15336, Harrisburg, PA 17105.

Hard worker seeking to settle in small/secondary market with fantastic location. 5 yrs. radio exp. college & record background. Call Brian, 412-921-3820, before 2PM EDT.

Entry level broadcasters. The School of Communications Arts prepares our graduates for on-air as well as extensive production skills. Marlene Levine, 800-328-5893; 612-721-5357.

Need a "can do" attitude around your station? Trained beginner gives 150% effort, any format, any place, immediately. DJ-news-production. Rick, 18 Harvard Ave., Lynbrook, NY 11563. 516-599-1143.

British DJ/announcer. Unique style, original ideas, sure fire ratings booster. All formats. For tape/resume, call Steve Palmer, 619-571-6955, (San Diego).

SITUATIONS WANTED NEWS

Experienced news anchor seeks Minneapolis - St. Paul market. Excellent organizer and voice. Angelo, 212-338-8328 between 12PM -2PM EDT.

Sportscaster, wearing many hats in small market, division I college PBP, writing and reporting experience; seeks move from small to medium or large market, interested in talk show, major college PBP. Quality, vast knowledge, dedicated. Box R-125.

Recent college graduate looking to start career in small or medium market. Experienced in news, sports, and as an air personality. Contact Gary, 415-589-3634, or write to Gary Fischer, 2170 Crestmoor, San Bruno, CA 94066.

Catch a rising star and put him on your payroll! Skyrocketing sportscaster ready for college or pro chance. Knowledgeable, conscientious, quick-witted. Talent and attitude top notch. For the best in radio sports, call Barry, 516-692-5188.

Professional seeking sports position. Energetic, knowledgeable, personable. Play-by-play experience also. Call Andy, 305-763-1686.

Capable, enthusiastic sportscaster. Recent college grad seeking fulltime broadcasting job. Lots of experience in sports & news. Willing to work anywhere. For PBP tape, call Andy, 201-543-2035.

Sports enthusiast has what it takes to succeed. Needs chance to show it. Seeks entry level position. Honest, hardworking, dependable. Confidence, desire is real. Prefer NY, will go anywhere. Money no object. I live for sports; it's in my blood. Give me a chance to bleed. Contact Mike Pagano, 23 Steep Hill Road, Nanuet, NY 10954. 914-623-4083.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Programming professional: 10 years experience. A/C, CHR, country. Profit oriented, people motivator, promotion and marketing knowhow. Degree, first phone. Thom Davis, 512-723-0600.

Accomplished radio broadcaster. 21 years experience, including programming, operations and 7 years as general manager. Operations and/or programming in medium market or group. Joe Jackson, 217-446-8144, collect.

Sagging ratings? Seasoned pro PD with extensive knowledge of broadcasting. Also, will handle air shift and production whiz. I'll give you one heck of a station. Box R-123.

Production, sales, announcing. Can do all. Experienced, flexible. Jack Peters, 215-779-6607, after 3:00 PM EDT.

TELEVISION

HELP WANTED MANAGEMENT

Operations director. Major market independent seeks experienced manager to supervise air operations which includes traffic, film, programming, news, public service, research and FCC compliance. Computer knowledge helpful. Send resume to Box C-25, Needham Heights, MA 02194. An equal opportunity employer, M/F.

Production manager. Exciting opportunity for experienced, highly motivated manager. Run production department plus continue hands-on creative work you love. Must be top notch, technically oriented director with knowledge of state-of-the-art equipment and extensive background in all phases of studio and remote production—commercials, news, sports events, industrials. New ownership making major commitment to Boston market. Growth opportunity with a fast growing company. Send resume and tape to Lisa Protter, Corporate Vice President, WSMW-TV 27, 15 Parker Road, Shrewsbury, MA 01545.

HELP WANTED SALES

Opportunity. Small market UHF, Mid-Eastern seaboard, wants broadcast sales executive as local TV sales manager, supervising six-person local sales staff. You'll work with GM and general sales manager. Top sales person type. Send earnings history. Sell us on your capability. Box R-80.

National sales manager- #1 CBS affiliate in Sunbelt seeks experienced professional with strong national and local sales background. Good research and communication skills a must. Send resume, salary history, sales philosophy to WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. EOE.

Local sales exec.- SW Sunbelt small market network affiliate is looking for aggressive local acct. exec. with prospect of moving into sales management. Please send resume and compensation requirements to Box R-119. EOE-M/F.

Account executive/ sales executive. Fast growing satellite TV network adding to sales force. You should be energetic, aggressive, and have a desire to earn big commissions through your direct efforts. Experience in media sales and promotion preferred. TV programming sales a plus. Real growth potential. Total compensation based on experience. Forward resume and earnings history to: L. Greene, C. S. Network, P.O. Box 799, New York, NY 10113.

Sales. If you are an enthusiastic, effective salesperson with successful experience in television sales, self motivation, a demonstrated ability to communicate and to work with numbers, a strong Pacific Northwest network affiliate in a top 15 market may be looking for you. BA or equivalent experience preferred. Send resume and cover letter to J.L. Muir, P.O. Box 24525, Seattle, WA 98124. EOE.

HELP WANTED TECHNICAL

Maintenance engineer. Major Southwestern full service production facility is looking for an additional top notch maintenance engineer. Should be knowledgeable with Sony BVH-1000/BVH-1100 VTR's, CMX340 editor, GV1600 switcher, digital video effects systems, ADO, HL-79D cameras, TR600's, audio & video transmission systems & circuits. Will also function as occasional remote engineer. Applicant must be highly motivated and be able to interface with clients and operators. Salary based on your capabilities. Send resume to Box R-70.

Television chief engineer. Must have 5 years maintenance and transmitter experience with television station. Excellent opportunity to learn from retired chief engineer. Send resume to: Douglas Ferguson, WLIO Television, Box 1689, Lima, OH 45802. Equal opportunity employer.

TV maintenance engineer. Maintain latest state-of-the-art video broadcast equipment, including Sony one-inch machines. Experience in RCA TK-47's and TCR-100 cart machines desirable. FCC first class or general a must. Salary commensurate with experience. Send resume to Chief Engineer, WVEC-TV, P.O. Box 400, Hampton, VA 23669. A Belo Broadcasting Company. Equal opportunity employer.

Studio maintenance engineer: Will maintain and repair studio, mobile and microwave equipment. Must be able to work with minimum supervision. General radio-telephone license required; prefer applicant with four years technical experience in TV broadcasting and/or electronic technical training; digital experience helpful. Send resume to Personnel Director, KTUL Television, Inc., P.O. Box 8, Tulsa, OK 74101.

Mtc. Eng. will repair: LDK-6 cameras, VPR's 2, 3, & 80, ACR-25, VR 2000, Harris 9100 microprocessor remote control of AM-FM-TV. 16 Ikegami cameras 77-83's, over 70 Sony 3/4 VTR's, 3 frequency agile ENG trucks, 3 rotatable ENG pick up systems, RS422 machine control, RS 232 routing SWR system-FM stereo with digital SCA, AM stereo Motorola. Will be using Spectrum analyzers 7L5, 7L13, digital storage scope sound technology 1500. Experience in all the above desirable. Not an entry level position. First or gen. FCC license mandatory. EOE. Send resume to J. D. Weigand, KFMB-TV-AM&FM, P.O. Box 80888, San Diego, CA 92138.

Studio engineer/technician- So. Cal. Sunbelt ABC affiliate is seeking an experienced technician to maintain studio and ENG eqpt. If interested, send resume and salary requirements to Box R-107. EOE-M/F.

Prominent Chicago film/video production company is looking for a maintenance operations engineer. Some location shooting will require travel and client contact. Must be experienced in repair of cameras, VTR's, edit systems, etc., with a thorough knowledge of digital electronics. This position requires an energetic, responsible self starter. Send resume with salary requirements and references to Neal Kesler, Airfax Productions, 727 N. Hudson, Chicago, IL 60610.

Broadcast technician II. \$1614-\$2066 per month. Major university in rural environment seeks a broadcast technician II with responsibility for the on-air operation of PTV station, with some production responsibilities during work shift. Requires: two years full time experience/training in radio or television technician work, ability to perform maintenance on broadcast equipment and a first class Federal Communications Commission radio-television operator's license. Apply to the Office of Staff Personnel, 134 French Administration Building, Pullman, WA 99164-1014, or 509-335-4521. Washington State University is an EOE.

TV maintenance engineer. Minimum 3 years experience or equivalent in maintaining Ampex 2" and 1" VTR's, Sony 1" and 3/4" VTR's, studio and ENG cameras and associated studio terminal equipment. Contact Chief Engineer, KOLQ-TV, P.O. Box 10,000, Reno, NV 89510. EOE.

Transmitter/microwave supervisor. 3-5 years UHF experience for Austin Texas. RCA 55kw transmitter. Position available immediately. Call Gene Doren, Director of Engineering, 512-471-4811, or write P.O. Box 7158, Austin, TX 78712. EOE.

TV studio maintenance engineer (position readvertised). Must have minimum 2-3 years video and maintenance experience, possess 1st class FCC license. Have experience with RCA studio cameras, RCA switcher, RCA film chain, Sony VCR's, and character generator. Also responsible for Panasonic ENG cameras and Convergence editing systems. Salary commensurate with experience. Work with full-color studios with cable channel in department of journalism and radio-TV. Position open: July 1, 1984. Application deadline: June 4th, 1984, or until position filled. Send up-to-date resume and three current references to: Chairman, Dept of Journalism and Radio-TV, Box 2456, Murray, KY 42071. Department has 340 majors in four sequences, 20 graduate students, 11 faculty/staff members, 100,000-watt FM stereo radio station, weekly lab newspaper, yearbook, and full-color TV studios with channel on local cablevision system. An equal opportunity/affirmative action employer.

Director of engineering. Responsible for the repair and maintenance of television transmitting and studio production equipment. Will supervise operations and maintenance engineers, will work closely with other department managers. Applicants must have experience in supervision and budgetary planning. Radiotelephone general class license and degree in electronics engineering or related field required. SBE certification preferred. Outstanding state-of-the-art facility, a great opportunity for the right person. Salary competitive. Send resume to H. Oliver Gillespie, President and General Manager, WQAD-TV, 3003 Park 16th Street, Moline, IL 61265.

HELP WANTED NEWS

Sports director who will emphasize local sports. Produce and host two shows per day, Monday through Friday. Experience required; degree preferred. Send resume only to: Jack West, VP/GM, WRDW-TV, Drawer 1212, Augusta, GA 30903. A Television Station Partners station. EOE.

KRCR-TV (Redding, CA) and KOB-TV (Medford, OR) have openings for qualified news reporting and management personnel. Please call 503-779-4400, or send resume to California Oregon Broadcasting, Box 5M, Medford, OR 97501, attn. P. Smulin.

Beat reporter: idea person, strong on organizing and motivation, for eastern North Carolina's news leader. Tapes, references and salary history to: Jay Moore, News Director, WCTI-TV, P.O. Box 2325, New Bern, NC 28560. EOE.

One of the Southeast's top stations is looking for a sports/journalist. This rare breed stays away from sports cliches like the plague; absolutely refuses to use canned material from the net feed; loves good writing, short readers and believes a good sportscast appeals to all viewers, not just hardcore sports fans. This endangered species could find a home by sending a resume and salary requirements to Box R-118. EOE.

Top rated station seeks an experienced news photographer for general assignment and magazine work. ENG/editing experience essential. Send tape/resume no later than June 18 to News Director, WEAU-TV, P.O. Box 47, Eau Claire, WI 54702. No calls please. An equal opportunity employer.

News directors, executive producers, producers & air talent: send tapes/resumes to Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870. 203-637-0044.

News producer for 5PM and 10PM newscasts for news leader in market. Fast-paced productions. Require crisp writing for news-of-the-day shows. Background in news. Producing experience a must. Send tape/resume no later than June 18 to News Director, WEAU-TV, P.O. Box 47, Eau Claire, WI 54702. No calls please. An equal opportunity employer.

Weathercaster. Medium Northeastern market. Meteorological training and reporting experience desirable. Submit resume to Box T-13. EOE.

Seeking assignment editor who's aggressive, self starting and creative to work with 24-person staff. Previous experience a must. Live ENG knowledge essential. Send resume no later than June 18 to News Director, WEAU-TV, P.O. Box 47, Eau Claire, WI 54702. No calls please. An equal opportunity employer.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Bright, creative video jocks wanted for West Coast full power music video stereo TV station. Send video tape (any format) or audio tape & resume to: Sanger Telecasters, M. Harrison, PO Box 3437, Fresno, CA 93650. EOE.

TV production coordinator. Coordinate the intake, scheduling and completion of instructional television production projects, supervise producers-directors, student assistants, and temporary staff. Execute work control and forecasting procedures. B.A. and 4 years experience or M.A. in TV/radio required. Five additional years as producer/director; 2 years additional supervisory/management of TV projects. Manual communication skills or willingness to learn required. Applicants should prepare a one page description of a TV project they have completed, detailing their role. Finalists will present a videotape and oral presentation. Send resume to: Personnel Office, Rochester Institute of Technology, One Lomb Memorial Drive, Rochester, NY 14623. AA/EOE.

Studio operations supervisor for university PBS station. Requires Master's degree in television or related field; full time professional television production experience, including crew positions, lighting, set construction; desire and ability to train college level students. Will administer training program for students working part-time at station, evaluate performance; supervise studio operation, lighting, crew scheduling, set construction; direct some programs. Teach one production course each semester. \$16,000 annually. Resume and three professional references postmarked by June 18, 1984 to: Jim Dryden, KRWG-TV, Box TV22, Las Cruces, NM 88003. NMSU is an AA/EOE.

Production manager needed for new VHF station. We need an individual who can develop and manage all phases of production: commercials, promos, sports, news, and training personnel. If you want an opportunity to shape KLBV's future, send resume to: Station Manager, KLBV, POB 562, Colby, KS 67701. EOE.

Production Manager. Hands-on experience in all phases of television production essential; broadcast operator, announcing skills a plus. This is a position for a mature, responsible person who enjoys a fast-paced, productive environment. Position requires strong management and training skills. This is an excellent opportunity for the person ready to move into management. We are a young, dynamic, growing company. Send resume and salary requirements to George Rousseau, Director of Broadcast Operations, WYNY-TV, 100 Market Square, Burlington, VT 05401. EOE.

Hands-on commercial director. Experience required in commercial directing. Medium/Midwest market leading production station. Resume/salary requirements to Box T-1. An EOE.

Film director needed immediately to conform film/tape commercial and feature packages into broadcast formats. Additional opportunities to produce-direct local programming. Resume to: Station Manager, KLBV, POB 562, Colby, KS 67701. EOE.

SITUATIONS WANTED MANAGEMENT

Top New York O&O producer seeks PD or GM position. Experience includes ten years in news, programming and management, plus the creation and development of a popular nationally syndicated series. Box R-112.

General manager-general sales manager. TV, 23 yrs. management experience including GSM at WUAB Cleveland & WFLD Chicago. Organized, aggressive, & successful track record. Can turn your station around. Write Bruno Sardi, 33 Gold St., Suite 519, NYC 10038. 212-406-1011.

SITUATIONS WANTED TECHNICAL

CMX playback - videotape operator in NYC with strong experience & excellent references seeks fulltime position. Call Alan Strachan, 516-599-4335.

SITUATIONS WANTED NEWS

ENG photographer, editor, videotape operator seeks full-time position. Call Charles Rakestraw, 615-272-4625.

Meteorologist: talented, personable, experienced, seeking on-air position in a small or medium market. Willing to relocate. Can't miss. Call Tim, 914-997-8073.

Managing editor, small market, seeks move to larger station. Experienced all news areas. Box R-37.

Experienced sports anchor/news reporter. Can write, edit and shoot. Seeking position with small market station. Tape and resume available. Call 404-422-0303.

I love sports! Small market news anchor/reporter wants to return to sports. Very broad knowledge of sports; four years experience in television and radio; BS degree. Call Andy, 405-282-3578.

Toronto sports freelancer, radio-TV, will cover Blue Jays, Blizzard, golf, tennis events, etc. 416-465-4435.

Tornadoes-floods-heat-snow-drought-cold, all recent news headlines. Broadcast meteorologist with solid on-air and forecasting skills (over 5 years experience, AMS seal) seeks station which would like to be the one to turn to fair weather or foul. Severe weather is my specialty. I also enjoy public relations. Box R-103.

Anchorman. Credibility, vitality, voice, appearance. Recently a financial news anchor/interviewer in 5th market. 415-856-6602.

Experienced broadcast meteorologist needs a break! Excellent communicator. Well-seasoned forecaster. For details, call Marc Ross, Westbrook, ME. 207-854-2001; 207-856-6097.

For nearly three years, I've been a reporter/weekend anchor in this small market, paying my dues. Now I'm ready to start paying dividends as a general assignment reporter for your top 100 station. Mark Scott, 614-455-3763.

Meteorologist: 5 years experience, 2 years radio. Looking for an entry level position in a small to medium market. Degree: AMS, NWA member. Experienced in forecasting, computer graphics and radar. Reply Box R-121.

Sports director. One year's experience. Seeks position in small-medium market. Will relocate anywhere. Call Doug, 413-665-2423.

Professional seeking sports position. Energetic, knowledgeable, personable. Play-by-play experience also. Call Andy, 305-763-1686.

Weather communicator. Meteorologist. AMS seal, 10 years experience. I can do it all, including computer graphics and weather features. Box T-7.

A meteorologist who is accurate, interesting, and enthusiastic is looking for a position in a small or medium market. Contact Dave Hackel, 16 West 166th Place, Calumet City, IL 60409. 312-862-0102.

Top 40 market reporter looking for change of scenery. Excellent presence, eye-catching writing. Hardworking, energetic, and dependable. Box T-15.

Sports anchor-reporter - 10 years experience, including nation's number two market. If you're serious about sports, and want more than the routine, I'm your man. I've covered everything from baseball's all-star game to a triathlon in Mississippi. Call Stephen Jackson, 213-681-4165, or write 2515 Vista Laguna Terrace, Pasadena, CA 91103.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Audio/visual specialist with broad background in commercial & educational TV seeks new challenge. 8 yrs. experience in all phases of recording & post-production. Call 606-233-3000, or write 2992 Tuscaloosa Ln., Lexington, KY 40502.

Mature, energetic college grad experienced in broadcast quality corporate communication and cable TV production, editing camera, audio, lighting, photography. Also film and multi-media background. Contact Ron Matur, 36 North Coe Lane, Ansonia, CT 06401, or call 203-965-3488.

Programming pro seeks new horizon. Top market experience as well as domestic and foreign paycable, DBS and program sales. Call or write Larry Casey, 285 Stewart Avenue, Bethpage, NY 11714. 516-796-3006.

Re-entry graduate. Seeking fulltime entry level position with broadcast or production facility. B.S. in TV and audio engineering. Strong production skills and programming knowledge. Middle management and sales experience in other fields. Willing to relocate. Box T-10.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Management team forming for start-up broadcasting company which will acquire and operate radio and television stations. Positions available: vice president of acquisitions, controller, director of strategic planning, MBA, JD, or CPA a plus. West coast location. Benefits include founders' stock. Send resume and salary history to Box T-18.

HELP WANTED INSTRUCTION

Broadcast news: The Department of Radio-Television at Southern Illinois University at Carbondale seeks a distinguished broadcast news professional and educator for a teaching position beginning August 15, 1984. Responsibilities include teaching courses in broadcast news writing, television news, news performance, and public affairs. Ph. D. in relevant field expected. Master's plus significant professional experience considered. Send letter of application, resume, and the names of three references by June 15 to: Dr. Sam Swan, Chairman, Department of Radio-Television, SIUC, Carbondale, IL 62901.

Broadcast production and direction. Tenure track position. Ph. D. preferred, M.A. required. Experience in television production. Must show potential as successful teacher and researcher. Rank and salary dependent upon qualifications. Deadline for application is June 18, 1984. Send letter of application and curriculum vita to: Dr. Mary I. Blue, Chair, Search Committee, Dept. of Communications, Loyola University, New Orleans, LA 70118. Loyola University is an affirmative action/equal opportunity employer.

Marshall University: assistant professor tenure track. Executive or upper management experience in commercial broadcast property (TV preferred). Significant professional association membership. Wide industry contacts. Teaching, consulting, research experience desirable. M.A. required. Ph. D. desirable but outweighed by professional credentials. Teach broadcast management, sales, business communication or other according to experience. Administer internships. Send resume, transcripts and three current reference letters by June 18, to Dorothy R. Johnson, Chairman, Department of Speech, Marshall University, Huntington, WV 25701. EOE.

Lyndon State College. Lyndonville, Vermont. Small state College (1,000 students) in beautiful northeastern Vermont seeks qualified applicants for the following two positions. Starting September 4, 1984, television/media communications faculty position in communications arts & sciences department to teach courses in media communication television production and broadcast policies/regulations. Responsibilities: integrating instructional video facilities; curriculum and activities with broadcast CAS curriculum; oversee instructional television lab. M.S. or Ed.M. and active pursuit of doctorate: Ed.D. or Ph.D. completed for tenure decision. Extensive video experience both 1/2" and 3/4" studio and field production and editing. Resume tape 3/4" must accompany application. Salary negotiable. Telecommunications engineer, starting July 15, responsible for two video production facilities B.S. degree program; chief engineer 3,000 watt FM stereo radio station; limited teaching duties. Qualifications: FCC first class or general license, extensive experience hands-on maintenance 1/2" and 3/4" video format, 3-tube broadcast quality video cameras, microwave systems, radio production/broadcast equipment. Bachelors electrical engineering or equivalent. College-level teaching experience. Coordinator II, grade 11, exempt position with salary range \$16,000-\$20,000. Send letter of application, resume, letters reference: Perry Viles, Dean of Academic Affairs, Lyndon State College, Lyndonville, VT 05851. EOE.

Instructor/editor/anchor for unique broadcast journalism education program. TV facility in network affiliate laboratory newsroom, teaching students reporting and on-air performance skills. Likely will include evening anchor duties. Women encouraged to apply. Seek proven professional with at least three years successful on-air work in TV journalism and ability to instruct young people. Prefer Master's. Send tape/resume to Mackie Morris, Broadcast Chairman, Box 838, University of Missouri School of Journalism, Columbia, MO 65205. AA/EOE.

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. We desperately need UHF transmitters, transmission lines, studio equipment. Call Bill Kitchen, Quality Media, 404-324-1271.

1" C-type videotape wanted. Will pay cash, will pay shipping. Contact Andy Carpel, 301-845-8888.

Need immediately: used 140-foot type 300 wind-charger tower or 220-foot type 200 windcharger tower. Contact Victor W. Dawson, 919-864-5222.

Wanted: old tubes, amplifiers, speakers, by Western Electric, RCA, Cunningham, McIntosh, Marantz, Altec, Tannoy, Telefunken, Stephens, Quad. 713-728-4343, Maury Corb.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Quality broadcast equipment: AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Corp., 813-685-2938. TWX 810-876-0628 Celco.

Transmitters-UHF-VHF-FM—new and used. Call Quality Media, 404-324-1271.

Studio equipment—new and used. Hundreds of items available. VTR's, switchers, cameras. Call Quality Media, 404-324-1271.

Turn-key construction—we build new TV stations fast and cost effectively. Quality Media, 404-324-1271.

AM Harris MW-1A—mint; also Bauer 707 1KW, Gates 250GY. Call M. Cooper, 215-379-6585.

Fernseh KCP-40 color cameras with lenses. 3 available. A/R-2 videotape recorder with editor. RCA TKP-45 color camera with 10:1 lens. All items priced to sell. Contact Greg Symanovich, Tel-Fax, 817-860-5048.

2" Quad videotape, archived in plastic shippers. Low pass 30's, 60's, major brands, fully guaranteed. Carpel Video. Call collect, 202-296-8059.

2 HL-79DAL Ikegami cameras. Cannon 13x9 lens, good condition, used by owners. Sachler 7x7 head. 612-338-5022.

Videocassettes, 3/4" Sony KCS-20's \$6.99. Perfect for on-location recording. Broadcast quality guaranteed! Low pass tape. Chyron evaluated, recycled, delabeled, degaussed. All lengths and sizes available. Free, fast delivery. Carpel Video, Inc. Call collect, 202-296-8059.

20 KW FM Collins 831G1 w/z1; also ITA 5KW FM, MS-15 exciter, under two yrs. old. Call M. Cooper, 215-379-6585.

Cable or over air TV equipment for sale - virtually new! Package includes JVC camera, studio lighting package, 3 Sony 3/4" VCR's, edit controller, special effects generator, monitors, character generator, computer animated graphics package, emergency power supply unit, mic mixer, cabinets, most everything needed to establish a mini studio. Package buy \$45,000. For information, write or call Carter Roberson, The Fresno Bee, 1626 'E' Street, Fresno, CA 93786. 209-441-6235.

TR-600's, TR-70, TK-28, TK-76, TK-44, TP-66, HL-79, SK-91, CDL VS-14, ADA VIP-PR2 digital effects. Call Marvin Luke, Media Concepts, 919-977-3600.

Transmitters for sale. UHF-TV: 55kw, 30kw, 1 kw, FM 10kw & FM 1kw. UHF notch diplexer tuned to your channel. Box 3865, Albuquerque, NM 87190. 505-884-9741.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Linners, 1237 Armadillo, 6C, Los Angeles, CA 90025.

MISCELLANEOUS

Identifiers, sounders, custom packages. \$10, custom rates available. Moog to Ampex mastering. JLF Productions, 1901 Lakeview Circle # 1307, Lewisville, TX 75067. 214-221-6933.

Advertising copywriting — The Freelancer's Way — learn from a pro. Booklet \$3.50. Little Giant Concepts, P.O. Box 40754, Memphis, TN 38104-0754.

CONSULTANTS

Feedback Unlimited. Videotapes critiqued by former Denver news director. Stations and individuals. 1313 Williams #901, Denver, CO 80218. 303-320-6816.

RADIO

Help Wanted Sales

REGIONAL AFFILIATE MANAGER

Due to rapid growth and expansion, Satellite Music Network is seeking additional sales personnel to call on America's top station owners and managers. If you have first hand experience at the station level, want to be a part of the exciting future of radio, and are willing to travel-this is an outstanding career opportunity for you. We pay a good draw against commission, giving you unlimited financial opportunities. Call 800-527-4892 for details and an appointment.

GEORGIA SALES MANAGER

Major market, Georgia. Modern format. Aggressive 100 KW FM seeks working sales manager. Large station-big responsibilities. Must be self-starter, aggressive, street sales oriented and capable of working with national representative. Good benefits, good money, and great weather. Experienced and eager? Call 703-772-2323.

Help Wanted News

WABK, TOP-RATED POP ADULT

Station loses a friend & news director to TV anchor. Need a new family member, (male or female) competent, with smile in voice & hallways. Call John Bailey, 207-582-3303.

Help Wanted Technical

CHIEF OPERATOR

Internal promotions have created an immediate opening for chief operator of Katz Broadcasting's WDBO/WWKA. The successful applicant will report to the chief engineer and should have experience with DA systems, STL, two-way and remote control. This is an excellent opportunity if you are a quality-oriented, self-starting team player and have a desire to work with some of the best broadcasters in the industry. Send resume and salary requirements to Tom Bohannon, WDBO/WWKA, 58 South Ivanhoe Blvd., Orlando, FL 32804, or call 305-843-5800. Katz Broadcasting Company is an equal opportunity employer.

Situations Wanted Management

GSM-RADIO & TV

Seeking GM slot. Will bring 2 top AEs plus chief engr. Great at rebuilding profits. Box T-5.

Situations Wanted Announcers

I'LL GO ANYWHERE BUT....

Talented air personality with 5 years experience, and audiences love me. Prefer AOR, adult contemp., or top 40. Have worked country. Will relocate anywhere. (Well, almost anywhere). For tape, resume, and references, contact Hank London, 44 Center Grove Road, C-22, Randolph, NJ 07869, 201-328-0097.

MORNING MAGAZINE TEAM

An alternative to "wild and wooly". News and information, community-oriented features, local opinion bits, sports, comedy, and more. No skits. Medium and major market success. Plenty of experience. Looking for a better situation than the one we're in. Box T-6.

TELEVISION

Help Wanted Programing, Production, Others

PROMOTION MANAGER

Current opening for creative person with strong advertising and marketing skills. This department head position supervises four (4) others and is responsible for all phases of promotion, advertising, publicity and PR. If you're looking for a challenge, have experience as a manager and a track record of unique successful ideas, rush your resume, cover letter, and examples of your work to: General Manager, KMBC-TV, 1049 Central, Kansas City, MO 64105. EOE.

PROMOTION WRITER/PRODUCER

CBS affiliate, Phoenix, Arizona, seeks highly creative individual with 2-3 years experience in television promotion. Primarily responsible for news promotion including print, radio, and on-air. Strong writing, production and direction skills essential. Send resume to Donna Vogt, KTSP-TV, 511 W. Adams, Phoenix, AZ 85003 EOE/MF.

Help Wanted Programing, Production, Others Continued

FORMER NETWORK TV NEWS PRODUCER

is sought for a very lucrative (\$75K+ minimum) NY-based freelance position as a consultant to a small, high-powered TV publicity firm with national clients and contacts. We are a group of former producers doing TV publicity to high journalistic standards. We require the same commitment plus a good working relationship with the most influential contacts at the network TV news level. Work at home year-round, on your own schedule. Send resume plus general outlines of areas of media influence to:

PRIMETIME
112 PFEIFFER ST. SUITE 1
SAN FRANCISCO, CA 94133

Help Wanted News

DOCUMENTARY TYPE PRODUCTION

We are broadcast journalists using our skills and the latest production technology to write and produce communications packages for business and industry. Join us, and put your skills to work in an exciting, challenging environment, where you'll have room to grow. Minimum of five years TV news experience required. Send resume, references, and tape to:

VIDEO, LTD.
200 Guaranty Bank Building
Cedar Rapids, IA 52401
Equal opportunity employer, M/F

WEATHER PERSON

Dominant Southern station needs qualified meteorologist. Personable and creative, simple presentation desired. EOE. Send resume and video cassette (promptly returned) to:

Tom M. Percer
Station Manager
KNOE-TV
Box 4067
Monroe, LA 71211

TV METEOROLOGIST

Needed for #2 position (weekend and backup). Good salary and benefits. AFTRA membership required. Weathercenter loaded with equipment (Kavours graphics and radar-Radac, Unifax 2, plus the basics). Must be able to apply for and receive the AMS seal. No beginners, please. Send recent aircheck and detailed resume to: Dave Dusik, Chief Meteorologist, c/o KMBC-TV, 1049 Central, Kansas City, MO 64105. An equal opportunity employer.

For Fast Action Use BROADCASTING's Classified Advertising

Help Wanted Technical

CHIEF ENGINEER

WJAR-TV, Providence, Rhode Island, the market's number one station and NBC affiliate, has an opening for a chief engineer. This executive engineer must be dedicated to excellence in station operations and quality control, must have a strong engineering background and is a proven leader. Administrative, budgeting and advance planning abilities are essential. The plant is a large modern facility with all state of the art equipment. This is an excellent opportunity to join a large, growth-oriented organization with radio and television stations nationwide. We offer an excellent salary, benefit and incentive bonus package. Resumes with professional references to: Gerald T. Plemmons, Vice President-Engineering, Outlet Communications, Inc., 111 Dorance Street, Providence, RI 02903. An equal opportunity employer.

VIDEO CHIEF ENGINEER

Full service teleproduction facility seeks engineer experienced in 1", 3/4", Beta-cam VTRs, cameras and editing system maintenance and repair. R & D background helpful. Managerial experience a must. Salary commensurate with experience. Contact: Allen Goldman, National Video Industries, 15 W. 17 Street, NYC 10011. 212-691-1300.

SATELLITE COMMUNICATIONS ENGINEER

Extensive travel with a transportable earth station for distribution of television signals nationwide. Experience: broadcast engineering (general class license); truck driving; satellite communications. Will train. Send resume to: American Uplinks, Inc., P.O. Box 699, Idaho Springs, CO 80452.

Radio Programing



You can have 36 live phone-in-ter views each month with fascinating, interesting, timely, celebrity newsmakers & newsmakers. In addition, you will save on production costs with our service. Call or write for free copy.

NEWSMAKER INTERVIEWS
439 S. LA CIENEGA BLVD.
L. A., CA 90048
213-274-6866

ALLIED FIELDS
Help Wanted Programing,
Production, Others

MEDIA RELATIONS

Large utility located in the Midwest seeks someone to work in our Media Relations Department. Duties include writing news releases and scripts, handling media questions and preparing videotapes for various audiences.

Candidate must have at least five years of TV news reporting and/or production experience. Must be a self-starter.

Salary is competitive and benefits are excellent. Good opportunity for professional growth and advancement.

Send resume to Box T-12.

An Equal Opportunity Employer M/F/H

Consultants

POTOMAC VIDEO

D.C.'s BEST 1-stop production shop

"No pain, no gain!" It works in sports & dance (maybe), but your video projects shouldn't turn into slow dance marathons. Use OUR complete creative services - from pre-production planning to final edit - with all the tricky details in between. Promotionals, industrials, remotes - whatever you need.

- State-of-the-art video equipment
- In-house producer/consultants
- In-house studio
- Satellite uplink capability

CALL 202-783-6464
400 N. CAPITOL ST., NW
SUITE 150
WASHINGTON, DC 20001

Miscellaneous

FOR SALE

Full-day, individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements among the topics. Find out how to buy your next or first station through my personal experience. Mr. Robin B. Martin, President, Deer River Broadcasting Group, 645 Madison Ave., NY, NY 10022. 212-980-3886.

Business opportunities

INVESTORS WANTED

Metro Connecticut established radio property seeking working and/or silent partners. Excellent growth and potential. Send financial strength data and degree of possible involvement to: Ken Weiss, 37 Lawrence Avenue, Milford, CT 06460.

Public Notice

NEED ASSISTANCE IN JAPAN?

International Media Associates, 1108, 5-16-5, Roppongi, Minato-ku, Tokyo 106 Japan. Telephone: 03-587-0456. We provide experienced researchers, organizers, interpreters to any broadcaster wishing to embark on a project in Japan. Specializing in television news, documentaries, entertainment, specials, cultural exchanges, and international trade and business. Full range of services. Brochure sent on request. Write or phone NOW! Company President: Ms. Masako Yamagami.

Employment Service

10,000 RADIO-TV JOBS

The most complete & current radio/TV job publication published in America. Beware of imitators! Year after year, thousands of broadcasters find employment through us. Up to 98% of nationwide openings published weekly, over 10,000 yearly. All market sizes, all formats. Openings for DJs, PDs, salespeople, news, production. 1 wk. computer list, \$6. Special bonus: 6 consecutive wks., only \$14.95 — you save \$21! AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108. Money back guarantee!

Employment Service Continued

WE NEED RADIO PEOPLE!

NATIONAL, recognized as the leader in radio personnel placement, is currently receiving job orders for announcers and newscasters, programmers and production personnel, male and female, from radio stations in all size markets, coast to coast. As a registrant, NATIONAL will make a complete presentation in your behalf, if your professional profile matches the job description. More and more radio stations are joining the many hundreds that are using our service. Are you ready for a move? Let NATIONAL help. For complete details, and registration form, enclose \$1.00 postage and handling to:

NATIONAL BROADCAST
TALENT COORDINATORS
DEPT. R, PO BOX 20551
BIRMINGHAM, AL 35216
ACT NOW: 205-822-9144

Wanted to Buy Stations

INVESTOR & BROADCASTER

Seeking to purchase FM or AM-FM combo in S. New England. Prefer station(s) billing \$750,000 to \$1,500,000. Call Ken Patch, 617-540-8216, or write Box 571, Falmouth, MA 02541.

WANTED

Cable, TV, & radio stations. Call us to sell your TV & radio stations, anywhere in the U.S.A. 215-345-4747 24 hours. Frank Ventresca International, 3146 Bristol Rd., Warrington, PA 18976.

**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 _____



R.A. Marshall & Co.

Media Investment Analysts & Brokers

Bob Marshall, President

Excellent starter property — only full-time AM serving prosperous Southeastern town. Priced at 1.5 x gross and includes real estate! \$200,000 with \$50,000 down.

R. A. Marshall & Company will soon offer direct data transmissions to selected clients with computer communication links.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252
809 Corey Creek - El Paso, Texas 79912 915-581-1038



Wilkins and Associates Media Brokers

NC	AM	\$300,000	25%
FL	FM	\$600,000	30%
NC	AM	\$1,200,000	15%
LA	AM	\$500,000	20%
NJ	AM	\$725,000	30%
SC	AM	\$230,000	20%
IN	AM/FM	\$500,000	20%
GA	AM	\$425,000	30%
CO	FM	\$30,000	downpayment
AL	AM	\$25,000	downpayment
MI	FM	\$50,000	downpayment
MO	FM	\$50,000	downpayment

P. O. Box 1714
Spartanburg, SC 29304 803/585-4638

H.B. La Rue

Media Broker

RADIO-TV-CATV-APPRAISALS

■ West Coast: 44 Montgomery St., 5th Floor, San Francisco, CA 94104. 415-434-1750.

■ Atlanta Office: 6600 Powers Ferry Rd., Suite 205, Atlanta, GA 30339. 404-956-0673. Harold W. Gore, VP.

■ East Coast: 500 E. 77th St., Suite 1909, New York, NY 10021. 212-288-0737.

PUBLIC AUCTION AM & FM

AM & FM radio stations in Chattanooga area to be sold separately, or as a package, to highest bidder(s) at public auction June 15, 1984, commencing at 10 AM, in Room 404, U.S. Post Office and Courthouse, Chattanooga, Tennessee. FM is class A, antenna height 285 feet above average terrain, 3,000 watts ERP. AM is class III-B, daytime only, 1,000 watts. AM owns real estate. For information, write: P.O. Box 996, Hixson, TN 37343, or contact Thomas E. Ray, Atty., 914 First Tennessee Building, Chattanooga, TN 37402.

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

NEW ENGLAND STATIONS...

are in demand. If you're an owner, & would like to discuss what this could mean to you, please give us a call.

8 DRISCOLL DR.
ST. ALBANS, VT 05478
802-524-5963

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

WALKER MEDIA & MANAGEMENT, INC.

■ Carolinas daytimer, growing area, ideal 1st property. \$200,000, terms.

■ Valuable downtown real estate with this money-maker Midwest AM-FM. Generous terms to right buyer.

Dave Hurlbut, VP, Box 553, Mt. Carmel, IL 62863. 618-263-3380.

John Hurlbut, Pres., Box 1845, Holmes Beach, FL 33509. 813-778-3617.

Hogan - Feldmann, Inc.
MEDIA BROKERS • CONSULTANTS
SERVING SINCE 1953
16255 Ventura Boulevard, Suite 219
Encino, California 91436
Area Code 213 986-3201

MIDWEST MAJOR METRO

Profitable ethnic AM. \$975,000, cash. Please write Box R-109.

901/767-7980

**MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS**

"Specializing in Sunbelt Broadcast Properties"
5050 Poplar • Suite 1135 • Memphis, Tn. 38157

OREGON DYNAMIC AM

One of the best stations in the entire state. \$650,000/terms. Contact: Jerry Dennon, 206-455-4641. The Montcalm Corp., 1800 112th NE, Ste. 210E, Bellevue, WA 98004.



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

STATION				CONTACT	
NC	Metro	AM	\$1,160K	Mitt Younts	(804) 355-8702
CO	Small	AM/FM	\$825K	David LaFrance	(303) 534-3040
TX	Metro	AM	\$800K	Bill Whitley	(214) 680-2807
MS	Small	AM/FM	\$735K	Ernie Pearce	(615) 373-8315
CA	Metro	FM	\$650K	Jim Mergen	(818) 366-2554
FL	Suburban	AM	\$450K	Randy Jeffery	(305) 295-2572
VA	Small	AM	\$300K	Mitt Younts	(804) 355-8702
WY	Small	FM	\$200K	Bill Lochman	(816) 254-6899
TN	Small	AM	\$165K	Brian Cobb	(404) 458-9226
TN	Small	AM	\$135K	Ernie Pearce	(615) 373-8315

For information on these and our other available stations, or to sell, contact Dave Sweeney, General Mgr., Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.

FIRST CONTINENTAL GROUP

- Excellent 1st ownership station in mid-South small market. New facilities. Market leader. Less than 2X gross. \$315,000.
- Profitable class A suburban FM. Top 120 market. Excellent growth potential remaining. Good cash flow. Price: \$650,000.
- New cable opportunity. Small North Carolina resort community. New equipment, including satellite downlink. Terms available. Price: \$570,000.

Brokers, Consultants, Exclusive Agents
Contact: Jeff Cosgrove
PO Box 835
Danville, IL 61832
217-446-3080

For Sale Stations Continued

BILL - DAVID ASSOCIATES BROKERS-CONSULTANTS

303-636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

Dan Hayslett
4 associates, inc.
Media Brokers
RADIO, TV, and CATV
(214) 691-2076
11311 N. Central Expressway • Dallas, Texas

RALPH E. MEADOR

Media Broker
AM-FM-TV-Appraisals
P.O. Box 36
Lexington, MO 64067
816-259-2544

LET'S BUILD FM STATIONS!

Have CP for FM, Sunbelt market of 20,000. Know of 2 more for sale. Lost partner. Need experienced broadcaster or investor w/financial resources to build mine &/or others. I'll do work if you supply the muscle. Serious inquiries only, please. 305-748-7418.

MUST SELL

Full time AM. Major NE market.
\$800,000 cash. Less than 2x
gross. Write Box T-2.

ORLANDO AREA STATION

5 KW clear channel station in explosive growth area. Plenty of new equipment. Absentee owner ready to sell. Please reply Box T-14.

THIS PUBLICATION IS AVAILABLE IN MICROFORM University Microfilms International

300 North Zeeb Road, Dept. PR., Ann
Arbor, MI 48106

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, 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. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes 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 VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

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. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

Rates: Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

Lee Simonson, VP and general manager, RKO's WRKS-FM New York, named VP and general manager of co-owned WOR(AM) there. He succeeds **Robert Biernacki**, resigned (BROADCASTING, May 28).



Binning



Bryson



Doolittle



Rorke



Travis

Appointed executive VP's in restructuring of senior management of American Television and Communications, Denver: **Thomas Binning**, senior VP, cable investments; **Gary Bryson**, senior VP, marketing; **James Doolittle**, senior VP, cable operations; **Kevin Rorke**, president,

Florida division, and **June Travis**, senior VP, cable development. **Robert Rast**, senior VP, corporate development, will assume responsibility for ATC's research and development, succeeding **Michael McCrudden**, who joins parent Time Inc., New York, as senior member of new strategic planning and development group. Binning becomes chief financial officer, succeeding **Glenn Britt**, who moves to Time Inc. as chief financial officer of video group.

G. William Bryan, president and general manager, Post-Newsweek's WFSB(TV) Hartford, Conn., assumes same position at co-owned WPLG(TV) Miami. **Barry Barth**, VP and station manager, WFSB, named general manager.

James Price, general manager, KPQP(AM)-KGB(FM) San Diego, joins KSDO-AM-FM there as VP and general manager, succeeding **Chris Conway**, named VP, marketing, of co-owned KPRZ(AM)-KJIS(FM) Los Angeles, with additional marketing responsibilities for KSDO-AM-FM.

John Giuggio, president, Affiliated Publications, Boston, assumes additional duties as president of its Affiliated Broadcasting subsidiary. **John Winkel**, executive VP, Affiliated Broadcasting, named general manager.

Samuel Francis, VP, director of administration, noncommercial WMHT(TV) Schenectady, N.Y., joins noncommercial WLIW(TV) Garden City, N.Y., as president and general manager.

Named VP's of parent, Sky Stations, New York: **Carol O'Leary**, general manager, WTPA-FM Harrisburg, Pa.; **Barbara Vardin**, general manager, WGY(AM)-WGFM(FM) Schenectady, N.Y., and **Cecil E. Thomas**, general manager, WSIX-AM-FM Nashville.

Richard Aaron, general sales manager, Taft Broadcasting's WGR(AM) Buffalo, N.Y., named VP and general manager, succeeding **John Soller**, named VP and general manager of Taft's WKRC(AM) Cincinnati.

Cathy Wilson, general sales manager, WILY(AM)-WRXX(FM) Centralia, Ill., named general manager.

Tom Severino, station manager, WXTZ(FM) Indianapolis, named VP and general manager, WIRE(AM)-WXTZ(FM) there.

B.C. Cloutier, station manager, KJYY(FM) Ankeny, Iowa, named regional VP of parent, Fuller-Jeffrey Group.

Bernard Gehan, director, labor relations, West Coast, NBC, Los Angeles, named VP, labor relations, West Coast.

Allan Rothfeder, VP, finance, cable television division, Capital Cities Communications, New York, joins Grace Broadcasting, West Bloomfield, Mich., as chief financial officer. Grace Broadcasting owns KDON-AM-FM Salinas, Calif., and WOOD-AM-FM Grand Rapids, Mich.

Elaine Stout, manager, insurance and personnel records, Storer Communications, Miami, Fla., named VP, insurance and benefits.

Ernie Garcia, member of accounting department, WFAA-TV Dallas, named personnel manager for parent, Belo Broadcasting Corp.

Marketing

Alfred Merrin, associate creative director, BBDO, New York, named senior VP. Elected VP's, BBDO, New York: **Bruce Eswein**, manager of executive recruitment and development; **Richard Jones**, associate media director; **Richard Martel**, creative supervisor, and **Ellen Walsh**, account supervisor.

Elected VP's, Ogilvy & Mather, New York: **Susan Johnson-Pei**, art supervisor; **Elizabeth Le Masurier**, assistant media director; **Livingston Miller**, associate creative director; **Roger Miller**, management supervisor; **Saskia Mosse** and **Thomas Wambach**, senior art directors, and **Richard Roth**, account supervisor.

Lawrence Spiegel, senior VP, management representative, Tracy-Locke/BBDO, Dallas,

named executive VP. **Neil Scanlon**, from Bozell & Jacobs, Dallas, joins Tracy-Locke/BBDO there as VP, creative director.

Norman Bierman, senior VP, Holland America Cruises, New York, joins Compton Advertising there as executive VP and member of board.

Appointments, Young & Rubicam, New York: **Robert Fane** and **Linda Patston**, management supervisors, to senior VP's, and **William Brown Jr.** and **John Swan Jr.**, account supervisors, to VP's.

Jonathan Fox, director of client services, Grey, Europe, Brussels, named senior VP, Grey Advertising.

Named VP's, Cranford/Johnson & Associates, Little Rock, Ark.: **Sam Betts**, creative director; **Craig Douglass**, director of account services, and **David Martin**, director of research.

Ron Gleason, from Quantiplex, division of John Blair & Co., Los Angeles, joins Grattan Advertising, Palm Springs, Calif., as VP.

Joan Perella, VP, group supervisor, nighttime network TV, Young & Rubicam, joins Chiat/Day there as VP, director of network programming. **Rick Albert**, senior account executive, Kenyon & Eckhardt, New York, joins Chiat/Day there as account supervisor.



Sherlee Barish, Executive recruiter.

The best there is, because she's been doing it longer and better.

Television news is her specialty: Anchors, reporters, meteorologists, sportscasters, news directors and news producers.

Call her.

BROADCAST PERSONNEL, INC.
200 WEST 57 STREET
NEW YORK, NY 10019
(212) 977-3580



Gatti

Thomas Gatti, national spot sales manager, Cable Networks Inc., New York, joins Selcom Network there as VP and general manager.

Carolyn Finney, media planner-buyer, Gura-sich, Spence, Darilek & McClure, Houston, joins W.B. Doner there as media super-

visor.

WKLs-FM Atlanta, joins WFOX(FM) Gainesville, Ga., in same capacity.

Appointments, WERE(AM)-WGCL(FM) Cleveland: **Tom Caputo**, sales manager, WERE, to general sales manager, both stations; **Jackie Krejeik**, account executive, WGCL, to sales manager there; **Ella Mae Denson**, sales secretary, WERE, to assistant sales manager there; **Donna Wood-Craig**, programming assistant, WERE, to national sales coordinator for both stations, succeeding **Mark Oliva**, named account executive, WGCL, and **Julia Joyce**, from WDMT(FM) Cleveland, to account executive, WERE.

Dan Porrevecchio, account executive, KCMO(AM) Kansas City, Mo., named local sales manager, co-owned KCMO-FM there.

Anita Harris, national sales consultant, Group W Radio Sales, Chicago, joins KODA(FM) Houston as sales manager.

Judy Hays, account executive, WXMI(TV) Grand Rapids, Mich., named assistant sales manager.

Stephanie Jean O'Neal, from WCZY(FM) Detroit, joins WXON-TV there as account executive.

Don Lambert, sales representative, Panasonic, Los Angeles, joins KBRQ(AM) Denver as account executive.

Peggy Peterson, traffic manager, KAYU-TV Spokane, Wash., joins KREM-TV there as account executive.

Jon Erkenbrack, from *Daily Progress*, Charlottesville, Va., joins WSOC-TV Charlotte, N.C., as account executive.

Carol Frank, account executive, KMEZ-FM Dallas, joins KRQX(AM)-KZEW(FM) there in same capacity.

Steve Clapick, account executive, KGB(AM)-KPRI(FM) San Diego, Calif., joins XETRA-AM-FM Tijuana, Mexico, in same capacity.

Kirk Jackson, from WKRC-TV Cincinnati, joins WCIX-TV Miami as account executive.

Programing

Susan Sands, story analyst, television movies and mini-series, Columbia Pictures Television, Los Angeles, joins ABC Entertainment there as manager, motion pictures for television. **Arthur Hoffe**, story analyst, ABC, Los Angeles, named manager, story department, ABC Entertainment.

Roy Brubaker, director of technical services, RCA Videodiscs, Los Angeles, joins Lorimar there as director of distribution services. **Danny Simon**, director of licensing and special projects, 20th Century Fox Merchandising, Los Angeles, joins Lorimar as VP, Lorimar Licensing Co.

Sy Shapiro, executive VP and general manager, Dan Curtis Distribution Corp., Los Angeles, joins Harmony Gold U.S.A. Inc. there as senior VP, sales.

Leonard Lucas, director, production operations scheduling, NBC, New York, named VP, production planning and services.

Gene Borman, from Group W, New York, named VP and head of new programing division, Netcom Syndication and Programing, New York.



Maday

Gregg Maday, director, motion pictures for television, CBS-TV, Los Angeles, joins Home Box Office there as VP, HBO Premiere Films.

Harvey Lehman Jr., VP, West Coast personnel and administration, Columbia Pictures, Los Angeles, named senior VP,

West Coast personnel and administration, filmed entertainment.

Kem Steiner, designer and systems planner, Daniel International Corp. (Callaway Nuclear Power Plant, Jefferson City, Mo.), joins Learfield Communications, Jefferson city, as business manager. Learfield produces and distributes agricultural, news and sports programing.

Michele George, creative coordinator, American Comedy Network, Bridgeport, Conn.-based radio programing subsidiary of Katz Broadcasting, named director of marketing and sales.

Sanford Cohen, sales manager, National Phonecasting, Atlanta-based television production firm, named VP, programing and sponsor sales.

Mary McCormick Busse, field producer, NBC News, Los Angeles, joins Merrimack Productions there as director of special projects.

Lisa Vermillion, recent graduate, Southern Illinois University, Carbondale, Ill., joins Brownfield Network, agricultural radio network, division of Learfield Communications, Jefferson City, Mo., as farm broadcaster.

Robert Mahon, sales manager, Branham Newspapers, Chicago, joins The Weather Channel there as advertising sales account manager.

Joseph Griffin, district manager, Eastern division, domestic distribution, MGM/UA, Boston, named Eastern division manager.

Pam Levinson, marketing representative, EmCom, Minneapolis television production company, joins TPC Productions, Sewickley, Pa., as producer-account executive.

Lynne Thorneburg, from Thorneburg Hosiery Co., Statesville, N.C., joins Raycom Sports, Charlotte, N.C., as sales representative.

Fred Bierman, executive producer, WSBK-TV Boston, named program director.

Doug McGuire, from WMZQ(FM) Washington, joins WWLT(FM) Gainesville, Ga., as program director.

Mike Phillips, program director and operations manager, KIOI(FM) San Francisco, joins KFRC(AM) there as program director.

Rick Kymala, director of research and assistant program director, KMGG(FM) Los Angeles, joins KIVR-AM-FM Cave Junction, Ore., as program director.

Joe Martelle, head of own television and radio consultancy, Martelle & Co., Detroit, joins WDIV(TV) there as manager of sports operations.

Karen Melamed, associate producer, *People are Talking*, WJZ-TV Baltimore, named pro-

Liane Wilbur, assistant traffic manager, Abramson Associates, Washington, named associate production director. **Eileen Rhine**, traffic assistant, Abramson Associates, succeeds Wilbur.

Ava Ball, senior VP, media services, Bozell & Jacobs, Dallas, joins Moroch & Associates there as president.

Lavada Heath, account executive, independent team, Seltel, Los Angeles, named sales manager, independent sales division there. **Catherine Scow**, from ABC Spot Sales, Los Angeles, joins Seltel there, succeeding Heath.

John Kim Brayton, senior art director, Barkley & Evergreen, Kansas City, Kan., named associate creative director.

Liz Conn, from Bozell & Jacobs, Chicago, and **Jennifer Zeh**, from Needham, Harper & Steers, Chicago, join D'Arcy MacManus Masius there as media planners.

Brenda Holland, account executive, Blair/RAR (formerly Group W Radio Sales), Los Angeles, named manager, Los Angeles office.

Juan Lamadrid, account executive, Dynamic Cablevision of Florida, Hialeah, Fla., named advertising sales manager.

Jurgen Graser, office manager, Harrington, Righter & Parsons, Philadelphia, named account executive.

Rachel England, account executive, KYKY(FM) St. Louis, joins E. M. Reilly & Associates, Clayton, Mo., as media director.

Phil Thomas, director of sales, Kansas City (Mo.) Comets professional indoor soccer team, joins KCMO-AM-FM there as manager of sports sales.

Bill Hurwitz, from WISN(AM) Milwaukee, joins WLZZ(AM)-WZUU(FM) there as general sales manager.

Ron Cooke, regional sales manager, WPEC-TV West Palm Beach, Fla., joins KLMG-TV Longview, Tex., as general sales manager of station, scheduled to go on air in August, and of East Texas Television Network, which will comprise KLMG-TV and satellite stations in Paris, Nacogdoches and Sherman-Denison, all Texas.

Matthew Kreiner, national sales manager, KHOU-TV Houston, joins WPRI-TV Providence, R.I., as general sales manager.

Scott Parsons, account executive, KCRC(AM)-KNID(FM) Enid, Okla., named general sales manager, succeeding **John Swords III**, resigned.

Eddie Esserman, general sales manager,

ducer. **Bill Shissler**, production manager, WJZ-TV, assumes additional duties as producer, special projects.

Bob Lovelady, production manager, KTXA(TV) Fort Worth, joins KNBN-TV Dallas in same capacity. **Jeannine Apostle**, from General Electric, Dallas, joins KNBN-TV as program administrator.

Tom Fix, senior director, WPDS-TV Indianapolis, named production manager.

Tom Mungenast, production producer, KDNL-TV St. Louis, to production manager.

Roger Norum, news editor, RKO Radio Networks, New York, joins RKO-owned WOR(AM) there as host, *Shearson/American Express Business Reports*.

Gifford Nielsen, former quarterback, Houston Oilers professional football team, joins KHOU-TV Houston as sports anchor.

News and Public Affairs

Pat Piper, news producer for Mutual until staff reduction (BROADCASTING, March 5), returns to network as news manager. Piper, along with Bart Tessler, newly named director of news (see "Fates & Fortunes," May 28), will assume duties formerly held by **Chuck Eldridge**, director, news operations, Mutual Broadcasting, Washington, who resigned following departure of Tom O'Brien, VP, news, in April.

Richard Lerner, press secretary, Senator Bill Bradley (D-N.J.), joins KESQ-TV Palm Springs, Calif., as news director.

Wendy Frey Quarles, former program director, KGWA(AM) Enid, Okla., joins KCRC(AM)-KNID(FM) there as news director.

Brian McFadden, director of feature programming, UPI Radio Network, New York, assumes additional duties as New York bureau chief. **William Harwood**, from Columbia, S.C., bureau, United Press International, named bureau manager, newly opened Cape Canaveral, Fla., bureau.

Appointments, WPLP(AM) Pinellas Park, Fla.: **Lynn Robison**, from WXCR(FM) Safety Harbor, Fla., to morning news producer and weekend anchor; **Kyle Kirtley**, anchor, WHOO(AM) Orlando, Fla., to afternoon news anchor, and **Tracy Fox**, anchor-reporter, WHG-TV Panama City, Fla., and **Mike Hennessy**, morning sports reporter and weekend anchor, to reporters.

Jeanne Bowers, segment producer, *Capital Edition*, WDVN-TV Washington, named documentary unit producer. **Gayle Farber**, associate producer, probe unit, WDVN-TV, succeeds Bowers.

Mary Clunis, broadcast executive, southwest Texas, Associated Press, Dallas, named broadcast sales supervisor, based in Kansas City, Mo.

Andrea Bear, producer, WLS-TV Chicago, named news operations manager. **Andy Avalos**, weather anchor, KMGH-TV Denver, joins WLS-TV as weather anchor.

Kenneth Kraus, from own video rental business, Cleveland, joins WKBC(AM) Chardon, Ohio, as news director. **Richard Friedman**, attorney, Cleveland, joins WKBC as anchor.

Susan Burke, co-anchor, *EyeOpener* news, WCVB-TV Boston, assumes additional duties as midday news co-anchor.

Lana Hughes, weekend anchor, *Morning Report*, KTRH(AM) Houston, named weekday co-anchor, *Morning Report*.

Lester Strong, anchor, WSB-TV Atlanta, joins WNEV-TV Boston as weekend co-anchor.

John Leisher, anchor, WINZ(AM) Miami, joins KFWB(AM) Los Angeles as anchor-reporter.

Richard Scott, anchor-reporter, WIP(AM) Philadelphia, joins New Jersey Public Television, Trenton, N.J., as reporter, south Jersey bureau chief, *New Jersey Nightly News*.

Bryan Murray, news director, noncommercial KYUK-AM-TV Bethel, Alaska, joins KEZI-TV Eugene, Ore., as reporter.

Todd Gross, meteorologist, defunct Satellite News Channel, Stamford, Conn., joins WNEV-TV Boston as weekend meteorologist.

Bob Siegel, from KOCO-TV Oklahoma City, joins KXAS-TV Fort Worth as reporter.

Kathy Hart, from WMTW-TV Portland, Me., joins WSPA-TV Spartanburg, S.C., as reporter.

Technology

Yong T. Lee, division VP, microwave defense systems, M/A-COM, Burlington, Mass., named president of M/A-COM MVS, division that manufactures broadcast equipment.

Kenichi Kano, general manager, broadcast

and video systems division, NEC America, Melville, N.Y., named senior VP and general manager, broadcast equipment division. He succeeds R. Dennis Fraser, who earlier was named president, Alcoa-NEC Communications Corp. (BROADCASTING, Jan. 30).

Steven Seidenfrau, director, electronic maintenance, NBC, New York, named VP, production operations.

David Lenzner, director of human resources, broadband communications group of General Instrument Corp., New York, joins Times Fiber Communications, Wallingford, Conn., as VP, human resources.

W. Coleman Guthrie, assistant VP, program management, Comsat, Washington, named VP, systems technology services.

Otto Hoernig Jr., assistant VP, satellite system acquisition, American Satellite Co., Rockville, Md., named VP, space systems.

Paul Byron Jones, general attorney, broadcast group development, CBS, New York, joins Contemporary Communications, New Rochelle, N.Y.-based communications common carrier, as VP and general counsel.

Barrett Guisinger, assistant VP and director of technology, Sony Technology Center, Palo Alto, Calif., named VP, director of technology.

Michael Green, from Syntex Ophthalmics, Phoenix, joins Scientific-Atlanta there as general manager, coaxial cable division.

Cliff Avery, assistant managing editor, Time Inc., New York, joins Keycom Electronic Publishing, Schaumburg, Ill., as VP and edi-

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 1984**

The complete guide to radio, television, cable and satellite facts and figures—\$80 (if payment with order \$70). **Billable orders** must be accompanied by business card, company letterhead or purchase order. Off press April 1984.

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.

tor, with responsibility for Keyfax videotex system.

Paul Huhndorff, VP, operations, KPRC-TV Houston, assumes additional responsibilities as director of engineering for broadcast group of parent, H&C Communications.

Milford Smith, director of engineering, First Media Corp., Washington, joins Greater Media Inc., East Brunswick, N.J., as director of radio technology for group's seven FM's and five AM's.

Larry Cole, from Computer Image, Denver, joins Telemation, video production facility there, as operations manager.

Appointments, KNTV(TV) San Jose, Calif.: **Kirk Woolman**, master control technical director, to technical director-editor; **Michael O'Keefe**, master control operator, to technical director; **David Sotelo**, audio operator, succeeds O'Keefe.

Gene Faulkner, assistant chief engineer, KDNL-TV St. Louis, named chief engineer, succeeding Jim Withers (see "Media," above).

Promotion and PR



Sando

Arthur Sando, director of corporate communications, Turner Broadcasting System, Atlanta, named VP, corporate communications.

Andrew Holtzman, director, advertising, promotion and publicity, Lexington Broadcast Services, New York, named VP.

Martin Appel, director of public relations, WPIX(TV) New York, named VP, public relations.

Beth Longware, writer-reporter, defunct Satellite News Channel, Stamford, Conn., joins Michael Klepper Associates, New York, as account executive-associate producer.

Francine Robb, administrative assistant to president, Katz Broadcasting Corp., Bridgeport, Conn., named to newly created post of director of corporate communications.

Janet Rose, account executive, Barkley & Evergreen, Shawnee Mission, Kan., named public relations manager.

Terry Lowe-Edwards, director of press and publicity, WJLA-TV Washington, joins co-owned WSET-TV Lynchburg, Va., as assistant promotion director.

Leanne Sarkisan, co-op advertising specialist and account executive, WGBS(AM)-WLYF(FM) Miami, named promotion-creative services director.

Nancy Hoddinott, promotion coordinator, WAAF(FM) Worcester, Mass., joins WWLT(FM) Gainesville, Ga., as promotion director.

Roseanne Korfant, from Paul Sciria Public Relations, Cleveland, joins WERE(AM)-WGCL(FM) there as promotion director.

Afton Auld, host, *California North*, KFTY(TV) Santa Rosa, Calif., named director, public relations.



Art's up, Doc. Warner Brothers animator Chuck Jones (l), creator of numerous characters, including Bugs Bunny and Road Runner, is joined by musical comedy writer Betty Comden and Edward Bleier, executive VP, Warner Brothers Television, at a reception for the opening of an exhibit of Jones's cartoon art at the Circle Gallery, New York.

Peter Starr, from R&R Marketing, Los Angeles, joins Oak Media Corp. there as public relations manager.

Joel Canfield, senior producer, WDIV(TV) Detroit, named promotion manager.

Kathy Hudson, program promotion manager, Maryland Center for Public Television, Owings Mills, Md., resigns to pursue writing career.

Nessa Forman, director of communications, noncommercial WHYY-TV Wilmington, Del., and WHYY-FM Philadelphia, named VP, communications.

Allied Fields

Bradley Holmes, attorney, Skadden, Arps, Slate, Meagher & Flom, New York, joins FCC, Washington, as legal assistant to Commissioner Dennis Patrick.

Linda Sheldon, VP, barter syndication, Lormar, Chicago, joins Media General Broadcast Services, Memphis, as senior VP, director of syndication and programming.

Kathy Huffman, curator, Long Beach (Calif.) Museum of Art, named curator-producer, Contemporary Art Television Fund, partnership between noncommercial WGBH-TV Boston and Institute of Contemporary Art there, established to support production of new works of art using television.

Roy H. Park, founder-president, Park Communications, Ithaca, N.Y., and **Edward L. Gaylord**, chairman, Oklahoma Publishing Co., Oklahoma City, have been chosen "giants of accomplishment" by American Academy of Achievement, and will receive Golden Plate award at annual Salute to Excellence ceremonies in Minneapolis July 5-7.

Donald R. Le Duc, professor of communication arts, University of Wisconsin, named first holder of Ronald Reagan Chair of Broadcasting at University of Alabama, Tuscaloosa.

Ed Bradley, co-editor, *60 Minutes*, CBS News, named winner of "distinguished service to broadcasting award" from profession-

al broadcasting society of University of Georgia School of Journalism.

Deaths

B. Floyd Farr, 75, co-founder, United Broadcasting (KEEN(AM)-KBAY(FM) San Jose, Calif.) and co-owner, KCVR(AM)-KWIN(FM) Lodi, Calif., died of stroke May 14 at San Jose, Calif., convalescent home. In 1960's and '70's, Farr, with partners George Snell and George Mardikian, owned and operated Golden Pacific Group, which then comprised KFIG(FM) Fresno, Calif.; KCVR(AM)-KWIN(FM); KVEG-AM-FM (now KVEG(AM)-KFMS(FM)) Las Vegas, and KAHU(AM) Waipahu, Hawaii, and KFOA(FM) Honolulu (now KDEO(AM) and KUMU-FM). Farr was two-time board member of National Association of Broadcasters in 1960's. He is survived by two sons and two daughters. One son, Barney, is station manager at KWIN.

Kenneth Schwartz, 55, executive VP, The Roper Organization, Princeton, N.J., died after heart attack May 26 in Washington, where he was attending son's college graduation. He had joined Roper in January this year. From 1972 to 1983 he was VP of Opinion Research Corp. and manager of its public opinion index. In early 1960's he was senior editor of *Television* magazine, then published by Broadcasting Publications Inc., later was editor at *Forbes* and *Dun's Review*. He is survived by his wife, Helen, daughter, Lisa and son, Eric.

Madge Megargee, 86, president, WDAU-TV and WGBI-AM-FM, all Scranton, Pa., died of stroke May 5 at her home in Scranton. She is survived by four daughters, including Madge Holcomb, general manager of WDAU-TV.

LeRoy C. Sanders, 45, president, local 31, National Association of Broadcast Employees and Technicians, Washington, died of apparent heart attack May 25 at Shady Grove (Md.) Adventist hospital. Sanders, former engineer at WRC-TV Washington, began as part-time president of local in 1974, and became local's first full-time president. He is survived by his wife, Jeanette, two sons and two daughters.

Public broadcasting's super salesman

David Ives has officially stepped down as head of one of the country's most successful public broadcasting operations, WGBH(FM) and WGBH-TV Boston, but few have noticed and change.

He's still in the fight for more government funding, as chairman of the National Association of Public Television Stations and the Eastern Educational Network. He's still appearing in costumes ranging from foul weather gear to the Mikado's kimono during the annual fund-raising auction on WGBH-TV. And he's still directing the station's capital campaign and new building projects.

"I'm here full-time," says the tall, lean Ives, in his 10-by-12-foot office overlooking the Harvard soccer field on which he once played. "I'm doing much as I have been doing." He resigned as president of the WGBH Educational Foundation shortly before his 65th birthday.

"I've always been a delegator," says Ives. "My philosophy of management is to give people maximum freedom as long as they can handle it. I'll taper off, but I don't know how. I don't have any real hobbies. Nothing consumes me outside my job."

Continuing to consume him is the perennial fight for funding. "Right now," he says, "we're on the brink of the first action in Congress since Ronald Reagan took office that would result in an increase in federal support" for public television.

Noting that such funding is down 25% from its fiscal year 1982 level, Ives is hoping Congress will approve supplementary money for the 1984, 1985 and 1986 fiscal years. He's also optimistic that a new authorization—the first step toward an appropriation—will soon go through Congress and boost federal support for public television to \$238 million for fiscal year 1987, compared with \$130 million for the current fiscal year. (The House Energy and Commerce Committee has reported out the bill, H.R. 5541 [BROADCASTING, May 14].)

Wherever the conversation with Ives starts, it quickly gets back to funding. Appropriately enough, for he started at WGBH 24 years ago as a fund raiser and "salesman," as he unflinchingly describes his work.

After three World War II years in the Navy, spent mostly in Washington at an LSD ("large steel desk"), Ives started on his hometown paper, the *Salem (Mass.) Evening News*, as a \$32-a-week reporter. He moved to New York City, where he had heard the *Wall Street Journal* "was hiring." During the next 11 years, he was a *Journal* reporter, editor and bureau chief in New York, Detroit, Washington and Boston. But when it seemed as if he might be "bounced around" to still another city, he concluded



DAVID OTIS IVES—chairman, National Association of Public Television Stations; vice-chairman, board of trustees, WGBH Educational Foundation; chairman, Eastern Educational Network; b. April 21, 1919, Salem, Mass.; AB in English literature, Harvard University, 1941; MBA, Harvard, 1943; reporter, *Salem Evening News*, 1947; reporter, desk editor, bureau chief, *Wall Street Journal*, 1947-58; editorial writer, WGBH-TV Boston, 1958-60; assistant general manager, 1960-65, director of development, 1965-70, and president, 1970-84, WGBH-FM-TV Boston; m. Patricia Exton Howard, June 28, 1980; children (by previous marriage): David, 25; Stephen, 24.

that he was a hometown boy at heart. There was another factor. "I was not the best reporter in the world," Ives adds. "I was happy to make the switch" into editorial writing, for WBZ-TV Boston.

He moved to WGBH in 1960, attracted by the chance to merge fund raising and "salesmanship." And he combined the two in helping make public TV auctions an annual ritual. KQED-TV San Francisco originated the idea, Ives recalls, "and when we started doing it too, the other stations figured there must be something in it."

Auctions and the like helped raise public contributions from \$1 million to nearly \$9 million during his 13 years as WGBH president. In that span, annual income has risen from \$5.8 million to \$45.9 million, and grants and contracts to produce programs, mainly for national distribution, from \$4 million to \$29 million. Programs that were developed under his presidency include *Masterpiece Theater*, *Nova*, *Frontline*, and various Julia Child cooking programs. On radio, they include *The Spider's Web*, *A Note To You* and *Music America*. WGBH is now PBS's largest single programming source, and

one of its most successful. Last year's highly praised 13-part *Vietnam: A Television History* drew an average 9.7 million viewers per episode; WGBH(FM) averaged 318,000 listeners a week in 1983, the second highest rating among the country's 272 public radio stations.

But ratings in noncommercial broadcasting do not necessarily make the money roll in. It took WGBH more than six years to find the \$5.6 million needed to finance the *Vietnam* series. And the project's success hasn't made production funding any easier.

"After the *Vietnam* series," he says, "you'd think you should be able to get money just like that, but that's not the way it is. We've gone into a four-part history of Central America without full funding in hand—we're out on a limb. We want to do a 13-part series on the nuclear age, but it's damned hard to raise money for that controversial subject. The biggest problem is money—it always is and will continue to be. People continue to snipe at us, but we do have a bizarre system. We've never been able to face up in the United States to the need to fund public broadcasting."

"We have this rickety structure of federal, state, corporate and foundation funding. It's amazing that 53% of American households watch it each week. Who knows whether we'll continue? It's like being on a starvation diet."

Ives favors the FCC's relaxation of rules to permit on-air identification of public broadcasting underwriters and their products and services and thinks there will be more commercial-type spot announcements. He sees some danger in increased advertiser support, though, on the premise that the greater the ad revenues the greater the pressure to reduce federal funding.

Ives uses both "fun" and "frustration" to describe the life of a public broadcaster. Wearing his ever-present bow tie, banging out copy on a Royal manual typewriter, Ives characterizes his breed as a "devoted" bunch that "struggles to do the best we can. You have to scratch around" for funding, "but it's good fun, and it's worth doing."

What's worth doing that can't now be funded? Why not an American version of *Upstairs/Downstairs*, set in the home of a Tory family during the pre-Revolutionary years? "We should help Americans understand where they came from and where they're going," Ives states. "It's frustrating not having the finances to do so."

Ives is pleased that the upper-income and educated audience that typically tuned in WGBH when he took over is now only part of wider demographics that the operation now attracts. But he hasn't forgotten that WGBH's parent is an educational foundation.

"Our aim," goes his message at the end of each broadcast day, "is to help people cope better with themselves, their lives and the world around them."

In Brief

Schering-Plough Corp. has signed contract to sell its remaining nine radio stations to newly formed, New York-based DKM Broadcasting Corp., headed by Robert R. Dyson, vice chairman. No sale price was disclosed, but **sources estimate stations sold for \$62 million-\$65 million** ("Closed Circuit," May 7). DKM's investors include principals of Dyson-Kissner Moran Corp., privately held, New York-based diversified holding company. Dyson owns WEOK (AM)-WPDH (FM) Poughkeepsie, N.Y.; WPTR (AM) Troy, N.Y., and WFLY (FM) Albany, N.Y. The stations sold are: WPLO (AM)-WVEE (FM) Atlanta; WCAO (AM)-WXYV (FM) Baltimore; WMLX (AM)-WUBE (FM) Cincinnati; WKDJ (AM)-WHRK (FM) Memphis, and WZNE (FM) Clearwater, Fla. Plough recently sold WJJD (AM)-WJEZ (FM) Chicago ("Changing Hands," March 19), to Infinity Broadcasting Corp. for \$14 million and WSUN (AM) Tampa-St. Petersburg ("Changing Hands," March 12) to Taft Broadcasting for \$7.5 million. Schering-Plough, manufacturer of prescription drugs, Coppertone, Maybelline, Dr. Scholls, and other brands, decided some months ago to divest its broadcasting interests ("Changing Hands," Feb. 6). Michael Pietrangelo, senior VP of Plough Broadcasting, said, "When compared to the overall sales and profitability of the corporation, the broadcasting contribution is greatly diminished." Plough Broadcasting began in 1944 when Abe Plough, founder of Plough Inc., bought WKDJ (AM) Memphis from Scripps-Howard. Plough Inc. merged with Schering in 1971.

General Electric Cablevision and UA Cablesystems Corp. announced last Friday agreement to merge two companies. Merger will bring some 675,000 subscribers from two companies under UACC's control, making it 11th largest MSO. GE will receive \$132 million plus 37% of stock in UA Cablesystems. United Artists Communications Inc., UACC's parent, will own remaining 63% stock. UA had formerly been partnered with Rogers Cablesystems but two companies split.

ESPN announced last week that it will impose seven-cent hike in its affiliate fees beginning January 1985. That will bring annual carriage fee to 20 cents per subscriber. Increase will affect all new affiliates and those with contract renewals in 1985. Number of MSO's that signed up on discounted rate basis in 1983 will not be affected, however. Those include Daniels, Colony, United, Sammons, Times Mirror and Jones Intercable. They signed deals calling for carriage fees of six cents per subscriber in 1983, eight cents in 1984 and 10 cents in 1985. Carriage rate for ESPN as tiered service (where network is offered with premium pay-cable service in package) will remain unchanged, at \$1.50 per subscriber.

Turner Broadcasting System has resumed its court fight for repeal of FCC's must-carry rules. TBS, which owns and operates Cable News Network and CNN Headline News, says in brief filed with U.S. Court of Appeals in Washington last week, that rules violate First Amendment. In requiring cable systems to carry signals of local broadcasters—and thus restricting number of channels available for cable programming—brief says, rules "substantially impair cable programmers' rights to engage in speech protected under the

Ready to buy. The annual ritual in which networks and advertising agencies begin to determine what the latter will pay in the upfront prime time market began in earnest last week. At press time late Friday, The Paul Schulman Co., a subsidiary of Gardner/Advantures that traditionally places the first upfront prime time order, on behalf of Ralston Purina, was negotiating with all three networks.

"It's possible," said Schulman, "that we may have two or three buys wrapped up by the end of the day." He cautioned, however, that the deals would only be made "if the networks listen to reason." The "reason" in that context, referring to prices that upfront advertisers will have to pay for prime time commercials in the 1984-85 season, is very relative. Agencies, on behalf of their clients, seem more committed than ever to securing no more than single-digit price increases for next season's prime time buys. Last year advertisers paid increases of between 10% and 14% in the upfront prime time market. In 1982 the increases ranged between 13% and 20%.



On board. Members of the National Association of Broadcasters executive committee and new radio and TV board directors were in Washington last week in preparation for the joint board meeting, June 18-22 (BROADCASTING, May 28). Seated (l-r): Robert Hynes, NBC, Washington; Martin Beck, radio board chairman, Beck-Ross Communications, Rockville Centre, N.Y.; Ray Saadi, KHOM (AM)-KTIB (FM) Houma, La.; Sally Hawkins, WILM (AM) Wilmington, Del.; Wallace Dunlap, Westinghouse Broadcasting, Washington, and Gregory Stone, WSOC-TV Charlotte, N.C.

Standing (l-r): Eddie Fritts, NAB president; Jerry Holley, TV board chairman, Stauffer Communications, Topeka, Kan.; Ted Snider, radio board vice chairman, KARN (AM)-KKYK (FM) Little Rock, Ark.; William O'Shaughnessy, WVOX (AM) New Rochelle, N.Y.; Gert Schmidt, joint board chairman, Harte-Hanks Communications, Jacksonville, Fla.; Jack Clements, Mutual Broadcasting System, Arlington, Va.; John David, KRBS (AM)-KDBQ (FM) Joplin, Mo.; Ray Lockhart, KOGA-AM-FM Ogallala, Neb.; J. William Poole, WFLS (AM) Fredericksburg, Va.; Donna Zapata, WHAS-TV Louisville, Ky.; William Rollins, Suburban Radio Group, Concord, N.C.; Robert Munoz, KCRK-TV El Paso, Tex.; Willie Davis, KACE (FM) Los Angeles; Robert Fox, KVEN (AM)-KHAY (FM) Ventura, Calif., and William Turner, TV board vice chairman, KCAU-TV Sioux City, Iowa.

The new members, who officially join the boards in June, were briefed by NAB senior staff and heard from executive committee members seeking re-election or election to a new post.

First Amendment. TBS filed its appeal in response to commission action, on April 6, rejecting TBS's petition for rulemaking to delete must-carry rules. It had filed that petition in October 1980, and, after commission failed to act, sought relief from appeals court in October 1983. Court sent case back to commission after it requested remand. TBS, in its brief, also contends that commission's refusal to initiate rulemaking is arbitrary and capricious, since it is required by law to reexamine its rules periodically as conditions change.

Representatives **Timothy Wirth** (D-Colo.) and **Al Swift** (D-Wash.) last week lent their support to request of several dozen citizen and public interest groups seeking lengthy delay in time for commenting on FCC inquiry into fairness doctrine. Wirth, chairman of House Telecommunications Subcommittee, and Swift, member of that panel, wrote FCC Chairman Mark Fowler last week to ask for another 90 days for comment and additional 60 days for reply comments. Deadlines now are Aug. 6 and Sept. 5, respectively. Two congressmen—who used letter to restate their view that commission is barred by law from repealing fairness doctrine—say current comment deadlines are too tight for nonprofit organizations whose views commission is seeking. "We have been advised that many of [them] are ill-equipped to provide meaningful responses in the relatively short period the commission has as of now allowed," they wrote. Letter followed May 17 petition filed by Media Access Project, on behalf of some 40 groups, that requested extension of comment deadline to Nov. 16 and of reply deadline to Feb. 6. MAP said what it concedes is unusually lengthy extensions

are needed because analysis of questions raised by "numerous new and unexplored questions of fact and law" in inquiry will require financial resources and legal and policy research not readily available to nonprofit groups it represents. Commission officials last week indicated extension of time would be granted, although probably only for comments and not to extent requested.

Home Box Office has announced that it **will stop providing dual transmissions of east coast feeds of both HBO and Cinemax on October 1** and go solely with feeds from Galaxy I. East coast feeds of both services have been transmitted simultaneously from Satcom III-R and Galaxy I since January. HBO's East Coast feed on Galaxy is on transponder 23; Cinemax's is on transponder 19. Satcom III-R transponders 24 (now beaming HBO east) and 20 (Cinemax east) will be "held in reserve" said HBO spokesman, with no plans to sublease.

Cable operators at NCTA convention should be buoyed by results of two NCTA-commissioned studies that will be distributed there. First, conducted by the **Opinion Research Corp.**, concludes that **cable will be dominant multichannel television medium in future**, surpassing direct broadcast satellite and multichannel MDS. "Cable's significantly lower installation charge and greater channel capacity give it an overwhelming advantage over the likely alternative delivery systems," it said. Second, random survey of 1,501 people conducted by **International Communications Research**, found **83.2% of current cable subscribers surveyed were "very satisfied or somewhat satisfied"** by service.

Owners of **Spanish International Network**—national Spanish-language network—are **seeking FCC authorization to establish sub-regional western hemisphere satellite system**. Their PanAmSat becomes fifth application for international telecommunications satellite system pending before commission. But it is first proposing service exclusively in western hemisphere; others seek to serve Atlantic region. PanAmSat is described as hybrid system that operates on Hughes Communications satellite and is capable of providing domestic satellite service in Latin America and sub-regional video and audio distribution satellite service between New York and Miami, on one hand, and Latin American countries on other. System will consist of one in-orbit satellite, at 57 degrees west longitude, and one ground spare. Like four other applications awaiting commission approval, Intelsat agreement would require that PanAmSat's proposal be coordinated with Intelsat. PanAmSat would be 80% owned by limited partners to be solicited by private placement or public underwriting. General partner, Pan American Satellite Corp., is controlled by Rene Anselmo, president of SIN and of Spanish International Communications Corp., which owns five TV stations and five translator and low-power stations; William D. Stiles, executive VP of SIN; Frederick Landman, VP of SIN, and Emilio Azcarraga, prominent figure in Mexican broadcasting whose family, through Televisa network, owns 75% of SIN and 20% of SICC. Anselmo, Stiles and Landman own 30% of general partner through RFW Satellite Corp., and Azcarraga owns remainder.

Representatives **Tom Tauke** (R-Iowa) and **Billy Tauzin** (D-La.) are slated to **meet Thursday with Senator Bob Packwood** (R-Ore.) to discuss possibility of **attaching broadcast deregulation legislation to another bill** ("Closed Circuit," May 28).

House last week **passed appropriation bill** that included fiscal 1985 **funding for FCC and National Telecommunications and Information Administration**. House cut appropriations levels recommended by committee by 4%, leaving FCC with \$90.3 million and NTIA with \$36 million, of which \$24 million goes to agency's public telecommunications facilities program.

Supplemental funding for Corporation for Public Broadcasting for fiscal 1984, '85 and '86 totaling \$70 million was included in supplemental appropriations measure **passed last week** by House Appropriations Subcommittee, chaired by William Natcher (D-Ky.).

NBC and the National Association of Broadcast Employees & Technicians will resume negotiations on June 11 on new contract to replace one that expired on March 31, 1983. **NABET** already has gone on record as saying it would strike NBC on July 16 or earlier unless agreement is reached on new pact. July 16 marks opening of Democratic national convention in San Francisco at which several hundred NBC engineers, technicians and cameramen are expected to work. NBC declined to comment on negotiations or strike threats but said it had plans to cover convention regardless of strike.

Association for Broadcast Engineering Standards has asked **FCC to vacate decision** permitting many **AM daytimers to operate at higher power during post-sunset authorizations** (BROADCASTING, April 16). In petition for reconsideration, ABES said FCC, in wake of "significant political pressure," had granted those power increases "despite the fact that this increase would cause severe interference to full-time stations."

Filling out its **second round**, **FCC** has accepted for filing **direct broadcast satellite applications of Advanced Communications Corp., Hughes Communications Galaxy Inc., National Exchange Inc. and Space Communications Services**. Comments and petitions to deny are due July 16. FCC already has accepted for filing applications of National Christian Network Inc., Satellite Development Trust and Satellite Syndicated Systems Inc. for that round.

Linda Ellerbee, former co-anchor of NBC News's *Overnight*, and **Andrea Mitchell**, NBC News White House correspondent, have been selected as **co-anchors** for new 11-part NBC News program, **Summer Sunday**, which is scheduled to debut Sunday, July 1, at 7-8 p.m. NBC News said Mitchell will continue on White House beat, in addition to serving as co-anchor.

Poser proposal. *The Internal Revenue Service will authorize its investigators under certain circumstances to pose as reporters, lawyers, doctors or clergymen. The IRS has made that public with the issuance of guidelines that govern undercover operations by its agents. It says approval of a permanent committee of top IRS officials in Washington is required before an agent may adopt a cover as member of one of those four professions if there is a risk that the subject of the investigation "will be led into a professional or confidential relationship" with the undercover agent.*

"We stress that using a pose as [a member of one of those professions] is permitted only with advance approval of the national office, and only in limited circumstances," said Rod Young, of the IRS public affairs office. He said only 2%—or up to 140—of all criminal investigations each year involve undercover agent. And he said he knows of only one case in which an agent posed as a reporter, lawyer, doctor or clergyman. He said he could not discuss the matter further—even to the point of saying which profession was used as a cover—because the case is currently ongoing.

The guidelines, which were issued May 18 and originally disclosed by Legal Times, a weekly newspaper that covers lawyers, revises procedures in force since October. The IRS thus joins the FBI in establishing guidelines and procedures for overseeing the use of professional covers by agents.

Representatives of media groups have opposed government policy permitting undercover agents to pose as reporters. And Ernie Schultz, executive VP of the Radio-Television News Directors Association, wrote IRS Commissioner Roger Egger to express the association's opposition to the guidelines. He said they "are inherently too permissive," and added, "As a journalist, I can conceive of no set of circumstances in which such deception by an IRS agent would be justified. . . . The mere possibility of such a practice detracts from the credibility of journalists and IRS agents."

Editorials

Artful compromise

It's too early to tell for sure, and the superstitious will want to keep their fingers crossed, but it looks as though Tom Wheeler, Jim Mooney and their compatriots at the National Cable Television Association—with a notable assist from John Dingell and his House Commerce Committee staff—have once again pulled the fat from the fire. The successful conclusion of yet another agreement with the nation's cities (see page 39) and the attendant promise that cable legislation may yet emerge from this Congress are the best news the cable industry could have asked for as it begins its annual meeting this week.

What it may amount to is no less than a first federal enfranchising of this country's cable television system. The successful passage of the amended H.R. 4103 would signal the beginning of uniform treatment for cable operators at the hands of their various localities, and a nationwide standardization of the way the industry does business. On the two key issues—rates and renewals—a bargain has been struck that gives operators a better hope for fiscal balance in the near term and a better hope for property protection in the long term. How much better to deal with a reined-in devil that is known than to try to outwit the capricious whims of a thousand masters.

The wonder of it all not only is that cable and the cities have come to agreement, but that accord was accomplished without anyone's having to give away the store. Although NCTA was forced to trim some of its grander expectations from the earlier draft of 4103, the package now at hand remains comprehensive, constructive and fair to all parties in sight. (Those in the SMATV business—who would end up tarred with cable's regulatory brush if one provision of the new agreement stands—may take exception to that last assertion, but theirs is a special case that need not impede progress on the main business at hand.)

Tom Wheeler must be taking special satisfaction from the timing of it all, not only on the eve of the NCTA convention but also in the last moments of his presidency—going out on a grand slam. For President-elect Jim Mooney, who did most of the hand-to-hand combat on the compromise, it is an endorsement.

It all depends, of course, on how things hold together. While others—and conspicuously the telephone companies—will yet find fault with H.R. 4103, there's reason for optimism that the cities won't suffer a siege of second thoughts similar to those that caused them to renege the last time around. (Chairman Dingell's blessing of the present state of affairs is the best assurance on that score.) If this bill survives the gauntlet, cable could be off on a second genesis as distinguished for its regulatory stability as its first was noted for its regulatory disarray.

All the way

If the signals emanating from her office can be trusted, FCC Commissioner Mimi Dawson is looking for a new set of magic figures to replace the FCC's seven-seven-seven rule for multiple station ownership. The word is that she is thinking of a television limit based on the percentage of the national television audience reached ("Closed Circuit," May 28). Whatever she is thinking, it could be influential in the FCC's final decision. She has been named by Chairman Mark Fowler as the lead commissioner in the redoing of the rules.

From the beginning, Dawson has been reluctant to accept the only logical repair—clear-cut repeal of standards that have never had an underpinning in either fact or reason. At one point she brought up the Herfindahl-Hirschman Index, which this page can

barely spell, let alone define, used by the Justice Department to decide whether mergers fit the antitrust laws. Now she is said to be eyeing a VHF limit at 25% of total TV households, about 5% more than each of the television networks now owns.

There may be a superficial appearance of logic in a rule based upon the population served. Certainly it makes more sense than the seven-station limit that gives no consideration whatever to market size or station power. But who is to say that 25% is the right figure, or 20%? Why not 100%, as long as other owners in reasonable numbers were also competing for the national audience? Indeed, 100% is the total potential now reachable by networks through their owned and affiliated stations.

It may be that the FCC is hesitating to detach itself entirely from some kind of numbers for fear of reversal in the courts or reprisal in the Congress. That is a pointless fear; numbers will provide no refuge from confrontations in both forums. The "public interest" lawyers who subsist on government regulation will appeal in the courts if the FCC does anything to liberalize its rules. The regulatory-minded members of the Congress will say the public has been stabbed in the heart.

The FCC stands the best chance of surviving in the courts and Congress by voting out a clearly reasoned repeal of the seven-seven-seven rule. A marketplace that has permitted only two companies to reach the silly numbers now in effect can surely be trusted to keep working without arbitrary limits. The antitrust laws would lie in wait for excessively aggressive ventures.

Go for it, Commissioner Dawson.

It is 1984. The Internal Revenue Service, which is already sneaky enough, as any innocent victim of one of its audits can testify, has formally approved the use by its undercover agents of disguise as "an attorney, physician, clergyman, or member of the news media" (see box, page 121). True, headquarters authority must be obtained if the agent in disguise expects to develop a confidential relationship, but except for that restraint, IRS snoops are free to put on round collars or stuff press passes in their hats, and Nellie bar the door.

Nobody denies that the IRS needs all the legitimate help it can get when the world is full of tax cheats. Nobody will complain, except the culprits, if an agent poses as a Colombian cocaine runner. But next time your friendly, neighborhood pastor comes to call, think twice about letting him in. What about inquisitive journalists? Never give your right name.



Drawn for BROADCASTING by Jack Schmidt

"We just got word that our co-anchor is expecting."

The Innovative, Informational 90-Second Television Series



REG U.S. PAT. & TM. OFF

Mitzi Ayala, author,
farmer, mother,
newspaper columnist
and TV hostess for
"Country Comments"
that feature a
magnitude of
fascinating
food facts.



COUNTRY COMMENTS™

Current Show Line-Up

CITY	STATION/AFFIL.	PROGRAM PLACEMENT	CITY	STATION/AFFIL.	PROGRAM PLACEMENT
San Francisco	KTVU	IND Voice of Agriculture	Salinas/Monterey	KSBW	NBC Voice of Agriculture
Washington, D.C.	WDCA	IND Health Field	Santa Barbara	KEYT	ABC Voice of Agriculture
St. Louis	KDNL	IND KDNL News Update	Terre Haute	WTHI	ABC Noon News
Sacramento	KOVR	ABC Voice of Agriculture	Reno	KCRL	NBC Voice of Agriculture
Indianapolis	WTTV	IND RFD 4	Lacrosse/ Eau Claire	WEAU	NBC Newscenter 13 at Noon
San Diego	KFMB	CBS Voice of Agriculture	Corpus Christi	KZTV	CBS Newswatch Ten
Charlotte	WBTV	CBS Good Morning with Jim Patterson	Traverse City/ Cadillac	WWTV	CBS Lunch Break
Raleigh/Durham	WRAL	ABC Country Morning	Sioux City	KCAU	ABC Good Morning Siouxsland
Greenville/ Spartanburg	WSPA	CBS Nancy Welch Show	Rochester/ Mason City	KTTC	NBC Newswatch at Noon
Charleston/ Huntington	WOWK	ABC Weekend Magazine	Macon	WMAZ	CBS Morning
Norfolk	WVEC	ABC Morning Magazine	Chico/Redding	KRCR	ABC Voice of Agriculture
Greensboro/ Winston-Salem	WFMY	CBS Good Morning	Minot/Bismark	KXMC	CBS Farm Report
Flint/Saginaw	WNEM	NBC Farm & Garden	Ft. Smith	KFSM	CBS CBS Morning News
Knoxville	WBIR	CBS Early Morning	Quincy/Hannibal	KHQA	CBS The Morning Farm Update
Albuquerque	KGGM	CBS Stopwatch	Dothan	WTVY	CBS The Morning Show
Fresno	KSEE	NBC Voice of Agriculture	Clarksburg/Weston	WBOY	NBC Francis Basile Show
Paducah/ Cape Girardeau	WSIL	ABC Good Morning America	Alexandria, MN	KCMT	CBS Farm Today
South Bend	WSBT	CBS Rod Johnson Show	Meridian, MS	WHTV	CBS Perspectives
Bristol/Johnson City/ Kingsport	WJHL	CBS Midday News	Greenwood/ Greenville	WABG	ABC Magazine 6
Evansville	WTVW	ABC Farm & News Report	Yuma/El Centro	KYEL	CBS Voice of Agriculture
Ft. Wayne	WKJG	NBC Wayne Rothgeb Show	Marquette, MI	WLUC	CBS Upper Michigan Today
Sioux Falls/ Mitchell	KELO	CBS Good Morning Keloland	Laredo	KTVV	CBS Good Afternoon Laredo
Lansing	WILX	NBC Spectrum	Twin Falls, ID	KMVT	NBC Magic Valley Almanac
Greenville/ New Bern	WITN	NBC Almanac	Helena, MT	KTVG	NBC Today Show
Fargo	KVNJ	IND Fargo/Moorhead Scene	Selma	WSLA	CBS Speak Easy
Augusta	WAGT	NBC Morning Break	Alpena, MI	WBKB	CBS Midday Magazine
			Allentown	WFMZ	IND Cover to Cover
			Hazard, KY	WKYH	IND Newscenter at Noon
			Honolulu	KSHO	IND Merv Griffin
			Santa Rosa	KFTY	IND Voice of Agriculture

Attention:
Program Directors, Producers,
Hosts and News Directors!!
The 13, 26, 52 Program Series is
FREE

Produced and Marketed by:

DCA

DCA TeleProductions

A Taft Television
and Radio Company

Contact Ed Baruch, Marketing Director/DCA TeleProductions/5202 River Rd./Washington, D.C. 20816/301/654-2600



Microdyne's Multiple Satellite Feed System lets you add to your programming instead of your debt

Saves the cost of a new dish

With new programming constantly being added, you may want to pick up programs from several satellites. Previously, this would involve the expense of another dish. Now with Microdyne's multi-feed system you may be able to add programming from additional satellites at about 1/5 the cost of a new dish.

The Multiple Satellite Feed System can receive up to five satellites on the same parabolic reflector when the satellites are located in close proximity. In a TVRO system designed with adequate margins, the MSF will provide quality pictures on all feeds.

Easily retrofitted

Existing Microdyne antennas can be easily retrofitted to accommodate this new system. Only the struts and brackets of the feed support hardware

must be changed—no other antenna changes are required. This simple modification can be done by the user or by Microdyne field service personnel.

Even if you purchased your existing antenna from another manufacturer, it may still be possible to modify it for use with the Microdyne Multiple Satellite Feed System. Please give us a call.

Increases Capability

So, whether you are planning a new system or expanding an existing installation, the MSF can provide increased capability while saving both the cost and the real estate required by a second dish.



Microdyne Corporation



When installed on a 5-meter antenna, isolation between beams is better than 20 dB, with a loss of about 1 dB off boresight.

Free Information

If you would like more information on our Multiple Satellite Feed System, contact your nearest Microdyne distributor, or give us a call at (904) 687-4633.